INDY FAIR DONUTS PEOPLE ANALYTICS PLAN

BY

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IFD PEOPLE ANALYTICS PLAN AND STRATEGY OVERVIEW

IFD'S Challenges
Unknown Grumblings, Decrease in Sales, Increase in Turnover Rates

Stakeholder's Support
You (additional data), Business Execs. (financial data), Senior Leadership (execution support), Tech, Data Owners (data access), IFD workforce (ethical, accurate responses, constructive feedback)
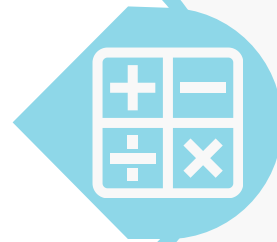
Data Relevant to Challenges
Employee Experience (eg.Engagement, Satisfaction), Operations/Management (eg.Sales), Employee's Demographics (Gender, Ethnicity etc.)

Resources for Analysis
Existing data; supplemental qual. (eg. exit interviews), quant. data (eg. customer experience scores), IFD's financial records, R software, credible research articles access

Key Hypotheses
Significant correlation b/w grumblings, decrease in sales, increase in turnover rates and their respective probable key predictors

Insights, Recs. Sharing
Deck with data driven insights, visualizations, actionable recommendations

Timeline Overview
3 stages (Planning, Analysis, Reporting), 2 weeks each, Weekly updates to CHRO and leadership

Additional Relevant Details
Data on customers, operations, market trends, context on data collection timing, company growth phase, any major organizational changes

LATEST ANALYSIS OVERVIEW

01 — Data Preparation

- Data Cleaning, Subsetting
- Converting Variables to factors
- Aggregating Store Variables
- Explored but removed engagement gap

02 — Exploratory Analysis

- Descriptive Statistics (eg. Quartile, Correlations)
- Visual Analysis (Scatterplots)

03 — Statistical Analysis

- Explored non-parametric test, pivoted basis feedback
- Regression Models (Linear, Multiple) to identify key predictors for grumblings, sales, turnover challenges

04 — Additional Requirements

- Grumblings Engagement trends, manager feedback, work-life/org changes
- Sales: time-based data, employee training participation, seasonal indicators
- Turnover: Exit reasons, managerial effectiveness, qualitat. insights

05 — Limitations

- Lack of Static, Store-level averages, longitudinal data
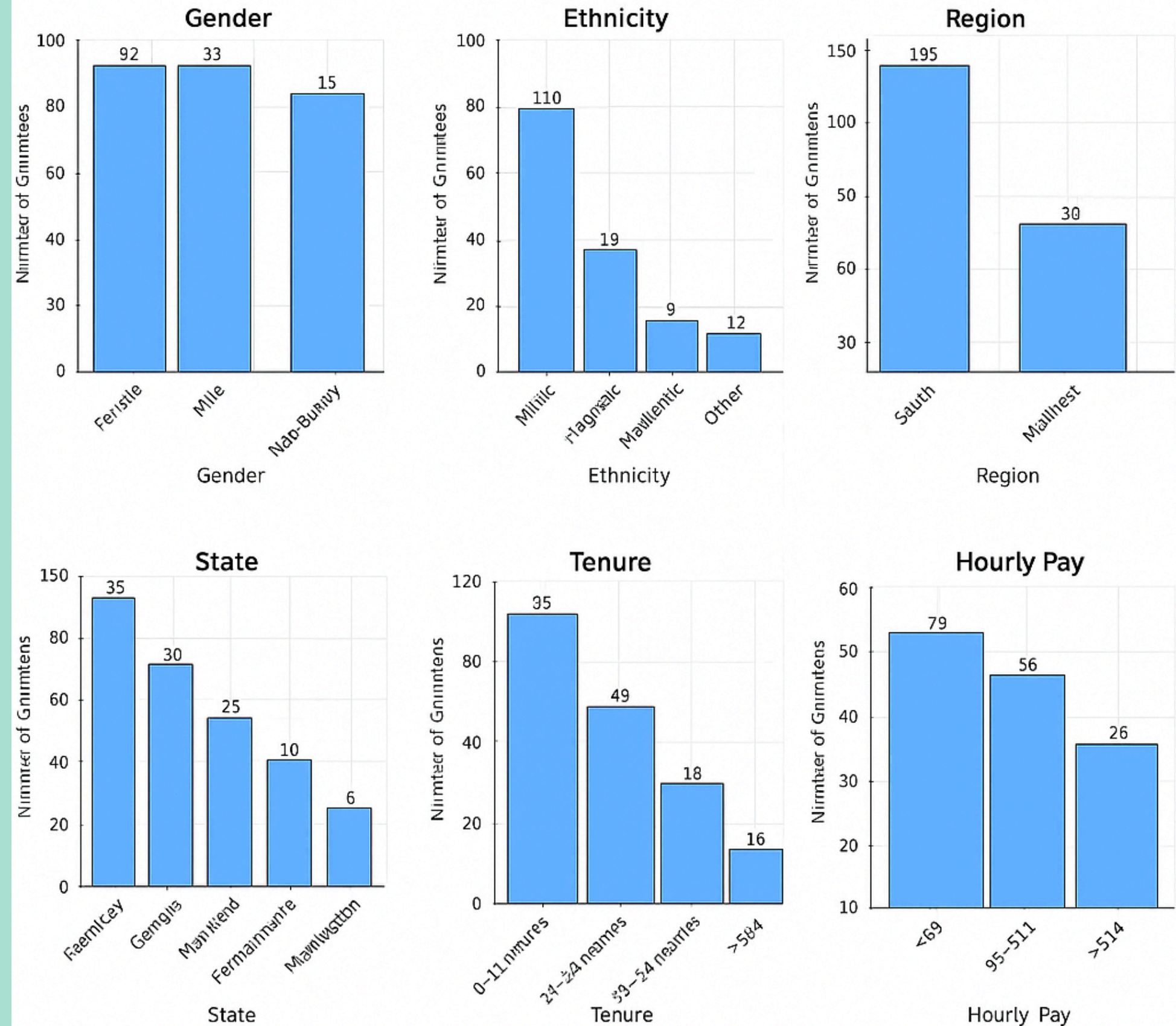- Correlation doesn't imply causation; turnover reasons lack contextual detail

