



# GET TALENT

HR DATA SOLUTIONS  
for **ABC Corporation**

---

Demo Final

A photograph of three women in an office setting, laughing and interacting. The woman on the left is wearing a red dress with black polka dots. The woman in the center is wearing a light blue sweater and dark pants, holding a tablet. The woman on the right is wearing a white t-shirt and dark pants. They are standing in front of a large window and a concrete wall. A blue rectangular box with the word "EQUIPO" in white capital letters is overlaid on the image.

**EQUIPO**





**Tania Graff**  
HR Data Analyst



**Marta García**  
HR Data Analyst



**Reyes Altozano**  
HR Data Analyst



**Franca Tortarolo**  
HR Data Analyst  
*Scrum Master*

A top-down view of a collaborative workspace. Several laptops are open on a white grid-patterned table. Hands of people are visible, interacting with the devices. There are notebooks, a smartphone, a glass of orange juice, and a small vase with yellow flowers. A blue banner with the word 'BRIEFING' is centered over the image.

# BRIEFING





## QUÉ

Proyecto de análisis de datos.

## PARA QUÉ

Identificar los factores claves que influyen en la rotación de empleados y mejorar la satisfacción de los mismos.

A man and a woman are standing in a modern office, looking at a glass wall covered with yellow sticky notes. The woman is on the left, holding a sticky note to her chin. The man is on the right, pointing at a sticky note. In the background, there are desks with computers and plants. The word "FASES" is overlaid in a blue box with white text.

# FASES





**1** Análisis exploratorio

**2** Transformación y limpieza

**3** Diseño BBDD

**4** A/B Testing

**5** Reporte resultados

**6** ETL

# 1. ANÁLISIS







# ANALIZAMOS

## Archivo CSV 1614 filas | 41 columnas

- Volumen
- Organización
- Tipología
- Relevancia

A person is working on a laptop in a dimly lit room. The laptop screen displays a code editor with a dark theme. A hand is holding a smartphone in front of the laptop. The entire image is overlaid with a semi-transparent blue layer. In the center, the text '2. TRANSFORMACIÓN Y LIMPIEZA' is written in white, bold, sans-serif font. The background shows a desk with a keyboard, a mouse, and some papers.

## 2. TRANSFORMACIÓN Y LIMPIEZA





# LIMPIAMOS Y TRANSFORMAMOS

- Nulos
- Duplicados
- Errores
- Tipología
- Información poco relevante

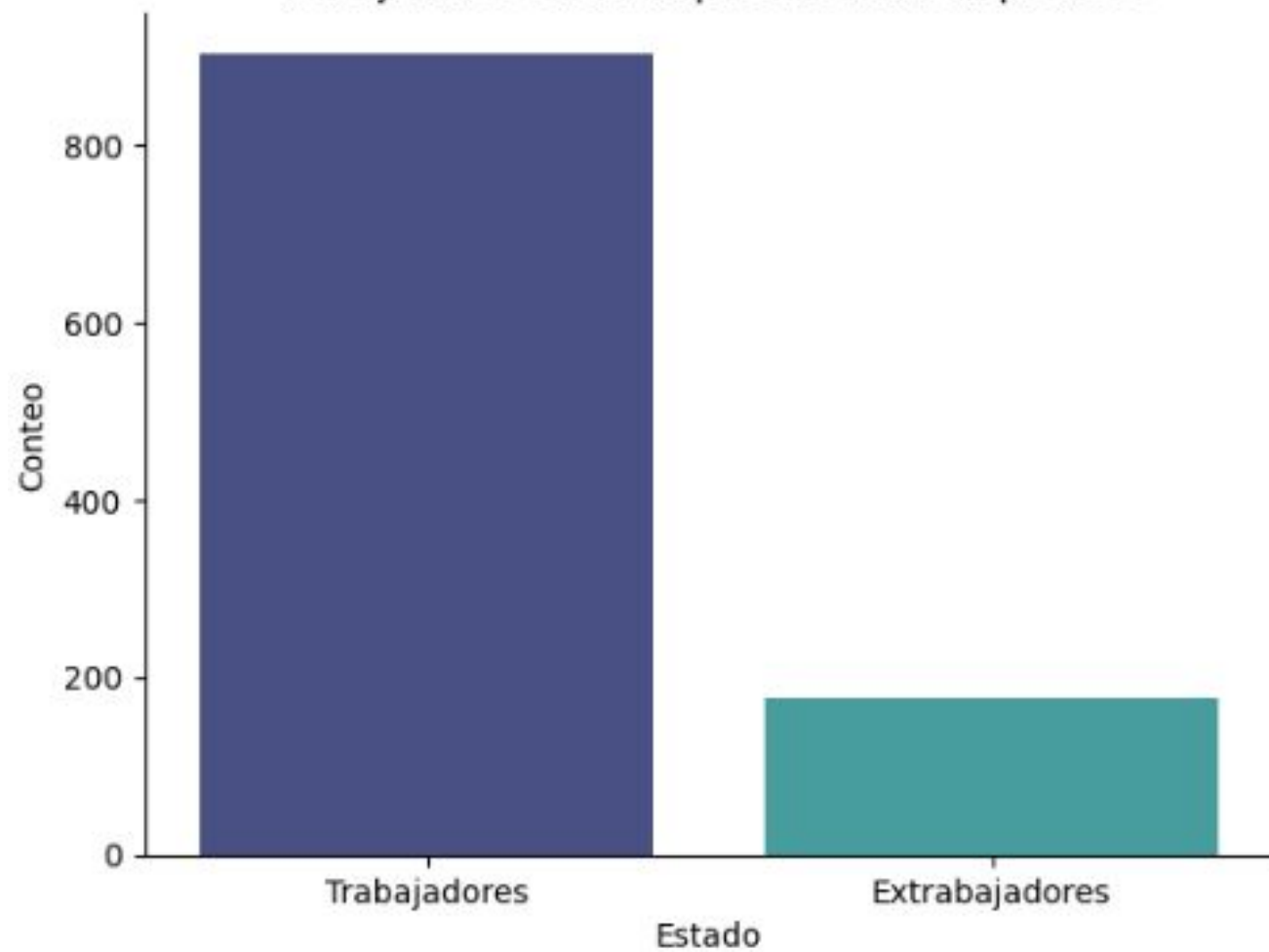
**Archivo CSV**  
**1080 filas | 34 columnas**

