

Employee headcount report

Topica Group

Year 2019

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Active employees

1563

Former employees

1023

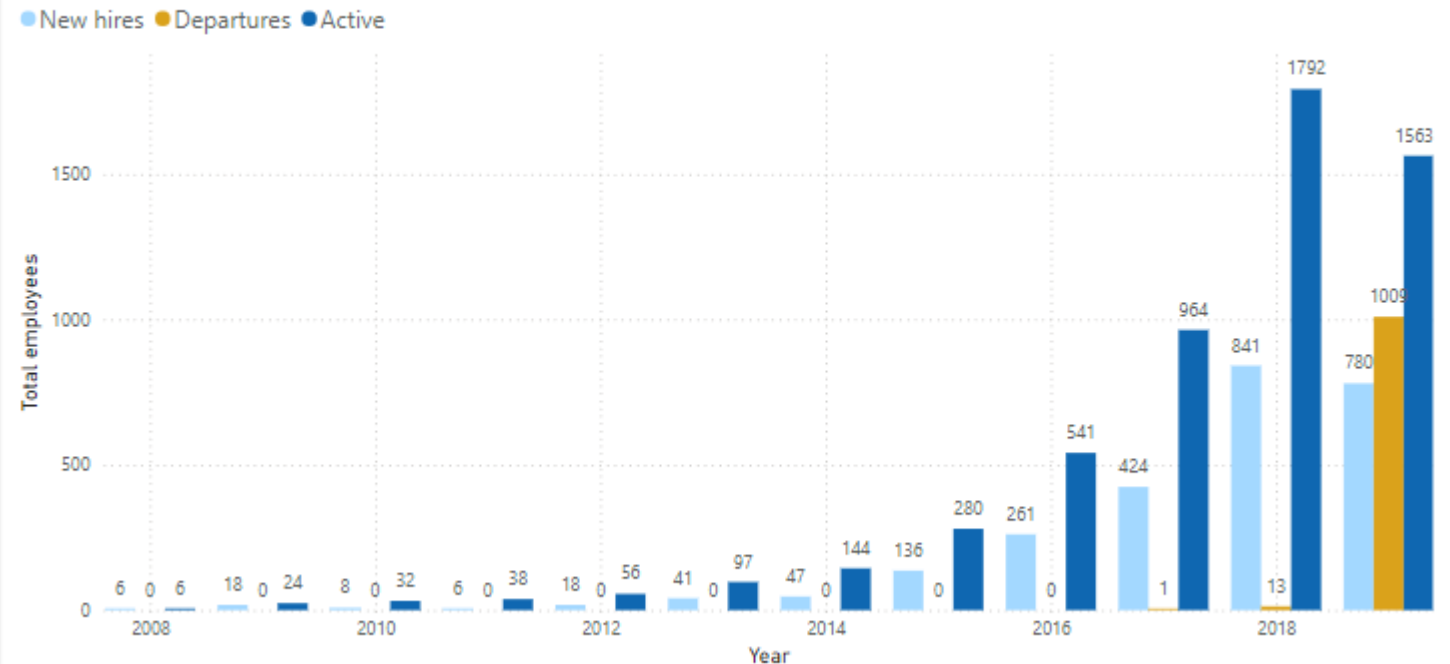
About data: This dataset contains Topica Group's employee data from 2008 to 2019

As of 2019, **Topica's active workforce** consisted of **1,563 employees**, while there were **1,023 former employees**.

Topica's workforce increased annually throughout the 2008-2019 period.

