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# Project Overview

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# 1. Financial Analytics



# Overview

Project Title	Financial Analytics
Technologies	Data Science
Domain	Finance
Project Difficulties level	Intermediate

## Problem Statement:

Without analyzing the competition, it is difficult for a business to survive. You are tasked to analyse the competition for the management to provide better results. This data set has information on the market capitalization of the top 500 companies in India.

Serial Number Name Name of Company Mar Cap – Crore Market Capitalization in Crores Sales Qtr – Crore Quarterly Sale in crores. Find key metrics and factors and show the meaningful relationships between attributes.

# Introduction

- The Financial Analysis Dashboard provides an in-depth look at the financial health and market positioning of leading companies across various industries. By examining key metrics such as market capitalization and quarterly sales, this analysis offers valuable insights into the performance and dominance of major players in the market.  
The dashboard is designed to highlight critical financial data, enabling stakeholders to make informed decisions based on comprehensive and up-to-date information. This analysis covers a wide range of industries, emphasizing the contributions and standings of top companies, and underscores the significant trends and disparities within the market.  
Through visual representations and detailed metrics, the dashboard facilitates a clear understanding of the financial landscape, making it an essential tool for investors, analysts, and business strategists

# Approach

## 1. Data Cleaning

Data cleaning ensures the data is accurate, consistent, and usable which includes handling missing values, remove duplicates and other manipulation using MS Excel.

## 2. Data Modeling

Data modeling involves structuring the data to extract meaningful insights like defining metrics, aggregation, creating new measure and other.

