**REPORT**

**Project name:**

**Unlocking IT Company Growth: A Comprehensive Employee and Revenue Analysis**

**Introduction:**

* **This report provides a data-driven exploration of employee performance, revenue trends, and organizational growth for an IT company. The analysis identifies key contributors, evaluates demographic trends, and uncovers relationships between employee attributes and revenue generation. Additionally, it highlights actionable insights to optimize growth strategies and this analyst also given a gender and age diversity on revenue and growth of the company .**

**Importance of this project**

**This project is about which things are really important in any company for get the good revenue .there are so many little things in company that important for revenue growth. In this project my focus on employees ,department, their work quality and projects. Because this part is really important for any company. if the employees are works really good then company will grow faster. which departments are good in future this thing also you know after this analyse.**

**In this project I analyse which department is doing good, employee performance, there are some problems in promotions in company ,politics happen in company, deserve employees suffers because of this politics so I also analyse deserving vs non deserving promotions. And this happens in some company.**

**In this analysis you can see diversity and leadership roles because it is very difficult to any company for choose a good leader.**

**ANALYZE:**

**Employee Contribution to Revenue:**

**Identify the top-performing employees who have contributed to the highest revenue over the years.**

**Analyze which departments these employees belong to and whether specific departments contribute more to revenue generation.**

* **Interpretation: this query provides the employees who contributed to the highest revenue and which departments these employee belong. Cameron shephard is the highest contributed to the revenue and he is belongs to support department. There are 4 employees out of top 10 in Development department.3 employees are in marketing department. Support , HR, sales in these three department HR the one employee who contributes to the highest revenue.so development is the department that contributes more revenue.**
* **Recommendation : for your better business improvement ,there are development and marketing department have the really good revenue generate by their employees .but at the same time there are some department employees who have not good In top 10 revenue generate by employees and their department like HR , support ,sales.so these three department has to be work more**
* **Promotion vs. Performance Impact:**

**if employees who received more promotions have a higher performance score.**

**Does the number of promotions correlate with their salary and years in the company?**

**Interpretation:** **after analysis of this query we identify that the number of promotions is not correlate with high salary in every case . there are some employees name like James Gonzalez, Nancy Garcia, Sara Cortez, Phillip Manning who has just 0 or 1 promotions but their salary is above 1 lakh around.so there is not correlate with every situation.**

**Recommendation: there are some employee who has working In company around 9 to 10 years still their performance score is not increase .and for your betterment there are also that type of employee who works hard for your company improvement and their performance score is good but still they did not get the promotion so you should also know about this.**

**Revenue Trends by Employee Demographics**

**Evaluate revenue trends based on employee demographics like gender and age group.**

**Determine whether a specific age group or gender dominates revenue-generating projects.**

**Interpretation: After analysis of this query we determine that in age group of 20-30 and 50-60 gender non binary dominates the revenue generating project . and in age-group 30-40 and 40-50 gender male is dominate the revenue generating project.so female is little behind for generating revenue in projects compare to male and non binary gender.**

**Recommendation: after this analysis I think you should give your time to female group and motivate them to generate more revenue for company.**

**Because female groups are not doing that good than the other groups.**

**Specially 20-29 age group female doing good for generating revenue for your company.in male and non binary group 60-70 age group they are not that much doing good for generate revenue .and for female age group 30-39 is not good as the other age groups for female.**

**Profitability vs. Employee Performance**

**Analyze how employee performance scores impact project profitability.**

**Interpretation: there are some employees who has not good performance score but they are contribute to generate profit to the company there 3 out of top 5 employees whose performance score is 1or 2 but they are in top 5 to generate profit to the company and the other hand in the last 10 to generate profit to the company there are 3 or 4 employees out of 10 whose performance score is 4 or 5 but there in bottom of the list.**

**Recommendation: for your company betterment you should give the performance score after analyze the whole situation. Like revenue generate how they help to the company to make more profit these things are really important for your company .because there are some employees are there whose performance score is good but they are not help to the company for company growth as much than other. So give performance score who really worthy to it and it gives them more confidence.**

**Employee Retention vs. Revenue Growth**

**Examine whether retaining long-term employees (more years in the company) has positively influenced revenue growth.**

* **Interpretation: After analysis of this query we determine that retaining long-term employees give every time positively influence in revenue growth that is not in this case there are some employee who spend 10 years in the company but still their growth is in negative .and there are total 8 employees their who spend 9 or 10 year in company out of 8 employees 4 employees revenue growth positive but 4 employee revenue growth in negative.**