A woman with blonde hair and glasses is looking at a tablet. The image has a blue overlay. The word VISUALIZAMOS is written in white capital letters on a blue rectangular background.

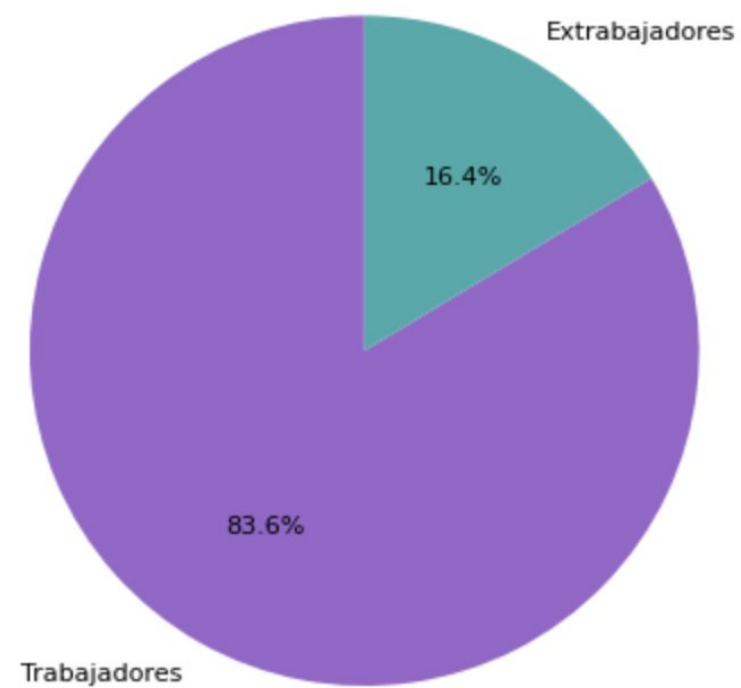
**VISUALIZAMOS**



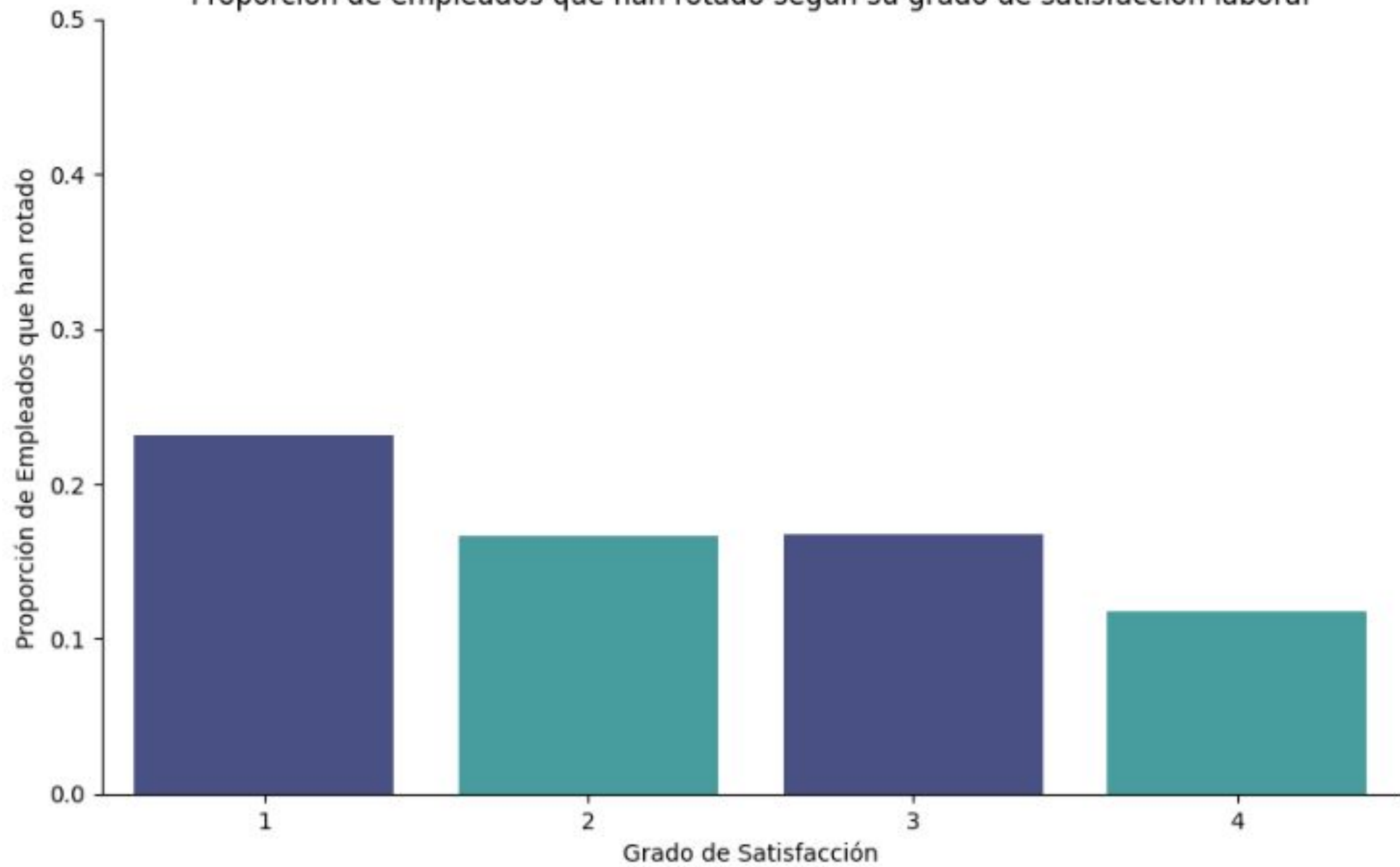
Trabajadores en la Empresa vs. Ex-Empleados