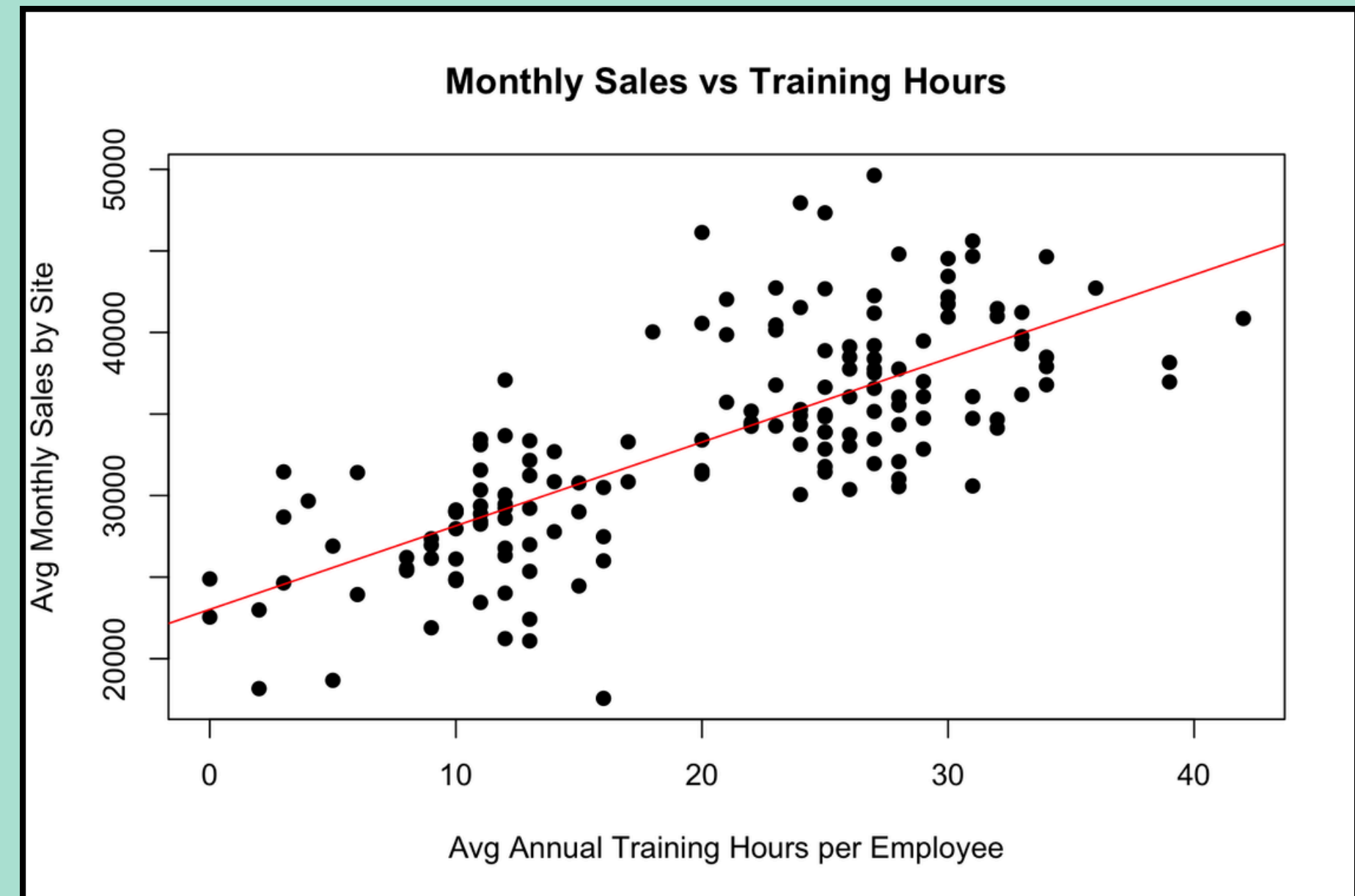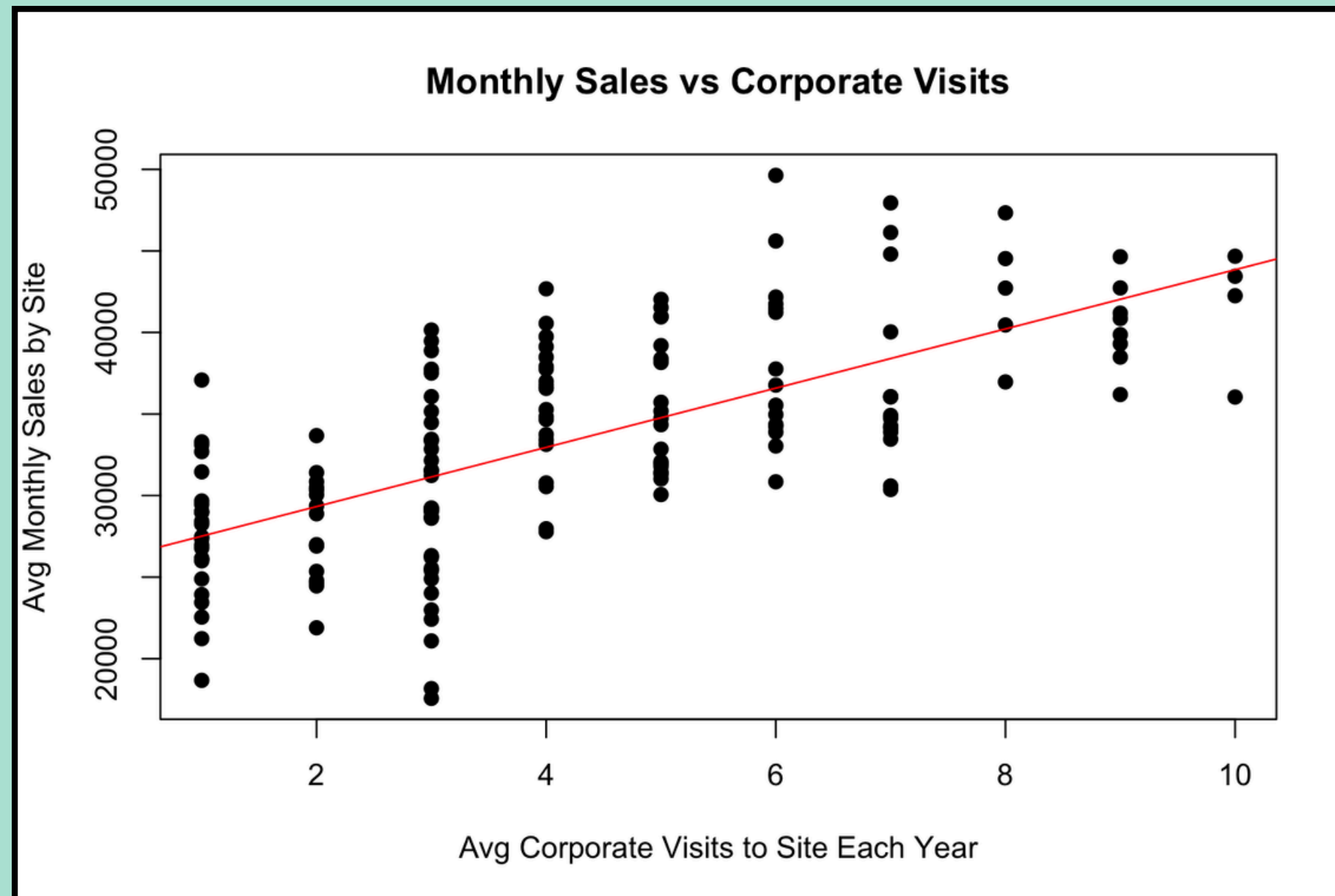**Assess Grumblings (Low Engagement & Satisfaction)**

