

HR METRICS AND ANALYTICS FOR SK MOVIE PRODUCTION HOUSE

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Table of Contents

1. Introduction to the Company- SK Movie Production House.....	3
2. PROJECT SUMMARY.....	4
2.1 Project Objective.....	4
2.2 Scope of Project	4
3. FINDINGS AND STRATEGY MAP	5
4. HR OBJECTIVES WITH KEY QUANTIFIABLE MEASURES	7
4.1 Culture.....	7
4.2 Competency	9
4.3 Cost and Productivity	11
4.4 Recruitment.....	12
4.5 Learning and Development	14
4.6 Performance Management	16
4.7 Talent Management:.....	18
5. Operational Analytics	20
6. Annexure.....	27
7. Conclusion	34

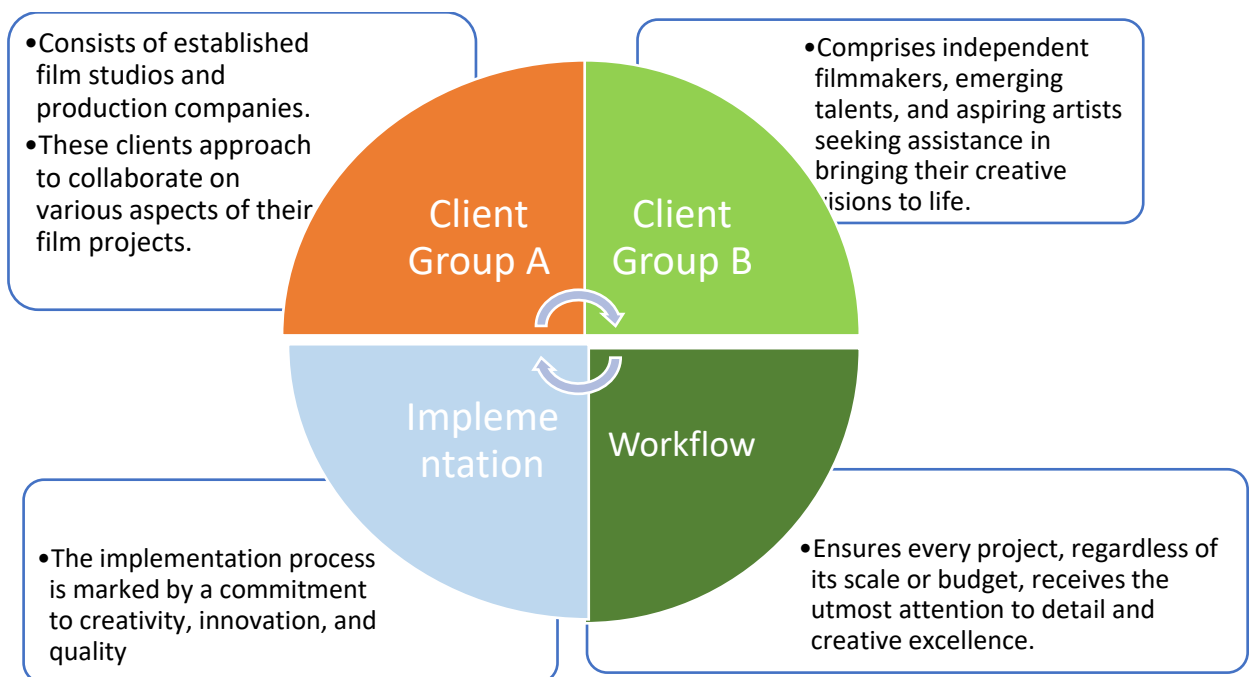
1. Introduction to the Company- SK Movie Production House

SK Movie Production House is a dynamic and creative force in the world of filmmaking, specializing in the production of captivating and memorable movies. With a dedicated team of professionals and a commitment to cinematic excellence, SK Movie Production House has emerged as a leading player in the entertainment industry.

Our company prides itself on its global reach and ability to bring captivating stories to life on the silver screen. With a talented workforce and cutting-edge technology, we strive to produce films that resonate with audiences worldwide.

At SK Movie Production House, we understand the power of storytelling and its impact on culture and society. Our mission is to create films that not only entertain but also inspire and provoke thought. With a global perspective and a passion for cinema, we are poised to continue our journey of crafting remarkable films that leave a lasting impression on audiences of all backgrounds.

As a forward-looking production house, we leverage innovation and creativity to push the boundaries of filmmaking. Our dedication to quality, creativity, and authenticity sets us apart in an ever-evolving industry.



2. PROJECT SUMMARY

2.1 Project Objective

The objective of this project is to outline the findings based on problems and areas of focus in SK Movie production house and suggest needed HR improvements and initiatives to use to be carried by SK Movie Production House in order to achieve its goals.

2.2 Scope of Project

- Findings and SK Movie Production House strategy map based on given case study
- High level guidelines to carry the following HR improvements and initiatives and suggested metrics to use:
 - Culture
 - Talent Management
 - Motivation of Talent
 - Retention of Employees
 - Recruitment
 - Performance Management
 - Learning and Development
 - Diversity
- Operational analytics
- Predictive analytics

