

# Data Presentation

## Improving Employee Retention Through Feedback Insights

Tool; Python (Pandas, Seaborn, Matplotlib)

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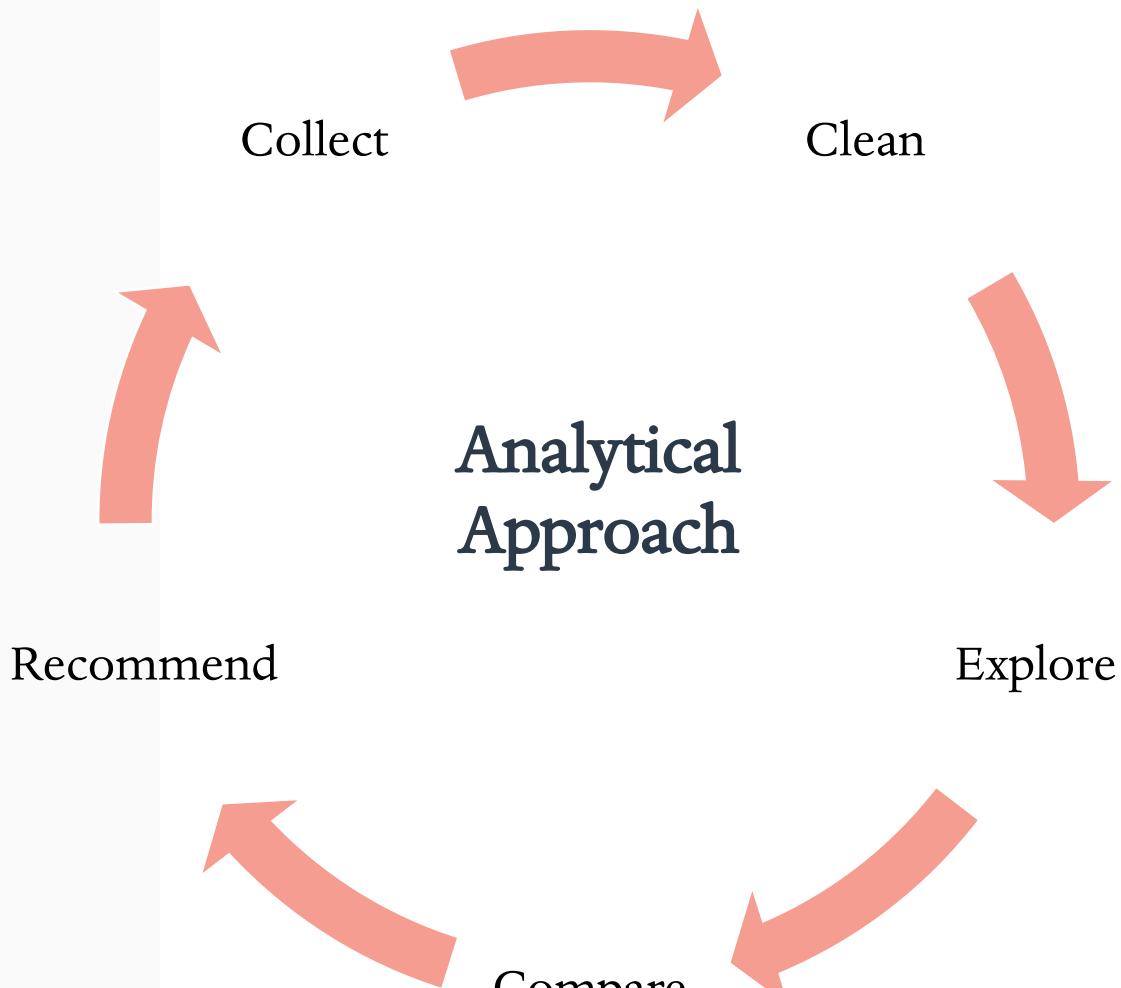
# Business Context & Problem

- ✓ Bright Wave Solutions faced rising employee disengagement.
- ✓ The causes of dissatisfaction were unclear and varied across teams.
- ✓ Traditional surveys were collected but underutilized as feedback remained unstructured and unanalysed.
- ✓ HR lacked visibility into key issues impacting retention, morale, and productivity.
- ✓ Without data-driven insight, the risk of talent loss and declining culture was growing.

# Project Objectives

- ✓ Analyze employee feedback data to understand sentiment and satisfaction patterns
- ✓ Identify key drivers of satisfaction and dissatisfaction
- ✓ Explore differences in feedback across tenure levels and office locations
- ✓ Deliver clear, actionable insights to help HR improve retention and engagement.

