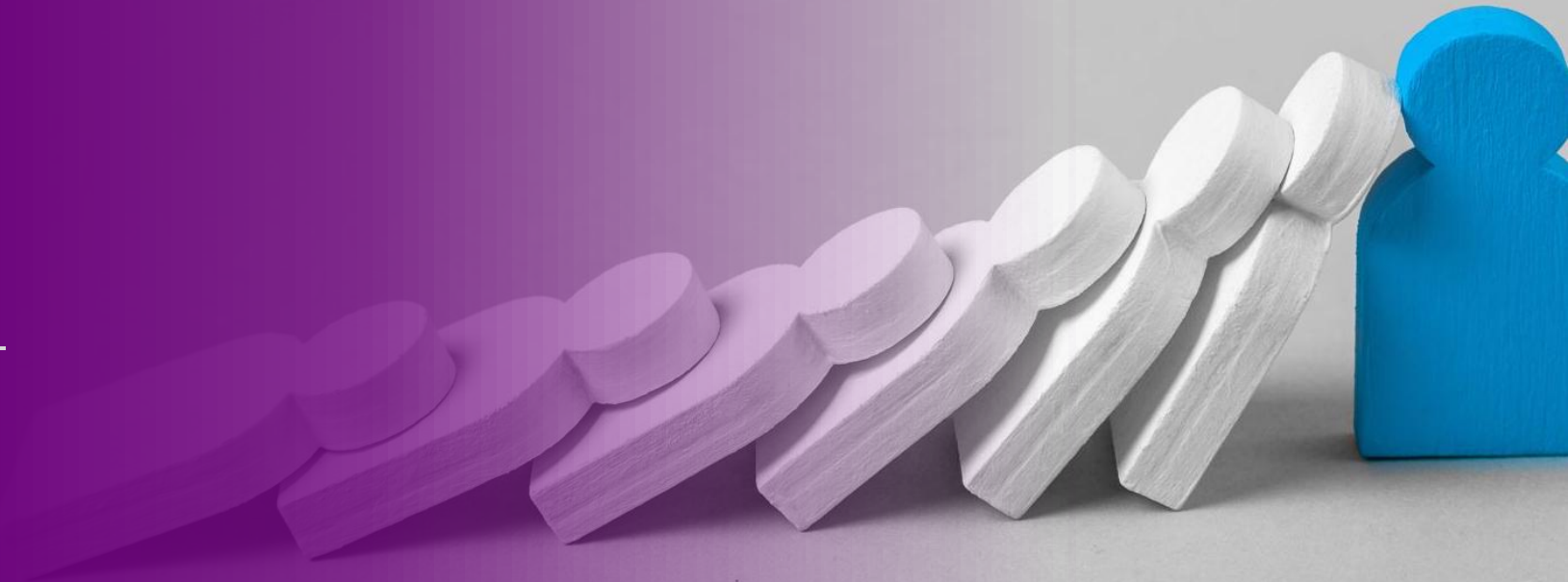


Next Gen Employee Analysis

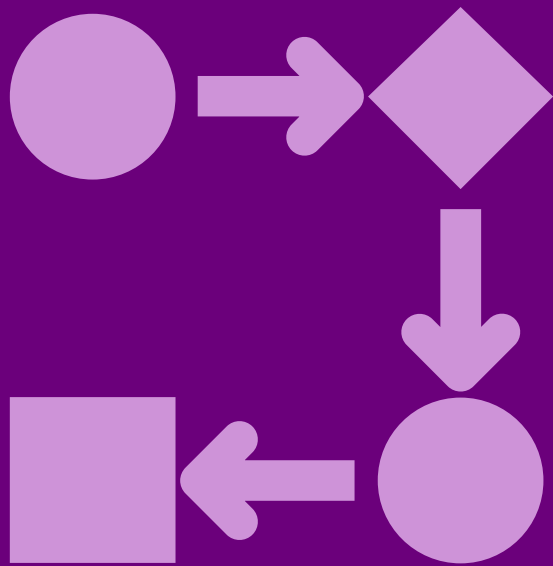
25/10/2025

Cephard Team Lyra



Problem

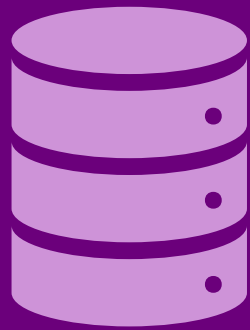
- Next Gen is a startup tech company specializing in innovative hardware and software solutions.
- The company is striving to maintain high employee satisfaction and performance while reducing turnover rates.
- However, the HR department is facing challenges with a high turnover rate and an imbalanced ratio of low- to high-performing employees.