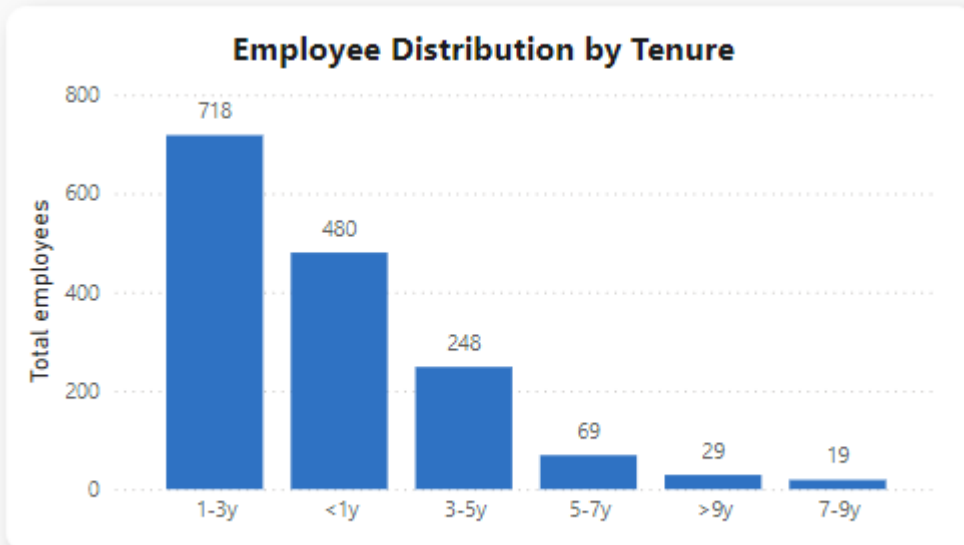
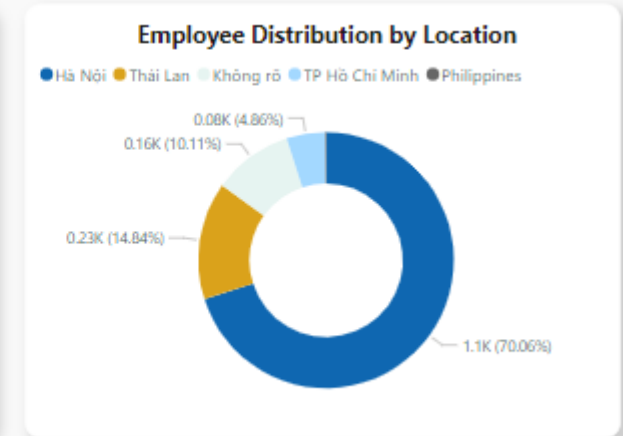
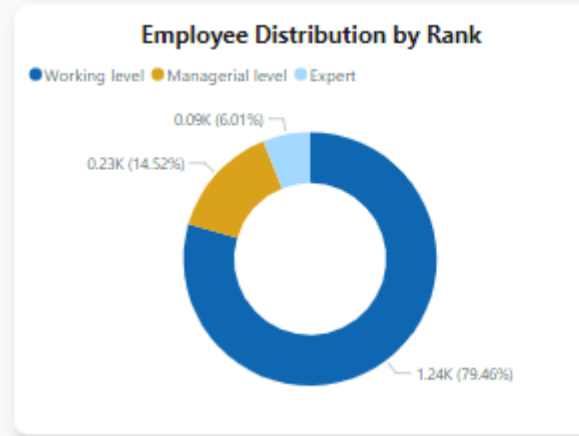
- ❑ Topica's workforce has **steadily expanded each year** in line with the company's growth trajectory. However, in 2019, there was a slight dip in the number of active employees.
- ❑ Topica experienced **minimal employee turnover prior to 2017** (1 employee in 2017, accounted for 0.1%). However, turnover increased significantly in 2018 (13 employees, accounted for 0.7%) and **has surged in 2019 (1,009 employees, accounted for 39%)**.

Topica Employee Headcount Trend



Topica's 2019 Workforce Composition:

- **Employee Breakdown:** 227 Managerial Staff, 94 Experts, 1,242 employees at the **working level** (Total: 1,563)
- **Geographic Distribution:** Hanoi (70%), Thailand (15%), Ho Chi Minh City (10%)



A majority of active employees have less than 3 years of tenure.

- In Topica's current workforce, **31%** of employees have less than **one year** of tenure, **46%** have been with the company for **1-3 years**, and **16%** have **3-5 years of tenure**. The remaining employees (**more than 5 years of tenure**) make up **less than 8%** of the workforce.

