

Executive Summary: Employee Retention Strategy

To: Salifort Motors Leadership Team

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Subject: Predictive Insights into Employee Attrition and Retention Recommendations

1. Overview

This project analyzed survey data from 15,000 employees to address the rising cost of turnover at Salifort Motors. By utilizing advanced machine learning (**Random Forest**), we developed a model capable of predicting employee departure with over **90% accuracy**, allowing HR to intervene before a resignation occurs.

2. Key Findings: The “Burnout” Threshold

Our analysis revealed that turnover is not random; it is heavily driven by three specific work environment factors:

- **Project Overload:** Employees assigned to **6 or more projects** had a significantly higher turnover rate. The “sweet spot” for retention and satisfaction is **3 to 4 projects**.
- **The 240-Hour Wall:** A critical “burnout cluster” was identified among employees working more than **240 hours per month**. In this group, satisfaction levels dropped toward zero, and the likelihood of leaving spiked to nearly 100% for tenured staff.
- **Stagnant Growth:** Employees who stayed with the company for **5+ years without a promotion** were at the highest risk of leaving, suggesting a lack of perceived career progression for veteran talent.

3. Recommended Actions

Based on these data-driven insights, we recommend the following policy shifts to improve retention:

- **Workload Caps:** Implement a firm cap of **5 projects per employee** and monitor those exceeding 4 projects for signs of dissatisfaction.
- **Hours Monitoring:** Establish an HR alert system for any employee averaging over **220 hours per month** for two consecutive months to trigger a mandatory wellness check-in.
- **Tenure Recognition:** Re-evaluate the promotion and compensation cycles for employees reaching the 4-year mark, as this is the primary window where high-performance begin seeking outside opportunities.

- **Performance Realignment:** Investigate why high-performing employees (those with high evaluation scores) are working the most hours but leaving at the highest rates.

4. Conclusion

By shifting from a reactive to a proactive retention strategy, Salifort Motors can significantly reduce the financial burden of attrition. Implementing these workload and career-pathing changes is estimated to increase overall workforce stability and preserve institutional knowledge.