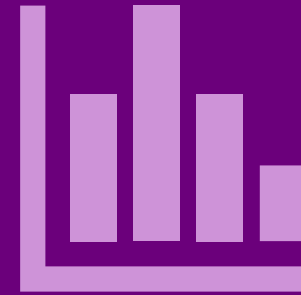
Solution

- Through root cause analysis, the company aims to explore underlying factors contributing to poor performance and high turnover.
- By identifying key patterns early, Next Gen can implement targeted interventions to improve retention, enhance performance, and ensure fair compensation across departments.

Tools Used




SQL




Power BI

Next Gen Employee Analysis Dashboard


Employee Turnover 




Spotted Department

 6  23

Sales

Payroll 

4.85M

High Earners 

26

Top Performers 

9

Poor Performers 

45

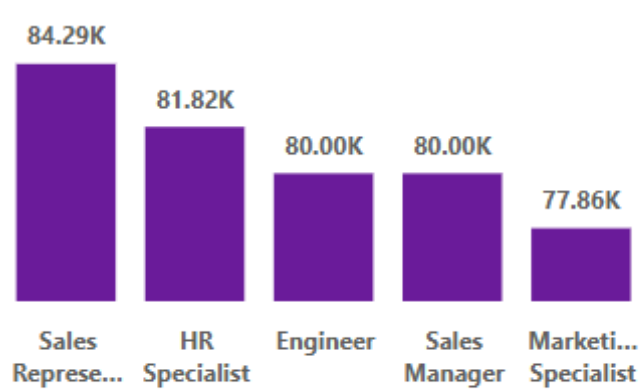
Longest Serving Employees

	name	dept	years
1	David Moore	Sales	10
2	John Johnson	Sales	9
3	Frank Smith	Marketing	9
4	Frank Johnson	Sales	9
5	Jane Lee	HR	9

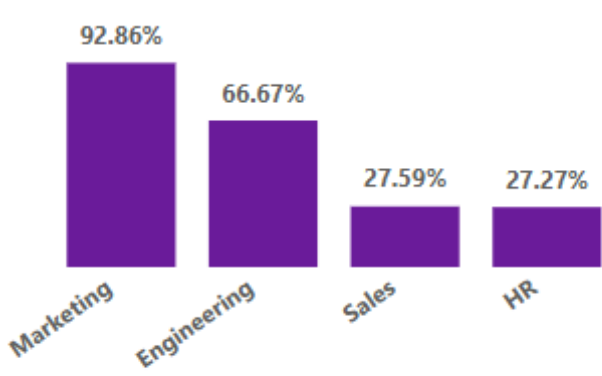
Poor Performers

	name	department	Score
1	Grace Smith	Sales	3.83
2	John Davis	Sales	3.83
3	Alice Wilson	HR	3.77
4	Eve Davis	HR	3.65
5	Jane Wilson	Sales	3.58

