




Capstone Project: Employee Success Analytics at NextGen Corp.

Name: Osaroh Ekhonoragbon
10 ALYTICS

Business Overview



- ❖ NextGen Corp. is a dynamic technology company specializing in innovative software and hardware solutions.
 - ❖ Key HR concerns: employee turnover, performance inconsistency, salary disparity within departments. This has prompted a need for deeper analysis.
 - ❖ SQL & PostgreSQL were used to uncover actionable insights that help HR optimize retention, track departmental performance, and ensure fair, performance-aligned compensation across the company.
 - ❖ SQL & PostgreSQL were used for data-driven HR insights and strategic recommendations.
- 

Employee Retention Analysis Insights

1. Top 5 Longest Serving Employees

- ❖ Employees like Frank Smith and Jane Brown have served for 10 years.
- ❖ Majority were hired in 2015, indicating consistent early hiring.
- ❖ Insight: Early hires have better retention; the hiring cohort of 2015 shows high stability.

2. Departmental Turnover Rate

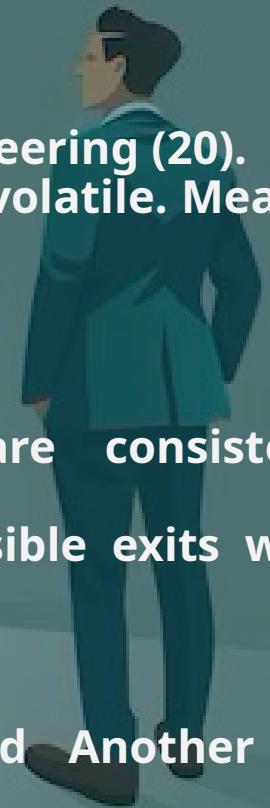
- ❖ Marketing has the highest turnover (23), followed by Engineering (20).
- ❖ Insight: Creative and technical departments are the most volatile. Meaning more likely to change career path and resign.

3. At-Risk-of-Leaving Employees by Performance

- ❖ Over 71 employees have performance scores below 3.5.
- ❖ Individuals like Charlie Smith and Grace Smith are consistently underperforming.
- ❖ Insight: Low performance is a leading indicator of possible exits which means no career growth.

4. Reasons for Leaving

- ❖ Top reasons include: Personal, Career Growth, Found Another Job, Retirement.
- ❖ Insight: Non-monetary reasons not part of exits. This means they are well paid but undertrained or have no growth like promotion or career development.



Performance Tracking Analysis



Insights

1. **Total Employees Who Left:** A total of 60 employees exited the company.
2. **How many employees have a performance score of 5.0 / below 3.5.**
Employees With a Performance Score of 5.0:
 - ❖ 9 employees attained the highest possible performance rating.**Employees With Performance Score Below 3.5:**
 - ❖ 71 employees attained the lowest possible performance rating.
3. **Which department has the most employees with a performance of 5.0 / below 3.5.**
Department With Most High Performers (Score = 5.0):
 - ❖ Marketing (5 employees), Engineering (3), Sales (1).**Department With Most Low Performers (Score < 3.5):**
 - ❖ Marketing (28), Engineering (22), Sales (12), HR (9).
4. **Average Performance Score by Department:** Marketing: 4.13, Engineering: 4.10, HR: 4.05, Sales: 4.00.

Strategic Insights:

- ❖ Marketing and engineering have the widest performance gaps, indicating inconsistencies in team management and performance incentives.
- ❖ Despite Marketing having the most top scorers, it also hosts the most underperformers, pointing to disparities in engagement.
- ❖ The Sales department shows the lowest average score and fewest top performers, suggesting a need for stronger coaching.