# Our Approach



- Explored over 1,000+ survey entries from employees
- Analyzed structured ratings (e.g., satisfaction, management, compensation)
- Studied engagement patterns by tenure and location
- Identified recurring themes in open comments (positives, negatives, advice)
- Visualized trends using Python (Pandas, Seaborn, Matplotlib)

# What We Found — Quick Overview

- **Strengths:** Employees appreciate the company's culture and career opportunities.
- **Weaknesses:** Compensation and remote work satisfaction are consistently rated low.
- **Mixed Signals:** Career growth improves with time, but new employees don't feel it yet.
- **Wellness Programs:** Satisfaction is much higher among engaged employees; this is a clear opportunity.
- **Sentiment Over Time:** Ratings are stable but not improving and showing no immediate crisis, but room for proactive change.

# What Do Employees Think Based on Their Tenure?



# Career Growth Improves Over Time

New employees rate growth very low (1.0 / 5), but this steadily increases over time as they gain more working experience, reaching 5.0 by Year 7+.



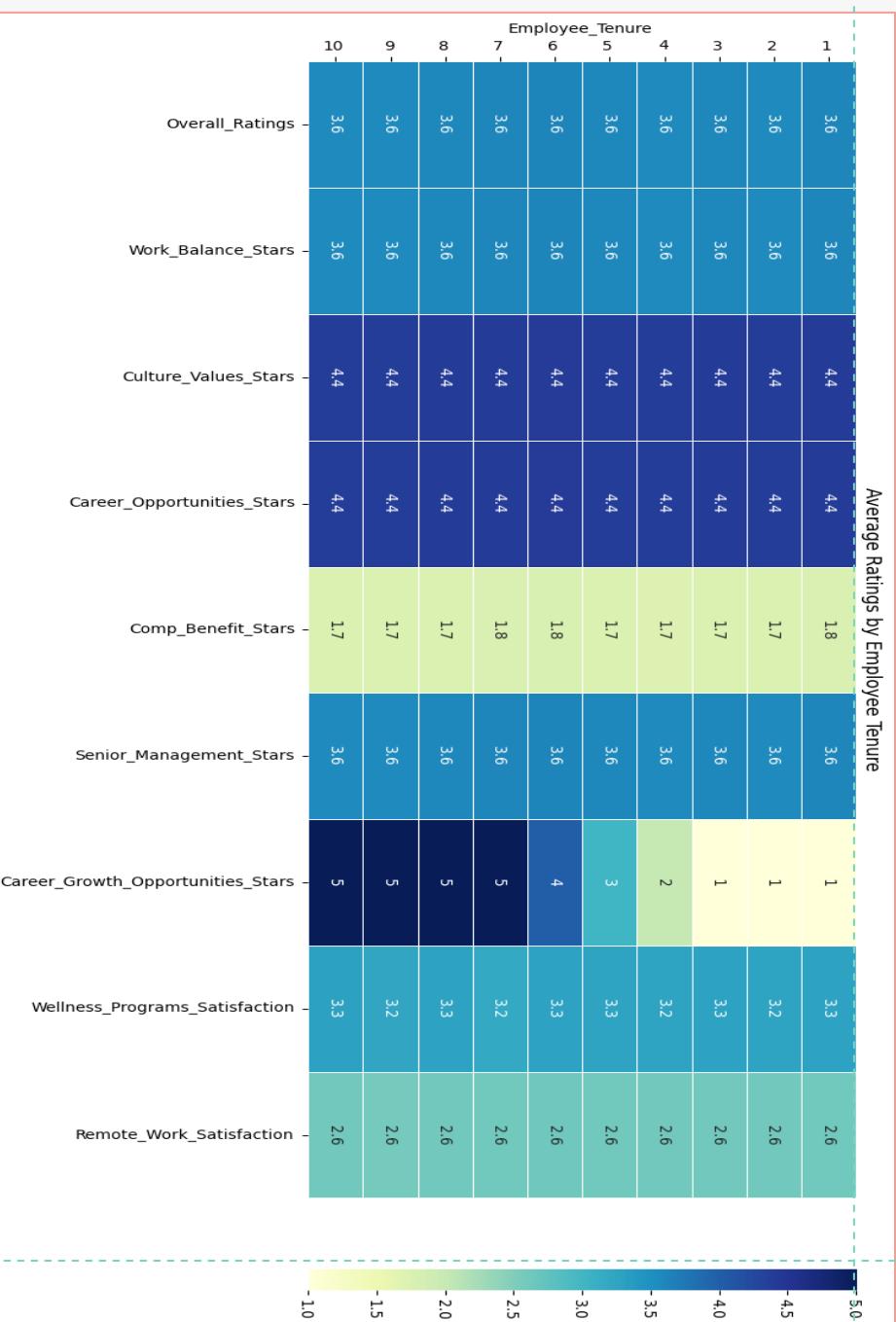
# Compensation Remains a Concern

Ratings remain consistently low at ~1.75 / 5; no improvement on payments with time spent at the company.