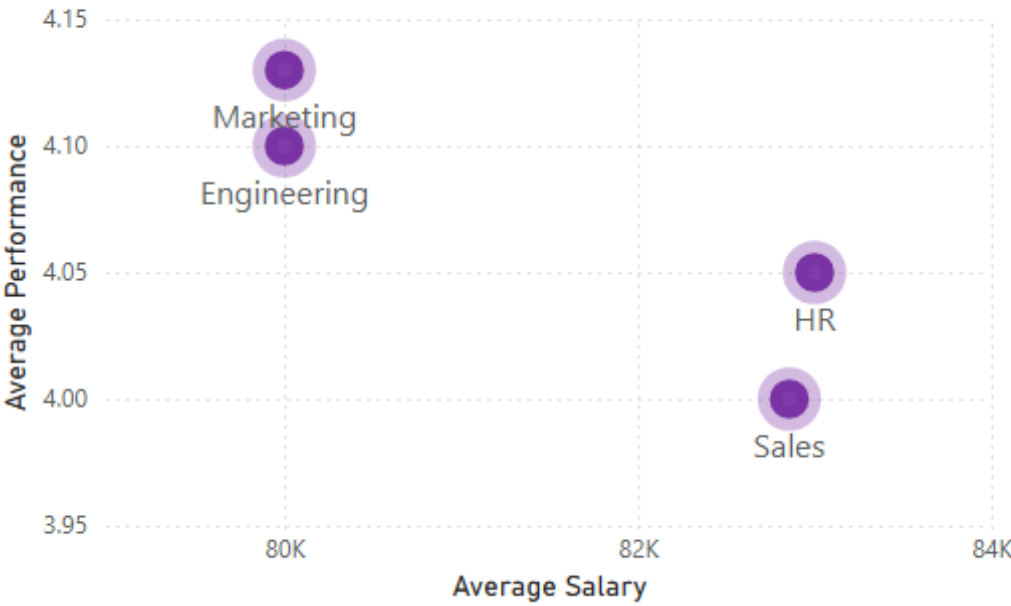
Average Salary by Job Title



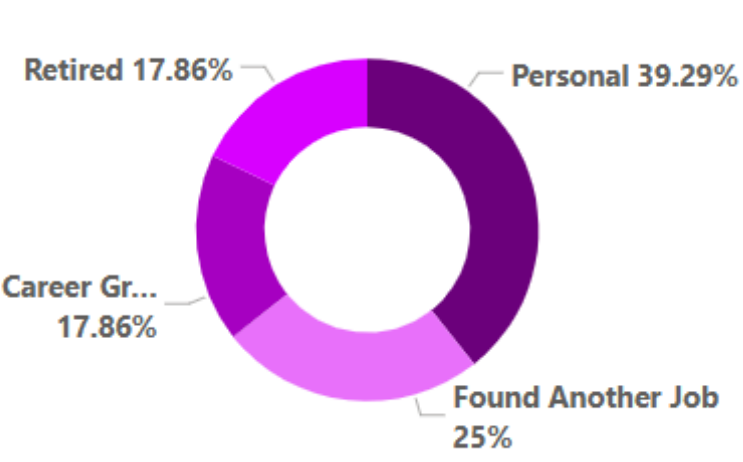
Turnover Rate by Department



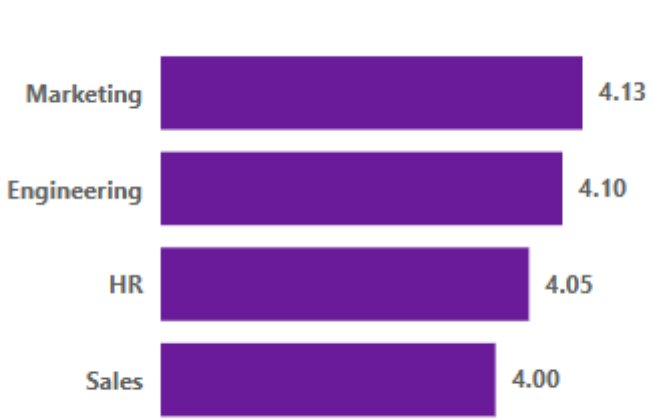
Department Performance Salary Correlation



Total Turnover Reasons



Average Performance by Department



Employee Retention Analysis

Longest serving employees

- **David Moore** – most loyal employee, over **10 years** at Next Gen Corp.
- **John Johnson** – close to reaching the decade mark.
- **3 of top 5** are from **Sales**; **1** from **HR**, **1** from **Marketing**.
- **No engineers** on the list → possible burnout or low pay issues.

