**Case Study**

ABC is an IT Service and Technology organization in India. It currently employs ~200000 employees globally and ~90000 in India. The company employs ~70% of employees in the lower management. ~25% of employees are in the middle management. The current topline of the company is < 10 Billion USD.

The organization has a vision of 2022 to increase its top line by 20%, its bottom line by 15%, and its employee base in India by 14%. The organization is looking to hire 90% of people in the lower and middle management.

Like many companies, ABC is also facing high employee turnover and is running with gross annual attrition of 40% among middle management and 45%-48% among lower management. It also realizes that to be able to achieve its vision, it needs to adopt a proactive approach to anticipate and meet the needs of its current workforce, thus leading the talent marketplace.

The organization is keen to incorporate Data analytics to enable the business and the HR team to make more data-based decisions and reduce the risk and cost of errors.

Thus, the organization has initiated a structured approach to address the above issues and focusing on the below statements to start:

1. Identify the profile/s of people who are likely to exit from the organization in the next 6-9 months.
2. Identify attrition risk and key attrition drivers against each employee in the organization.
3. Identify cohort-wise attrition drivers in the organization.
4. Identify the top Talent competitors (companies and Industries) where we are losing talent
5. Initiate the data-driven methodology to bring the change to help create a hyper-personalized experience to cater to the needs of the current workforce.

Please share your analysis with the following information on not more than 5 slides:

1. Methodologies/ tools that can be used (Cox Regression, decision tree etc)
2. Your analysis and findings (this should have the profile of people, and key attrition drivers ) along with the accuracy based on any one method and the reasons for choosing the method.
3. Potential Framework/methodology for driving a proactive data-driven approach to cater to the needs of the current workforce.