



Business Problem

Harvea Space Digital marketing Company

Athy
09/04/2023

Business Domain

The business domain of this project is the analysis of staff within a start-up digital marketing company Harvea Space.

Problem

The digital marketing company wants to gain insights into its staff members, job positions, department affiliations, and salary information. Then, we can gain insights into various aspects of the company's workforce and uncover valuable information for decision-making and optimization.

Stake Holders

The stakeholders in this project can include:

- Digital Marketing Company Management: The management team of the digital marketing company has a vested interest in understanding and optimizing the workforce. They will be interested in the insights gained from the analysis to make informed decisions regarding resource allocation, salary structures, diversity and inclusion initiatives, and overall employee management strategies.

- Human Resources (HR) Department: The HR department plays a crucial role in managing employee-related matters within the company. They will be directly involved in implementing any recommendations that arise from the analysis, such as reviewing salary structures, addressing diversity and inclusion initiatives, and supporting career development programs.

- Investors/Shareholders: Investors and shareholders have a financial interest in the success and profitability of the digital marketing company. They will be interested in the project outcomes, as insights gained from the analysis can impact the company's overall performance and long-term sustainability.

Assumptions

- The dataset provided is representative of the entire employee population in the company.
- The dataset is accurate and free from significant errors or missing values.
- The salary ranges provided in the dataset reflect the current compensation structure.
- The department and location information is correctly recorded.

Main Challenges

- Handling and cleaning the dataset to ensure accuracy and consistency.
- Identifying relevant metrics and variables to analyze and draw meaningful conclusions.
- Dealing with potential biases or limitations in the dataset that may affect the analysis.
- Interpreting the findings and translating them into actionable recommendations.

Solution

-Perform an EDA analysis of the employee using SQL to gain insights into their job, department analysis and salary analysis. This analysis will help uncover patterns, trends, and insights to answer specific questions about the employee strategies.

Hypothesis

Possible hypotheses for this project may include:

- There may be variations in salary ranges across different departments and job positions.
- Certain departments may exhibit higher diversity and inclusion compared to others.

Suggestions

- Develop a comprehensive database schema to Employee-related data efficiently.
- Create SQL queries to explore employee profiles, departments, and salary.
- Reviewing and potentially adjusting the salary structure to ensure competitiveness and employee satisfaction.
- Implementing diversity and inclusion initiatives in departments with lower representation.
- Generate visualization and reports to present the findings in a clear and understandable manner.