

Project Proposal: Salifort Motors Employee Retention

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Stakeholders: HR Department, Senior Leadership Team, Department Heads

1. Business Problem

Salifort Motors keeps losing employees, and it's getting expensive — hiring, onboarding, training, you name it. The leadership team wants to get to the bottom of why people are leaving. They also want a way to spot who might quit before it actually happens.

2. Project Goals

- **Identify:** Figure out what's really driving people to leave. Look into things like workload, how long they've been here, and how satisfied they are.
- **Build:** a predictive model: probably logistic regression or maybe something tree-based — to flag employees who are likely to leave.
- **Provide:** Share clear, practical recommendations with leadership so they can actually do something about it and keep people around.

3. Data Overview

We've got a dataset with about 15,000 records and 10 variables.

Target variable: "left" (1 means the employee left, 0 means they stayed).

Features include satisfaction level, last evaluation score, number of projects, average monthly hours, tenure, work accidents, promotions, department, and salary level.