

**A.A GOVERNMENT ARTS COLLEGE, MUSIRI**  
**Affiliated to Bharathidasan University, Tiruchirappalli**

**NAAN MUDHALVAN PROJECT – III B.Sc. MATHEMATICS**

**TOPIC:**

**UNVEILING MARKET INSIGHTS: ANALYSING  
SPENDING BEHAVIOUR AND IDENTIFYING  
OPPORTUNITIES FOR GROWTH**

**Submitted By**

**TEAM ID : NM2023TMID08395**

**TEAM LEADER: SUBHASHINI P : FF434F0637A46C4A4D044BC55E32A4AF**

**MEMBERS: 1. JELINA G : 961D4DACE9A72F1924F49DCE20122901**

**2. NITHYASRI S : 678AFE5565E1B34A9C4463B837F18300**

**3. SNEKHA P : 761FC0B860523D9A41F4776D1542EA3E**

**4. SWETHA R : E13D6BB6D14279788354DF00C2568D0A**

# MEASURING SUCCESS IN TALENT MANAGEMENT

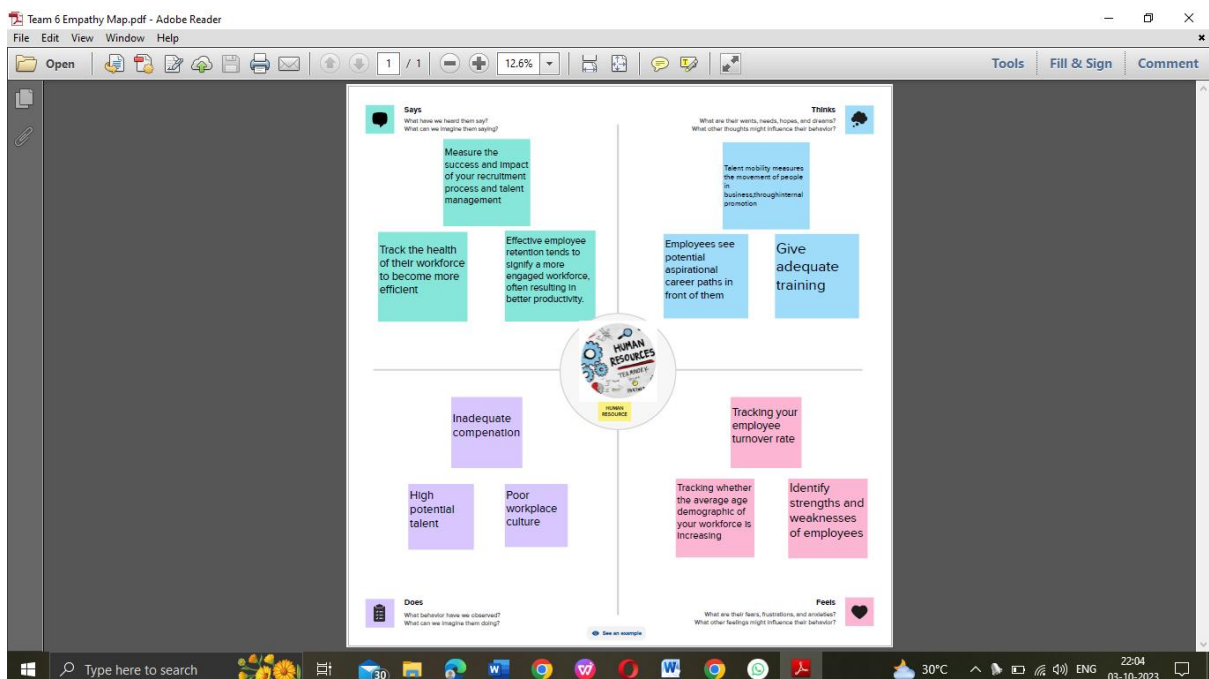
## INTRODUCTION

Talent management, often times referred to as Human Capital Management, is the process. Individual with high level of potential and commitment to contribute immediately or in long-term for organizational performance and make a difference.

