



Project proposal

Salifort Motors – Employee Retention

Overview

Salifort Motors would like to improve employee retention. We would like to use employee data to determine why employees are likely leaving the company. Additionally, management has asked that we recommend strategies for reducing turnover based on our analysis.

| Milestones | Tasks | PACE stages |
|------------|---|--------------------|
| 1 | Understand the business scenario. | Plan |
| 2 | Define the problem that is being addressed | Plan |
| 3 | Exploratory data analysis and data cleaning | Plan, Analyze |
| 4 | Determine appropriate model to meet project goals | Analyze, Construct |
| 5 | Construct the model(s) | Construct |
| 6 | Check model assumptions | Analyze, Construct |
| 7 | Evaluate results | Analyze |
| 8 | Develop actionable insights | Execute |
| 9 | Share conclusions with stakeholders | Execute |



Project proposal

This project aims to analyze employee turnover at Salifort Motors, developing predictive models to understand and reduce it.

Objectives and Outcomes

Objective: To build a predictive model identifying likelihood of employee departure.

Business Case: Reducing turnover to enhance company culture and minimize training costs.

Specific Outcomes: Clear insights into factors driving turnover, effective predictive model(s).

Audience

The primary audience is Salifort's senior leadership and HR team.

Dataset Description

The dataset includes employee surveys covering job title, department, number of projects, average monthly hours, etc.

Presentation of Findings

Findings will be presented through an executive summary and detailed reports, highlighting key drivers of turnover and model accuracy.

Challenges and Questions

Challenges: Anticipating data quality issues, ensuring model accuracy.

Peer Input: Seeking insights on model selection and interpretation of results.

This proposal encapsulates the plan for tackling the high turnover issue using data analysis and predictive modeling.