- Overall rate: 25%
- Grumbling concentration breakdown:-
- Gender
- Ethnicity
- Region
- State
- Tenure
- Hourly Rate
- Role

Grumblers Breakdown by Category
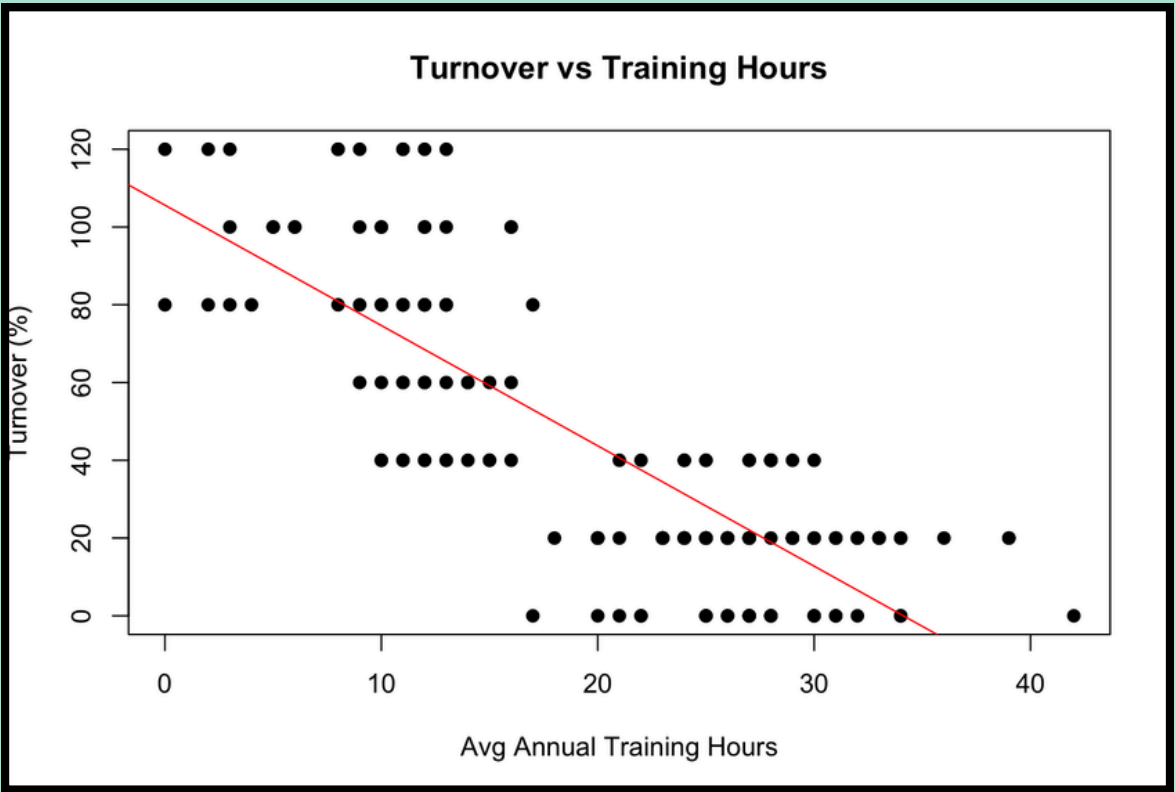