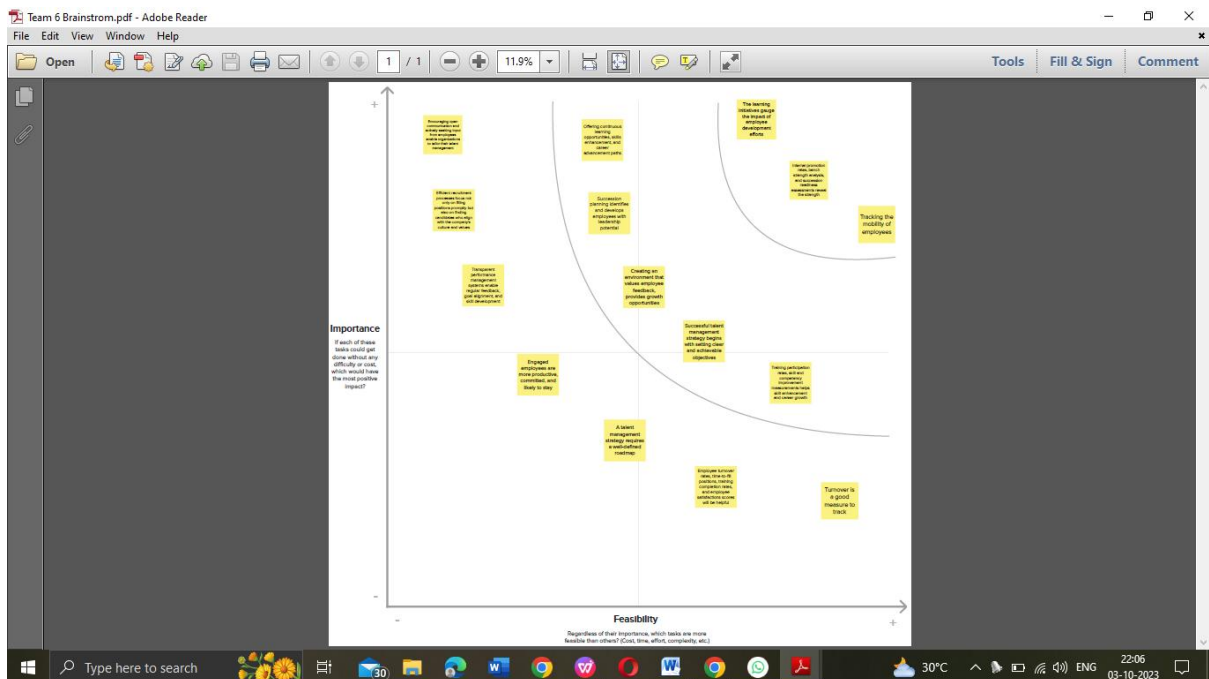
Talent consists of those individuals who can make a difference to organizational performance either through there immediate contribution or, In the longer-term, by demonstrating the highest levels of potential.

Talent management is the systematic attraction, identification, development, engagement, retention and deployment of those individuals who are of particular value to an organization, either in view of their 'high potential' for the future or because they are fulfilling business/operation-critical roles.

## EMPATHY MAP



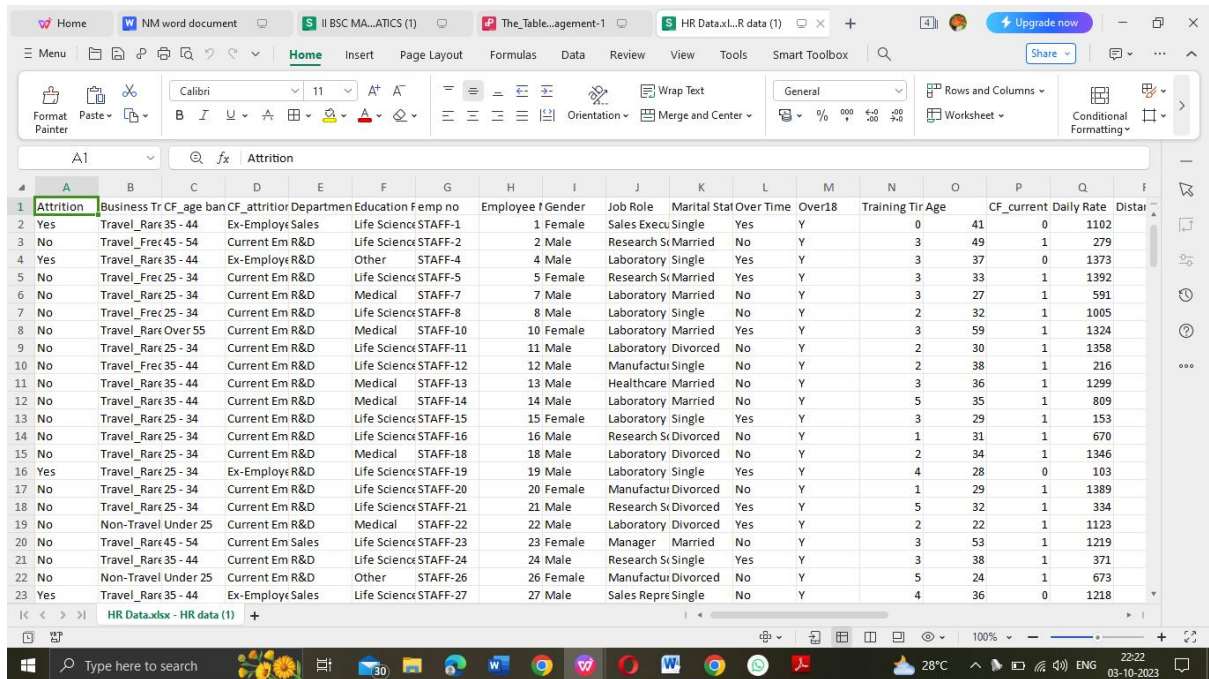
# BRAIN STORM



# LITERATURE SURVEY

. A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of Measuring Success in Talent Management, a literature survey would involve reviewing studies and articles that have been published on the topic of vehicle collisions. The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure vehicle collisions. The literature survey would also explore any existing research on The Tableau HR Scorecard: Measuring Success in Talent Management specifically, and would aim to identify any unique challenges