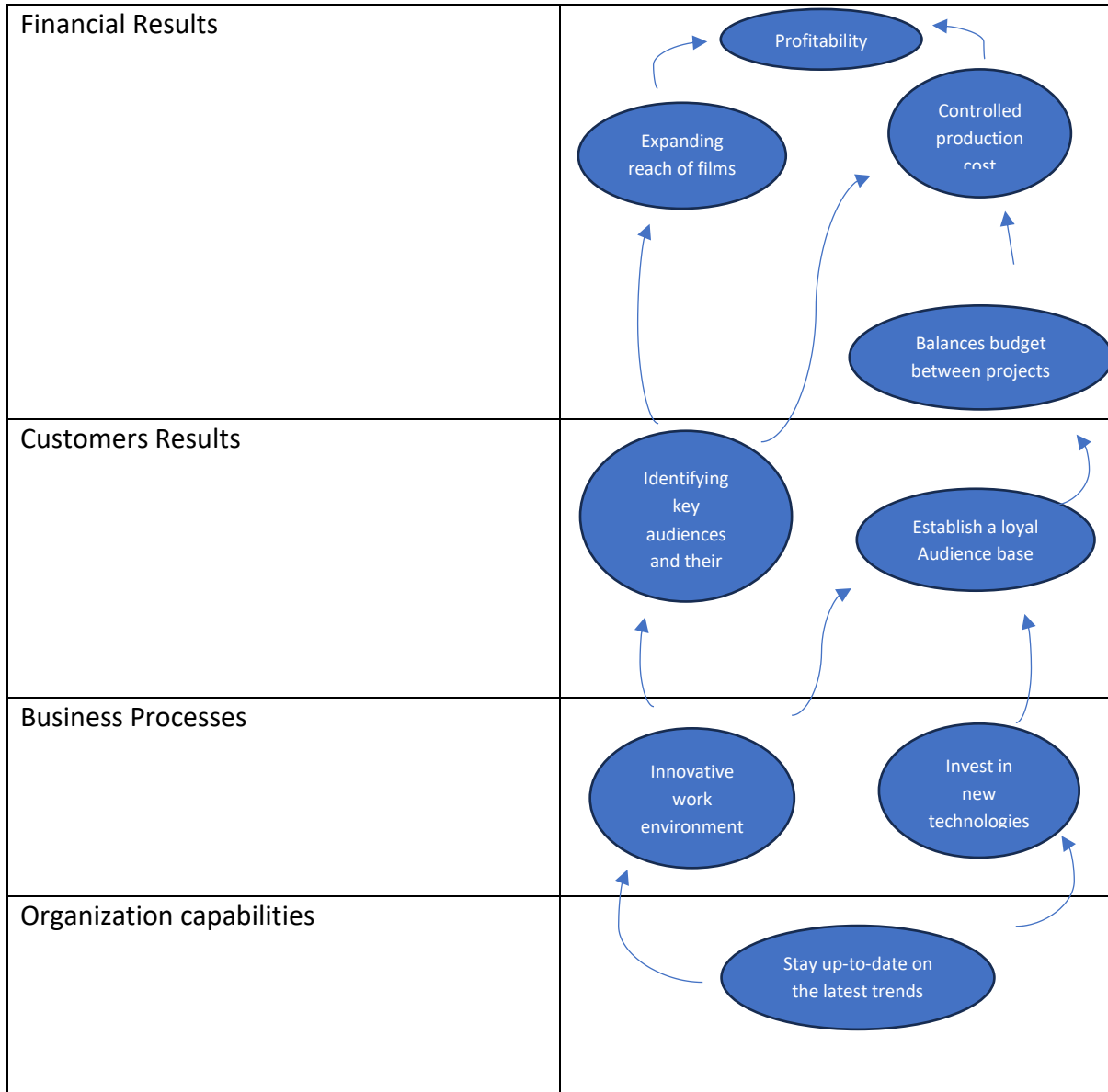
3. FINDINGS AND STRATEGY MAP

3.1. FINDINGS

1. **Fostering Creative Collaboration:** SK Movie Production House can prioritize creative collaboration among its teams. Encouraging open communication and idea sharing among directors, writers, and production crews can lead to more innovative and engaging films.
2. **Ensuring Data Security and Intellectual Property Protection:** Upholding data security and safeguarding intellectual property rights are critical aspects of the film industry. SK Movie Production House should invest in robust cybersecurity measures and legal protections to ensure the confidentiality and authenticity of its projects.
3. **Efficient Project Management and Specialization:** Streamlining project management processes and offering specialized training to its production teams can set SK Movie Production House apart in the competitive entertainment sector. Efficient workflows and specialized skills can enhance project quality.
4. **Promoting Inclusivity in Storytelling:** SK Movie Production House can prioritize inclusivity in storytelling. This includes promoting diverse narratives that reflect a range of cultures, perspectives, and experiences in its films.
5. **Investing in Talent Development:** SK Movie Production House can invest in the continuous growth of its creative talent. Offering training, workshops, and mentorship programs for directors, writers, and actors can elevate the quality of its productions.
6. **Talent Retention and Succession Planning:** SK Movie Production House can develop strategies to retain skilled professionals and plan for the future. This ensures a steady pipeline of talent and knowledge transfer within the organization.
7. **Effective Storytelling and Communication:** Effective storytelling is at the core of filmmaking. SK Movie Production House should emphasize training its teams in strong storytelling techniques and clear communication to convey compelling narratives to audiences.
8. **Monitoring Audience Engagement:** SK Movie Production House can monitor audience engagement and feedback. Regularly assessing audience reactions and preferences can inform future projects and improve the overall cinematic experience.

3.2.

3.3. STRATEGY MAP



4. HR OBJECTIVES WITH KEY QUANTIFIABLE MEASURES

At SK Movie Production House, fostering a vibrant and adaptive organizational culture is paramount to our continued success and innovation in the dynamic world of film and entertainment. To achieve this, we are dedicated to implementing deliberate and thoughtful strategies that nurture cohesion among our talented workforce, cultivate a supportive working environment, and ensure that our team members are fully aligned with and committed to our core values and principles.

4.1 Culture

In the world of film and entertainment, culture metrics play a pivotal role in shaping the essence of an organization. At SK Movie Production House, the company understands that culture not only defines its identity but also determines its capacity to innovate, collaborate, and thrive in an ever-changing industry. SK Movie Production House is dedicated to nurturing a culture that mirrors its core values, empowers its employees, and propels it towards excellence. This discussion explores the key culture metrics and the insights they provide for SK Movie Production House.

Objective	HR measure	Target	Initiative
Employee Engagement	Employee Engagement Survey	Maintain a score above 80%	Conduct regular engagement surveys, analyze results, and implement action plans to address issues.
	HR Records	Reduce turnover by 10%	Identify reasons for turnover and implement retention strategies.
Learning and Development	Training Participation Rates	40 hours of training per year	Develop a comprehensive training program for employees, including on-the-job learning opportunities.
	Skill Assessment	80% of employees show growth	Implement skill assessment tests and provide resources for skill development.
Leadership Development	Leadership Program Participation	Fill 50% of leadership roles	Identify high-potential employees and provide mentorship and training programs.
	Feedback Completion Rate	Achieve 90% feedback rate	Implement 360-degree feedback assessments for leaders.
Innovation and Creativity	Idea Submission Records	Increase Idea Submissions	Create an online platform for idea submission and recognition.
	Project Success Rate	Implement 70% of ideas	Establish innovation teams and allocate resources for innovation projects.
Collaboration	Project Collaboration Records	Increase Cross-Collaboration	Promote cross-functional teams and encourage collaboration through training.

	Knowledge Sharing Metrics	Enhance Knowledge Sharing	Implement knowledge-sharing platforms and best practice sharing sessions.
Recognition and Rewards	Recognition Participation	Enhance Recognition	Promote participation in recognition programs and reward outstanding contributions.
	Rewards Data	Fair Reward Distribution	Ensure fairness and transparency in reward distribution.
Employee Wellbeing	Program Participation	Improve Employee Health	Offer wellness programs and initiatives for physical and mental health.
	Employee Satisfaction Surveys	Enhance Work Satisfaction	Monitor employee satisfaction and address issues through surveys and feedback.

Insights:

Employee Engagement: Regular surveys enable the organization to grasp the sentiments of its employees, facilitating the identification of areas needing improvement. This proactive approach ensures a motivated and engaged workforce

Learning and Development: Tracking training participation serves as an indicator of the organization's commitment to employee development. Offering comprehensive training programs and skill assessments empowers the team to grow personally and professionally.

Leadership Development: Identifying high-potential employees and providing mentorship and training programs ensures a steady pipeline of capable leaders, essential for the organization's growth and success.

Innovation and Creativity: The introduction of an online platform for idea submission and the establishment of innovation teams stimulate creativity and ensure that employees' innovative ideas contribute to project success.

Collaboration: Encouraging collaboration through cross-functional teams and knowledge-sharing platforms enhances the collective ability to deliver exceptional projects.

Recognition and Rewards: Recognition programs foster a culture of appreciation, and transparent rewards distribution ensures fairness and motivates the team.

Employee Wellbeing: By offering wellness programs and monitoring satisfaction through surveys, the organization demonstrates its commitment to employee wellbeing.

4.2 Competency

At SK Movie Production House, our commitment to excellence extends beyond the realms of cinematic artistry. We recognize the significance of competence in every facet of our operations. To ensure we deliver top-notch entertainment experiences, we are initiating a comprehensive competency analysis project.

Objective	HR Metrics	Target	Initiative
Enhance HCRI (Human Capital Readiness Index)	Training Participation Rates	Increase HCRI score by 80% from 61%	- Conduct HCRI assessments regularly. - Develop targeted training programs.
Implement BARS (Behaviorally Anchored Rating Scales)	BARS Development Completion Rate	Implement BARS for 45% of roles	- Train HR and managers in creating BARS. - Monitor BARS implementation progress.
Update Knowledge and Skills	Skills Assessment Completion Rate	Update skills of 80% of employees	- Provide ongoing training and certification opportunities. - Encourage self-learning.
Improve Quality of Creative Teams	Creative Skills Development Rate	Achieve 90% creative team satisfaction	- Conduct creative skills workshops. - Gather feedback on creative team satisfaction.
Enhance Film Production Competencies	Production Crew Skill Enhancement	Reduce production timelines by 15%	- Invest in advanced production equipment. - Provide crew with specialized training.
Strengthen Post-Production Efficiency	Post-Production Team Productivity	Reduce post-production timelines by 20%	- Implement streamlined post-production workflows. - Monitor team productivity.
Enhance Visual Effects Capabilities	VFX Team Skill Enhancement	Achieve a VFX effectiveness rating of 4.5	- Invest in cutting-edge VFX software and tools. - Provide VFX team with specialized training.

Objective	HR Metrics	Target	Initiative
Improve Talent Acquisition and Retention	Talent Acquisition Success Rate	Achieve a retention rate of 85%	- Implement attractive compensation packages. - Refine talent acquisition strategies.

Insights:

Enhance HCRI : Elevating the Human Capital Readiness Index (HCRI) by 80% reflects our dedication to ensuring that our workforce is fully equipped with the skills and knowledge necessary to excel in the dynamic field of film production.

