

Insights Into Employee Reviews



Beneficiaries of this study: Employers



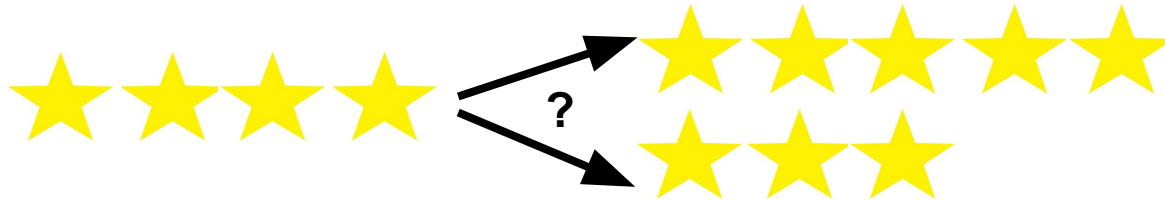
Adding staff?



Going public?



Canning the CEO?



Beneficiaries of this study: Potential Employees



Companies Used for Model:

Seattle Organizations Hiring Data Analytics Professionals

Industry Examples:



Education & Schools



Internet & Tech



Health Care & Hospitals

Information Used for Model:

Kaplan Overview		Work Here? Get a Free Employer Account	
Website	www.kaplan.com	Headquarters	Fort Lauderdale, FL
Size	5001 to 10000 employees	Founded	1938
Type	Subsidiary or Business Segment	Industry	Education Training Services
Revenue	\$2 to \$5 billion (USD) per year	Competitors	University of Phoenix, Princeton Review, Capella Education



62% Recommend to a friend



66% Approve of CEO



Andrew S. Rosen
75 Ratings


Kaplan Benefits

All Employees

US

3.5  73 Ratings



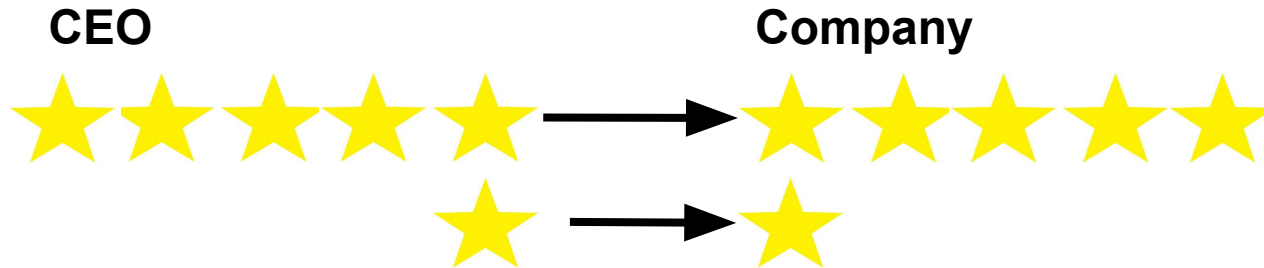


Kaplan
www.kaplan.com / Fort Lauderdale, FL

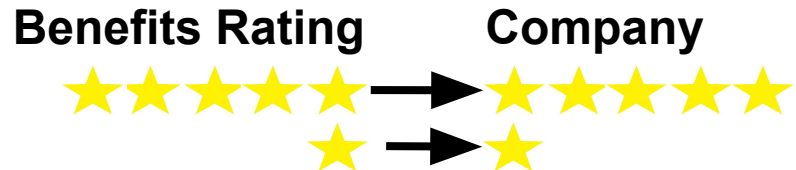
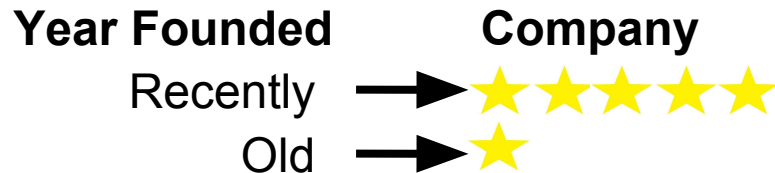
3.4 