# DATASET IN EXCEL SHEET



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Attrition	Business Travel	CF	age	ban	CF	attritor	Department	Education	Femp	no	Employee	Gender	Job Role	Marital	Stat	Over	Time
2	Yes	Travel_Rare	35 - 44			Ex-Employe	Sales	Life Scienc	STAFF-1		1	Female	Sales Execu	Single	Yes	Y		
3	No	Travel_Frec	45 - 54			Current Em	R&D	Life Scienc	STAFF-2		2	Male	Research St	Married	No	Y		
4	Yes	Travel_Rare	35 - 44			Ex-Employe	R&D	Other	STAFF-4		4	Male	Laboratory	Single	Yes	Y		
5	No	Travel_Frec	25 - 34			Current Em	R&D	Life Scienc	STAFF-5		5	Female	Research St	Married	Yes	Y		
6	No	Travel_Rare	25 - 34			Current Em	R&D	Medical	STAFF-7		7	Male	Laboratory	Married	No	Y		
7	No	Travel_Frec	25 - 34			Current Em	R&D	Life Scienc	STAFF-8		8	Male	Laboratory	Single	No	Y		
8	No	Travel_Rare	Over 55			Current Em	R&D	Medical	STAFF-10		10	Female	Laboratory	Married	Yes	Y		
9	No	Travel_Rare	25 - 34			Current Em	R&D	Life Scienc	STAFF-11		11	Male	Laboratory	Divorced	No	Y		
10	No	Travel_Frec	35 - 44			Current Em	R&D	Life Scienc	STAFF-12		12	Male	Manufactur	Single	No	Y		
11	No	Travel_Rare	35 - 44			Current Em	R&D	Medical	STAFF-13		13	Male	Healthcare	Married	No	Y		
12	No	Travel_Rare	35 - 44			Current Em	R&D	Medical	STAFF-14		14	Male	Laboratory	Married	No	Y		
13	No	Travel_Rare	25 - 34			Current Em	R&D	Life Scienc	STAFF-15		15	Female	Laboratory	Single	Yes	Y		
14	No	Travel_Rare	25 - 34			Current Em	R&D	Life Scienc	STAFF-16		16	Male	Research St	Divorced	No	Y		
15	No	Travel_Rare	25 - 34			Current Em	R&D	Medical	STAFF-18		18	Male	Laboratory	Divorced	No	Y		
16	Yes	Travel_Rare	25 - 34			Ex-Employe	R&D	Life Scienc	STAFF-19		19	Male	Laboratory	Single	Yes	Y		
17	No	Travel_Rare	25 - 34			Current Em	R&D	Life Scienc	STAFF-20		20	Female	Manufactur	Divorced	No	Y		
18	No	Travel_Rare	25 - 34			Current Em	R&D	Life Scienc	STAFF-21		21	Male	Research St	Divorced	Yes	Y		
19	No	Non-Travel	Under 25			Current Em	R&D	Medical	STAFF-22		22	Male	Laboratory	Divorced	Yes	Y		
20	No	Travel_Rare	45 - 54			Current Em	Sales	Life Scienc	STAFF-23		23	Female	Manager	Married	No	Y		
21	No	Travel_Rare	35 - 44			Current Em	R&D	Life Scienc	STAFF-24		24	Male	Research St	Single	Yes	Y		
22	No	Non-Travel	Under 25			Current Em	R&D	Other	STAFF-26		26	Female	Manufactur	Divorced	No	Y		
23	Yes	Travel_Rare	35 - 44			Ex-Employe	Sales	Life Scienc	STAFF-27		27	Male	Sales Repre	Single	No	Y		

# DATASET LINK

[https://drive.google.com/file/d/1TQLqjUgSthNTeM2\\_XRCqAwbrGChk-M5I/view?usp=sharing](https://drive.google.com/file/d/1TQLqjUgSthNTeM2_XRCqAwbrGChk-M5I/view?usp=sharing)

# HR DATA:

Tableau - Dashboard - Tableau license expires in 11 days

File Data Server Window Help

Connections [Add](#)

HR Data.xlsx - HR data (1)  
Text file

Files

☐ Use Data Interpreter  
Data Interpreter might be able to clean your Text file workbook.

HR Data.xlsx - HR data (1).csv  
HR Data.xlsx - HR data.csv

[New Union](#)

[New Table Extension](#)

HR Data.xlsx - HR data (1)...

Need more data?  
Drag tables here to relate them. [Learn more](#)

Connection: ☐ Live ☒ Extract [Edit](#) [Refresh](#) Filters: 0 [Add](#)  
Extract will contain all data.

HR Data.xlsx - HR data (1)...