Implement BARS: Implementing Behaviorally Anchored Rating Scales (BARS) for 45% of roles underscores our commitment to transparent performance evaluation and career development.

Update Knowledge and Skills : Our focus on continuous skills development through training programs and self-learning initiatives ensures that 80% of our employees stay updated with the latest industry standards.

Improve Quality of Creative Teams : By nurturing creative talents and maintaining a high level of creative team satisfaction, we aim to consistently deliver top-quality cinematic experiences.

Enhance Film Production Competencies: Investments in advanced equipment, specialized training, and performance evaluations for our production crew and cinematographers are geared towards elevating our film production capabilities.

Strengthen Post-Production Efficiency: Streamlining post-production workflows and improving team productivity will help us deliver high-quality films efficiently.

Enhance Visual Effects Capabilities: Our investment in cutting-edge VFX technology and training for our VFX team is aimed at enhancing our visual effects capabilities.

Improve Talent Acquisition and Retention: Attracting and retaining top talent is central to our long-term success, and we will continue to refine our compensation packages and talent acquisition strategies accordingly.

4.3 Cost and Productivity

It is important to optimize cost efficiency and enhance workforce productivity while fostering a culture of creativity and innovation, ultimately leading to improved employee satisfaction.

Objective	HR Measure	Target	Initiative
Improve Cost Efficiency	Training Hours per Employee	Reduce cost by 10%	Implement Lean Production
Increase Workforce Productivity	Employee Skill Development	Increase productivity by 15%	Provide Skill Enhancement Programs
Enhance Talent Acquisition	Recruitment Satisfaction Score	Reduce time to fill by 20%	Streamline Recruitment Process
Foster Creativity and Innovation	Idea Implementation Rate	Increase idea generation by 25%	Establish Innovation Workshops
Enhance Employee Satisfaction	Employee Feedback	Improve engagement by 10%	Conduct Regular Feedback Surveys

Insights:

Cost Efficiency: Implementing Lean Production techniques will help SK Movie Production House identify inefficiencies and streamline operations, ultimately reducing costs by 10%.

Workforce Productivity: By investing in Skill Enhancement Programs, SK movie production house aim to empower our employees with the skills they need to excel in their roles, ultimately boosting productivity by 15%.

Talent Acquisition: Streamlining the Recruitment Process to reduce time-to-fill by 20% demonstrates our commitment to acquiring top talent swiftly.

Creativity and Innovation: Establishing Innovation Workshops will nurture a culture of creativity and idea generation, with the goal of increasing idea generation by 25%. Creativity is the lifeblood of the entertainment industry.

Employee Satisfaction: Conducting Regular Feedback Surveys is a testament to our commitment to employee well-being and engagement. By improving engagement by 10%, we aim to create a positive work environment.

4.4 Recruitment

The recruitment metrics you have provided are a good starting point for measuring and improving the recruitment process at SK Movie Production House. They cover a wide range of important areas, including cost, efficiency, effectiveness, new hire satisfaction, performance differential, time to fill, and sourcing channels.

Objective	HR Measure	Target	Initiative
Reduce Recruitment Costs	Cost Involved in Recruiting	Decrease by 15%	Optimize Sourcing Channels, Reduce Advertising Costs
Efficient Talent Acquisition	Number of Hires	Increase by 20%	Expand Referral Program, Enhance Agent Relationships
Effective Onboarding	Induction Program Cost	Decrease by 10%	Revamp Onboarding Process, Utilize Online Resources
Enhance New Hire Satisfaction	New Hires Performance Satisfaction	Improve by 15%	Implement Mentorship Program, Feedback Mechanisms
Improve Performance Differential	Performance Differential	Decrease by 5%	Conduct Regular Performance Reviews, Training
Expedite Time to Fill	Time to Fill	Reduce by 20%	Streamline Recruitment Process, Enhance Sourcing
Optimize Sourcing Channels	Sourcing Channel	Diversify Channels, Maximize ROI	Analyze Channel Performance, Allocate Resources

Insights:

Reduce Recruitment Costs: SK Movie Production House can reduce recruitment costs by optimizing its sourcing channels, reducing advertising costs, and streamlining its recruitment process.

Efficient Talent Acquisition: SK Movie Production House can increase the number of hires by expanding its referral program, enhancing its agent relationships, and streamlining its recruitment process.

Effective Onboarding: SK Movie Production House can reduce the cost of onboarding by revamping its onboarding process and utilizing online resources.

Enhance New Hire Satisfaction: SK Movie Production House can improve new hire satisfaction by implementing a mentorship program and feedback mechanisms.

Improve Performance Differential: SK Movie Production House can reduce the performance differential by conducting regular performance reviews and providing training to employees.

Expedite Time to Fill: SK Movie Production House can reduce the time to fill by streamlining its recruitment process and enhancing its sourcing.

Optimize Sourcing Channels: SK Movie Production House can diversify its sourcing channels by analyzing the performance of different channels and allocating resources accordingly

4.5 Learning and Development

The learning and development metrics you have provided are a good starting point for measuring and improving the learning and development process at SK Movie Production House. They cover a wide range of important areas, including employee skillsets, creative abilities, employee turnover, leadership skills, technical proficiency, compliance and safety training, and soft skills.

Objectives	HR Measure	Target	Initiative
1. Improve Employee Skillsets	Percentage of Employees with New Skills	Increase by 15%	- Implement regular training programs for employees across departments. Encourage employees to pursue relevant certifications.
2. Enhance Creative Abilities	Creativity Assessment Scores	Achieve an average score of 8.5 (on a scale of 1-10)	- Conduct regular brainstorming sessions and creative workshops. Provide access to creative tools and resources.
3. Reduce Employee Turnover	Annual Turnover Rate	Decrease by 10%	- Analyze exit interview feedback to identify key issues and address them. Implement career development programs to retain talent.
4. Strengthen Leadership Skills	Leadership 360-Degree Feedback	Achieve an average score of 4.5 (on a scale of 1-5)	- Offer leadership training programs for current and potential leaders. Mentorship programs for emerging leaders.
5. Enhance Technical Proficiency	Technical Skill Assessment Scores	Achieve an average score of 9.0 (on a scale of 1-10)	- Provide access to online courses and resources for technical skill development. Conduct regular technical competency assessments.
6. Improve Compliance and Safety Training	Compliance Training Completion Rates	Achieve a 100% completion rate annually	- Streamline and update compliance training materials. Monitor and track completion through an online learning platform.
7. Develop Soft Skills	Soft Skills Assessment Scores	Achieve an average score of 4.0 (on a scale of 1-5)	- Offer soft skills workshops and seminars. Encourage peer feedback and self-assessment for improvement.

Insights:

Improve Employee Skillsets: SK Movie Production House can improve employee skillsets by implementing regular training programs, encouraging employees to pursue relevant certifications, and providing access to online courses and resources.

Enhance Creative Abilities: SK Movie Production House can enhance creative abilities by conducting regular brainstorming sessions and creative workshops, providing access to creative tools and resources, and encouraging employees to experiment and take risks.

Reduce Employee Turnover: SK Movie Production House can reduce employee turnover by analyzing exit interview feedback, implementing career development programs, and creating a more positive and supportive work environment.

Strengthen Leadership Skills: SK Movie Production House can strengthen leadership skills by offering leadership training programs for current and potential leaders, implementing mentorship programs, and providing opportunities for leaders to challenge themselves and grow.

Enhance Technical Proficiency: SK Movie Production House can enhance technical proficiency by providing access to online courses and resources, conducting regular technical competency assessments, and offering opportunities for employees to learn new technologies.

Improve Compliance and Safety Training: SK Movie Production House can improve compliance and safety training by streamlining and updating training materials, monitoring and tracking completion through an online learning platform, and making training more engaging and interactive.

Develop Soft Skills: SK Movie Production House can develop soft skills by offering soft skills workshops and seminars, encouraging peer feedback and self-assessment, and creating opportunities for employees to practice soft skills in their daily work.

4.6 Performance Management

The performance management metrics you have provided are a good starting point for measuring and improving the performance management process at SK Movie Production House. They cover a wide range of important areas, including employee performance, goal alignment, recognition and rewards, performance improvement plans, training and development, performance issue resolution, and continuous improvement.

