**Client Background**

Lilia Ramos – Senior Business Partner

Oxford Global Resources

Global HR firm with a focus of providing the right employee for your needs

Specialize in IT, Engineering, Life Science, and Healthcare Technology

Employ consultants to help transition a client to where they hope to be in many areas

Operate all over the world for a wide variety of clients

This project is managing data for a third party

**Audience Information**

* Senior leadership including the C-Suite

**Problem to be solved**

* What variables correlate with employee retention?

**Successful Outcome**

* A successful outcome is defined as identifying one or more variables highly correlated with employee retention.

**One-Sentence Summary**

The most likely drivers for continued employment in this organization are (insert findings).

**Client Notes**

* Oxford is looking to expand its network of analytic partnerships
* This is an opportunity to become a part of that
* They are curious about highly correlated variables that lead to employee retention vs early voluntary termination for a third party

**Client Questions**

* How can my services assist your business?
  + We are looking to expand our group of analytic partners. Your group is on our radar. This is our opportunity to see how you can do with a problem that’s come up for a client we consult for.
* What is the problem you are trying to solve?
  + Employee turnover is an expensive problem for businesses. Payroll tends to be a large percentage of an organization’s costs. Training can also be quite expensive. Keeping talented employees can reduce some of the lost productivity and rework that goes into hiring and training for vacated positions.
* Who will this data ultimately be presented to, i.e., who is the audience?
  + Initially this will go out to senior leadership. If that is positively received, a modified version will go out to a wider group of leadership, potentially down to the line/office managers. But that is another conversation based on the first reaction. Do a good job here and that could very well mean more work down the line. But no pressure!
* Is this in-house data or is this for a third party?
  + Third party. This is for one of our clients, so the data is theirs.
* Are there any variables you are specifically interested in?
  + Anything related to income. Most people believe that money is a driving force in continued employment. Tenue is also one of these “gut” assumptions.
* Are there any variables you want to be removed from the set?
  + Obviously remove anyone from the dataset that retired or was…let go for one reason or another. That could be disciplinary or removing redundant positions.
* Are you looking for descriptive or predictive analysis?
  + Right now we just need an understand of what happened. We may want to predict. But a description is our primary need.
* How would you like me to prepare the final product?
  + This is for high level to see the problem. They tend to like pictures over words. A chart or two. Make it pop and create interest.
* What is the timeline for this analysis?
  + We’d like this back in the next week or so. Is that possible?

**Action Steps**

* Get the data (will be provided by the client)
* Check for correlation
  + Will first limit variables by p-Score
  + Run a Correlation chart
* Build linear regression
  + Based on the best correlation from above
* Make visualizations (that pop) to tell the story.