39 fields 1470 rows

100 rows

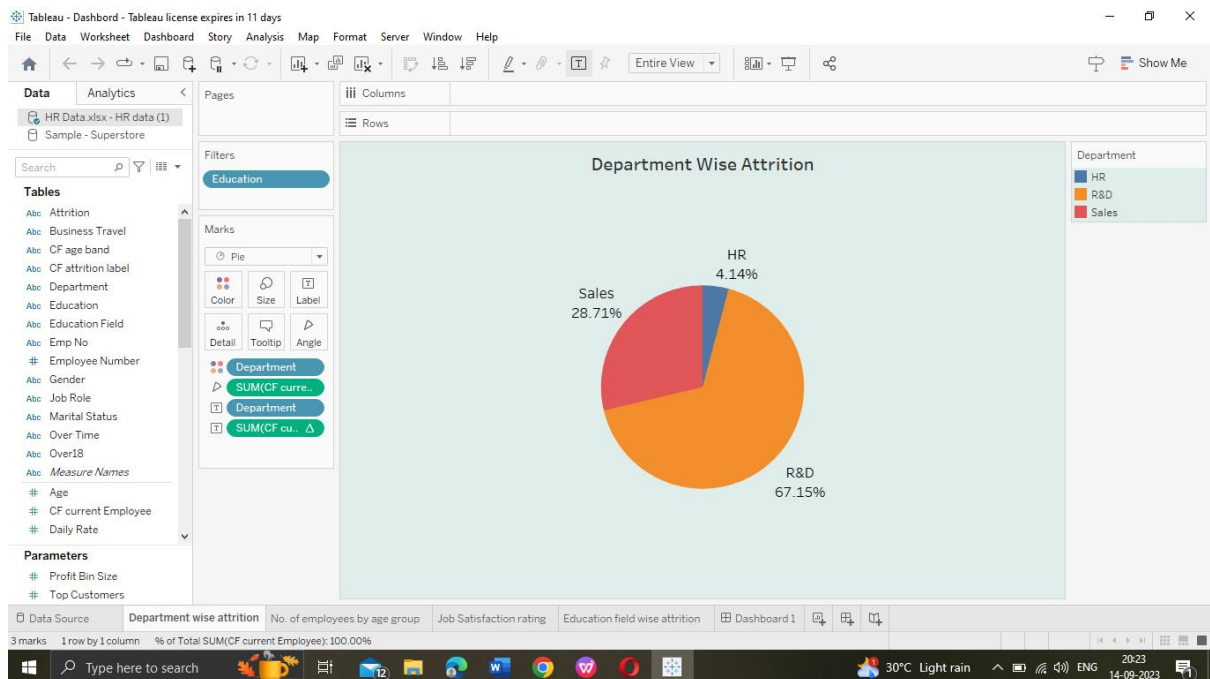
Name	HR Data.xlsx - HR data (1).csv	HR Data.xlsx - HR data (1).csv	HR Data.xlsx - HR data (1).csv	HR Data.xlsx - HR data (1).csv
Attrition	Attrition	Business Travel	CF age band	CF attrition label
Yes	Travel_Rarely	35 - 44	Ex-Employees	
No	Travel_Frequently	45 - 54	Current Employees	
Yes	Travel_Rarely	35 - 44	Ex-Employees	
No	Travel_Frequently	25 - 34	Current Employees	
No	Travel_Rarely	25 - 34	Current Employees	

Data Source: Department wise attrition, No. of employees by age group, Job Satisfaction rating, Education field wise attrition, Dashboard 1

