**Employee Attrition and Sales Analysis Report**

**1. Introduction**

This report presents an in-depth analysis of employee attrition trends and sales performance across different demographics and regions. The goal is to identify key factors influencing attrition and sales distribution to support data-driven decision-making.

**2. Data Overview**

**2.1. Dataset Description**

The dataset includes employee and sales data with the following key attributes:

* **Employee Information:** EmpID, Full Name, AgeGroup, Department, Attrition, BusinessTravel, JobSatisfaction, OverTime, MonthlyIncome.
* **Sales Information:** Country, Gender, Sales, AgeGroup, PerformanceRating.

**2.2. Sample Data**

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AI-generated content may be incorrect.**

**3. Analysis Performed**

**3.1. Key Questions Addressed**

1. **What are the top factors contributing to employee attrition?**
   * Analysis of attrition by department, age group, and work-life balance.
2. **What is the sum of sales distribution across different countries and genders?**
   * Aggregated sales figures segmented by geographic and gender-specific metrics.
3. **What is the average of sales distribution across different countries and genders?**
   * Analysis of per capita sales performance across demographics.
4. **What is the percentage of sales and total percentage distribution across different countries and genders?**
   * Calculation of proportionate contributions of each segment to total sales.
5. **What is the sum of sales for each age group, country, and gender?**
   * Breakdown of total sales figures categorized by age group, country, and gender.

**4. Key Insights**

* **Attrition Trends:**
  + The highest attrition rates were observed in the Sales department among employees with frequent business travel.
* **Sales Distribution:**
  + The USA contributes the highest sales, with male employees accounting for 65% of total sales.
* **Performance Trends:**
  + Employees aged 30-40 have the highest performance ratings across all regions.
* **Gender-Based Analysis:**
  + Female employees in Canada have shown higher sales per capita compared to other demographics.

**5. Recommendations**

* Implement targeted retention strategies for the Sales department to reduce attrition rates.
* Optimize marketing and resource allocation based on high-performing regions and demographics.
* Increase hiring focus on age groups with the highest performance metrics.

**6. Conclusion**

This analysis highlights critical factors impacting employee retention and sales performance. Implementing the suggested recommendations will aid in improving workforce stability and revenue growth.

**7. Appendix**

**Tools Used:**

* Microsoft Excel (PivotTables, Charts, Conditional Formatting)
* Power BI, Tableau (Data Visualization)
* SQL (Data Extraction and Transformation)

**End Of Report**

**Thank You**