Objectives	HR Measure	Target	Initiative
1. Improve Employee Performance	Performance Appraisal Ratings	Achieve an average rating of 4.2 (on a scale of 1-5)	- Revise performance appraisal criteria and guidelines. Implement 360-degree feedback for comprehensive assessments.
2. Align Individual Goals with Company Objectives	Goal Achievement Rate	Achieve an 80% or higher goal completion rate	- Establish a goal-setting framework that links individual objectives to company goals. Regularly review and adjust goals to align with changing priorities.
4. Recognize and Reward High Performers	Recognition and Rewards Program	Recognize and reward top performers at least quarterly	- Establish an employee recognition program with tangible rewards. Implement a peer-to-peer recognition system.
5. Develop Performance Improvement Plans	PIP Implementation Rate	Implement PIPs for employees in need within 30 days of identification	- Provide training for managers on how to create and execute Performance Improvement Plans (PIPs). Monitor progress and offer support to employees on PIPs.
6. Enhance Training and Development	Training Hours per Employee	Achieve an average of 40 training hours per employee annually	- Create a comprehensive training calendar. Encourage employees to take ownership of their development plans.
7. Reduce Employee Performance Issues	Employee Performance Issue Resolution	Decrease the time taken to resolve performance issues by 20%	- Establish a clear process for addressing performance issues promptly. Provide coaching and mentoring for struggling employees.

Insights:

Improve Employee Performance: SK Movie Production House can improve employee performance by revising performance appraisal criteria and guidelines, implementing 360-degree feedback for comprehensive assessments, establishing a goal-setting framework that links individual objectives to company goals, regularly reviewing and adjusting goals to align with changing priorities, and providing employees with opportunities for training and development.

Align Individual Goals with Company Objectives: SK Movie Production House can align individual goals with company objectives by establishing a goal-setting framework that links individual objectives to company goals, regularly reviewing and adjusting goals to align with changing priorities, and providing employees with regular feedback on their progress towards their goals.

Recognize and Reward High Performers: SK Movie Production House can recognize and reward high performers by establishing an employee recognition program with tangible rewards, implementing a peer-to-peer recognition system, and regularly recognizing and rewarding top performers at least quarterly.

Develop Performance Improvement Plans: SK Movie Production House can develop performance improvement plans by providing training for managers on how to create and execute Performance Improvement Plans (PIPs), monitoring progress and offering support to employees on PIPs, and implementing PIPs for employees in need within 30 days of identification.

Enhance Training and Development: SK Movie Production House can enhance training and development by creating a comprehensive training calendar, encouraging employees to take ownership of their development plans, and providing employees with access to a variety of training and development resources.

Reduce Employee Performance Issues: SK Movie Production House can reduce employee performance issues by establishing a clear process for addressing performance issues promptly, providing coaching and mentoring for struggling employees, and implementing Performance Improvement Plans (PIPs) for employees in need within 30 days of identification.

Foster a Culture of Continuous Improvement: SK Movie Production House can foster a culture of continuous improvement by encouraging employees to submit improvement ideas through an online platform, forming cross-functional teams to evaluate and implement suggestions, and implementing at least 70% of employee suggestions annually.

4.7 Talent Management:

The talent management metrics you have provided are a good starting point for measuring and improving the talent management process at SK Movie Production House. They cover a wide range of important areas, including attracting top talent, retaining high-potential employees, developing succession plans, enhancing diversity and inclusion, improving employee engagement, fostering continuous learning, aligning performance management with talent, and measuring and analyzing talent metrics.

Objectives	HR Measure	Target	Initiative
1. Attract Top Talent	Average Time-to-Fill (TTFF) for Key Positions	Reduce TTFF for key roles by 20%	- Strengthen employer branding to attract top talent. Optimize recruitment processes for efficiency.
2. Retain High-Potential Employees	High-Potential Employee Retention Rate	Maintain a retention rate of 90% or higher	- Identify and mentor high-potential employees. Offer career growth opportunities and challenges.
3. Develop Succession Plans	Percentage of Key Positions with Succession Plans	Have succession plans for 100% of key roles	- Identify high-potential employees for leadership positions. Develop and document succession plans for key roles.
4. Enhance Diversity and Inclusion	Diversity Index	Increase diversity index to 0.75 or higher	- Implement diversity and inclusion training programs. Establish diversity recruitment initiatives.
5. Improve Employee Engagement	Employee Engagement Survey Scores	Achieve an average score of 4.5 (on a scale of 1-5)	- Regularly conduct engagement surveys and act on feedback. Recognize and reward high-engagement teams.
6. Foster Continuous Learning	Training Hours per Employee	Ensure an average of 40 hours of training per employee annually	- Offer a variety of training programs and resources. Encourage employees to set and track learning goals.

Objectives	HR Measure	Target	Initiative
7. Align Performance Management with Talent	Percentage of Employees with Development Plans	Have development plans for 100% of employees	- Integrate talent development into the performance review process. Provide coaching and feedback for growth.
8. Measure and Analyse Talent Metrics	Talent Analytics Dashboard	Develop and maintain a comprehensive talent analytics dashboard	- Invest in HR technology for data collection and analysis. Regularly review and update talent metrics.

Insights:

Attract Top Talent: To attract top talent, SK Movie Production House can strengthen its employer branding to create a positive image of the company as a great place to work. The company can also optimize its recruitment processes to make it easier and faster for qualified candidates to apply for jobs.

Retain High-Potential Employees: To retain high-potential employees, SK Movie Production House can identify and mentor high-potential employees, offer them career growth opportunities and challenges, and create a positive and supportive work environment.

Develop Succession Plans: To develop succession plans, SK Movie Production House can identify high-potential employees for leadership positions, assess their strengths and weaknesses, and develop and document succession plans for key roles.

Enhance Diversity and Inclusion: To enhance diversity and inclusion, SK Movie Production House can implement diversity and inclusion training programs, establish diversity recruitment initiatives, and create a culture of inclusivity and respect for all employees.

Improve Employee Engagement: To improve employee engagement, SK Movie Production House can regularly conduct engagement surveys and act on feedback, recognize and reward high-engagement teams, and create a positive and supportive work environment.

Foster Continuous Learning: To foster continuous learning, SK Movie Production House can offer a variety of training programs and resources, encourage employees to set and track learning goals, and create a culture of learning and development.