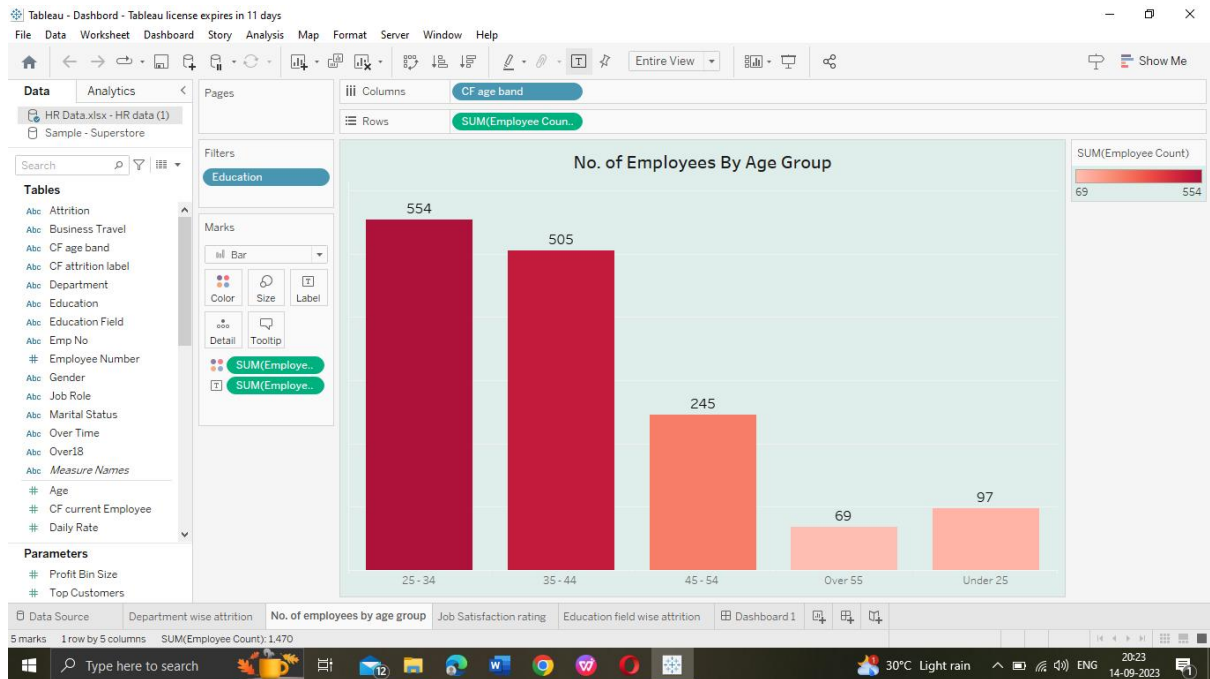
Humid 20:23 14-09-2023

# DATA VISUALIZATION

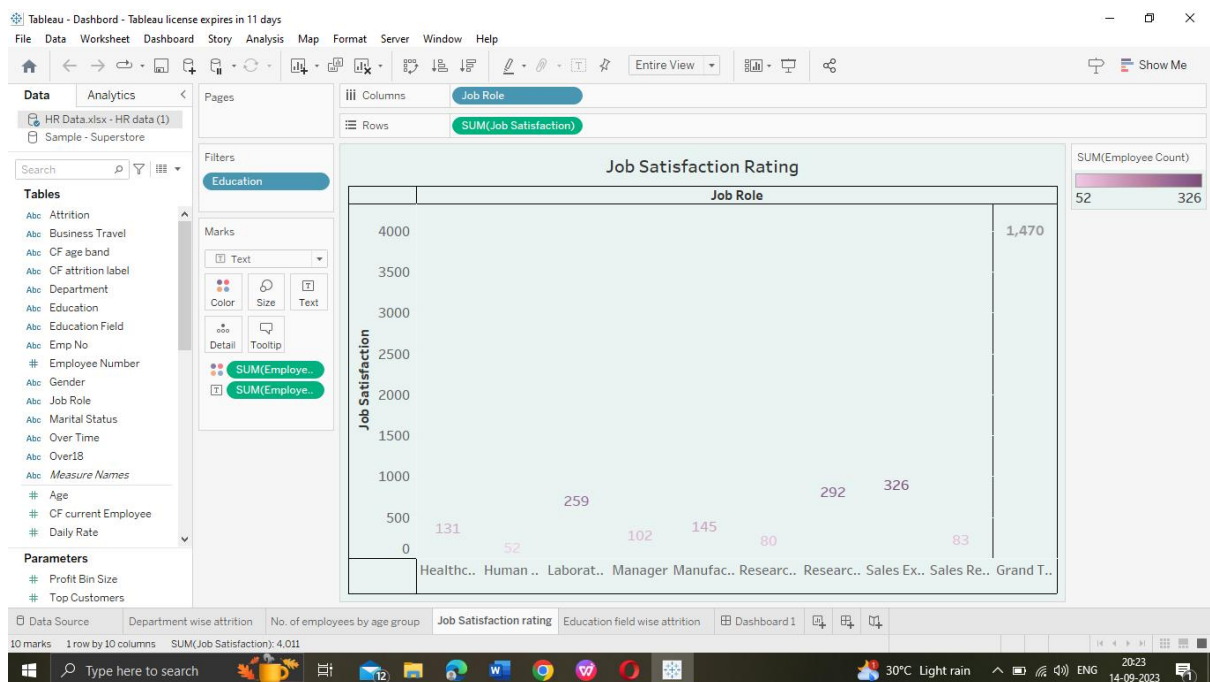
## DEPARTMENT WISE ATTRITION



