**Project Description: Addressing Gender Balance in Executive Management**

**Overview**

This data analytics project was conducted as part of the PwC virtual experience program, focusing on improving gender balance at the executive management level within a telecom client's Human Resources department. The objective was to provide insights and recommendations to address the slow progress in achieving gender diversity and inclusion.

**Background**

Diversity and inclusion are critical factors for business success in today's complex and diverse world. However, the telecom client has been facing challenges in improving gender balance, particularly at the executive management level. The client approached PwC Switzerland for assistance in identifying the root causes and developing strategies to drive progress in this area.

**Methodology**

The project followed a structured approach, encompassing data exploration, transformation, KPI definition, measure calculation, and visualization creation. The steps involved in this project are as follows:

1. **Data Exploration**: The data was carefully examined to understand its structure, quality, and relevance to the analysis.
2. **Data Transformation and Cleaning**: The data underwent a cleaning process to ensure accuracy and consistency. Unnecessary sheets were removed, and essential attributes were mapped for further analysis.
3. **KPI Definition**: Key performance indicators (KPIs) were defined based on stakeholder requirements and a comprehensive understanding of the data. The relevant KPIs were identified as hiring, promotions, turnover, performance, and demographics.
4. **Measure Calculation**: Using DAX in Power BI, measures were calculated for each KPI to provide meaningful insights and enable effective analysis.
5. **Visualization**: Dashboards were created to visualize the KPIs, allowing stakeholders to gain a comprehensive understanding of the data and its implications. The dashboards provide an overview of the KPIs and facilitate data-driven decision-making.

**Key Insights**

The analysis of the data yielded valuable insights into the gender balance within the organization. The key insights obtained from each KPI are as follows:

1. **Hiring by Gender and Position**: The data revealed variations in gender representation across different job positions. For example, there was an imbalance in new hires at the executive level, with all hires being men. Recommendations can be made to address this disparity and promote gender diversity in hiring.
2. **Promotions by Gender and Position**: The analysis indicated a gender disparity in promotion rates, with a higher proportion of men being promoted across various positions. This finding necessitates an examination of the promotion process and the implementation of strategies to ensure gender-balanced promotions.
3. **Turnover by Gender and Position**: The turnover analysis revealed varying turnover rates among men and women across different job positions. Addressing the high turnover rates among men at the executive level and understanding the underlying factors can help in devising retention strategies.
4. **Performance by Gender, Age, and Position**: The analysis of performance ratings highlighted similar average ratings for both men and women. However, there were variations in performance ratings across different job positions. Ensuring fair and objective performance evaluations can contribute to a more equitable work environment.
5. **Demographics by Gender and Position**: The analysis of demographic data provided insights into the gender and age distribution within the workforce. Identifying age brackets with underrepresentation and implementing diversity initiatives can enhance gender balance across all job positions.

**Recommendations**

Based on the insights obtained, the following recommendations are proposed to address the slow progress in achieving gender balance at the executive management level:

1. **Diversity and Inclusion Strategy**: Develop and implement a comprehensive diversity and inclusion strategy that focuses on gender balance at all levels of the organization. This strategy should include specific goals, action plans, and accountability mechanisms.
2. **Unconscious Bias Training**: Provide training to employees and managers on unconscious bias awareness and mitigation. This training can help eliminate biases that may influence hiring, promotions, and performance evaluations.
3. **Gender-Neutral Recruitment**: Review and revise recruitment processes to ensure gender neutrality. Implement blind resume screening and diverse interview panels to minimize unconscious biases during the selection process.
4. **Mentorship and Sponsorship Programs**: Establish mentorship and sponsorship programs that provide support and guidance to women employees, particularly those aspiring for leadership positions. These programs can help in career development and enhance opportunities for advancement.
5. **Performance Evaluation Alignment**: Review performance evaluation criteria to ensure fairness and transparency. Implement clear and objective performance metrics that eliminate any potential bias and provide equal opportunities for both men and women.
6. **Leadership Development Programs**: Create leadership development programs that specifically target women employees. These programs should provide necessary training, exposure, and opportunities for women to develop the skills and competencies required for executive roles.
7. **Employee Resource Groups**: Establish employee resource groups focused on gender diversity and inclusion. These groups can provide a platform for networking, knowledge sharing, and advocacy for gender balance within the organization.
8. **Continuous Monitoring and Reporting**: Regularly monitor and report on gender diversity and inclusion metrics, including hiring, promotions, turnover, and performance. This will help track progress, identify areas for improvement, and hold the organization accountable for achieving gender balance goals.

It is important to note that these recommendations should be tailored to the specific needs and culture of the telecom client. Regular evaluation and adjustment of strategies based on feedback and outcomes will contribute to the success of the diversity and inclusion initiatives.