



# Sterling Assurance Limited

# Business Challenge

- **Operational Inefficiency** – Due to disrupted workflows, delayed claims.
- **Increased Recruitment cost** – Significant financial burdens due to constant hiring.
- **Knowledge Drain** – Loss of institutional knowledge, impacting training.
- **Customer Experience Impact** – Declining Satisfaction due to inconsistent services.

# Project Objectives

- **Analyze Historical Data** – check for patterns in department, tenure, age group
- **Predict Employee Churn** – flag high risk employees.
- **Access Engagement and Satisfaction** – check survey results with attrition trends.
- **Optimize HR interventions** – recommend retention strategies.
- **Visualization and Reporting**

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# Explorative Data Analysis (EDA)

This helps us compare the data and identify attrition trends.

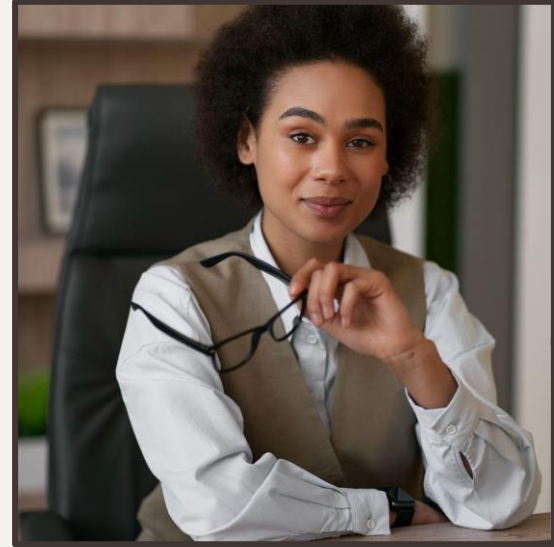
- Attrition by Department
- Attrition by Age group
  - Attrition by Tenure
- Attrition by Engagement
- **Attrition by Average salary**
- Attrition by Trainings completed

# Predictive Modeling

This helps us develop models to score employees based on their likelihood to leave.

It is also help to determine the risk level for every employee.

- Establish risk factors and weight – establishing conditions for allocating risk points.
- Based on this conditions, point were allocated based on the weight established in the EDA.
- The risk percentage and levels were determined