Longest Serving Employees

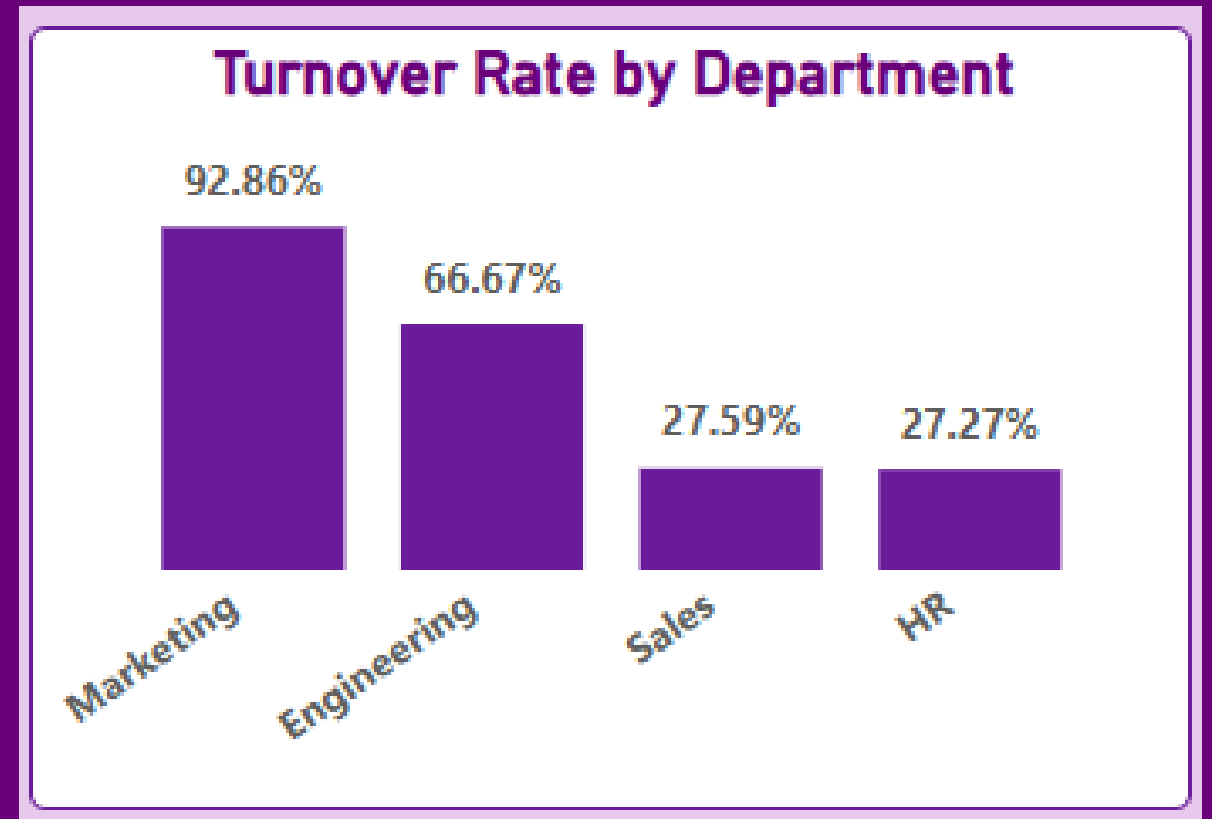
	name	dept	years
▲			
1	David Moore	Sales	10
2	John Johnson	Sales	9
3	Frank Smith	Marketing	9
4	Frank Johnson	Sales	9
5	Jane Lee	HR	9

Department Turnover rate

- **Marketing** shows the **highest turnover** at **92.86%**.

- **66.67%** of **Engineering** employees have left.

- **Sales** and **HR** have the **lowest turnover** (<30%).