## Overall Satisfaction Is Steady

Employees consistently rate their overall satisfaction around 3.6/5, regardless of tenure.



# Does Location or Engagement Affect Employee Experience?

7

## Engagement Participation Is Even Across Locations

Employees from **City A**, **City B**, and **City C** participate in engagement activities at similar rates.

- This means engagement programs are distributed and not biased by location.

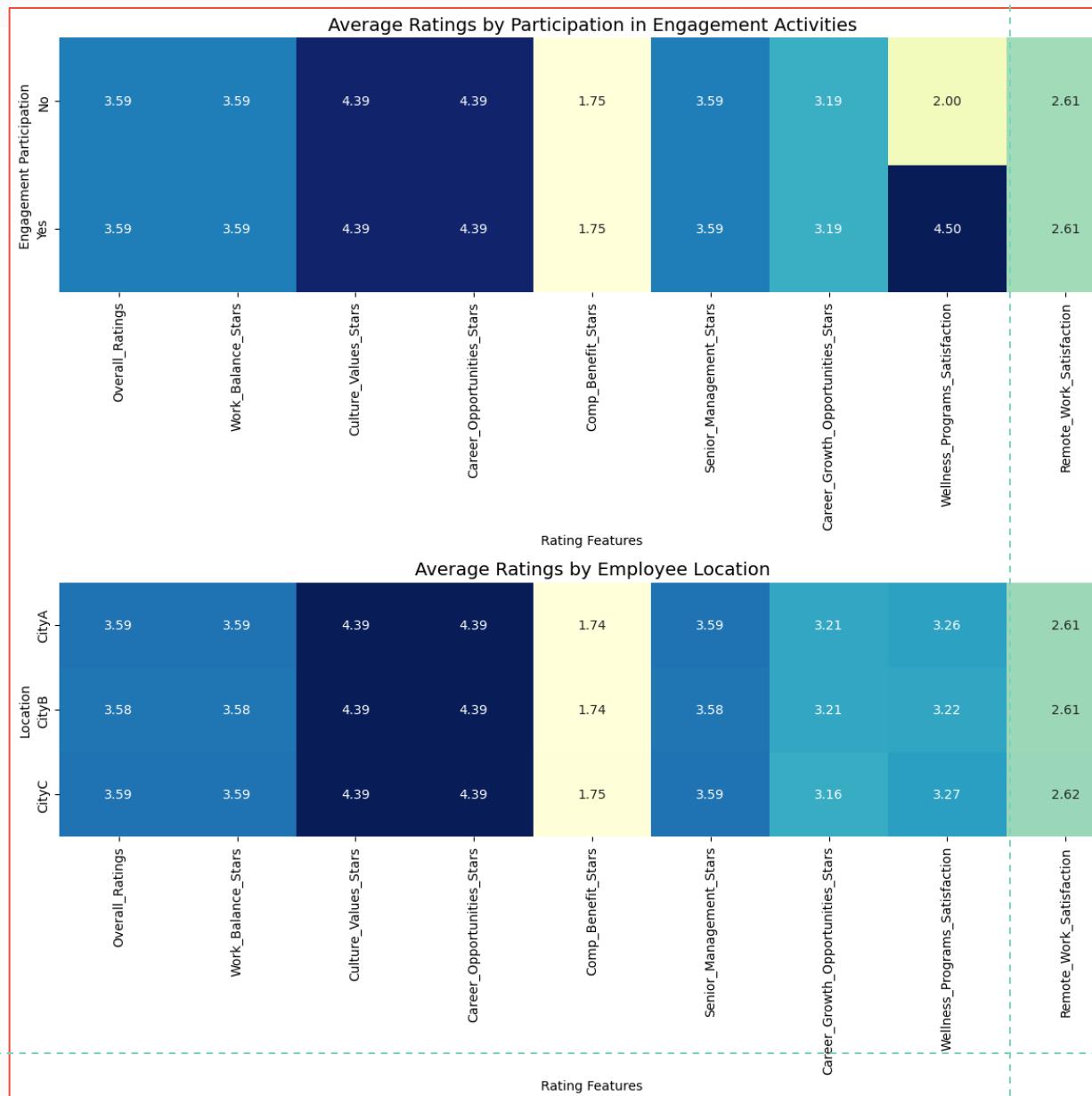
## Engagement Doesn't Strongly Affect Most Ratings

For most satisfaction metrics, employees rate things similarly whether they participate in engagement activities or not. But there's one clear exception:

### Wellness Program Satisfaction

- **Participants** rate it around **4.5**
- **Non-participants** rate it around **2.0**

- This shows that people who feel supported through wellness initiatives are more likely to engage with the company.