# Report at a glance

## STERLING ASSURANCE LIMITED - EMPLOYEE ATTRITION AND RETENTION REPORT

Total Employees  
**1,000**

High Risk Employees  
**787**

Low Risk Employees  
**7**

Retention Rate  
**74.6%**

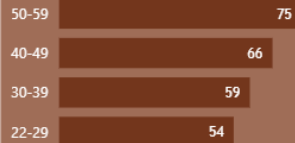
Attrition Rate  
**25.4%**

### Attrition Analysis

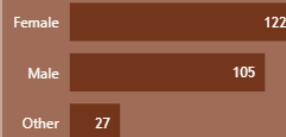
#### Attrition by Tenure Group



#### Attrition by Age Group



#### Attrition by Gender

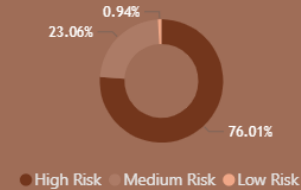


#### Attrition by Department

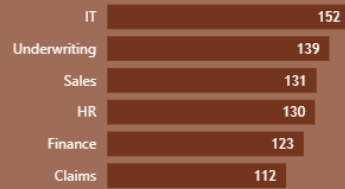


### Performance Analysis

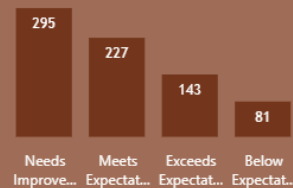
#### Risk Level Distribution



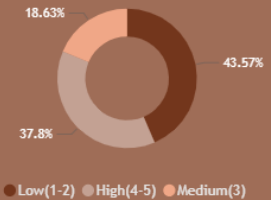
#### High Risk Employees by Department



#### Training Analysis

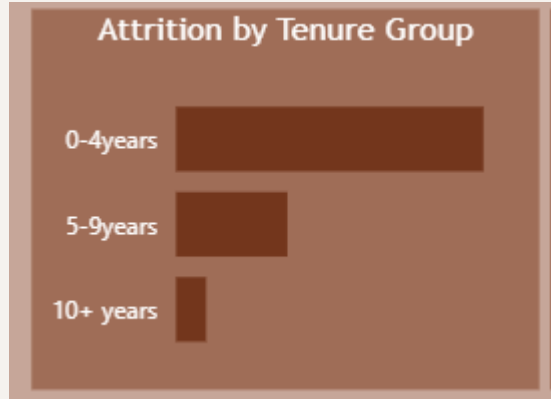


#### Engagement Analysis



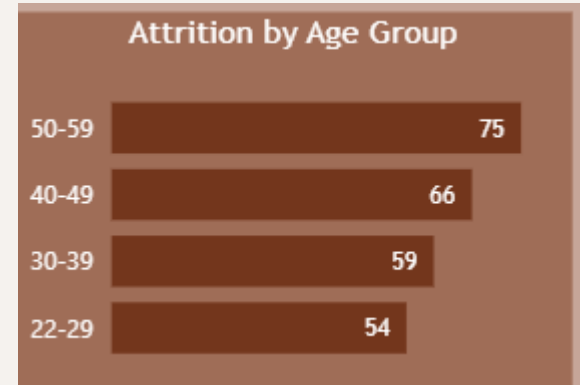
### Exited Employees by Month



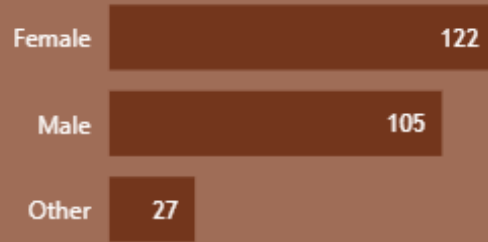


Employees within 0-4years exited more. This can directly impact training cost as a lot would have been spent to equip employees to perform.

On the other hand, more exit for employees within 50-59 age group followed closely by 40-49 years old.



### Attrition by Gender



More females exited than the other gender.

Sales department had more exit – could be due to unrealistic targets, inadequate compensation, outstanding payment of bonus  
Followed closely by HR department, which could be due to difficulty in implementing policies.