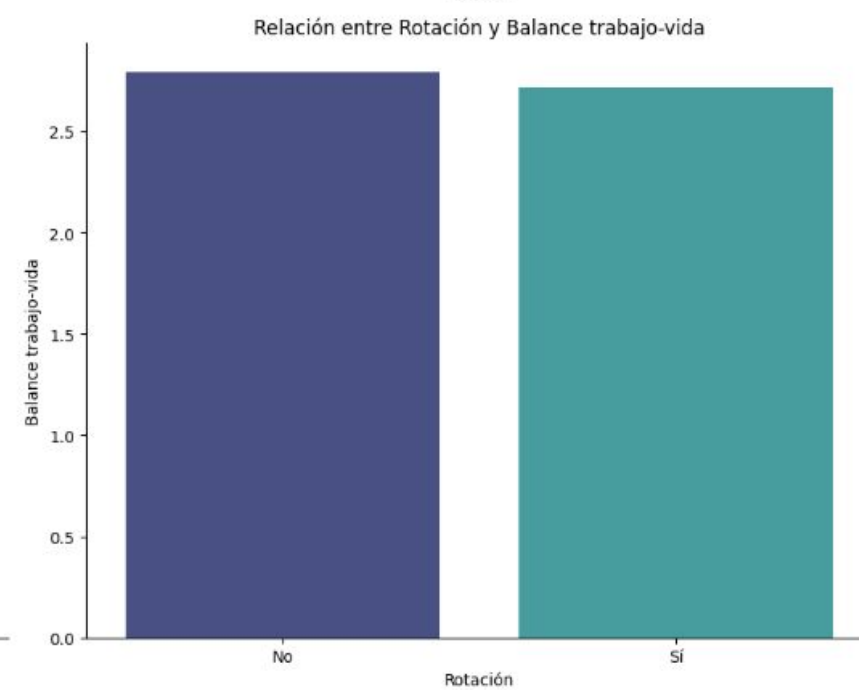
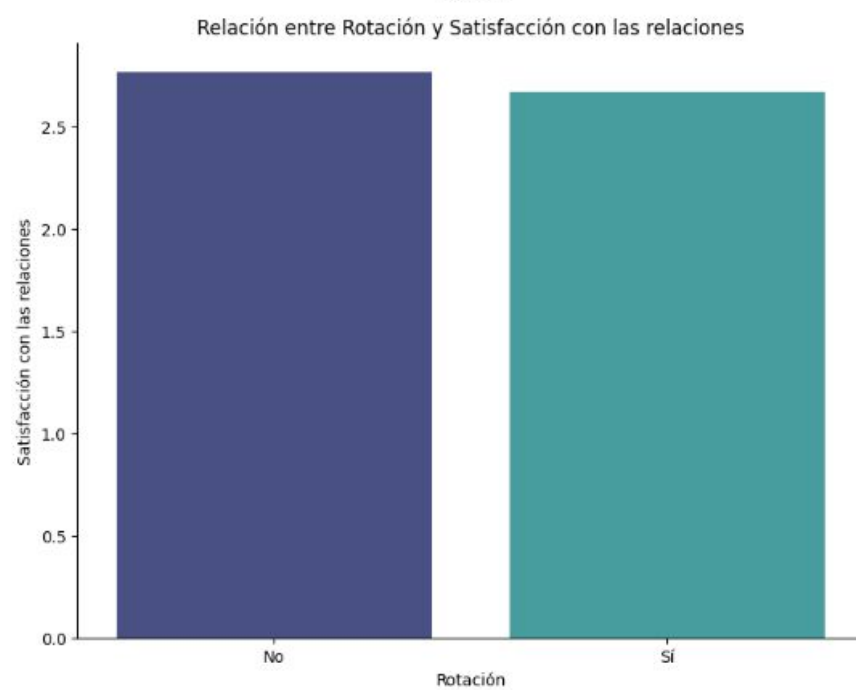