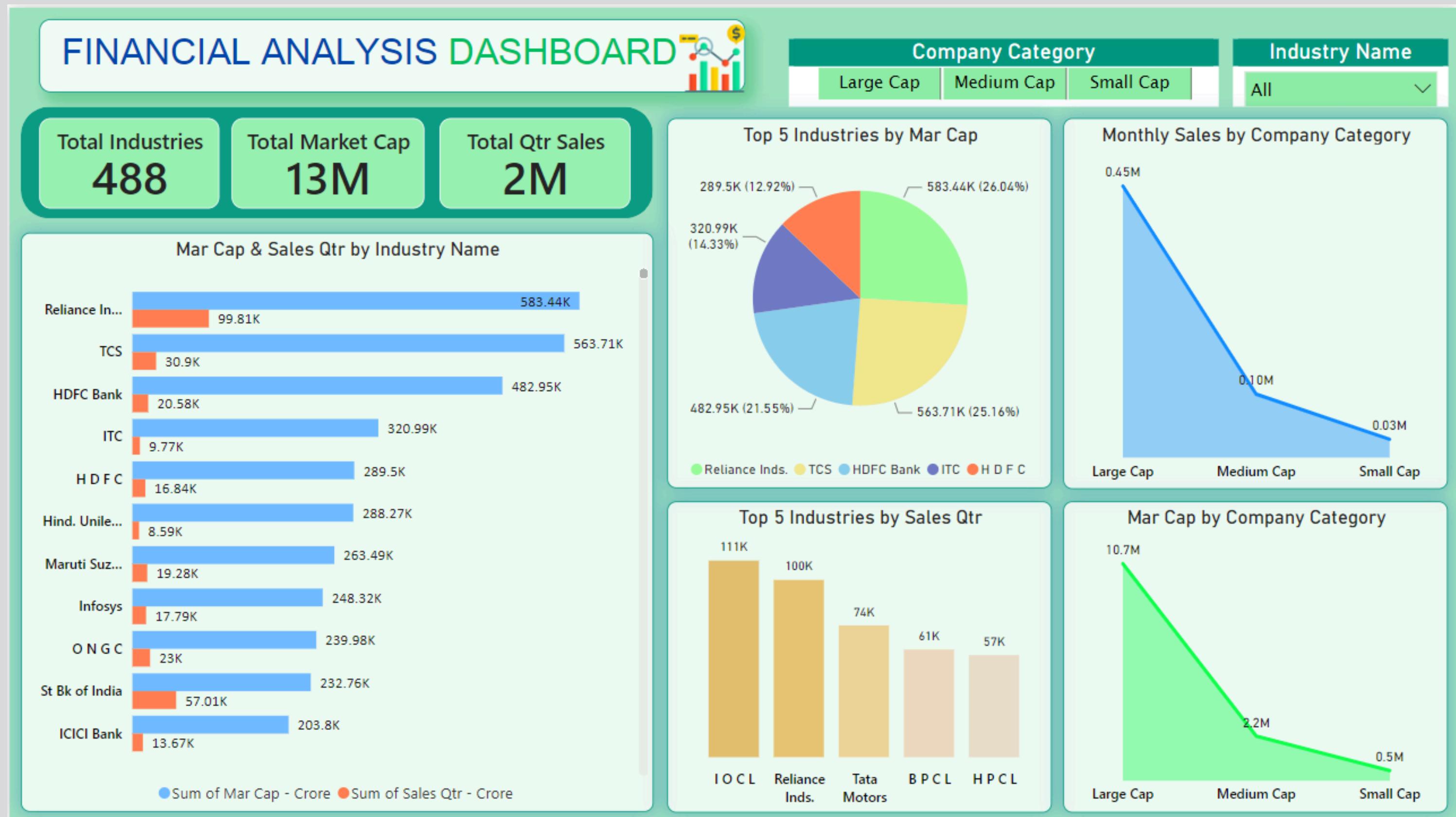
## 3. Data Visualization

Data visualization helps in interpreting the data and identifying trends and patterns.

Utilized Power Bi to visualize the distribution of market capitalization and quarterly sales.

The financial analysis dashboard provides a comprehensive overview of market capitalization and quarterly sales across various industries

# Dashboard



# Visual Insights

## Key Metrics

- Total Industries: 488
- Total Market Cap: 13 million crore
- Total Quarterly Sales: 2 million crore

## Top Companies by Market Capitalization

1. Reliance Industries: Market Cap - 583,436.7 crore; Quarterly Sales - 99,810 crore
2. TCS: Market Cap - 563,709.8 crore; Quarterly Sales - 30,904 crore
3. HDFC Bank: Market Cap - 482,953.6 crore; Quarterly Sales - 20,581.27 crore
4. ITC: Market Cap - 320,985.3 crore; Quarterly Sales - 9,772.02 crore
5. HDFC: Market Cap - 289,497.4 crore; Quarterly Sales - 16,840.51 cror

# Visual Insights

## ● Market Cap & Quarterly Sales by Industry

- Reliance Industries stands out with the highest market cap and quarterly sales.
- TCS and HDFC Bank also have substantial market caps, though their sales are comparatively lower.
- A significant gap in market cap is observed between the top companies and those ranked lower.

## ● Market Cap Distribution

- The pie chart illustrates the distribution of market caps among the top companies, with Reliance Industries and TCS holding the largest shares.

## ● Monthly Sales by Company Category

- Large Cap companies dominate monthly sales, with a steep drop-off for Medium Cap and Small Cap companies.

## ● Market Cap by Company Category

- Similarly, Large Cap companies hold the majority of the market cap, with Medium Cap and Small Cap companies holding much smaller portions.