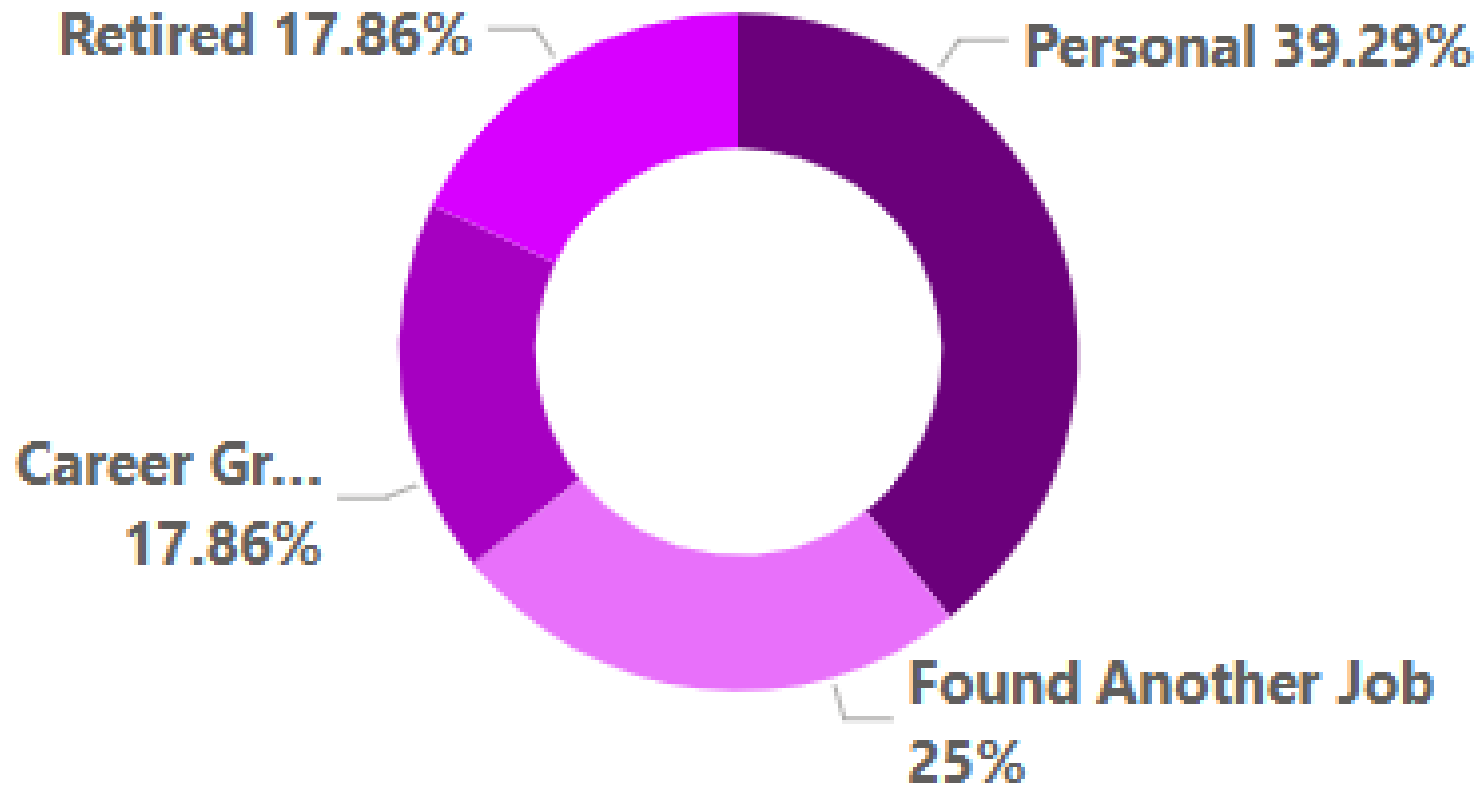
Employees at risk of leaving

Poor Performers

name	department	Score
Grace Smith	Sales	3.83
John Davis	Sales	3.83
Alice Wilson	HR	3.77
Eve Davis	HR	3.65
Jane Wilson	Sales	3.58

- Most of the lowest-performing employees are from the Sales and HR departments, with the majority in Sales.
- This suggests that the Sales department's commission-based structure may be impacting overall performance.
- Some of the HR underperformers appear to hold managerial roles, where limited oversight might influence performance outcomes.

Total Turnover Reasons



Main reason for turnover

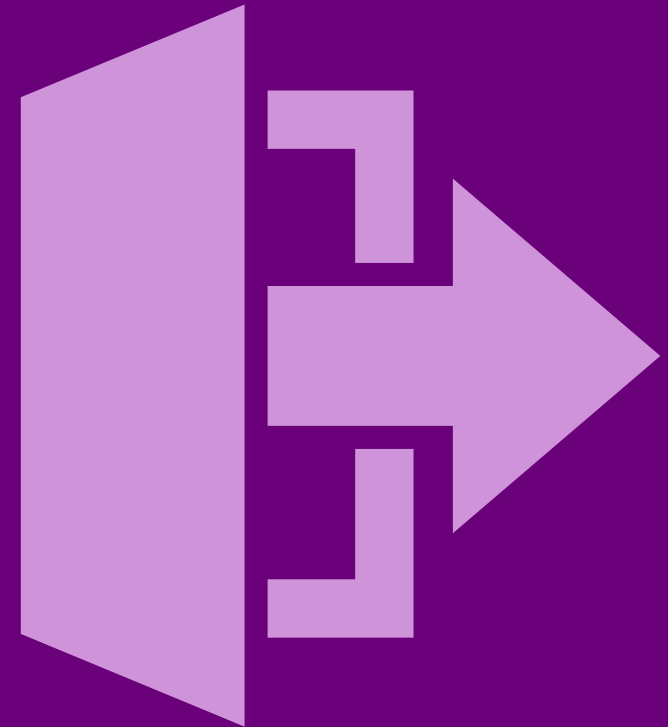
- It is **39.29%** most likely for turnover to be **personal** reasons.
- Its also 25% likely for an employee to find another job
- Both career growth and Retire have a 17.86% contribution to turnover