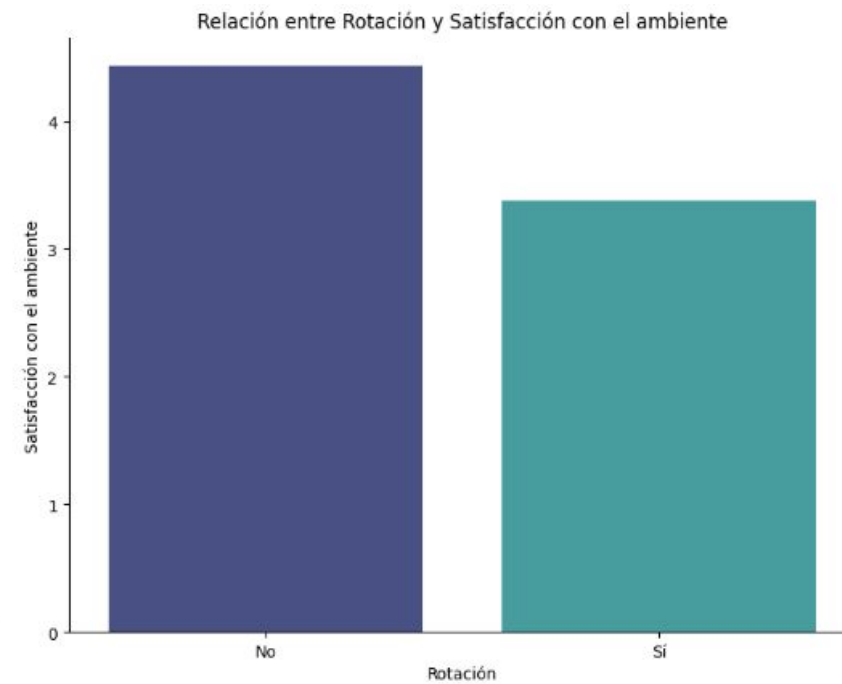
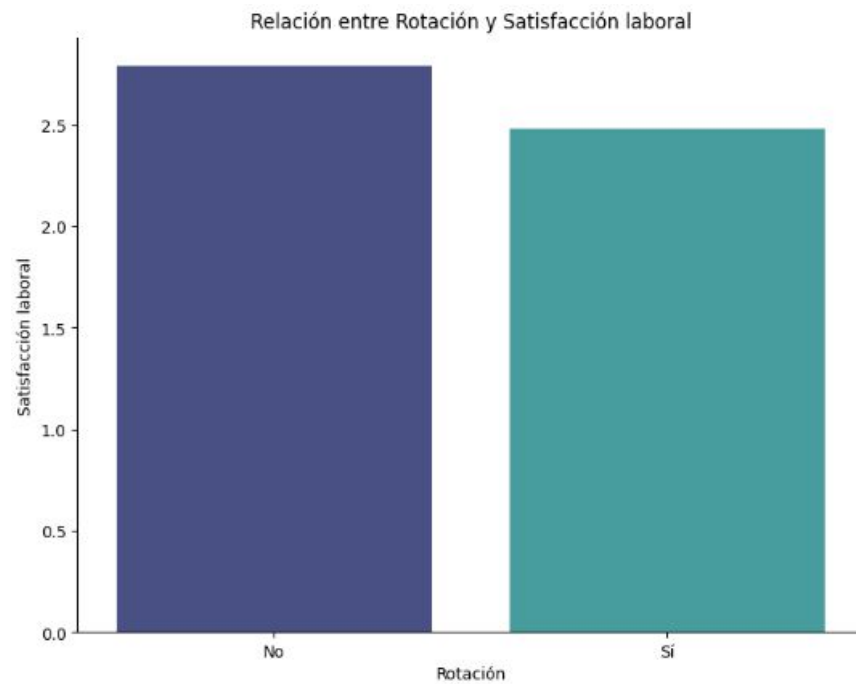
Porcentaje Abandonos



