

# Employee Demographics and Background

## Key Insights:

- 1- Total Employees: **1,470**
- 2-Mostly young workforce (**874** employees in their 20s).
- 3-Gender balance is nearly equal (**46%** Female, **44%** Male).
- 4-California dominates with **875** employees.
- 5-Education Field: Heavy focus on Computer Science, IS, and Marketing.
- 6-Most employees have some college or bachelor's degree.
- 7-Ethnic diversity is present, with **860** White, followed by Black/African American (**207**) and others.

## Recommendations:

- 1-Create targeted retention programs for younger employees** (they make up the majority and have higher attrition).
- 2-Build inclusive development programs** across all educational backgrounds and ethnicities.
- 3-Use location data to optimize HR services** in California, where the majority are based.
- 4-Upskill those with incomplete education** (some college) to improve engagement and retention.

## Overall Strategic Advice

- 1-Early-stage attrition is the top issue** – improve onboarding, mentorship, and fast-track growth.
- 2-Balance pays scales** – big discrepancies in salary across roles may cause dissatisfaction.
- 3-Monitor HR and Sales roles closely** – they are high-risk for burnout and turnover.
- 4-Address overtime culture** – it's a hidden driver of attrition and low morale.
- 5-Leverage the young workforce** – invest in learning and career advancement opportunities.

# Salary Dashboard

## Key Insights:

1- Median salary: **\$71K**, but most employees are in Low/Very Low salary brackets (**63.88%**).

2-Sales roles have high attrition but also high pay (**\$88K** median)—money alone isn't retaining them.

3- **Huge pay gaps between roles:**

HR Manager: **\$486K**

Data Scientist: **\$44K**, Sales Rep: **\$36K**

Higher education = higher salary, especially Master's (**\$114K**).

Older employees earn significantly more at age 50 (**\$291K**).

Salary grows with years at company, peaking at 9 years (**\$110K**).

## Recommendations:

**1-Review salary fairness**—especially for technical and data roles (Data Scientists and Engineers are underpaid compared to HR).

**2-Adjust pay for high-performing, low-paid roles** to reduce attrition (e.g., Sales, Recruiters).

**3-Implement structured raises and career paths** to reward tenure and performance, not just age or seniority.

## Attrition and Overtime Dashboard

### Key Insights:

1-Attrition Rate is **16%** moderate, but worth reducing.

2-Highest attrition:

After 0 promotion (**32%**) – lack of career advancement is a strong reason for leaving.

After 0–1 year at company (**32–34%**) – early-stage turnover is a red flag.

HR Business and Sales roles have very high attrition (**43%, 39.8%**).

Overtime contributes to attrition: **30.5%** of attrition cases involved employees doing overtime.

Frequent travelers have higher attrition (**25%**) compared to "No Travel" (**8%**).

Distance from home (**0–40 km**) shows relatively even attrition—no strong pattern.

### Recommendations:

**1- Invest in career development and faster promotions**, especially within the first year.

**2-Review workload and overtime policies**, especially in HR and Sales.

**3-Improve onboarding and early employee engagement** to reduce early resignations.

**4-Assessing travel demands**—maybe offer remote or hybrid options to frequent travelers.

## **Overall Strategic Advice**

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**3-Monitor HR and Sales roles closely** – they are high-risk for burnout and turnover.

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