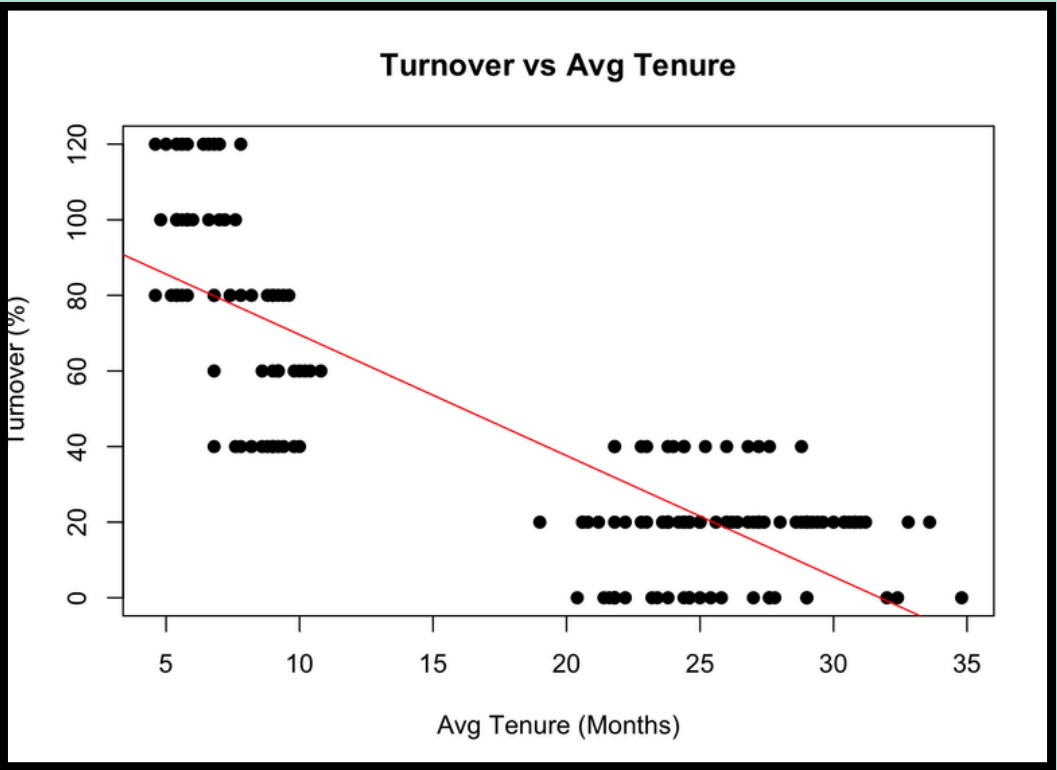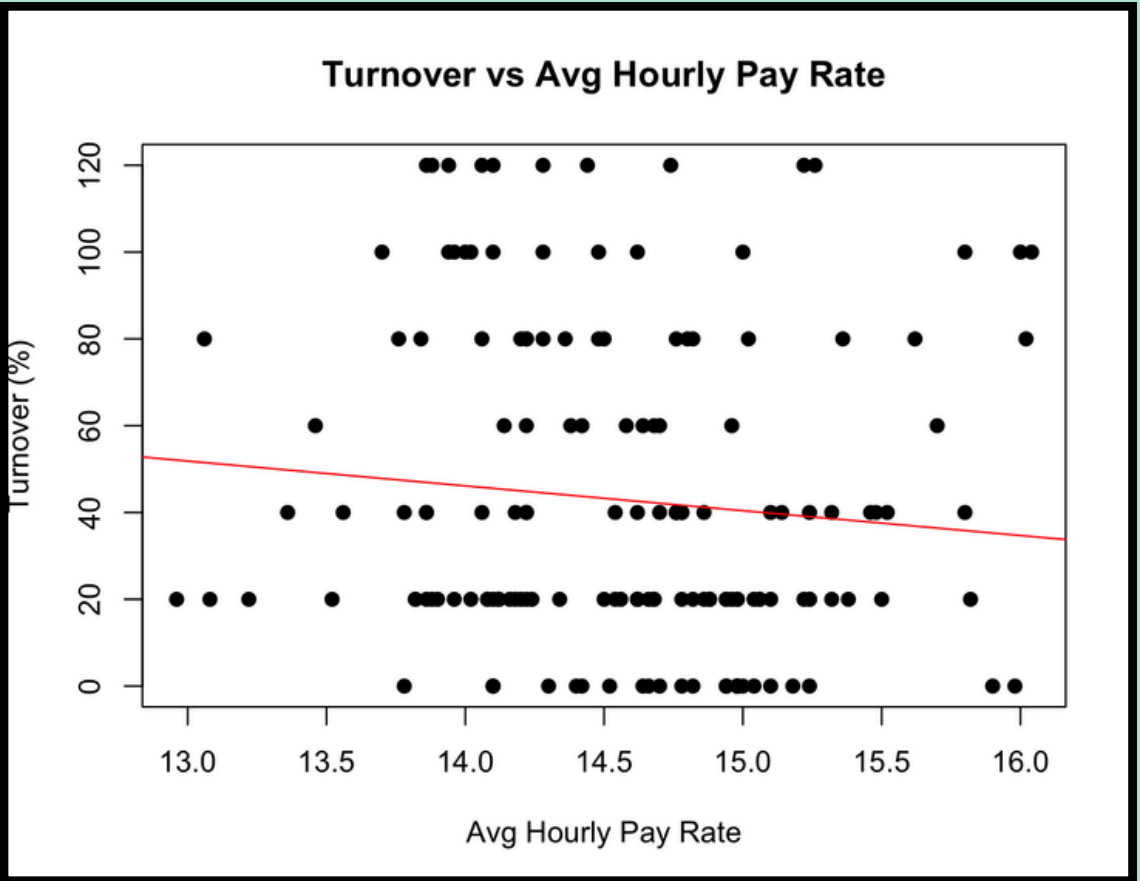