Proporción de empleados que han rotado según su grado de satisfacción laboral



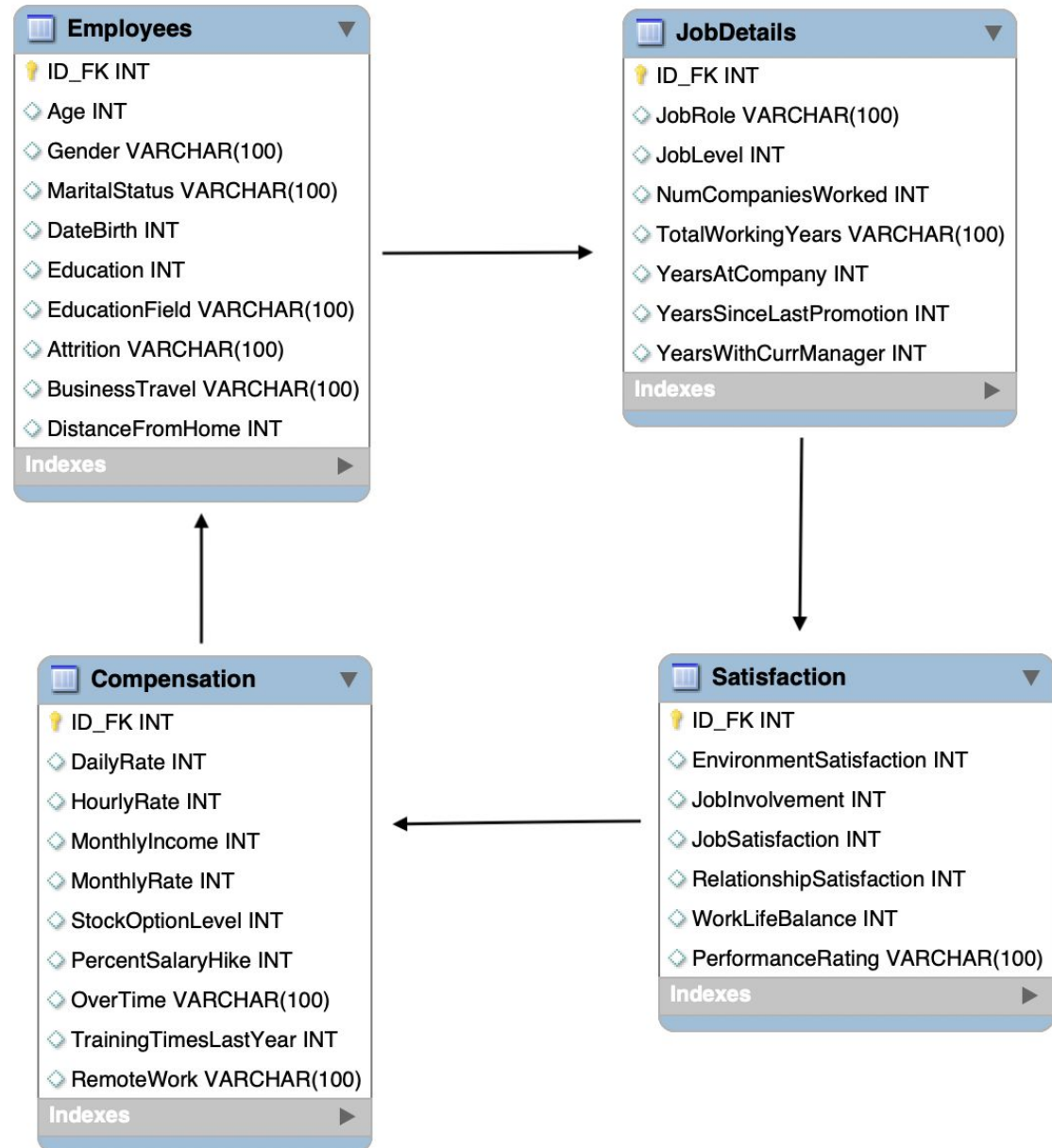




### 3. BBDD



# BBDD EMPLEADOS ABC CORPORATION





## 4. A/B TEST





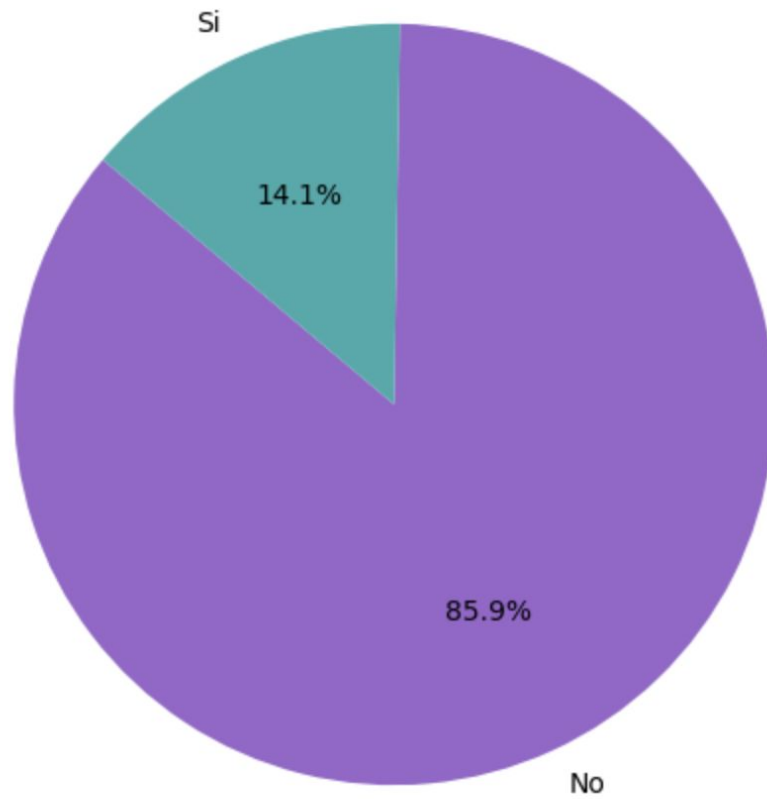
## 6 PRUEBAS DE HIPÓTESIS

- 1) Satisfacción laboral
- 2) Satisfacción con sus compañeros
- 3) Grado de implicación
- 4) Género
- 5) Compra de acciones
- 6) Conciliación