Performance Analysis

Total employees that left

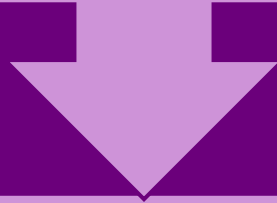
46.67%

of employees have left the company, in **2024 (15)** and **2025 (13)**, mostly due to personal reasons, and only **25%** leaving for other jobs rather than career growth.



score of 5.0 / below 3.5?

In the entire company tenure, its has only happened 9 times that a colleague got a 5/5 performance score, while 45 times employees performed at 3.5/5 and below.



Out of the 9 times, 6 of these emerged from sales department.

Department Performance

All departments have a performance average of above

4.0+

Average Performance by Department



Salary Analysis

Total Salary Expense

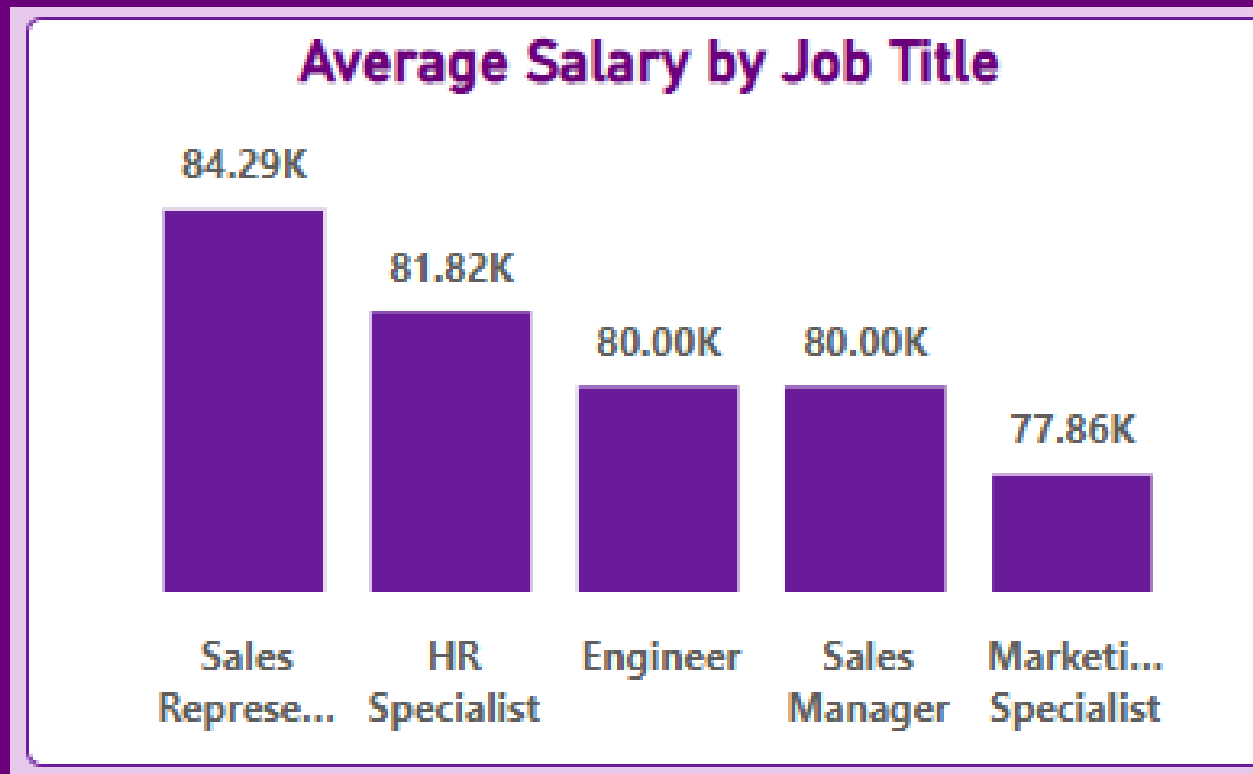
\$

4.85M

Is the total salary Next Gen Has Spent on employee
compensation based on 2024-05-03 salary
compensations