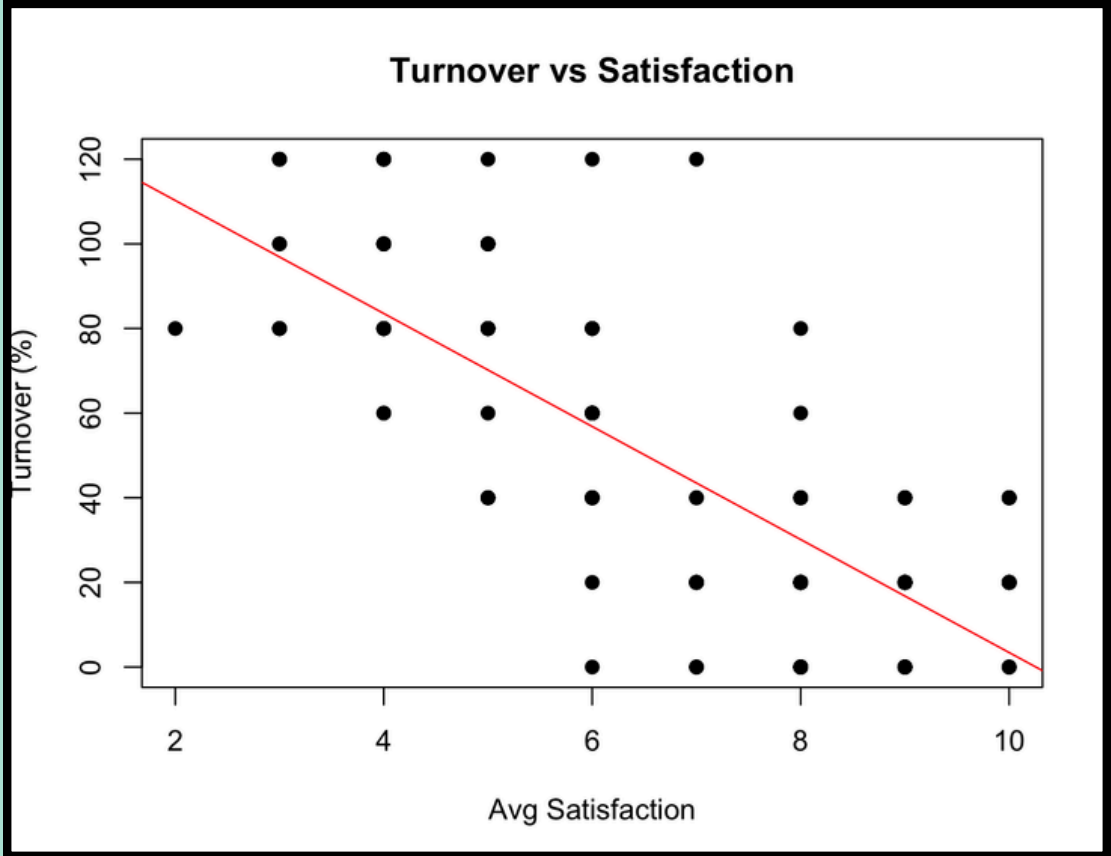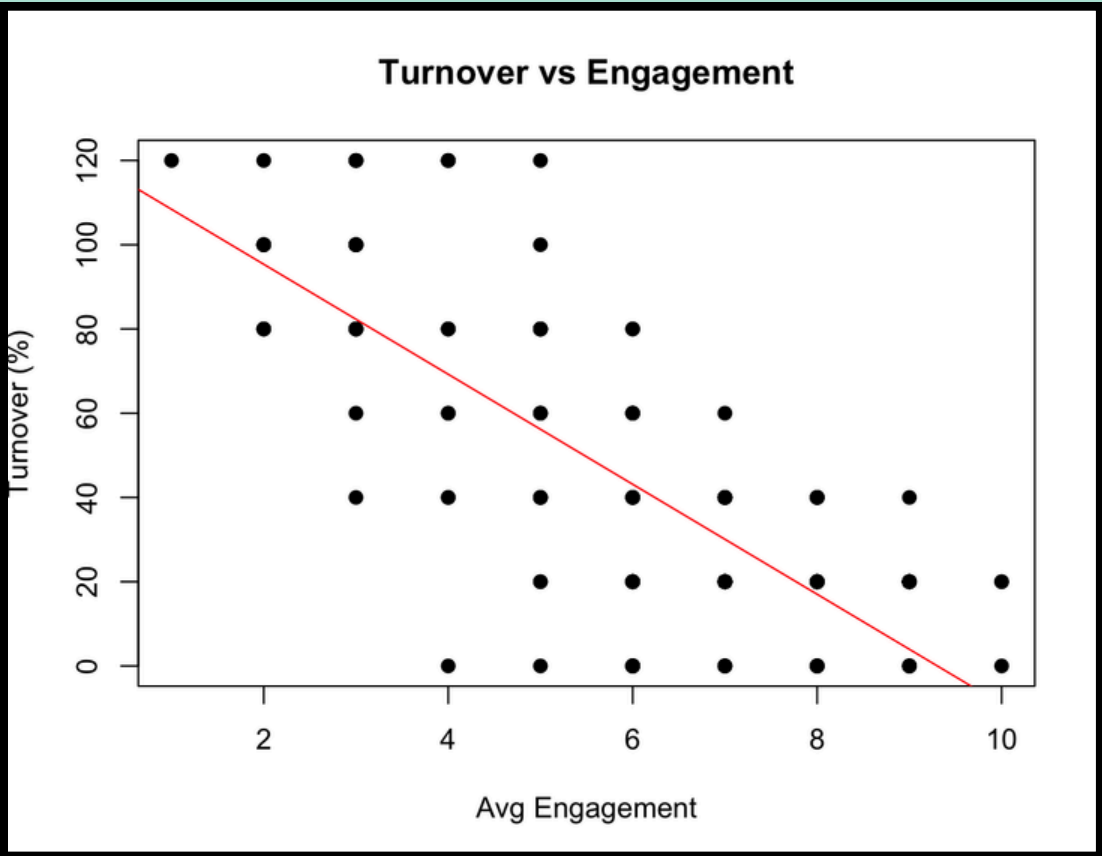# OVERVIEW OF EXPLORATORY ANALYSIS

