

# 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.