### Attrition by Department



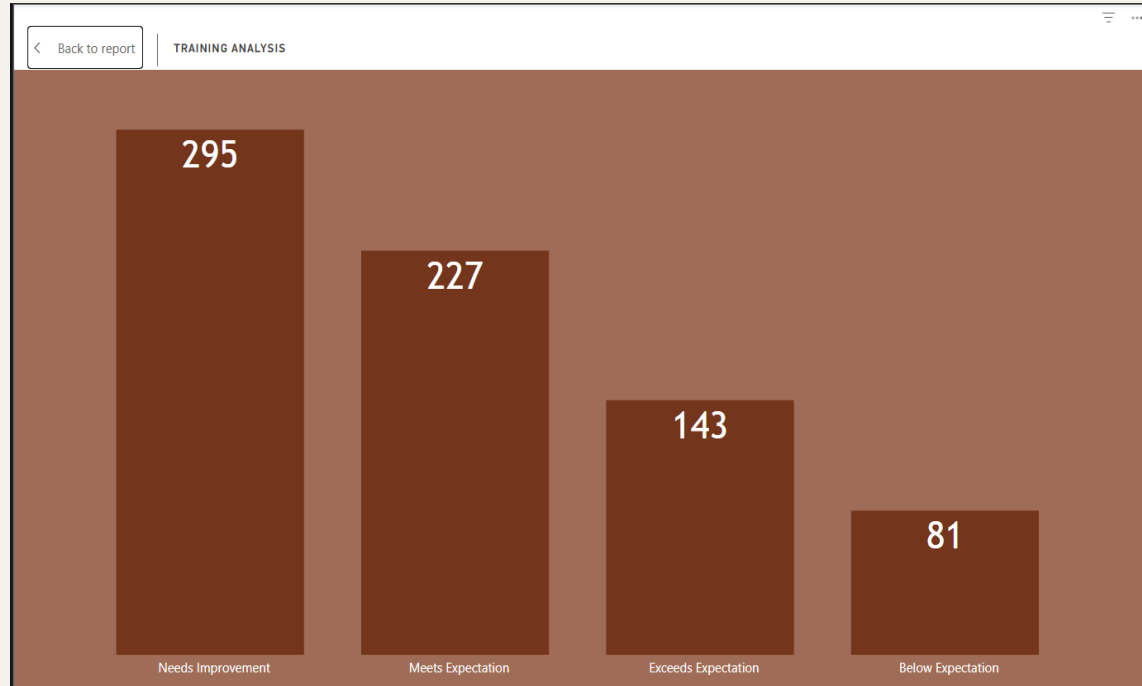


# Training Analysis

This analysis was done based on trainings completed by employees

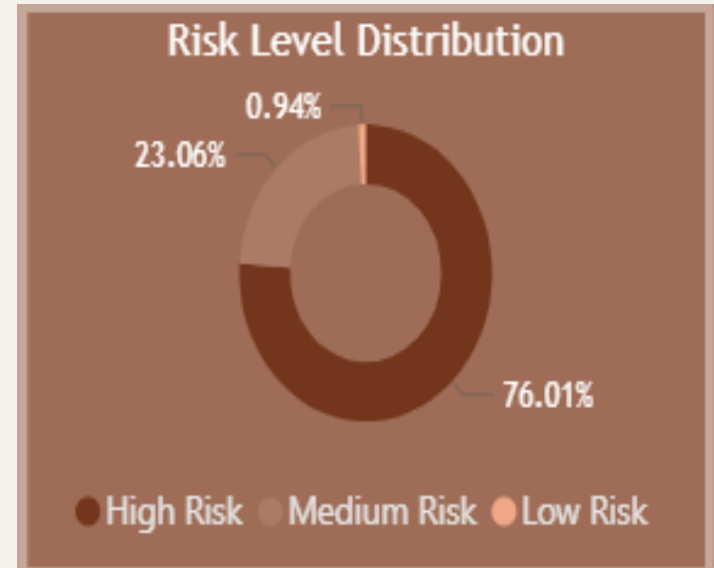
Those who **needs improvement** are those who started the training but did not get to the required level.

This implies that a lot of employees are not updated on the trainings provided by the company, which could affect their performance.



# Risk Level Distribution

- We have lots of employees categorized under High risk which amount to 76.01% of the total population, this is a very significant number and the company has to focus on ways to keep these employees.
- The percentage allocated to low risk employees is quite low which means that a lot of employees could leave due to different reasons.



# High Risk Employees by Department

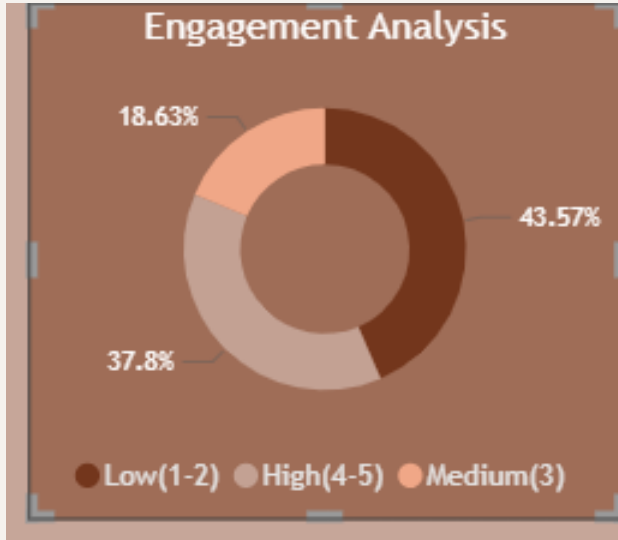


There is a close call between all the employees which means that whatever solution the company is looking at would be channelled to all the departments.