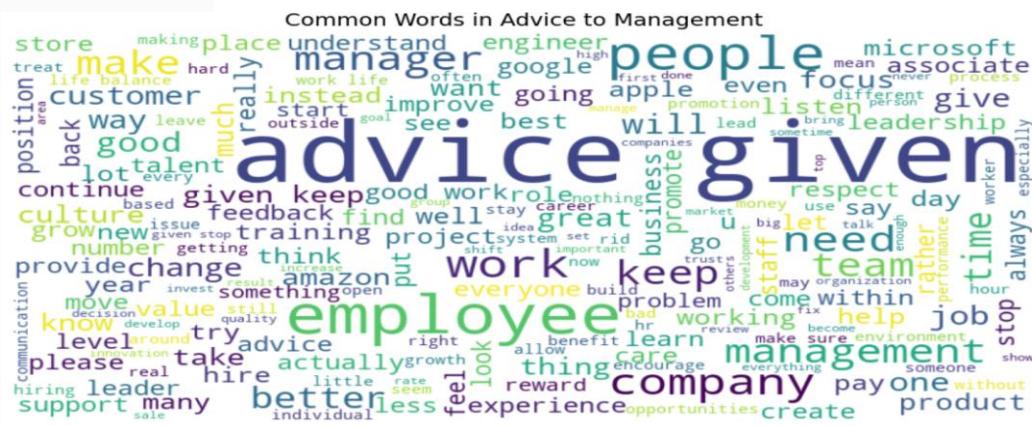


# What Themes Stand Out in Employee Comments?



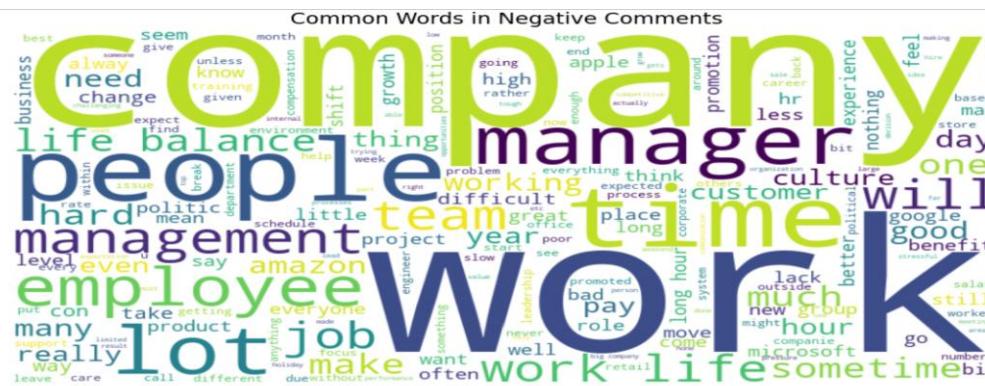
 Negative Comments - Frequent terms: “manager,” “time,” “workload”

- These point to concerns around leadership quality, time management, and possibly burnout or overwork.



## 👉 Positive Comments - Common words: “company,” “work,” “great,” “team”

- Employees appreciate the overall environment and their teams. There's a sense of pride in the culture.



💡 Advice to Management - Recurring words: “give,” “support,” “people,” “listen”