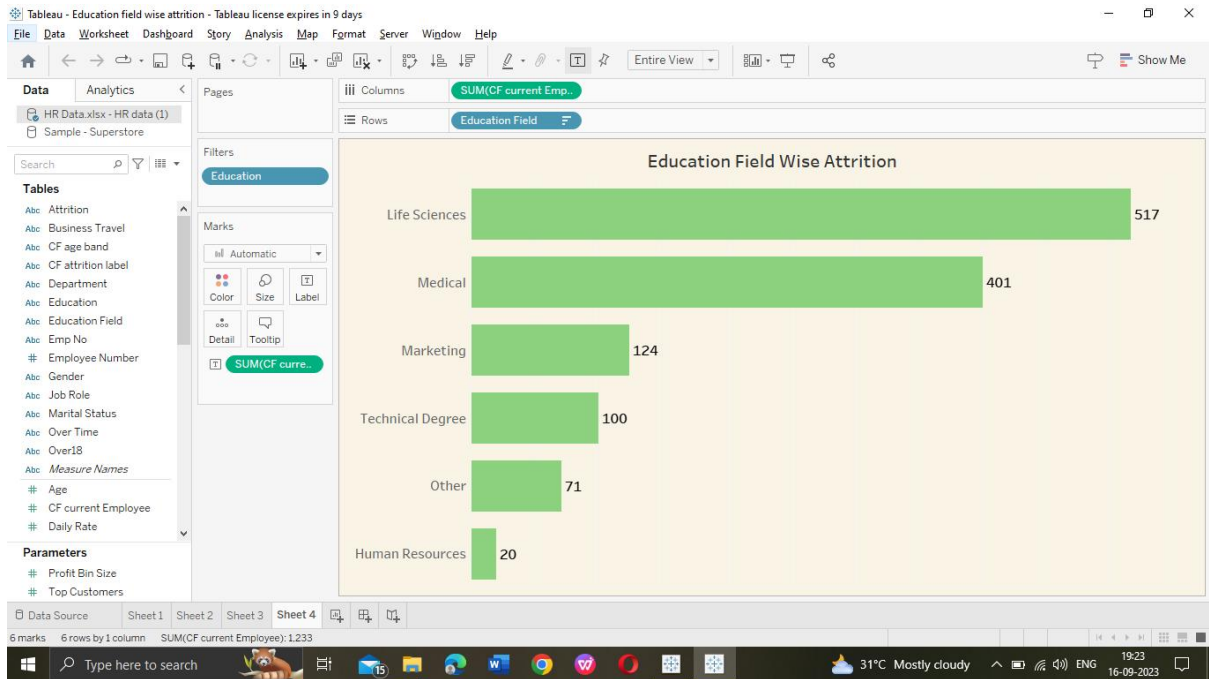
# NO. OF EMPLOYEES BY AGE GROUP



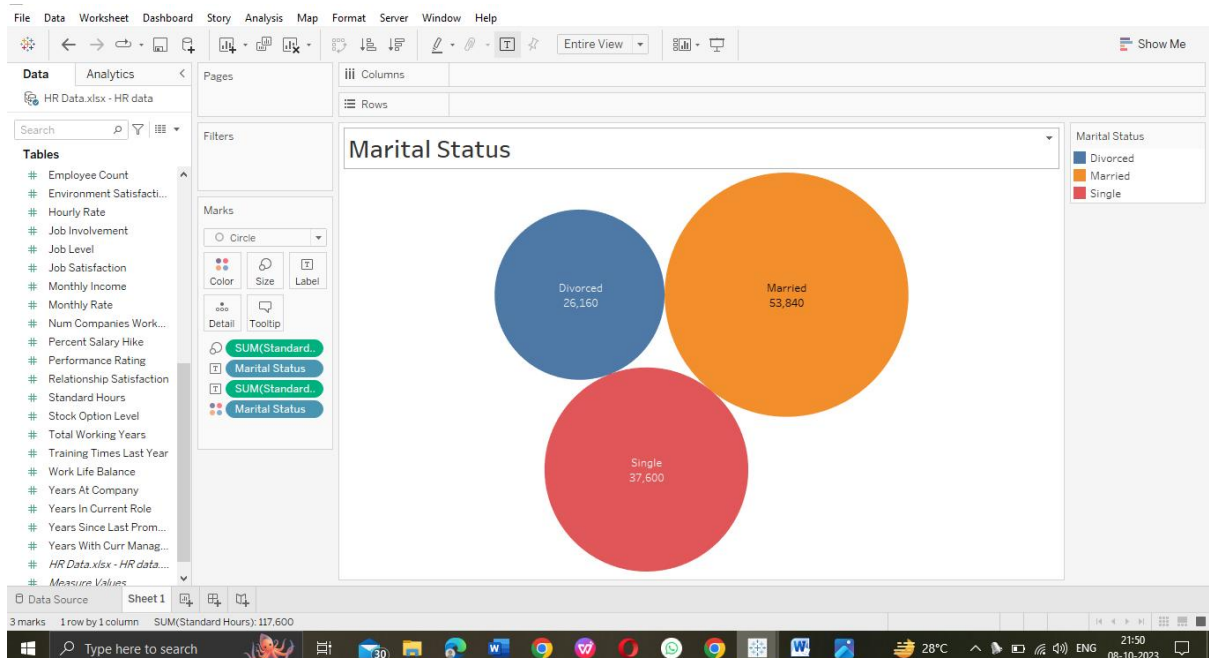
# JOB SATISFACTION RATING



# EDUCATION FIELD WISE ATTRITION