One thing that could contribute to the exits in these departments can be pressure. A lot of work goes into the IT department as they are constantly resolving issues and ensuring a smooth workflow.

The underwriters in an insurance company are also often overwhelmed with tasks and this contribute to how it affects their wanting to stay with the company and their engagement level.

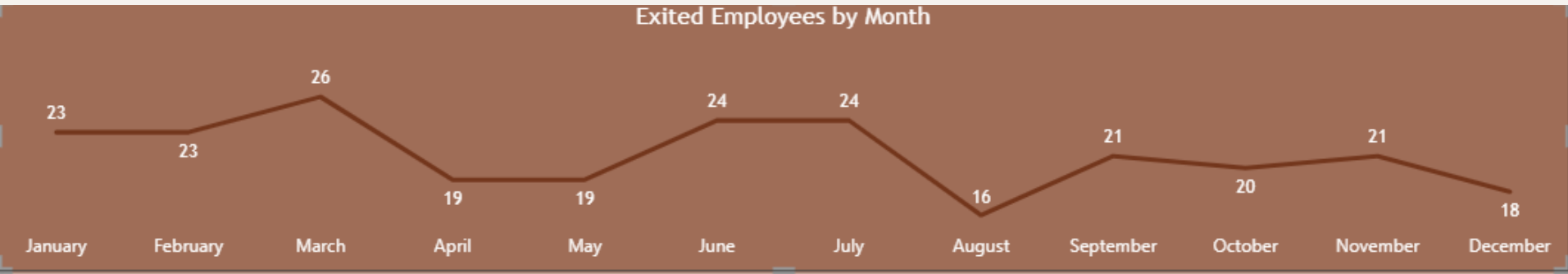
# Engagement Analysis



The company has low engagement scores from employees. This could be due to employee dissatisfaction at work which makes them less interested in providing feedbacks.

It could also be because employees are tired of suggesting with no feasible results.

# Exits by Month.



We have the most exits in the month of March and then June and July follows. This could be due to several reasons, performance appraisal done quarterly and employees not feeling like they are seen and appreciated. It could also be because Bonuses were not paid as promised hence the need for them to look elsewhere for better opportunities.

# Recommendations

## Hiring

A thorough analysis should be done to check the age group of employees at the point of hiring them

Onboarding should also be checked due to the tenure years of most exited employees.

## Compensation and Benefits

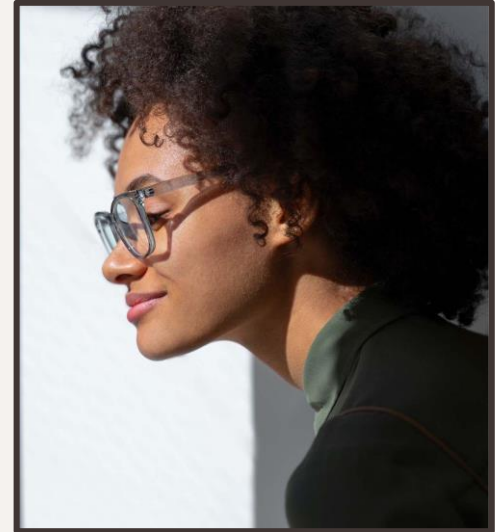
Despite the fact that salary might not be a contributory factor to attrition, the company might need to focus on benefits especially vacation days and taking breaks at work, to ensure a sustainable work life balance. Pressure at work could be a significant factor to consider.

## Training

The Training Modules should be checked to be sure they are not ambiguous as a lot of employees are not participating in the training. Also, trainings should be channelled to suit roles and functions.

## Employee Engagement

The company should develop different engagement programs to help employees unwind and feel more at ease. Team building activities to ease tension, also helping employees relate together outside of the work place.



# Summary

Sterling has taken a good step towards identifying the root cause and with the data presented and risk levels identified, it is important to check the details of every department, Age group and performance reviews to find a solution to the attrition.

Having an attrition rate of 25.4% is a significant number and would affect the overall employer branding.

It is important that the employee cycle is audited and measures put in place to fix the gaps identified.



*Thank  
you!*