

**Power BI Case Study: HR Analytics and Employee Management**

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## Geographical Analysis

b. Are there specific locations with higher concentrations of employees? If so why

North America has the highest concentration of employees in total with 579 employees. Seattle is the city with the highest number of employees, 108, which can be attributed to its huge metropolitan area. It also has a large population which reflects in its higher number of employees.

## Hire and Exit Analysis

b. Are there specific periods with higher hiring rates?

During April, 100 employees were hired, which is the highest hiring period. A majority of university students graduate during June, and they begin applying to jobs before they graduate. They may have applied during April to secure a job, which explains the high hiring rate. October is the second highest hiring period, during which 84 employees were hired. Many projects are organized for the next year during the end of the current year. Hence, during October, recruiters may look for new employees to work in these projects for the upcoming year.

## Actionable Insights and Recommendations

- a. Based on the analysis, what recommendations can be made to improve HR policies, enhance employee retention, and reduce turnover?

There seems to be a higher number of female employees than male employees in most of the departments. Both genders hold all positions in equal numbers. However, females hold a majority of Director and Vice President Positions. This finding indicates that there is no gender discrimination at the workplace. Moreover, in all cities of North America, there is a mix of all 4 ethnicities in almost equal proportions. This shows that there is no issue regarding ethnic clashes or racism at the workplace. To ensure a smooth onboarding process for any new employee, veteran employees should be tasked to properly train the employee in the ways of the department. This would ensure a warm professional welcome for any new employee.

Based on the visual data, certain departments and positions like Directors, Senior Analysts, and Managers have significantly higher salaries and bonus percentages. To retain employees in all positions, it is crucial to offer competitive pay and performance-based bonuses. For positions where turnover is higher, investing in training programs, skill development, and offering opportunities for fair promotions can improve job satisfaction and reduce the likelihood of employees leaving for better opportunities elsewhere.

b. What strategies can be implemented to promote diversity and inclusion?

Firstly, the company can recruit employees from a variety of cities and countries. This would create an inflow of different mindsets from all across the world and result in a diverse workforce. Additionally, celebrating different cultures and backgrounds helps create a workplace where all employees feel valued and respected. The company should also keep a track on employee data to make sure that they are fostering an inclusive and diverse environment without any bias.