# Conclusion

- Dominance of Large Cap Companies: Large Cap companies, particularly Reliance Industries, significantly influence the market with their substantial market cap and sales figures.
- Disparity in Market Cap and Sales: A notable disparity exists between the market cap and sales of the top companies, indicating that high market cap does not always correlate with higher sales.
- Leading Industries: The oil and gas sector (e.g., IOCL, BPCL) is prominent among the top industries by quarterly sales, underscoring its critical role in the economy.
- Concentration of Market Cap: Market cap is heavily concentrated in a few large companies, suggesting a market that is less diversified

**This analysis highlights the financial strength and market positioning of leading companies, providing valuable insights for investors and stakeholders**



# 2. Employee Attrition

# Overview

Project Title	Employee Attrition
Technologies	Analysis Data Science
Domain	Human Resource
Project Difficulties level	Intermediate

## Problem Statement:

XYZ company which was established a few years back is facing around a 15% attrition rate for a couple of years. And it's majorly affecting the company in many aspects. In order to understand why employees are leaving the company and reduce the attrition rate XYZ company has approached an HR analytics consultancy for analyzing the data they have. You are playing the HR analyst role in this project and building a dashboard which can help the organization in making data-driven decisions.

# Introduction

- Employee attrition, also known as employee turnover, refers to the phenomenon where employees leave an organization over a given period of time. This can occur for various reasons, such as resignation, retirement, termination, or other personal or professional motives. Understanding and managing attrition is crucial for organizations because high turnover rates can lead to increased recruitment and training costs, loss of institutional knowledge, and potential disruptions to business operations.
- Analyzing attrition data helps organizations identify patterns and trends, allowing them to implement targeted strategies to retain talent. It involves examining various factors such as employee demographics, job roles, tenure, job satisfaction, and compensation. Effective attrition analysis can provide insights into which groups of employees are most likely to leave and why, enabling the organization to address underlying issues and improve overall employee satisfaction and retention.

# Approach

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## 2. Data Modeling

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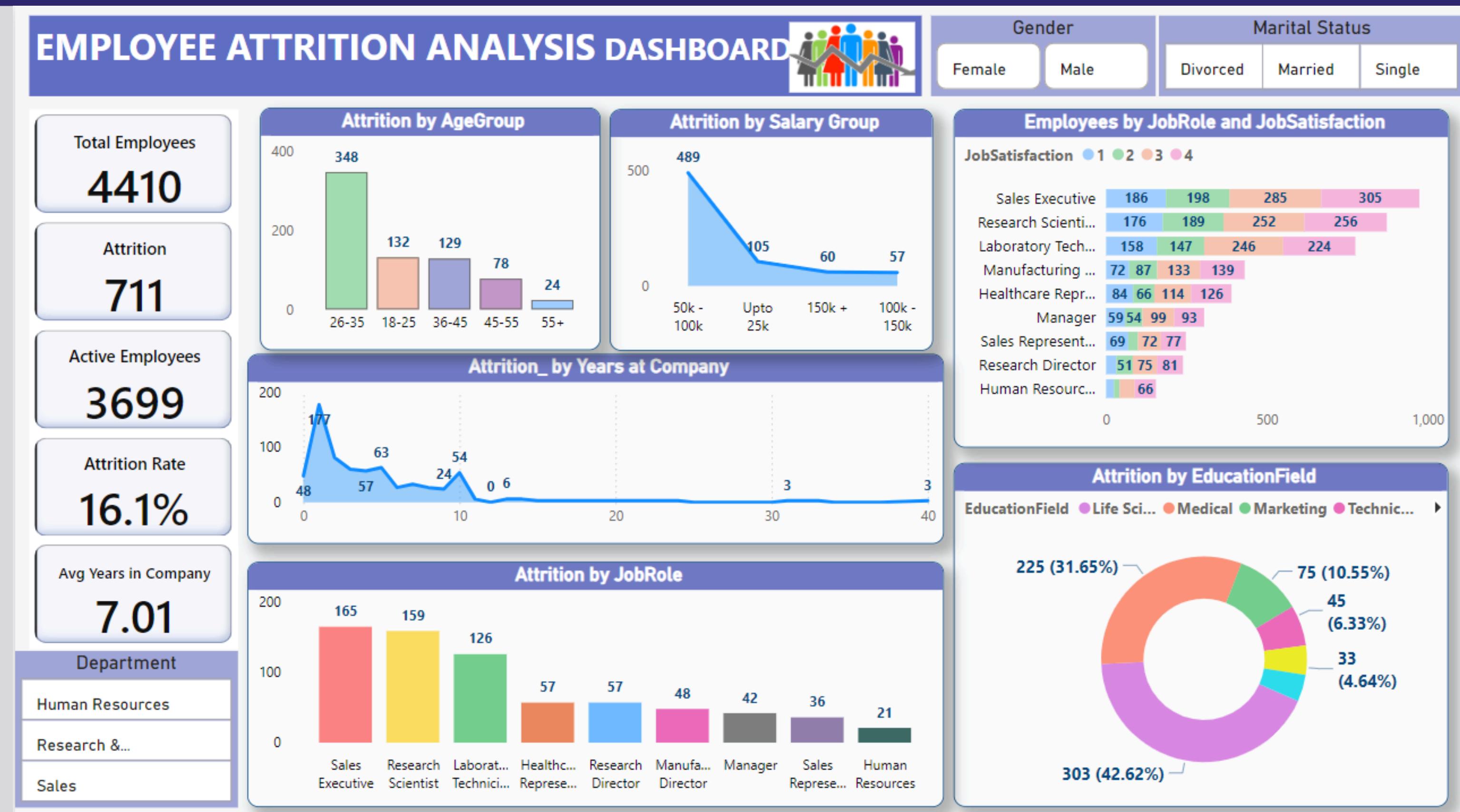
## 3. Data Visualization