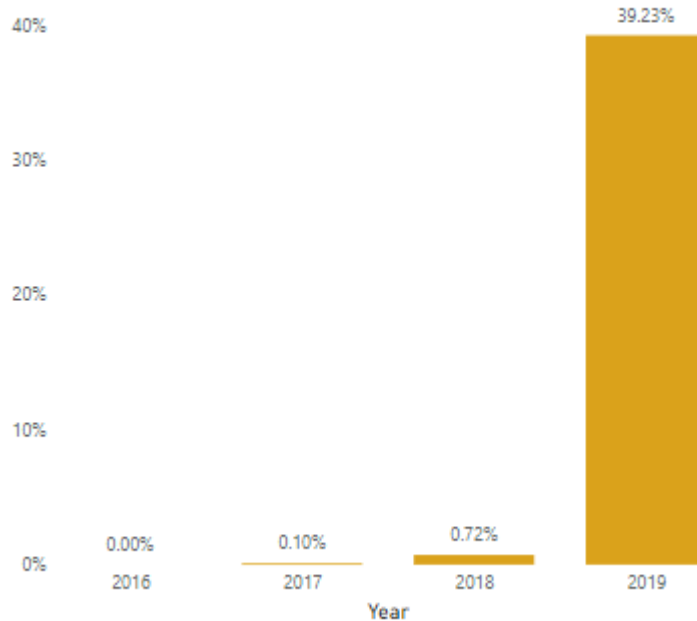
Topica's Workforce Composition by Job Function

Leading functional groups:

- Other Specialists: **319 employees** in working level
- Enrollment Consulting Specialists : **256 employees** in working level
- Digital Marketing Specialists : **190 employees** in working level
- Software Specialists : **179 employees** in working level

job_level	FFI-Chuyên gia Tài chính	GCE-Chuyên gia Chăm sóc khách hàng bên ngoài	GET-Chuyên gia Tuyển dụng và đào tạo Giảng viên	GGO-Chuyên gia Khác	GOO-Chuyên gia Vận hành Online	HHB-Chuyên gia Nhân sự	IBB-Phân tích dữ liệu	ITS-Chuyên gia Phần mềm	IUU-Chuyên gia Thiết kế UI/ UX hoặc Video	WMT-Chuyên gia Chạy số	WSS-Chuyên gia Tư vấn tuyển sinh
Expert	2	1	1	44		2	1	40		3	
Managerial level	1	7	3	121	12	7	1	28	4	18	25
Working level	39	77	41	319	53	62	1	179	25	190	256

Employee turnover rate by year

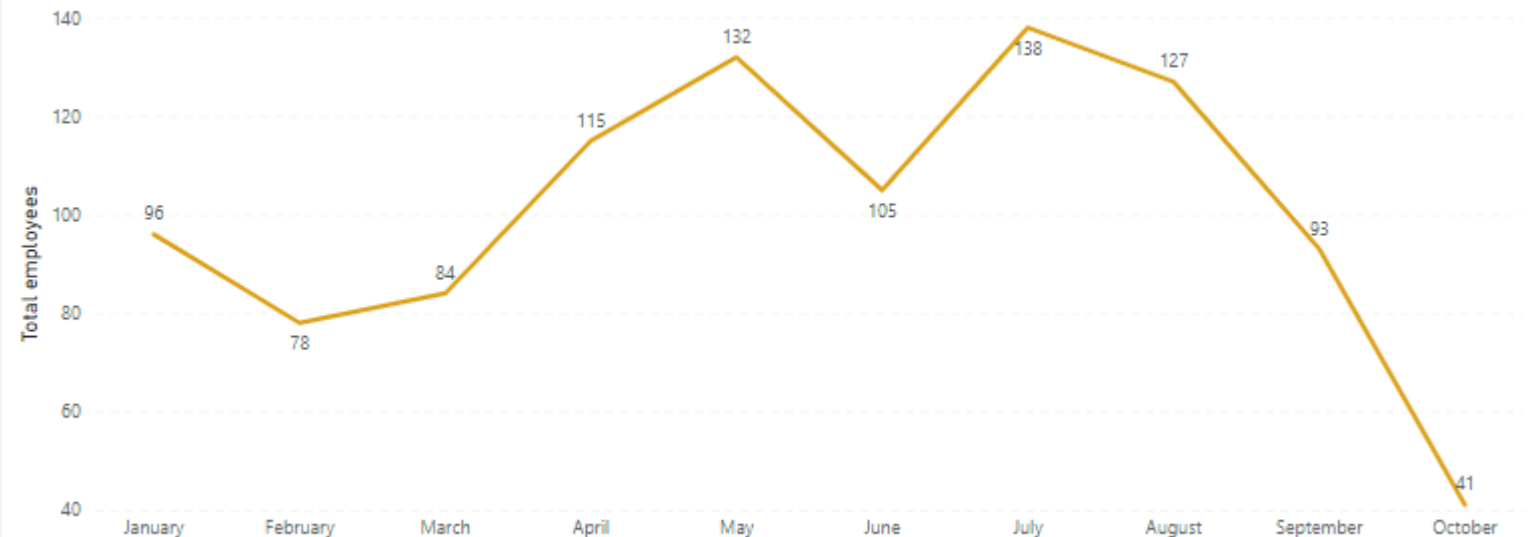


About data: We will focus on analyzing the group of employees with abnormally high attrition rates in 2019.