Key Correlates of Decrease in Sales: Corporate Visits (+0.68) and Training Hours (+0.74)

OVERVIEW OF EXPLORATORY ANALYSIS

Key Correlates of Increase in Turnover Rates: Engagement, Satisfaction, Tenure, Traning Hours)

STATISTICAL ANALYSIS TRENDS OVERVIEW

Sales (Multiple Linear Regression)

- Corporate visits and training hours significantly increase monthly sales - +$790 per additional corporate visit, +$363 per additional training hour
- The model explains ~59% of sales differences across stores.
- The findings are statistically significant and reliable ($p < 0.001$ for both predictors).
- **Corporate support and employee training are major drivers of store performance.**

Turnover (Multiple Linear Regression)

- Tenure and training hours emerged as strong negative predictors of turnover i.e stores with higher tenure and more training experience lower turnover.
- Engagement, satisfaction, and hourly pay rate showed weak or no significant effects i.e they are not meaningful predictors of turnover at the store level

INSIGHTS SUMMARY

Grumblings:

- Grumblings are concentrated among new hires, lower-paid employees, female and White workers, and in the South region suggesting the need for targeted retention, inclusion, and onboarding efforts.

Decrease in Sales:

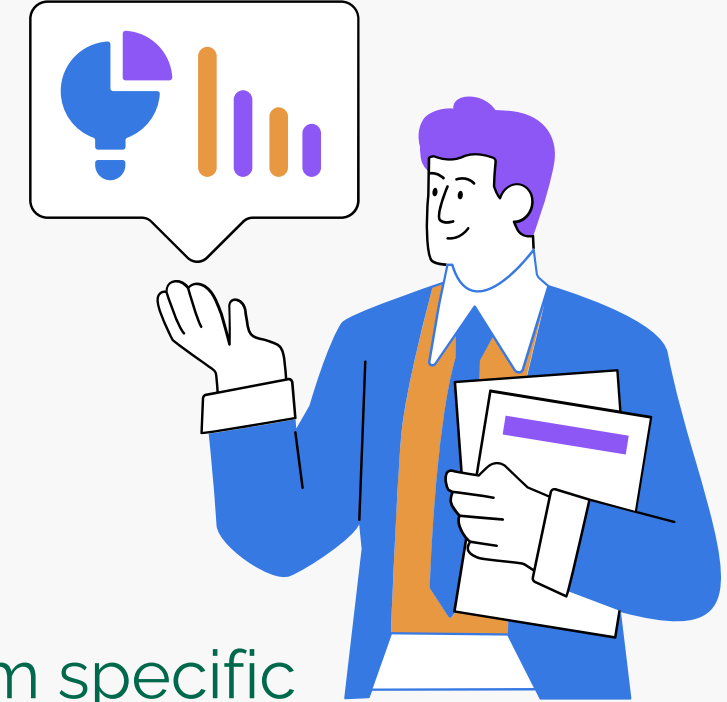- Improving training and leadership engagement (through visits) should be key priorities to uplift sales performance across stores.

Increase in Turnover Rates

- Boosting corporate engagement at stores and expanding employee training initiatives can help reverse the decline in sales, while also learning from top-performing regions.

RECOMMENDATIONS

1) Assess Grumblings (Low Engagement + Low Satisfaction Hotspots)

- **Implement Targeted Engagement Surveys**: Design surveys that capture nuanced feedback from specific demographics and regions, Use regression analysis to identify significant predictors of dissatisfaction
- **Enhance Onboarding Programs**: Develop comprehensive onboarding processes that extend beyond initial training, focusing on integration and support during the first year, Monitor early-tenure employee satisfaction through periodic check-ins.
- **Review Compensation Structures**: Conduct pay equity analyses to ensure fairness across roles, demographics, Adjust compensation where disparities are identified to improve satisfaction.

2) Decrease in Sales-

- **Invest in Continuous** Training: Develop ongoing training modules that focus on sales techniques, product knowledge, customer service; Utilize regression models to assess the impact of training hours on sales metrics.
- **Increase Leadership Visibility:** Schedule regular corporate visits to stores, fostering communication and alignment with company goals, Collect data during visits to identify challenges and opportunities for improvement.
- **Implement Performance Dashboards:** Create dashboards that track sales performance, training completion, and other key indicators; Use these tools to identify trends and inform strategic decisions.

RECOMMENDATIONS

3) Increase in Turnover

- **Develop Retention Programs:** Introduce mentorship opportunities and career development plans to encourage long-term employment; Use survival analysis to predict turnover risks and intervene proactively.

- **Enhance Training Opportunities:** Offer diverse training programs that cater to employee interests and career goals; Monitor the relationship between training participation and retention rates.

- **Conduct Exit Interviews:** Systematically gather data from departing employees to understand reasons for turnover; Apply logistic regression to identify common factors leading to exits and address them accordingly.