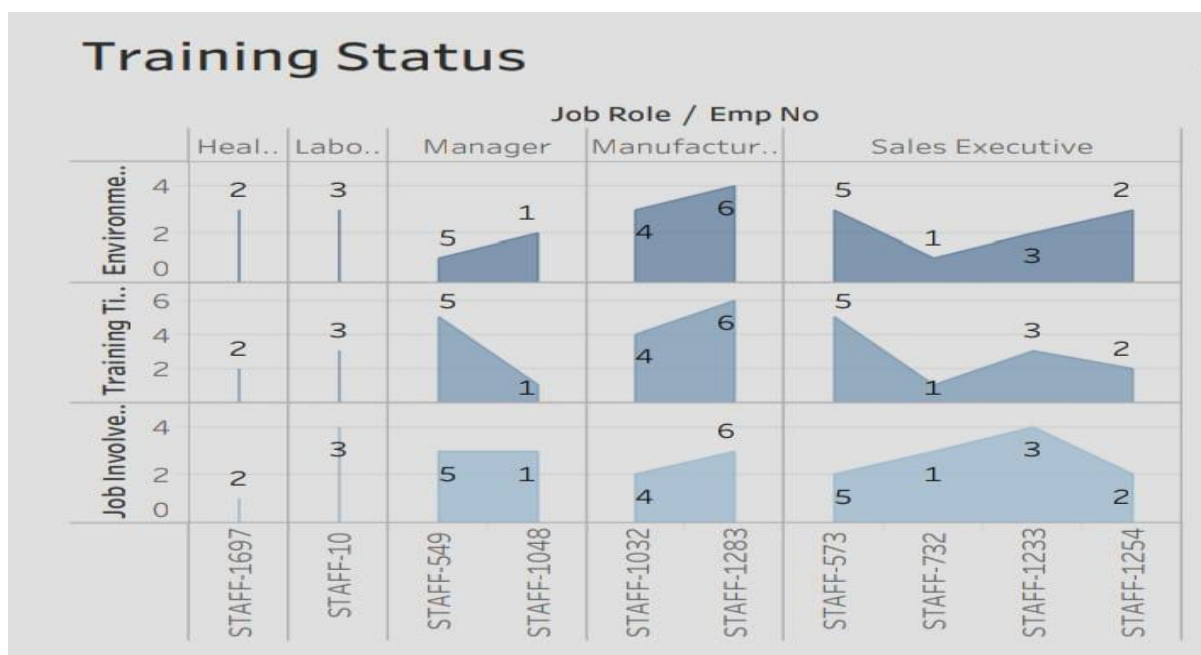


# MARITAL STATUS





## TRAINING STATUS

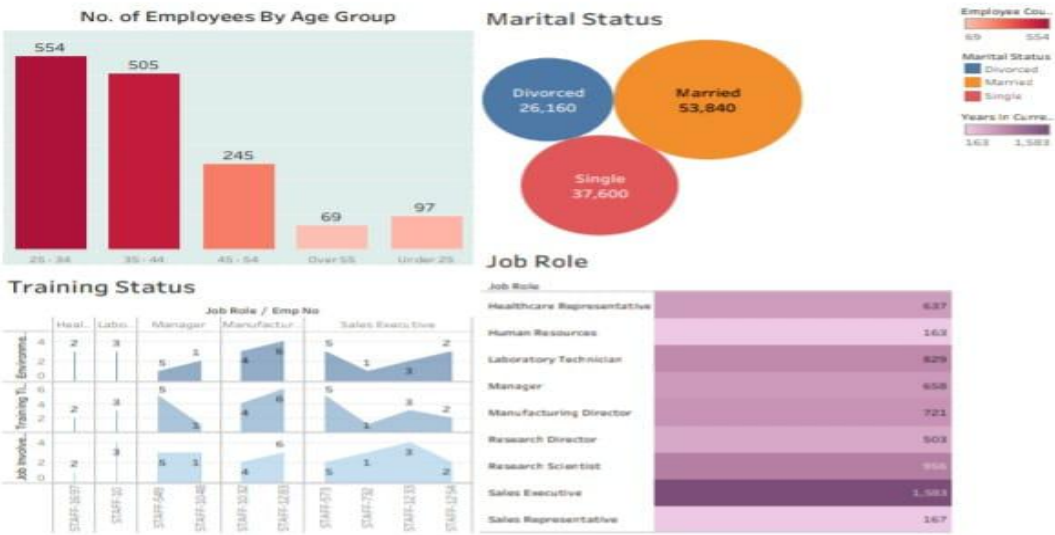
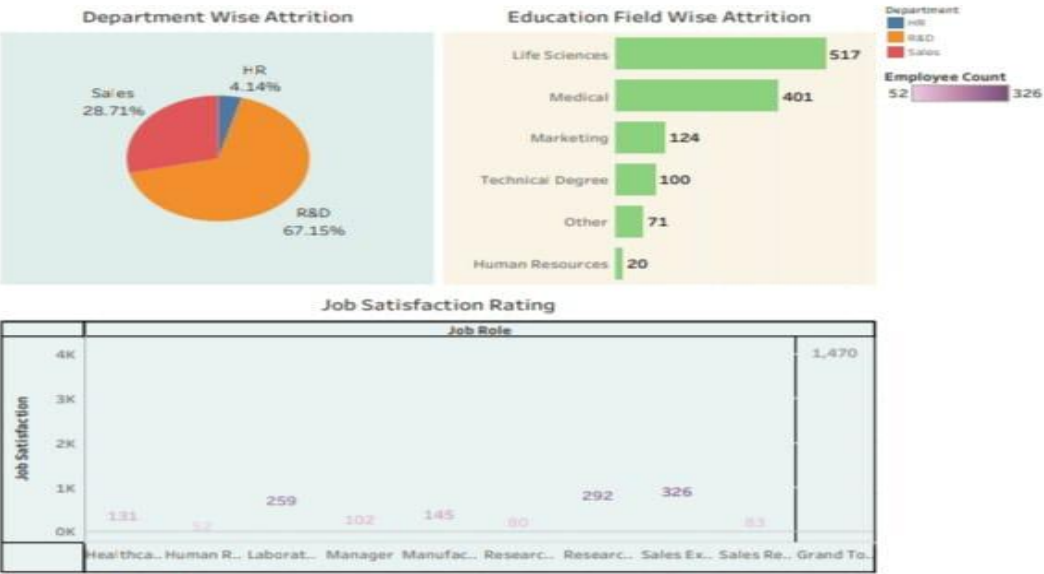