**Recommendation: after the analyse this I recommend you that some of employees has the experience of some 9 to 10 years but still they generate not good growth for company. Their experience do not work for company at this moment. But some employees experience really work for company. there are also some employee who has not experienced enough but still they generate good growth for company so you just give them more motivation and advice because they are young they are really helpful to this company growth in future.**

**Departmental Success Metrics**

**Compare departments in terms of average revenue contribution, satisfaction scores, and project completion.**

**Interpretation: After analysis of this query we determine that marketing has the highest average revenue contribution and the highest projects completion as well. In 2nd position here sale department for average revenue contribution ,but they have least projects compare to the other departments.in 3rd position for revenue contribution is HR and they done 2nd highest projects as well. last position is the support department but they have some 2nd highest projects .**

**Recommendation: In department marketing generate the highest average revenue across the other departments. And marketing has the highest projects .so marketing employee doing good job.in the other hand sales is your 2nd highest generate average revenue department but they have least projects still they are 2nd so give them some credit for that and give them more projects because this department generate the good revenue .support Is the one department that not generate the that much revenue than other departments so you will have to give more attention to other departments that give you good revenue and take more projects for that departments because it creates good revenue.**

**Employee Productivity Insights**

**Rank employees based on a composite productivity score (e.g., revenue contribution, performance score, and satisfaction score).**

**Provide actionable recommendations on rewarding top performers and supporting underperformers.**

* **Interpretation: After analysis of this query we determine that development ,support ,marketing department employee highest performance score is 20 and according to these department employee name who contributes highest to their department and their names are reachel,james and David .the other department call HR which has three employees who has the same highest performance score is 15.but out of three robort is the one who contribute in revenue is greater then the other two.**
* **Recommendation: here some employees are doing good for company revenue growth so give them some good advice that can help them and they doing the same thing for company in future. And here some employees are not doing good so give them motivation, and listen their problems and try to solve their problems.**

**Identifying Hidden Talent**

**Identify employees with high performance but lower-than-average salaries or fewer promotions.**

**Interpretation: after analyse this query there are no one who has more performance score but lower than the average salary of their employees . that is the great thing.**

**Diversity and Inclusion Impact**

**Analyse the impact of gender and age diversity on revenue and project outcomes.**

**Interpretation: after the analyse this query in gender male age group 50-59 generate the highest revenue and overall also they generate the highest revenue.in gender male age group 30-30 and 40-49 also doing good .and age group 20-29 doing decent job.in gender non binary age group 50-59, and 20-29 age group doing great job ,age group 40-49 doing good and age group 30-39 doing decent job.in gender female surprisingly the young slot 20-29 generates the highest revenue. And at the same time 30-39 age group doing a not so good job they generate least revenue in female. And in male and non binary age group 60 plus generate least projects across the genders.**

**Recommendation: I recommend you that in gender male age group 50-59,40-49,30-39 are doing pretty good so give them more confidence and take care of them.20-29 age group also doing pretty decent job they have not experience that much but still you have to just give some advice so they will get good result for your company. In non-binary gender all groups are doing pretty good except the 60+ age group.60+ age group done very decent job they have age so I understand but they did not get that type of result in male and non-binary gender.**

**In female gender the young group are doing excellent job so you should give them more boost for future work and they are young so in future they will do good work for your company.**

**Diversity and Inclusion Impact**

**Analyse the impact of gender and age diversity on revenue and project outcomes.**

**Interpretation: after the analyse this there are only one department who has the highest number of employees gender is non-binary is marketing they done pretty god job they create highest revenue and projects for company. Other than that all departments has the highest employees are male and out of 4 , 3 departments have no age dominance all age groups are in the department. The one department that is support department has the age dominance In the department, young age is dominated in support department. And Support department create least revenue and least projects than other departments.**

**Recommendation : after the analyse this in department there is only one department that have most number of non-binary gender other than all departments have the most number of male gender In their department. In male dominated department female should be feel safe ,secure ,and comfortable around the work atmosphere. Non-binary dominated gender department done very good job and mostly in their group there are 50 plus age dominance. other than that male dominated department also doing good but In support department young age group dominance. So you should check that maintain work atmosphere and give them proper guidance .because their department revenue and projects are least.**

**Deserving vs non deserving**

**Identify trends in employee turnover by analysing the relationship between employee tenure, performance scores, promotions, and salary progression.**

**What are the key factors contributing to higher churn, and how can the company proactively retain high-performing employees?**