Employee churn in 2019 shows a notable uptick during the mid-year period.

- ✓ Employee attrition was concentrated in Q2 and Q3 of 2019, **peaking in May and July** with **132** and **138 departures**, respectively.
- ⇒ This suggests a **trend of employees leaving mid-year to secure new opportunities before the end of the year**

Monthly Employee Separation Trend



Voluntary terminations were alarmingly high in 2019

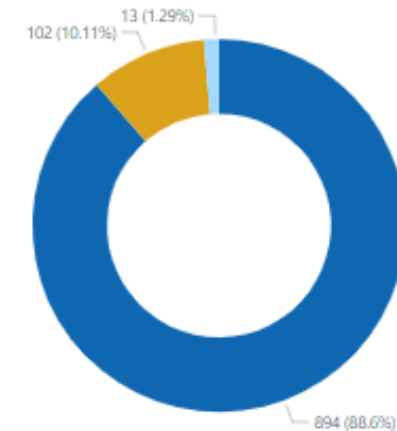
- ❑ The number of voluntary termination reach **nearly 900 employees** (accounted for **89%**), while **102 separations (10%)** were through mutual agreement.
- ❑ The company initiated termination for **13 employees** (accounted for **only 1%**).

A majority of departing employees had less than 3 years of tenure.

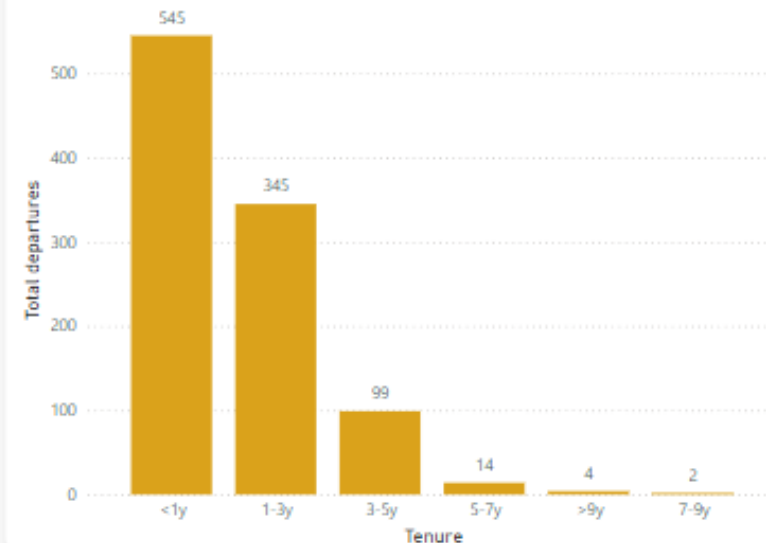
- ❑ Employee churn **within the first year of service** was substantial, accounting for **54% (545 departures)** of all separations in 2019.
- ❑ A significant portion (**34%**) (**345 departures**) left after 1 - 3 years of tenure.

Turnover reason breakdown

GA - Người lao động đơn phương GC - Thỏa thuận GB - Công ty đơn phương



Employee Separations by Tenure



Topica's Employee Departures by Job Function

- ❑ Despite requiring a large workforce, the **Enrollment Consulting Specialist** function had the **highest turnover**, with **347 departures**.
- ⇒ *The high demand for Enrollment Consulting Specialist positions coupled with a significant rate of employee departures in this category indicates a need for the company to reevaluate its compensation and benefits packages to enhance employee retention.*

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Expert	1			20		1	12		3	
Managerial level	3	5	1	52	4	5	8		6	8
Working level	23	57	47	119	90	21	66	9	101	347



Concluded insights

- **Mid-year attrition:** Employees are proactively seeking new opportunities before the year-end, highlighting the need for improved retention strategies.
- **High voluntary terminations:** The prevalence of voluntary terminations raises concerns about employee satisfaction and engagement.
- **Low tenure:** A significant portion of departures come from employees with less than three years of tenure, indicating retention challenges among newer employees.
- **Enrollment Consulting Specialist function:** Despite high staffing needs, this function has the highest turnover