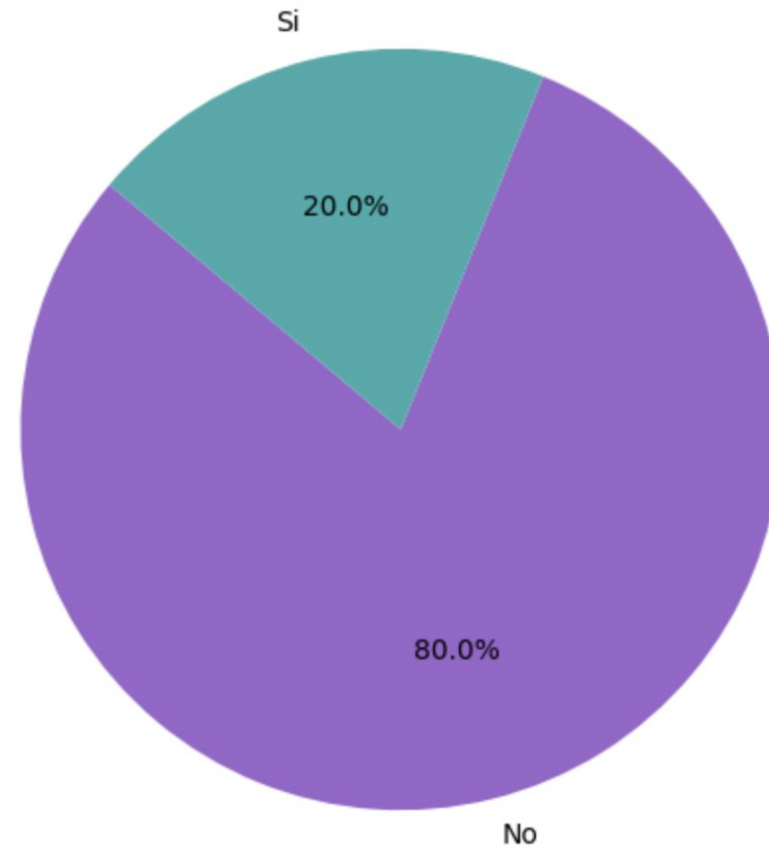
# FACTORES DETERMINANTES

Porcentaje de satisfacción laboral

Grupo A



Grupo B

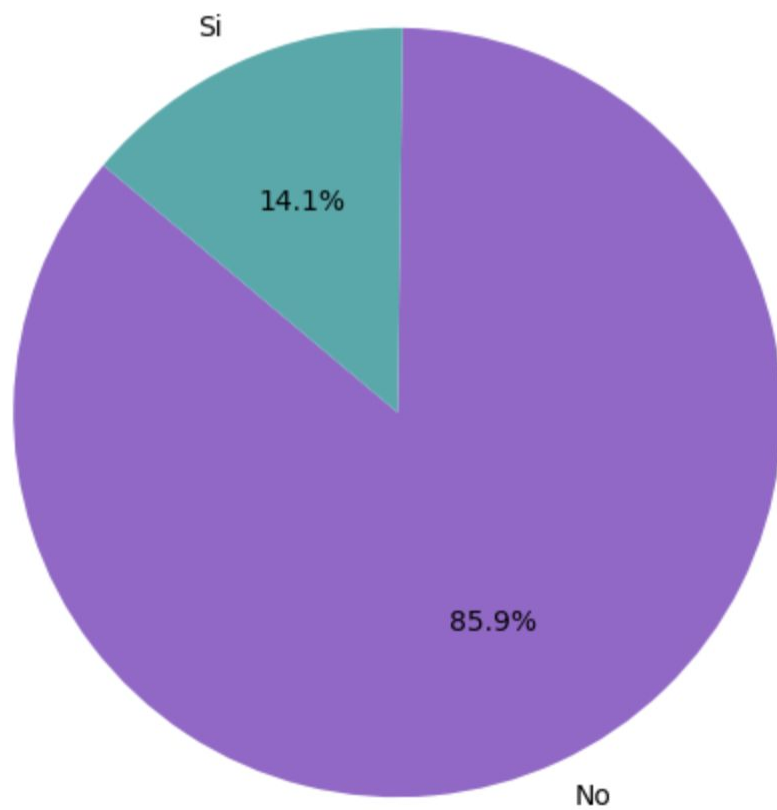




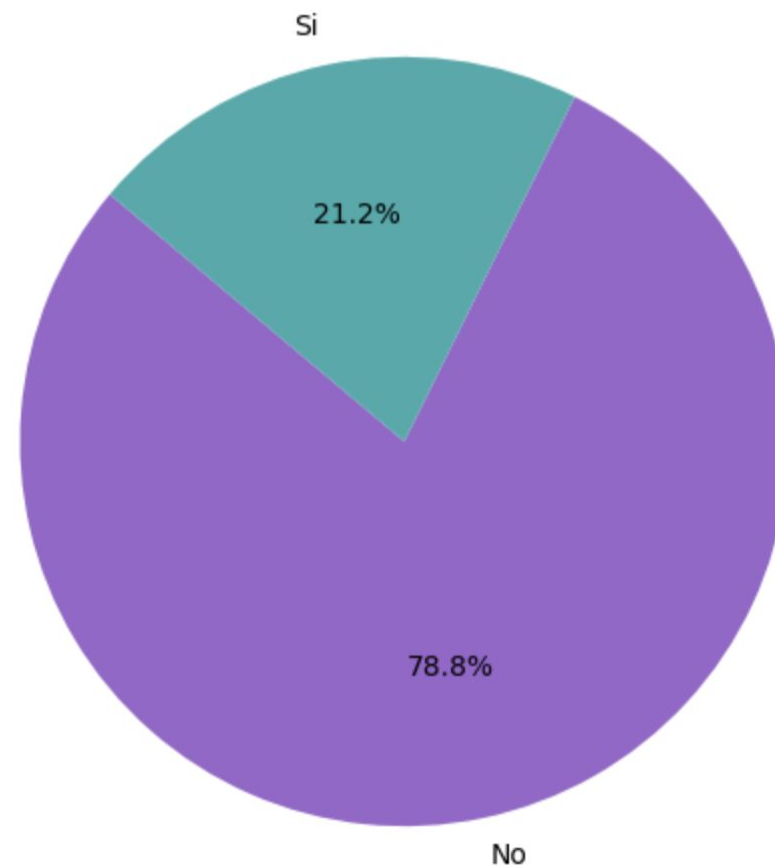
# FACTORES DETERMINANTES

## Implicación en el trabajo

Grupo A



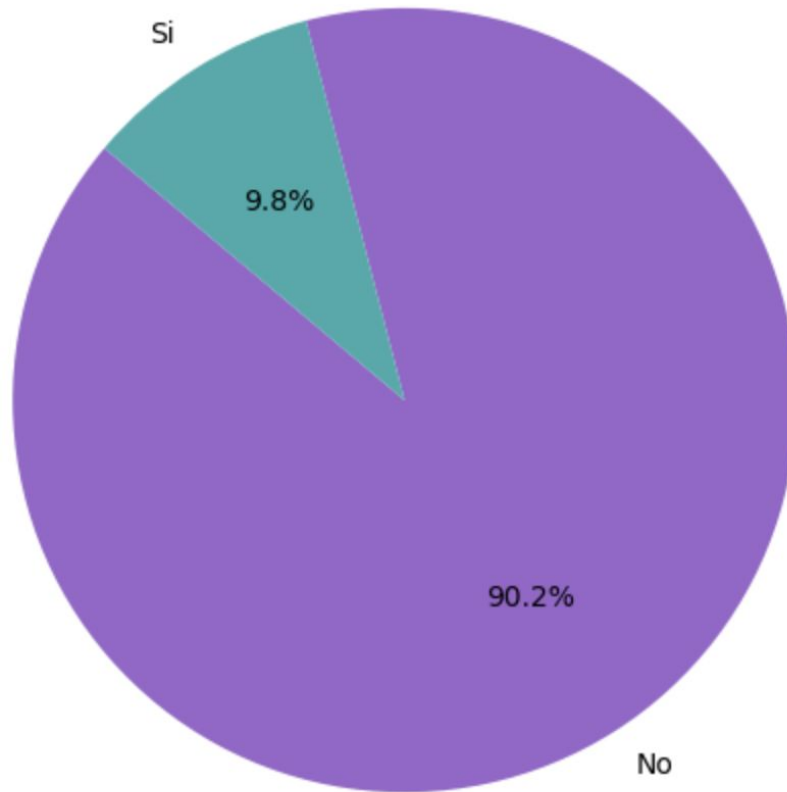
Grupo B



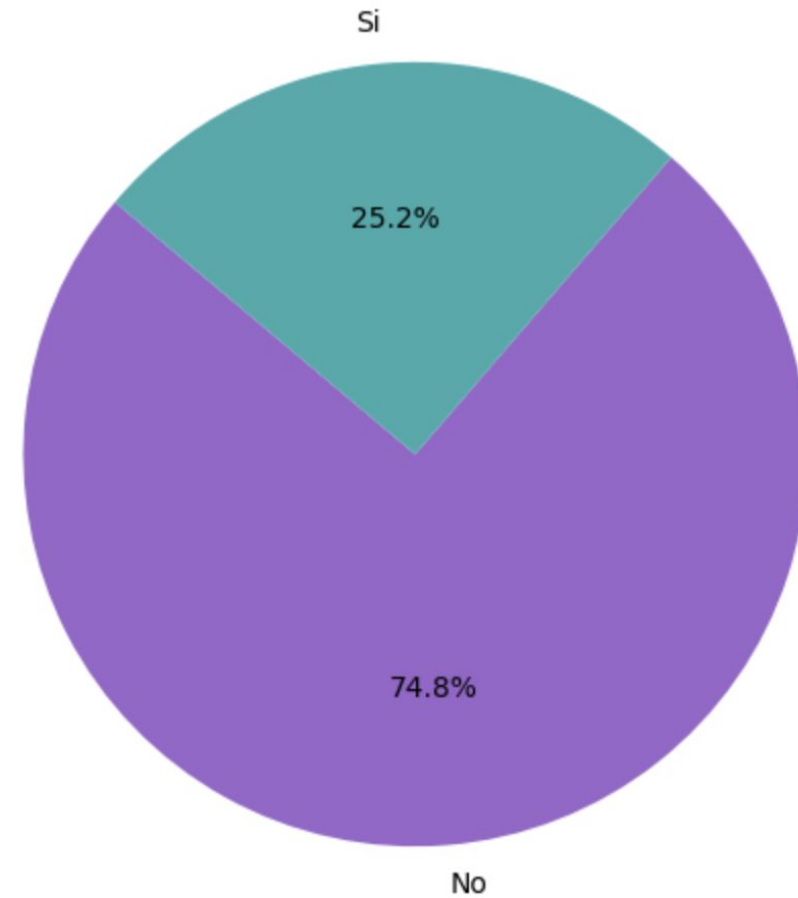
# FACTORES DETERMINANTES

Opciones de compra de acciones de la empresa

Grupo A



Grupo B





## **FACTORES NO DETERMINANTES**

- Relaciones interpersonales
- Género
- Conciliación

The image shows a person's hands typing on a laptop keyboard. A semi-transparent blue overlay covers the entire scene. Overlaid on this are several digital interface elements: three floating rectangular panels, each containing a white person icon and two smaller icons of documents with checkmarks; and several horizontal white lines representing data or text. The overall aesthetic is modern and technological.

## **5. REPORTE RESULTADOS**



# CONCLUSIONES

## FACTORES DE RETENCIÓN DEL TALENTO

- Satisfacción laboral