**Interpretation: after analysing this there are some employees who works hard for the company but still noy get the promotion. There some 20 odd employees who suffer from this who really works hard but not getting promotion. And there are some employees like 10 to 15 who has not good performance score but still they got 4 or 5 promotions**

**Recommendation: for get out of this situation I recommend you that you will have to proper criteria for getting promotions if that criteria is fulfil then the employees gets promotion. Criteria be like how employee works impact on revenue, completion of projects and out of this two criteria you will have to decide employee performance and according to performance you should have give the promotions. This is just my thoughts.**

**Revenue Impact of High-Performance Employees**

**Determine the revenue impact of high-performing employees.**

**Identify how their performance and involvement in projects influence overall company revenue and outcomes.**

**Interpretation: after analyse this the high performance employees performance impact is really high in particular development department there are two employees who worked on 100 plus projects and their impact on revenue generates is very high. And in marketing ,support and HR department there are in top 5 employees who was worked on 100 plus projects and their performance score is also good.**

**Recommendation: this high performance employees are really important for your company revenue growth and overall growth because they are works really hard for the company they have the impact on revenue growth in each departments.so take care of this employees and take any guidance out of this employees for your company growth.**

**Identify which departments contribute the most to overall revenue generation. Evaluate whether**

**these departments are receiving sufficient resources (budget, employees, etc.) compared to their contributions.**

**Interpretation: after analyse this marketing generates the highest revenue and marketing has also highest number of employees as well, department generates the 2nd highest revenue. Support department generates the least revenue and this department has least number of employees.**

**Recommendation: after analyse this I recommend you that marketing generates the highest revenue and marketing has the highest employees as well. So here all resources are sufficient because support department contributes the least in revenue so they have only 22 employees compare to the other departments they have less employees.**

**Hiring Strategy Optimization**

**Evaluate the relationship between new hires’ performance scores, their time to achieve proficiency,**

**and their contribution to project success or revenue. Recommend hiring strategies based on these findings.**

**Interpretation: there are total 44 employees are there who joins this company in last two years or less than 2 years. Out of 44 there are some employees who perform very well, there are some 10 employees whose performance score is 5 and that is excellent work they done great job their employee ids are 45,171,69,199,94,183,155,26,96,163,135 these are the employees whose performance score is 5. And there are some employee whose performance score is not so good like 84,126,187,127,44,46 these employees have to work really hard their performance score is 1.**

**Recommendation: after analyse this I recommend you that there are 44 employees who are new joining. there are some employees who works really good so give them more work and motivation for more success. but there are some employees who doesn’t get perform so you have to solve their issue. Give them proper advice about work and motivate them.**

**Diversity and Leadership Roles**

**Analyse the representation of diverse groups (e.g., gender, age) in leadership roles.**

**Determine whether diverse leadership correlates with better project outcomes or higher revenue.**

**Interpretation: after analyse this I find the age group 40-50 is the age -group that is create highest revenue ,highest projects , highest number of clients . in this 2nd number age group is 50-60 but they create less projects than 20-30 age group .and 3rd number is the young age group 20-30 age group. And last group is 30-40 age group that create least number of projects, least revenue ,and least number of new clients.**

**Recommendation: I recommend you after this analysis that 40-50 age group is the best choice for leadership they have create highest number of revenue, highest projects , highest number of new employees, so this the best choice other than that 2nd position is like 50-60 age group they create nice amount of revenue but if you really want to invest in leadership role then you also choose 20-30 age group even they perform pretty well in fact they create higher number of projects than 50-60 age group.**

**Conclusion:**

**After the analysis I conclude that in department development ,marketing are the departments that create really good revenue for company. And in this department employees also works really hard .**

**There are some highest performing employees whose impact in company’s revenue is really good.**

**I also found that, there are some employees who have nice experience but still they have not good performance score or their impact is not good on company revenue growth.**

**There are 4 departments out 0f five where male dominance. means where male employees dominance. And one department that have dominated by non binary gender .**

**In male and non binary age group 60 plus age employees are not works well or I can say they perform very bad. And in female category the age group is 30-40 they perform very bad.in other hand young female, the age-group 20-30 they generate highest revenue in the female category.**

**There are some deserving non deserving employees in company,**

**There are some employees who perform well still not getting promotions but not deserving employees getting promotions. So this is system issue. This has to be solve and I recommend some things about this.**

**The age group 40-50 has the nice quality for leadership role. because they create highest revenue, highest number of projects highest number of new clients and they have enough experience as well. But if you really want to invest in some young leader then you company should go with 20-30 age group they are also doing pretty good job like revenue, and number of new clients and also they generate 2nd highest projects after 40-50 age group.**