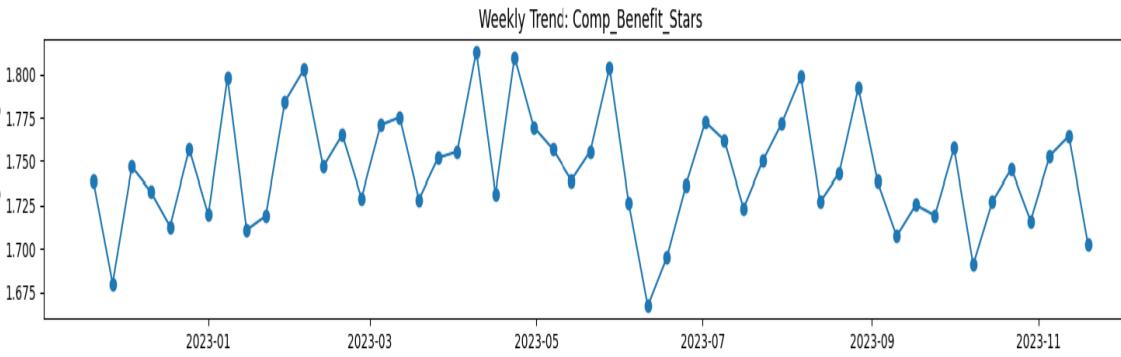
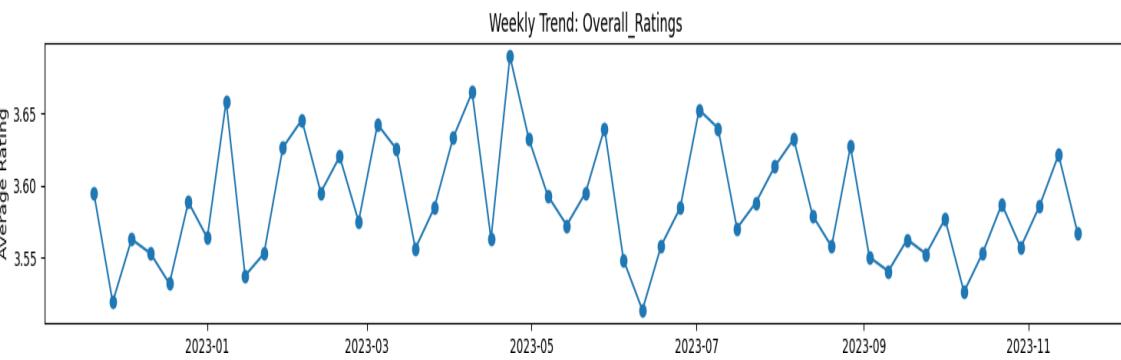
- Employees want better communication, more recognition, and leadership that listens actively.

# Are Employee Sentiments Changing Over Time?

 **Ratings Are Stable Over the Year:** There are no significant changes in key metrics like Overall Satisfaction, Culture, or Senior Management. Sentiment remains consistent neither improving nor worsening.

 **Compensation Remains a Persistent Issue:** Weekly averages for Compensation stay low, around 1.7–1.8, throughout the period. This shows a missed opportunity to address one of the most pressing concerns.

 **Career Growth Shows Some Fluctuation:** Ratings for Career Growth vary slightly week-to-week, but without a clear upward trend. Suggests inconsistent experience across teams or timeframes.



# What Are the Most Important Insights?



## Strengths

- Company Culture is highly rated; employees feel aligned with values
- Career Opportunities score well, especially for long-term staff
- Overall Satisfaction is moderate but stable at 3.59 / 5



## Challenges

- Compensation & Benefits are consistently low (~1.75 / 5)
- Remote Work Satisfaction is weak (~2.61 / 5); policy gaps likely
- Career Growth starts low as new hires see little advancement early on



## Opportunities

- Career Growth rises with tenure; Management should structure mentorship or pathing early
- Wellness Program Satisfaction is a strong driver of engagement
- No significant bias by location, very consistent experience across offices

# Recommendations : What Should HR Do Next?



## Revamp Compensation Strategy

- Conduct a full review of pay structures.
- Improve transparency around salaries and highlight non-monetary benefits (e.g., recognition, flexibility, training access).



## Refresh Wellness & Remote Work Policies

- Boost employee awareness and participation in wellness initiatives.
- Reevaluate remote work options like considering more flexibility or hybrid models.



## Strengthen Career Development Paths

- Define clear growth trajectories.
- Introduce mentorship programs, learning budgets, and internal mobility opportunities.



## Adopt Continuous Feedback Systems

- Implement ongoing sentiment tracking (e.g., monthly pulse surveys).
- Create dashboards to help HR monitor trends and act in real time.

# Conclusion: Data with Purpose

12

Thanks to this data-driven approach, **Bright Wave Solutions** now:

 Understands what matters most to employees; Culture, compensation, career growth, and wellness, clearly prioritized through data

 Can take focused, actionable steps to Address pain points with confidence and clarity

 Has built a foundation for sustainable HR strategy to Empower long-term engagement, satisfaction, and retention



## Looking Ahead

- Establish a continuous feedback loop (e.g., quarterly pulse surveys)
- Integrate sentiment insights into strategic HR decisions and planning

# Thank You

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