

## **PROBLEM & BACKGROUND**

In our data-driven world, talent is key. But what happens when talent becomes parents? Enter: parental leave. Our analysis shows a direct link between generous leave policies and employee retention, especially in data analytics fields. Studies reveal reduced turnover, stronger loyalty, and increased productivity upon return. Investing in leave now fosters long-term data-driven success. Let's dive into the numbers and explore how tailored leave policies can empower both families and our bottom line.

## **INSIGHTS**

In our data-centric society, recognizing the pivotal role of talent in organizational success, especially when transitioning to parenthood, is crucial. Our analysis delves into the realm of parental leave policies, revealing a direct correlation between the generosity of these policies and enhanced employee retention, particularly within the data analytics field.

This project involves scrutinizing the companies that offer the most paid parental leave weeks, exploring the typical duration disparity between maternity and paternity leave, examining the distribution of parental leave weeks across organizations, and discerning noticeable variations in leave offerings among different industries. By answering these questions through meticulous data analysis, our project aims to provide actionable insights that can inform tailored leave policies, empowering both families and contributing to the overall success of our organization.

## **GOALS & KPIs**

- ✓ Which companies offer the most paid parental leave weeks?
- ✓ Is maternity leave typically longer than paternity leave?
- ✓ What is the distribution of parental leave weeks offered?
- ✓ Are there noticeable differences between industries?

## **CONCLUSION**

Grant Thornton takes the crown for parental leave generosity, leading the pack with the highest-paid package. While maternity leave reigns supreme within their policy, they also recognize the importance of fathers, offering a strong paternity leave option. Interestingly, company size shows no significant link to total leave offered, but tech companies seem particularly passionate about supporting mothers, boasting higher average maternity leave periods. These trends highlight a growing focus on family-friendly workplaces, and Grant Thornton stands tall as a champion for employee well-being in this important domain.