1. In this task, you will undertake an exploratory data analysis in the role of a junior consultant. The assessment is geared to test your understanding about data visualization through R (software) and the application of visualization in generating insights. You are required to present your findings, supported by data visualization in the form of a written report (word limit 1200, excluding references and R code). You are required to provide references as appropriate.

**Project brief and task requirements**

Trans-Chem – a chemical company is sensing growing frustrations regarding their employees, leading to attrition. The management believes that the low level of job satisfaction is the driving force for the attrition. Therefore, the company wants to find out the potential reasons for the low level of job satisfaction. They have hired Analytics company - ProPeople to better understand negative sentiment within the organization. Pro-People is asked to provide an analysis identifying the reasons for low level job satisfaction and design an action plan for improving the job satisfaction of Trans-Chem employees.

You, act as an analyst for the hired consulting company are entrusted with the responsibility of preparing a report for the Trans-Chem management. Your report should provide an overview of the level of job satisfaction, reasons for low level of job satisfaction and suggested action plan for improving the level of job satisfaction of Trans-Chem employees.

In writing your report you are advised to undertake online research for having an understanding about the reasons for low degree of job satisfaction. Please note, you must mention the exact source(s) that you have consulted for your online research along with references.

Your report should reflect your understanding gained from your research and insights derived from the dataset in terms of identifying the potential reasons for low job satisfaction. Combining these understandings; you need to suggest an action plan how to improve the employee satisfaction level in Trans-Chem.

In regard to this assessment task, you need to focus on the following:

1. Identify 5 factors by doing online research that could potentially contribute to the low level of job satisfaction in an organization. You need to explain each factor with examples (350 words). You should relate your understanding gained from online research with your analysis of the dataset. You research could be general in nature **OR** in the context of a specific country.
2. From the data set identify 5 factors potentially responsible for lower level of job satisfaction and provide evidence for the identified factors using data visualizations.
3. For data visualization, you need to use Bar Chart, Stacked Column Chart, Histogram, and Scatter Plot. You should use these data visualization techniques appropriately in the context of your project in order to show the relationship among relevant variables in the data to justify your findings and arguments. (Word limit will not be applied for data visualization).
4. For developing the above data visualisation techniques, you must use the R software.
5. Interpret each visualization that you presented in the context of your project (350 words).
6. Identify the outlier in the data set and explain how that has affected your analysis (150 words)
7. Combining the understanding from your online research and evidence gained through the data visualization, develop an action plan outlining strategy for improving the employee job satisfaction. (350 words).
8. Your suggested action plan should be well supported by your research findings and data visualization insights. You need provide appropriate references for your online research.
9. You can make intuitive assumptions to support your arguments for identification of reasons and your suggested action plan for improving the employee job satisfaction.
10. You need to include R code for visualization. The R codes do not count towards the assessment’s word count.