Salary By Job Title



- Majority of the departments have a compensation of 80K and above, only Marketing specialists' compensation is 77.86k

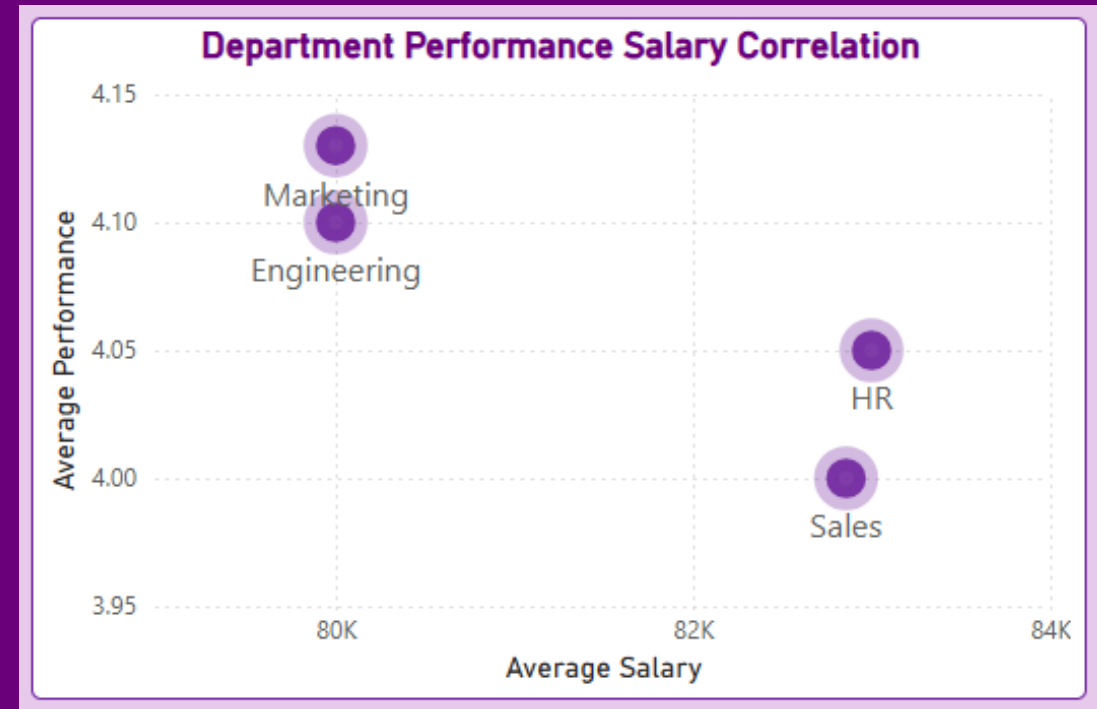
**Employees
Earning
More than
80K**

26

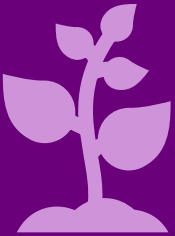
Are high earners
Majority being sales representatives

Department to salary correlation

- Departments with the **highest salaries are showing lower performance.**
- **Marketing & Engineering:** Performance **4.10–4.13**, Salary **\$80k** → solid performance with moderate pay.
- **HR:** Highest Salary **\$83k**, Performance **4.05** → high pay, slightly lower performance.
- **Sales:** Salary **\$82.86k**, Performance **4.0** → highest pay among low performers.



Insight Deep Dive



Sales emerged as the department with most employees getting a perfect average performance score of 5.0. However, this number signposted to the 23 employees getting an average of 3.5 and below is alarming. This shows that the best department is also the poorest in performance.



It is shocking that sales managers receive 80k while they colleagues under their management, the sales representatives are earning an average of 84.29K.



This nuance might be a possibility that sales representatives are getting commissions and incentives.

Insight Deep Dive



HR tends to reward the employees from HR favourably than any other department this explains why HR has the lowest turnover rate of all departments.



Marketing specialists being the only departments with an average salary below 77.86k correlates with the 92.86 turnover rate in this department, furthermore this is the top performing department.

Employee Retention Recommendations



Enhance Onboarding and Engagement Programs: Introduce mentorships and career development initiatives, along with regular employee satisfaction surveys to gather feedback.



Conduct Exit Interviews: Utilize exit interviews to understand key pain points beyond “**personal**” such as compensation, management issues, and workload concerns.