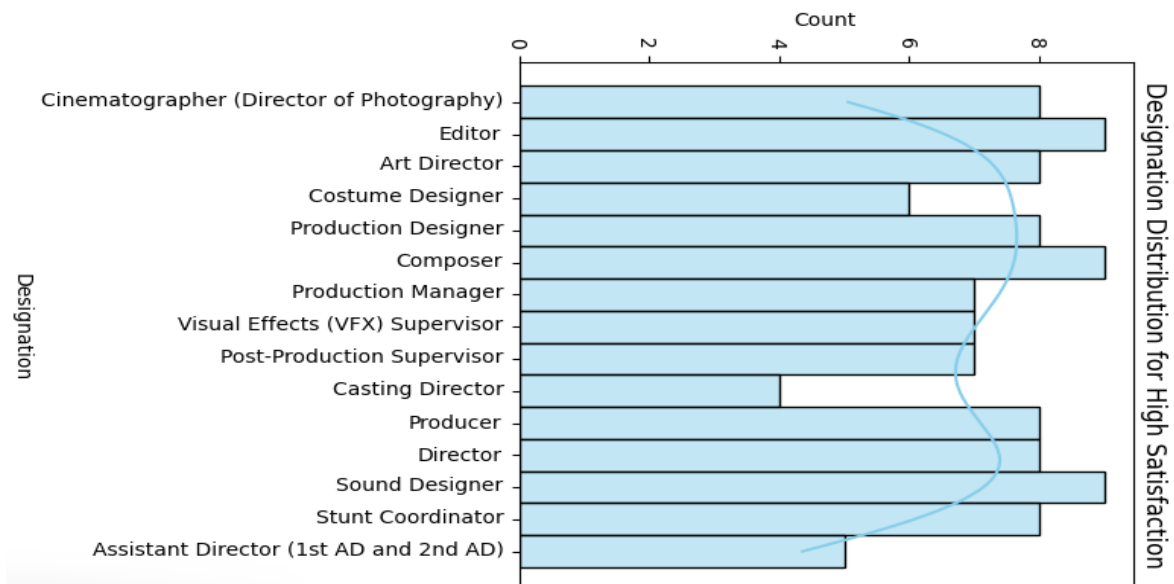
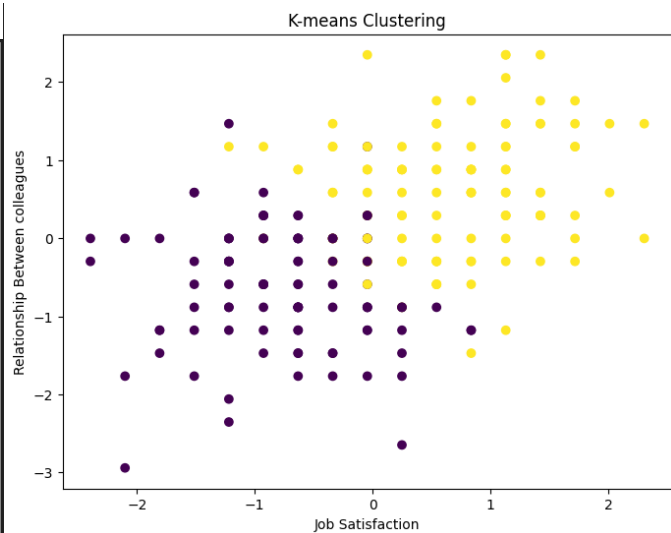
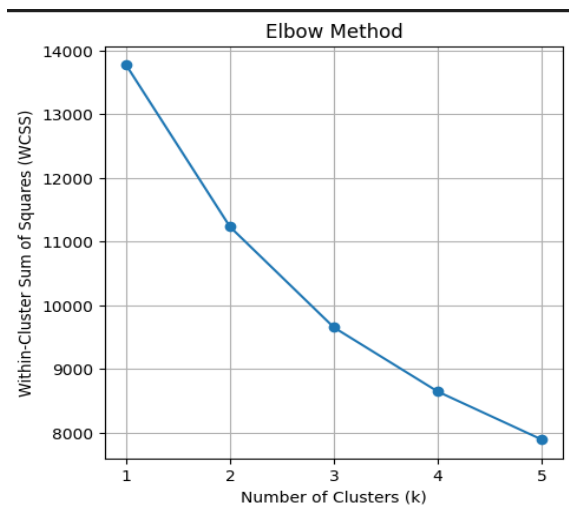
Measure and Analyze Talent Metrics: To measure and analyze talent metrics, SK Movie Production House can invest in HR technology for data collection and analysis, regularly review and update talent metrics, and use talent insights to inform decision-making.

5. Operational Analytics

5.1. Culture Analysis

Sample Data:

	Working Conditions	Relationship Between Colleagues	Job Satisfaction	Company Policy	Rewards and Awards	Work Load
0	16	14	21	15	14	10
1	17	17	23	18	17	14
2	21	20	17	17	15	11
3	17	19	18	19	16	15
4	18	20	19	19	15	11



5.2. Competency Analysis

Sample Data:

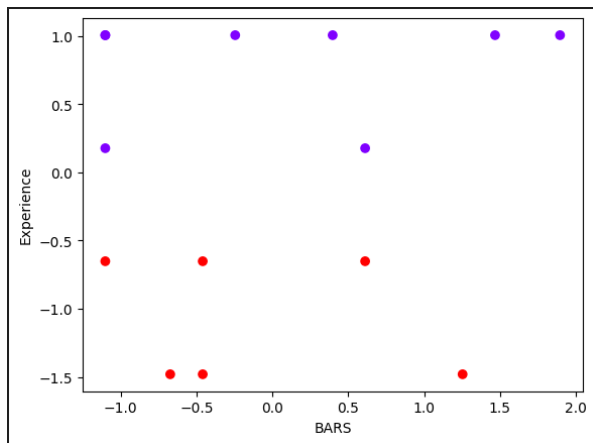
	Name	Gender	Age	Experience	Designation	Bars	HCRI	Unnamed: 7	Unnamed: 8	Unnamed: 9	Unnamed: 10
0	Liam	Male	37	1	Producer	4	70.0	NaN	NaN	NaN	Designation
1	Olivia	Female	48	13	Cinematographer (Director of Photography)	3	62.5	NaN	NaN	NaN	Producer
2	Noah	Male	24	8	Director	1	70.0	NaN	NaN	NaN	Cinematographer (Director of Photography)
3	Emma	Female	56	10	Editor	1	50.0	NaN	NaN	NaN	Director
4	Ava	Female	42	14	Art Director	1	55.0	NaN	NaN	NaN	Editor

Bars:

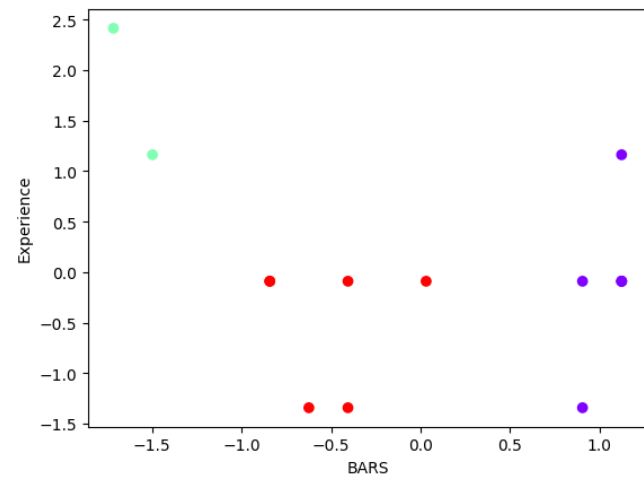
- 1 Visual Effects (VFX) Supervisor
- 2 Visual Effects (VFX) Supervisor
- 3 Visual Effects (VFX) Supervisor
- 4 Visual Effects (VFX) Supervisor

Name: Designation, dtype: object

Producer:



Director:



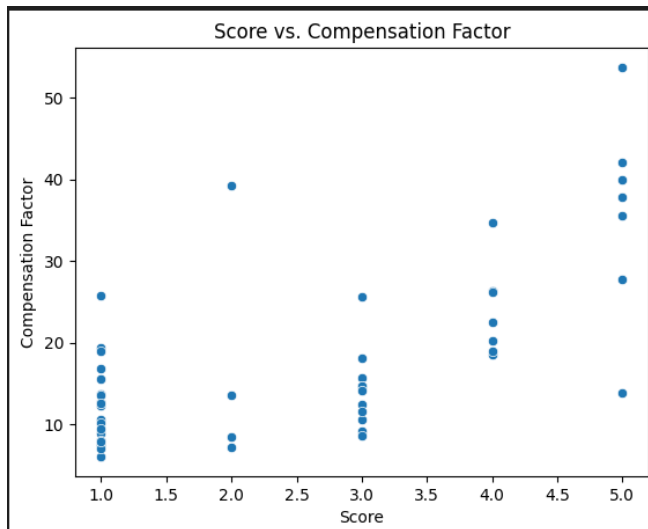
5.3. Cost and Productivity Analysis

Sample data:

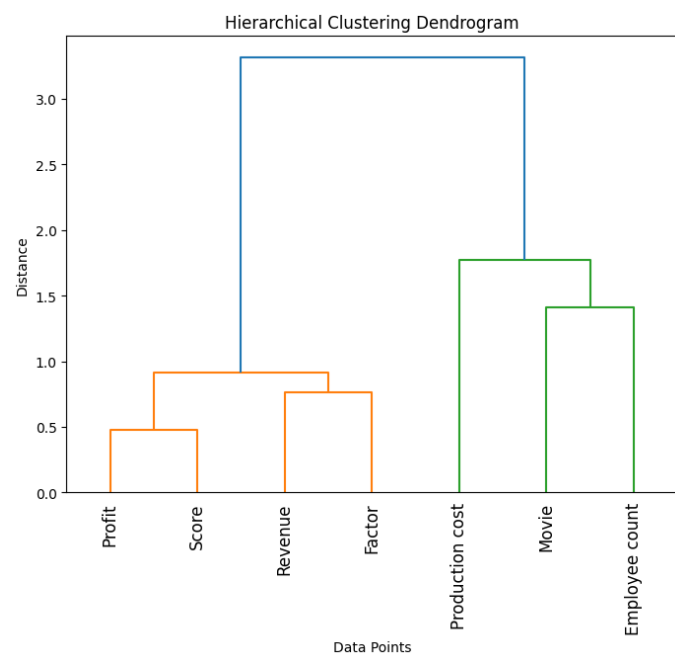
	Movie	Production cost	Revenue	Profit	Employee count	Score	Factor
0	1	1060	1580	520	60	4	26.333333
1	2	2000	2350	350	150	3	15.666667
2	3	1260	4300	3040	80	5	53.750000
3	4	1700	2470	770	110	4	22.454545
4	5	1780	2020	240	190	3	10.631579