Data visualization helps in interpreting the data and identifying trends and patterns.

Utilized Power Bi to visualize the distribution of market capitalization and quarterly sales.

The dashboard presents a detailed analysis of employee attrition within an organization

# Dashboard



# Visual Insights

## Key Metrics

- Total Employees: 4410
- Total Attrition: 711 employees
- Active Employees: 3699
- Attrition Rate: 16.1%
- Average Years in Company: 7.01 year

## Key Insights

### 1. Attrition by Age Group:

- The highest attrition occurs in the age group of 26-35 years, with 348 employees.
- Other significant attrition groups are 18-25 (132), 36-45 (129), 46-55 (78), and 55+ (24).

### 2. Attrition by Salary Group:

- The salary group 50k-100k experiences the highest attrition with 489 employees.
- Other salary groups include Upto 25k (105), 150k+ (60), and 100k-150k (57).

# Visual Insights

## 3. Attrition by Years at Company:

- Highest attrition happens within the first year (147 employees).
- Attrition significantly drops after the first year, with minor peaks at later years.

## 4. Attrition by Job Role:

- Sales Executives have the highest attrition (165 employees), followed by Research Scientists (159) and Laboratory Technicians (126).
- Other roles include Healthcare Representatives, Research Directors, Managers, Sales Representatives, and Human Resources.

## 5. Employees by Job Role and Job Satisfaction:

- The job satisfaction levels range from 1 to 4.
- Sales Executives and Research Scientists have varied job satisfaction levels, with noticeable attrition at lower satisfaction levels.

## 6. Attrition by Education Field:

- Life Sciences have the highest attrition with 303 employees, followed by Medical (225) and Marketing (75).
- Other fields include Technical Degree, Human Resources, and Other

# Conclusion

## High-Risk Groups:

- Employees aged 26-35 years.
- Employees with 1 year of tenure.
- Sales Executives and Research Scientists.
- Employees in the salary range of 50k-100k.
- Employees with Life Sciences and Medical educational backgrounds.

## Areas for Improvement:

- Focus on retention strategies for employees in their first year.
- Increase job satisfaction for high-attrition roles like Sales Executives and Research Scientists.
- Explore reasons behind high attrition in the 50k-100k salary range and address them.
- Tailored retention programs for employees aged 26-35 years

**According to me, By addressing these key areas, the organization can work towards reducing the overall attrition rate and improving employee retention.**



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# Thank You