## JOB ROLE

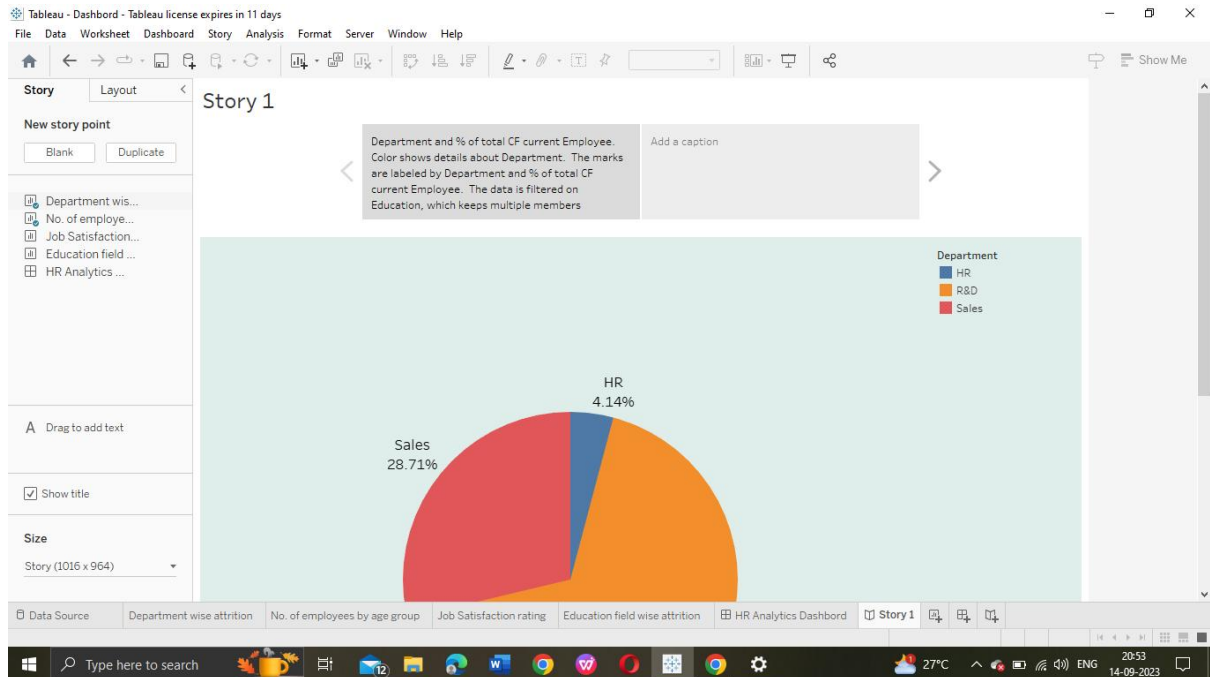
Job Role		
Job Role		
Healthcare Representative		637
Human Resources		163
Laboratory Technician		829
Manager		658
Manufacturing Director		721
Research Director		503
Research Scientist		956
Sales Executive		1,583
Sales Representative		167



# HR ANALYTICS DASHBORD



# HR ANALYTICS STORYLINE



## PLUBLISHING LINKS

[https://public.tableau.com/views/HRAnalyticsDashbord1/HRAnalyticsDashbord1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/HRAnalyticsDashbord1/HRAnalyticsDashbord1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

[https://public.tableau.com/views/HRAnalyticsStoryline1/HRAnalyticsStoryline1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/HRAnalyticsStoryline1/HRAnalyticsStoryline1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

[https://public.tableau.com/views/HRAnalyticsDashbord2/HRAnalyticsDashbord2?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/HRAnalyticsDashbord2/HRAnalyticsDashbord2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

## CONCLUSION

In the ever-evolving landscape of business, the success of a talent management strategy hinges on its ability to adapt, align, and deliver tangible results. Measuring this success isn't confined to numbers alone; it's a multifaceted endeavor that marries data with objectives. By setting clear goals, aligning talent initiatives with broader organizational strategies, and selecting meaningful metrics, organizations gain the tools to quantify the impact of their efforts.

The journey of measuring talent management success isn't a destination but a continuous quest for improvement. Harnessing the power of data collection, analysis, and interpretation empowers leaders to make informed decisions, refine strategies iteratively, and create a workforce that thrives in an environment of growth and engagement. By putting data at the heart of decision-making and embracing a culture of continuous improvement, organizations can elevate their talent management strategies from mere concepts to thriving engines that drive sustained success, innovation, and competitive advantage in today's dynamic business landscape.