Average Compensation Satisfaction Score: 2.5

Correlation between Score and Profit: 0.6714086214674913



Dendrogram:

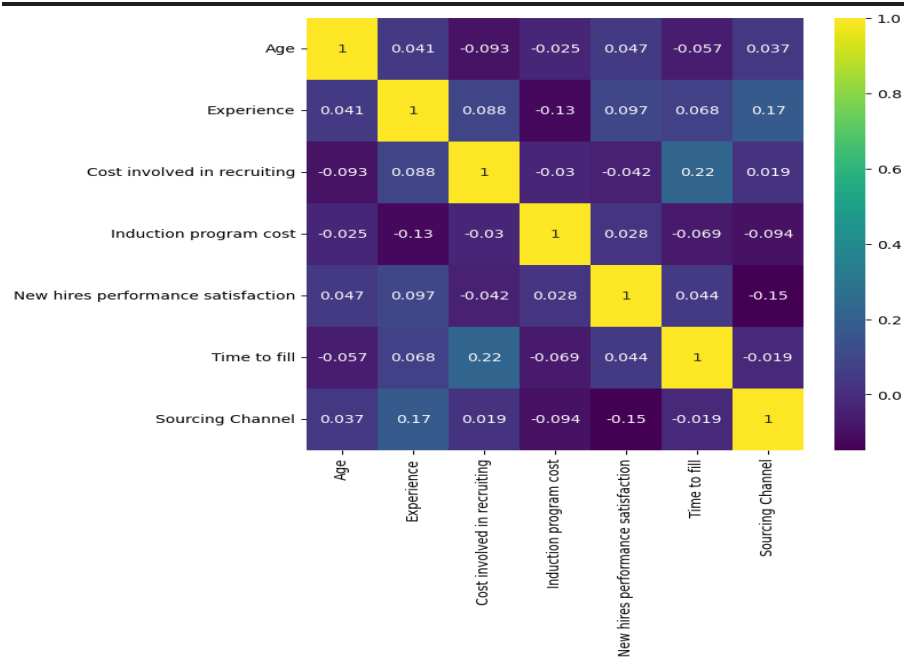


5.4. Recruitment Analysis

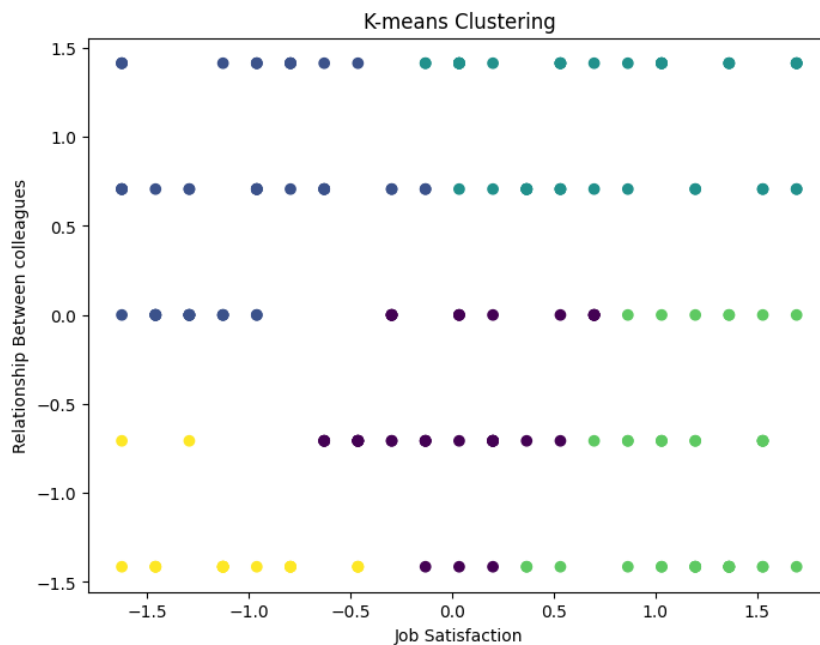
Sample Data:

	Age	Experience	Cost involved in recruiting	Induction program cost	New hires performance satisfaction	Time to fill	Sourcing Channel
0	37	1	400	800	35	30	1
1	48	13	500	1200	75	25	2
2	24	8	450	900	85	18	3
3	56	10	600	1100	60	34	4
4	42	14	250	600	40	22	5

Correlation:



Relationship of Time to fill with Sourcing channel:



5.5 Training and development Analysis

Sample Data:

	Age	Experience	Type of Training	Hours of trg	Content Satisfaction	Skill development	Knowledge level
0	37	1	2	25	2	1	1
1	48	13	2	13	3	3	1
2	24	8	1	8	3	2	2
3	56	10	1	9	3	1	1
4	42	14	1	15	3	1	1

Correlation:

	Age	Experience	Type of Training	Hours of trg	Content Satisfaction	Skill development	Knowledge level
Age	1.000000	0.040869	0.016075	-0.188682	0.079389	0.006061	-0.018743
Experience	0.040869	1.000000	-0.012931	-0.032642	0.083034	-0.042070	0.022947
Type of Training	0.016075	-0.012931	1.000000	-0.014944	0.044704	0.028537	-0.061465
Hours of trg	-0.188682	-0.032642	-0.014944	1.000000	-0.066572	-0.077295	-0.017529
Content Satisfaction	0.079389	0.083034	0.044704	-0.066572	1.000000	0.026203	0.118783