- Implicación del empleado
- Opción de compra de acciones

# RECOMENDACIONES

## FOMENTAR

- Desarrollo profesional
- Incentivos (económicos y laborales)
- Implicación y autonomía

## PRESERVAR

- Ambiente inclusivo
- Conciliación





## PRÓXIMOS PASOS

- Analizar el resto de variables
- Elaborar más predicciones
- Mejorar calidad de los datos

A man and a woman are in a server room. The man, with a beard and glasses, is wearing a plaid shirt and is looking at a laptop. The woman, with short dark hair, is wearing a striped shirt and is holding a tablet. They are both looking towards the server racks. The room is dimly lit with blue light from the server racks. A security camera is visible on the wall in the background.

## 6. ETL



# AUTOMATIZACIÓN PROCESOS

- Limpieza
- Transformación
- Creación BBDD
- Carga datos BBDD



A hand with a watch points to a sticky note on a wall covered with various papers and sticky notes. The background is a blurred office wall with many papers, sticky notes, and diagrams. A blue banner with white text is overlaid in the center.

## 7. RETROSPECTIVA

---

## RETOS

- Gestión de nulos
- Inserción datos BBDD
- Formulación hipótesis
- ETL

## LOGROS

- Trabajo en equipo
- Creación de BBDD
- Obtención insights
- Automatización procesos

---

## RETOS

- Gestión de nulos
- Inserción datos BBDD
- Formulación hipótesis
- ETL

## LOGROS

- Trabajo en equipo
- Creación de BBDD
- Obtención insights
- Automatización procesos



**¿DUDAS?**

A hand is pointing at a blue screen. On the screen, there is a large, stylized smiley face icon with a teal body and white outline. The word "GRACIAS" is displayed in white, bold, uppercase letters within a blue rectangular box. Below this box, a white horizontal line separates it from the contact information. The contact information, consisting of a website URL and an email address, is also within a blue rectangular box.

# GRACIAS

[www.gettalent.com](http://www.gettalent.com)  
[info@gettalent.com](mailto:info@gettalent.com)