Promote Internal Mobility and Career Advancement: Offer regular training sessions, eLearning opportunities, and job shadowing to prepare current employees for promotions.



Identify Early Warning Signs: Look for indicators beyond low performance and attendance, such as colleagues' willingness to accept temporary promotions or participate in internal social gatherings, to gauge engagement levels.

Performance Recommendations



Performance-Based Recognition

Programs: Recognize and reward employees for their hard work with incentives such as in-store discounts, "Department of the Quarter" awards, and "Employee of the Month" acknowledgments.



Targeted Training: Implement customized training programs tailored to the specific needs of each department.



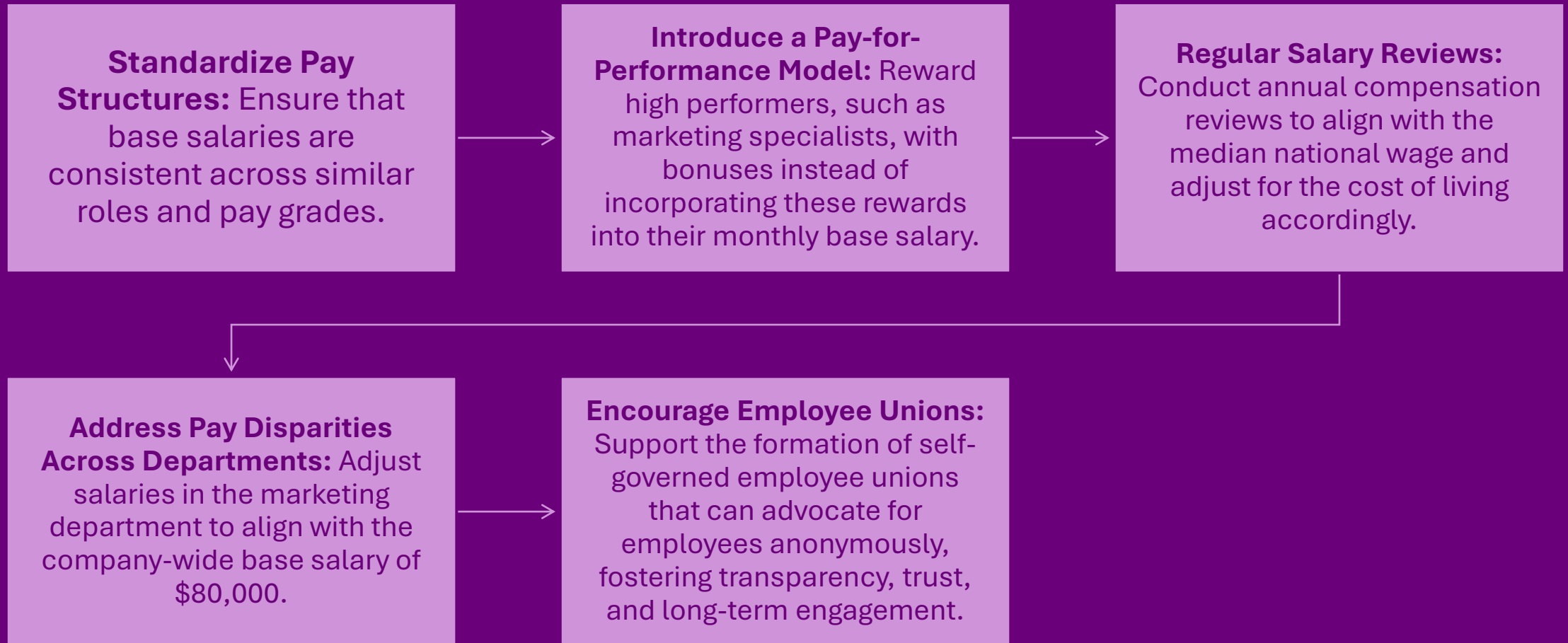
Data-Driven Performance

Tracking: Utilize dashboards and reports to visualize performance data, enabling HR teams to easily identify the lowest-performing departments.



Balanced Workload Across Teams: Encourage regular, real-time work management across teams to ensure that workloads are distributed proportionately among employees.

Salary & Compensation Recommendations



Caveats

- The salary dataset only projects for payroll date 2024-05-03 and should be treated with caution.
- Data is majorly dependant on quotative analysis and so the exact personal reasons for turnover have not captured the nuances of the actual turnover reason



Thank You.