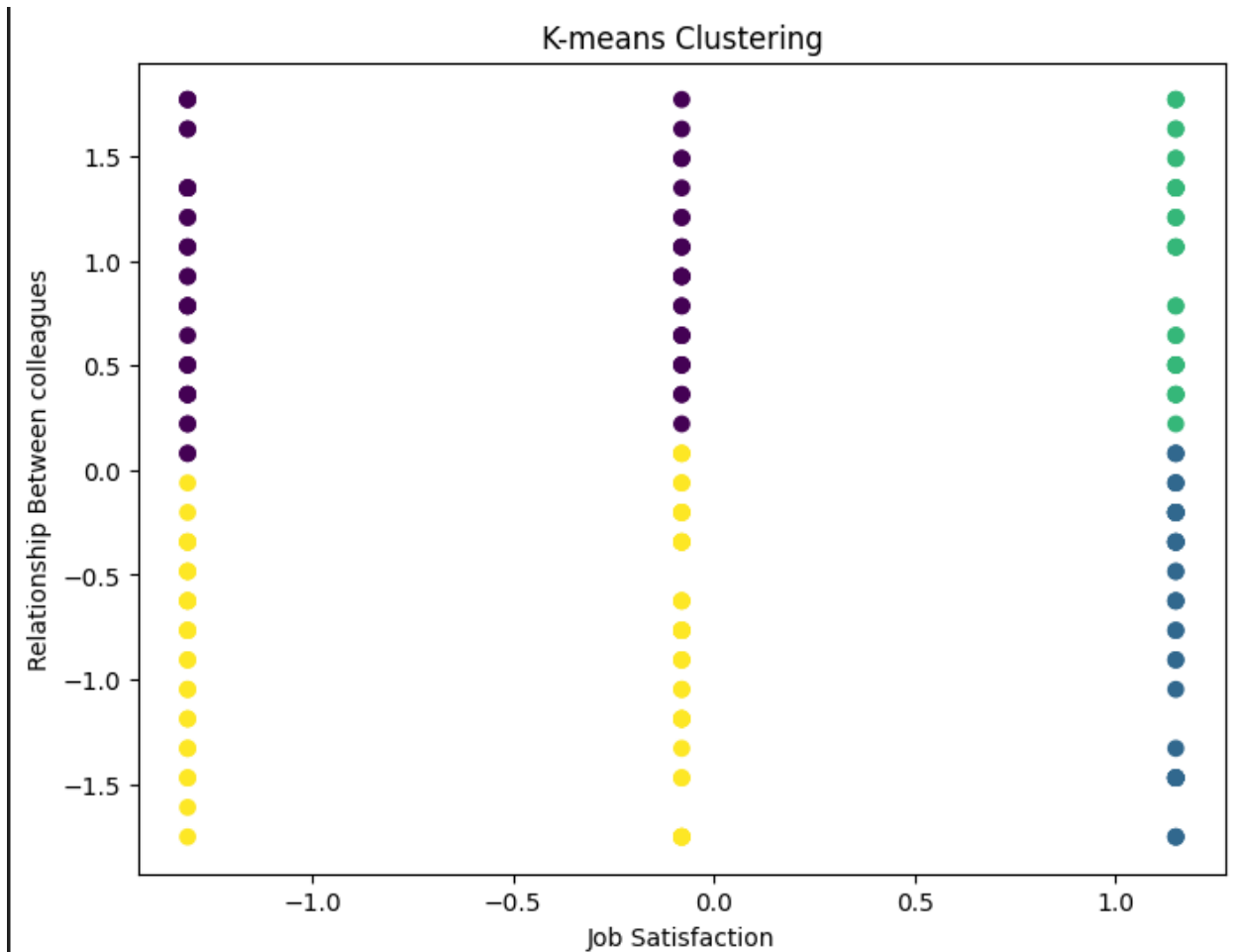


5.6 Performance Analysis

Sample Data:

	Age	Experience	Target Given	Target Achieved	Performance Differential	Performance rating	Content Satisfaction	Sourcing Channel	Hours of trg
0	37	1	55	30	25	3	2	1	25
1	48	13	60	45	15	3	3	2	13
2	24	8	45	30	15	3	3	3	8
3	56	10	60	30	30	1	3	4	9
4	42	14	60	55	5	3	3	5	15

Analysis between performance rating and Hours of training:

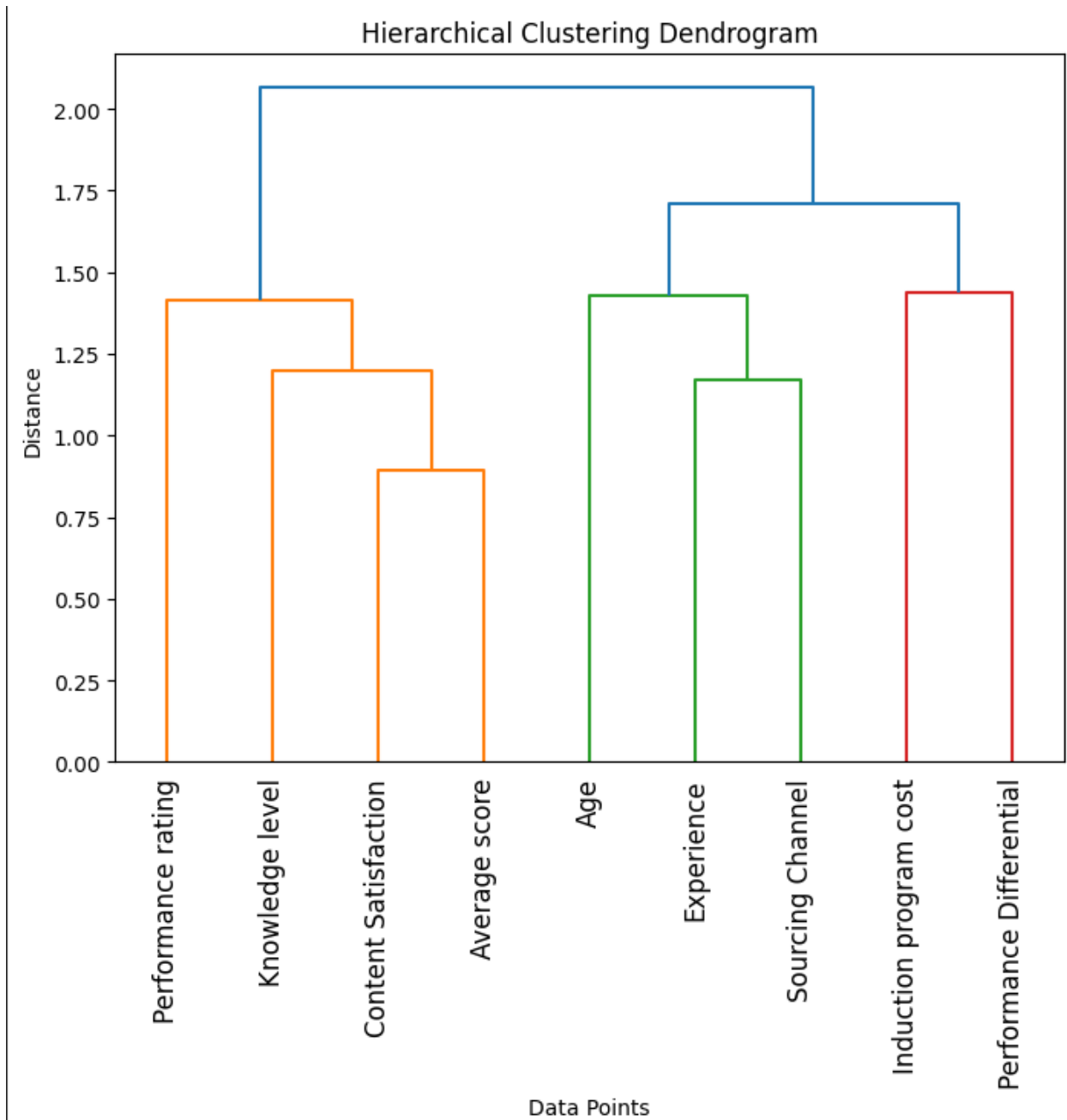


5.7 Talent Management:

Sample Data:

	Age	Experience	Induction program cost	Content Satisfaction	Performance Differential	Performance rating	Sourcing Channel	Knowledge level	Average score
0	37	1	800	2	25	3	1	1	2.0
1	48	13	1200	3	15	3	2	1	2.4
2	24	8	900	3	15	3	3	2	2.2
3	56	10	1100	3	30	1	4	1	1.4
4	42	14	600	3	5	3	5	1	2.0

Hierarchical Clustering Dendrogram:



6. Annexure

6.1 Culture:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from scipy.cluster.hierarchy import linkage, dendrogram
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet5")
df1=df[["Age", "Experience", "Induction program cost", "Content Satisfaction", "Performance Differential", "Performance rating", "Sourcing Channel", "Knowledge level", 'Average score']]
correlation=df1.corr()
plt.figure(figsize=(24,24))
sns.heatmap(correlation,annot=True,cmap='viridis')
scaler = StandardScaler()
scaled= scaler.fit_transform(df[['Average score', 'Knowledge level']])
scaled_df = pd.DataFrame(scaled, columns=['Average score', 'Knowledge level'])
k_opt=2
model = KMeans(n_clusters=k_opt,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(scaled_df['Average score'], scaled_df['Knowledge level'], c=scaled_df['labels'],
cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
linkage_matrix = linkage(correlation, method='ward')
plt.figure(figsize=(8, 6))
dendrogram(linkage_matrix, labels=correlation.index, orientation='top')
plt.title('Hierarchical Clustering Dendrogram')
plt.xlabel('Data Points')
plt.xticks(rotation=90)
plt.ylabel('Distance')
plt.show()
```

6.2 Competency Analysis:

```
import pandas as pd
import matplotlib.pyplot as plt
from sklearn.preprocessing import StandardScaler
from sklearn.cluster import KMeans
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet3")
df['Designation'].groupby(df['Bars']).max()
designation_dict = {}
designations = [ "Producer", "Cinematographer (Director of Photography)", "Director",
"Editor", "Art Director", "Costume Designer", "Sound Designer", "Production Designer",
"Composer", "Production Manager", "Assistant Director (1st AD and 2nd AD)", "Stunt
Coordinator", "Visual Effects (VFX) Supervisor", "Post-Production Supervisor", "Casting
Director", "Screenwriter"]
for designation in designations:
    designation_df = df[df['Designation'] == designation]
    designation_dict[designation] = designation_df[['Experience',
'Bars',]].to_dict(orient='records')
producer_data=pd.DataFrame(designation_dict['Producer'])
scaler = StandardScaler()
scaled= scaler.fit_transform(producer_data)
scaled_df = pd.DataFrame(scaled, columns=producer_data.columns)
k_opt=2
model = KMeans(n_clusters=k_opt,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.scatter(scaled_df['Experience'],scaled_df['Bars'], c=scaled_df['labels'], cmap='rainbow')
plt.xlabel('BARS')
plt.ylabel('Experience')
plt.show()
```

6.3 Cost and Production:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from scipy.cluster.hierarchy import linkage, dendrogram
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet4")
average_compensation_score = df['Score'].mean()
print(f'Average Compensation Satisfaction Score: {average_compensation_score}')
correlation = df['Score'].corr(df['Factor'])
print(f'Correlation between Score and Profit: {correlation}')
sns.scatterplot(data=df, x='Score', y='Factor')
plt.title('Score vs. Compensation Factor')
plt.xlabel('Score')
plt.ylabel('Compensation Factor')
plt.show()
correlation=df.corr()
plt.figure(figsize=(7,7))
sns.heatmap(correlation,annot=True,cmap='viridis')
linkage_matrix = linkage(correlation, method='ward')
plt.figure(figsize=(8, 6))
dendrogram(linkage_matrix, labels=correlation.index, orientation='top')
plt.title('Hierarchical Clustering Dendrogram')
plt.xlabel('Data Points')
plt.xticks(rotation=90)
plt.ylabel('Distance')
plt.show()
scaler = StandardScaler(),scaled= scaler.fit_transform(df)
scaled_df = pd.DataFrame(scaled, columns=df.columns)
model = KMeans(n_clusters=2,random_state =42,n_init=20)
model.fit(df)
df['labels'] = model.labels_,cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(df['Score'], df['Revenue'], c=df['labels'], cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
```

6.4 Recruitment:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
import pandas as pd
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet5")
df1=df[["Age", "Experience", "Cost involved in recruiting", "Induction program cost", "New hires performance satisfaction", "Time to fill", "Sourcing Channel"]]
correlation=df1.corr()
plt.figure(figsize=(7,7))
sns.heatmap(correlation,annot=True,cmap='viridis')
scaler = StandardScaler()
scaled= scaler.fit_transform(df[['Time to fill','Sourcing Channel']])
scaled_df = pd.DataFrame(scaled, columns=['Time to fill','Sourcing Channel'])
scaled_df.head()
model = KMeans(n_clusters=5,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(scaled_df['Time to fill'], scaled_df['Sourcing Channel'] , c=scaled_df['labels'],
cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
from scipy.cluster.hierarchy import linkage, dendrogram
# Perform hierarchical clustering
linkage_matrix = linkage(correlation, method='ward')
plt.figure(figsize=(8, 6))
dendrogram(linkage_matrix, labels=correlation.index, orientation='top')
plt.title('Hierarchical Clustering Dendrogram')
plt.xlabel('Data Points')
plt.xticks(rotation=90)
plt.ylabel('Distance')
plt.show()
```

6.5 Learning and Development:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from scipy.cluster.hierarchy import linkage, dendrogram
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet5")
df1=df[["Age","Experience","Type of Training","Hours of trg","Content Satisfaction","Skill
development","Knowledge level"]]
correlation=df1.corr()
plt.figure(figsize=(7,7))
sns.heatmap(correlation,annot=True,cmap='viridis')
correlation.head()
scaler = StandardScaler()
scaled= scaler.fit_transform(df[['Type of Training','Content Satisfaction']])
scaled_df = pd.DataFrame(scaled, columns=['Type of Training','Content Satisfaction'])
scaled_df.head()
model = KMeans(n_clusters=3,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(scaled_df['Type of Training'], scaled_df['Content Satisfaction'], c=scaled_df['labels'],
cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
plt.show()
```

6.6 Performance Management:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from scipy.cluster.hierarchy import linkage, dendrogram
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet5")
df1=df[["Age","Experience","Target Given","Target Achieved","Performance
Differential","Performance rating","Content Satisfaction","Sourcing Channel","Hours of trg"]]
correlation=df1.corr()
plt.figure(figsize=(24,24))
sns.heatmap(correlation,annot=True,cmap='viridis')
scaler = StandardScaler()
scaled= scaler.fit_transform(df[['Experience','Performance rating']])
scaled_df = pd.DataFrame(scaled, columns=['Experience','Performance rating'])
model = KMeans(n_clusters=3,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(scaled_df['Experience'], scaled_df['Performance rating'], c=scaled_df['labels'],
cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
linkage_matrix = linkage(correlation, method='ward')
plt.figure(figsize=(8, 6))
dendrogram(linkage_matrix, labels=correlation.index, orientation='top')
plt.title('Hierarchical Clustering Dendrogram')
plt.xlabel('Data Points')
plt.xticks(rotation=90)
plt.ylabel('Distance')
plt.show()
```


6.7 Talent Management:

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from scipy.cluster.hierarchy import linkage, dendrogram
df=pd.read_excel("D:\Hr lab\Ex2.xlsx", sheet_name="Sheet5")
df1=df[["Age","Experience","Induction program cost","Content Satisfaction","Performance Differential","Performance rating","Sourcing Channel","Knowledge level",'Average score']]
correlation=df1.corr()
plt.figure(figsize=(24,24))
sns.heatmap(correlation,annot=True,cmap='viridis')
scaler = StandardScaler()
scaled= scaler.fit_transform(df[['Average score','Knowledge level']])
scaled_df = pd.DataFrame(scaled, columns=['Average score','Knowledge level'])
model = KMeans(n_clusters=2,random_state =42,n_init=20)
model.fit(scaled_df)
scaled_df['labels'] = model.labels_
cluster_centers = model.cluster_centers_
plt.figure(figsize=(8, 6))
plt.scatter(scaled_df['Average score'], scaled_df['Knowledge level'], c=scaled_df['labels'],
cmap='viridis')
plt.title('K-means Clustering')
plt.xlabel('Job Satisfaction')
plt.ylabel('Relationship Between colleagues')
linkage_matrix = linkage(correlation, method='ward')
plt.figure(figsize=(8, 6))
dendrogram(linkage_matrix, labels=correlation.index, orientation='top')
plt.title('Hierarchical Clustering Dendrogram')
plt.xlabel('Data Points')
plt.xticks(rotation=90)
plt.ylabel('Distance')
plt.show()
```

7. Conclusion

In conclusion, this comprehensive report provides a detailed analysis of various HR metrics and objectives tailored to enhance the operations of SK Movie Production House. These metrics and initiatives cover a wide spectrum of areas, including culture, competency, cost and productivity, and recruitment. By aligning HR strategies with the organization's goals and values, SK Movie Production House can position itself for greater success in the highly competitive film industry.

The recommended HR objectives and quantifiable measures reflect a commitment to fostering a positive workplace culture, developing employee competencies, optimizing cost and productivity, and streamlining recruitment processes. These initiatives aim to create an environment where creativity, innovation, and talent acquisition thrive.

SK Movie Production House's dedication to improving employee engagement, nurturing talent, and ensuring cost-efficiency will undoubtedly contribute to its growth and prominence in the industry. Furthermore, the emphasis on fostering creativity, innovation, and employee satisfaction aligns with the values of a dynamic and forward-thinking production company.

As SK Movie Production House implements these HR strategies and consistently measures progress against the set targets, it can anticipate improved operational efficiency, enhanced employee satisfaction, and ultimately, the creation of blockbuster films that captivate audiences worldwide.

With a focused approach to HR objectives, SK Movie Production House is poised to strengthen its position as a leader in the film production industry, producing memorable and impactful cinematic experiences for years to come.

----- End of Project----

