BUSINESS REQUIREMENTS DOCUMENT (BRD)

HR Analytics Dashboard – Compensation, Performance, Demographics & Promotion Insights

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1. Business Context / Problem Statement

The organization lacks a unified analytical view of employee demographics, compensation, performance, attrition risks, and promotion patterns.
This results in:

- No clear visibility into **salary fairness**, **promotion delays**, and **workforce distribution**.
- Difficulty identifying **high-risk attrition groups**.
- Poor understanding of **hiring patterns** or **employee experience trends**.
- HR teams spending excessive time manually consolidating Excel reports.

The dashboard solves this by delivering a **centralized, interactive HR analytics system** that improves decision-making in areas of **recruitment, retention, compensation planning, and workforce management**.

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2. Goal of the Dashboard

This dashboard aims to help HR, management, and leadership teams make decisions related to:

• Understanding **compensation trends** across job levels and departments
• Identifying roles with **high attrition or low salary hikes**
• Monitoring **promotion delays** across job roles
• Detecting **unfair pay gaps** or workforce imbalances
• Understanding demographic patterns for **workforce planning**
• Identifying high-risk employees using **Income × Satisfaction heatmaps**

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3. Target Users / Stakeholder Personas

User Persona	Primary Need from Dashboard	Expected Usage
HR Manager	Identify attrition risk, salary fairness, and promotion delays	Daily / Weekly
Compensation & Benefits Team	Analyze salary progression, salary hikes, and fairness	Monthly / Quarterly
Recruitment Lead	Understand hiring patterns, age distribution, gender mix	Monthly
Department Heads	Review their team's performance, tenure, and engagement	Weekly
Leadership / CXO	High-level KPIs on workforce health & stability	Monthly reviews

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4. Core Business Questions

The dashboard must allow users to answer:

1. How does salary progress across job levels and departments?
2. Which job roles show the highest attrition and why?
3. What is the distribution of salary hikes, and is it fair across teams?
4. Are employees experiencing delayed promotions, and in which roles?
5. What age groups dominate the workforce, and is diversity balanced?
6. Which employees or roles are at the highest risk of attrition based on income & satisfaction?
7. Are certain departments over/under-staffed compared to others?

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5. Product-Style KPIs to Track

KPI	Definition
Total Employees	Total active workforce count
Attrition Rate	% of employees who left the company
Average Salary	Mean monthly income across all employees
Average Salary Hike %	Average % salary increase granted
Average Years Since Last Promotion	Career stagnation indicator

KPI	Definition
Average Tenure (Years at Company)	Overall employee experience level
Role-wise Attrition Count	Number of employees leaving per role
Diversity Ratio (Male–Female)	Workforce diversity measure

6. Scope of the Dashboard

In Scope:

• Analysis of employee demographics (age, gender, department)
• Compensation trends (salary, hike %, job level comparison)
• Attrition trends and risk matrix (Income × Satisfaction)
• Promotion delay analysis (Years Since Last Promotion)
• Job role comparison (experience, current role tenure)
• KPI summary panels (Total employees, Avg Salary Hike, etc.)

Out of Scope:

• Predictive analytics or machine learning forecasting
• Real-time HR data integration
• Individual employee performance reviews
• Payroll calculations or financial audits

7. Success Criteria (Measurable Outcomes)

The dashboard will be considered successful when:

- HR can identify high attrition-risk groups **within seconds**
- Leadership can review **all key KPIs in one screen**
- Manual Excel reporting time is reduced by **70% or more**
- Salary anomalies and promotion delays are highlighted clearly
- Departments use insights for **data-driven HR decisions**
- Stakeholders confirm dashboard is **easy to use and actionable**