Salary Analysis Insights



- 1. Total Salary Expense:** The total salary expense for the company is ₦4,850,000. Highlights investment in human capital.
- 2. Average Salary by Job Title:** HR Specialist: ₦81,818.18, Sales Representative: ₦84,285.71, Marketing Specialist: ₦77,857.14, Engineer: ₦80,000.00, Sales Manager: ₦80,000.00.
- 3. Employees Earning Above ₦80,000:** 26 employees earn above this threshold, with 14 earning ₦100,000 and 12 earning ₦90,000.
- 4. Salary vs. Performance Score Correlation:**
 - ❖ Marketing and Engineering has the highest average performance score (4.13 and 4.10), with the lowest average salary of (₦80,000). HR and Sales have the lowest performance score (4.05 and 4.00) but have high average salaries of (₦83,000 and ₦82,857).
 - ❖ This indicates a mismatch between compensation and performance in some areas.

Strategic Insights:

- ❖ Top salaries are not always aligned with high-performance scores.
- ❖ A high-performing department potentially due for a salary review.
- ❖ Some departments reward underperformance, which can demotivate top

Attendance-Salary-Performance Based Insights

1.A Employees With the Lowest Attendance Rates: Employees like John Green (26.67) and Charlie Smith (30.00) have the poorest attendance records.

1.B Employees With the Highest Absences: John Green and Charlie Smith recorded 22 and 21 absences respectively.

2. Salary vs Attendance Correlation: 2 staff employees with high salaries of (₦90,000–₦100,000) had high and low attendance rate (66%–60%) respectively. While some employees that were rated (60%–63%) had salaries between (₦70,000– ₦80,000).

3. Department With Highest Total Salary: Marketing: ₦1,840,000. and **Department With Highest Average Salary:** HR: ₦83,000

4. Performance Score of Top Earners: Employees earning ₦100,000 have performance scores ranging from 3.0 to 5.0.

Strategic Insights:

- ❖ Low attendance may be affecting productivity despite high salaries.
- ❖ High salaries should be matched with good attendance and

Conclusion & HR Recommendation



- ❖ Link salary to performance and contributions.
- ❖ Improve retention with career planning and engagement.
- ❖ Automate performance & salary monitoring with SQL dashboards.

Conclusion & HR Recommendations

- ❖ Strengthen onboarding and engagement strategies inspired by successful 2015 practices. Offer stock options, recognition awards, sponsored certifications or training programs, opportunities to attend conferences or seminars, and access to mentorship initiatives as strategic incentives to enhance and promote employee retention.
- ❖ Conduct targeted stay interviews to understand what motivates high-performing employees to remain with the organization, identify potential retention risks- where staff are leaving or unsatisfied, and tailor engagement strategies accordingly.
- ❖ and offer career path clarity in high-turnover departments.
- ❖ Deploy personalized coaching or initiate structured PIP (Performance Improvement Plans) for underperformers.
- ❖ Introduce career development tracks and flexible work options.

Conclusion & HR Recommendations

- ❖ Reward high performers and consistency such as (Employee of the Month Awards, Performance Bonuses, Profit-Sharing or Stock Options, Sponsored Certifications or Training, extra Paid Time Off (PTO), Flexible Work Arrangements, Office Perks [Reserved parking, upgraded equipment, better workspace], Team Lunch, and Leadership Development Programs).
- ❖ HR should collaborate with department heads to understand performance challenges at the team level.
- ❖ Standardize performance KPIs and appraisal metrics across all departments. (introduce performance-based raises).
- ❖ Implement departmental coaching by introducing structured, team-specific support programs that address performance gaps, build leadership skills, and foster a culture of continuous improvement. For example, Appoint experienced or performance-based team leads.

Conclusion & HR Recommendations

- ❖ Implement attendance-based incentives or recognition systems.
- ❖ Track attendance trends and tie them to performance reviews.
- ❖ Support employees with consistent absences through wellness and work-life balance programs.
- ❖ Introduce performance-based salary increments.
- ❖ Conduct salary audits to ensure fairness and motivation alignment.
- ❖ Develop a performance-linked bonus structure to