62% recommended to a friend

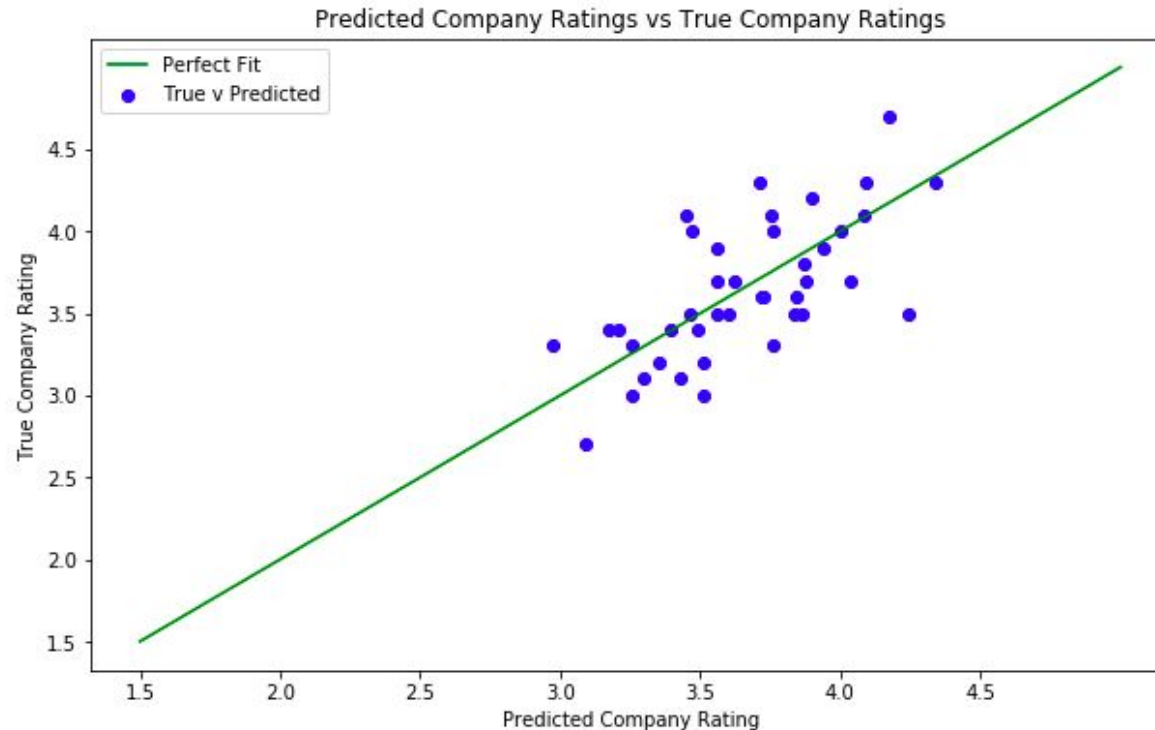
Top Contributor to Company Reviews: CEO



Other Top Contributors to Company Reviews: Year Founded and Company Benefits

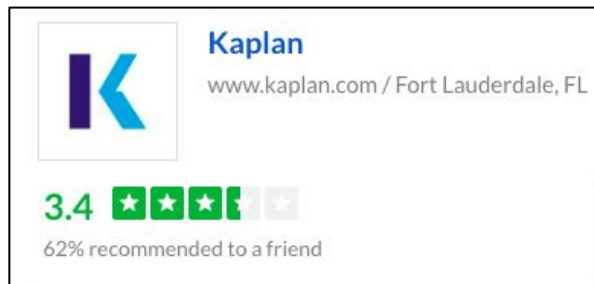


Model accounts for 18% of Variation in Company Ratings



On average, the model is 0.25 stars from the true rating

Example of Model Prediction:



Model Prediction:

CEO Rating: 66%
Benefits Rating: 3.5 Stars
Year Founded: 1938

Prediction: 3.3 Stars
Baseline Prediction: 3.8 Stars
(simple average of ratings)

Summary

Good Review Factors According to Model:

- Good CEO
- Good Benefits
- Newer Companies



Appendix

```

1 y=df_mvp['Reviews_clean']
2 Xf=df_mvp[['Benefit_Rating_clean', 'Founded_clean', 'CEO_Reviews_clean']]
3
4 ## Split the data into training and test sets
5 Xf_train, Xf_test, yf_train, yf_test = train_test_split(Xf, y, test_size=0.3, random_state = 5)
6 Xf_train

```

```

3 lasso_fit=lasso_fit(Xf_train, yf_train)
4 lasso_score=lasso_fit.score(Xf_test, yf_test)
5
6 print(lasso_fit.score(Xf_test, yf_test))
7

```

0.4536729687730386

```
1 mean_absolute_error(y_test, lasso_fit.predict(X_test))
```

0.2500201163859286

```
1 mean_absolute_error(y_test, y_baseline)
```

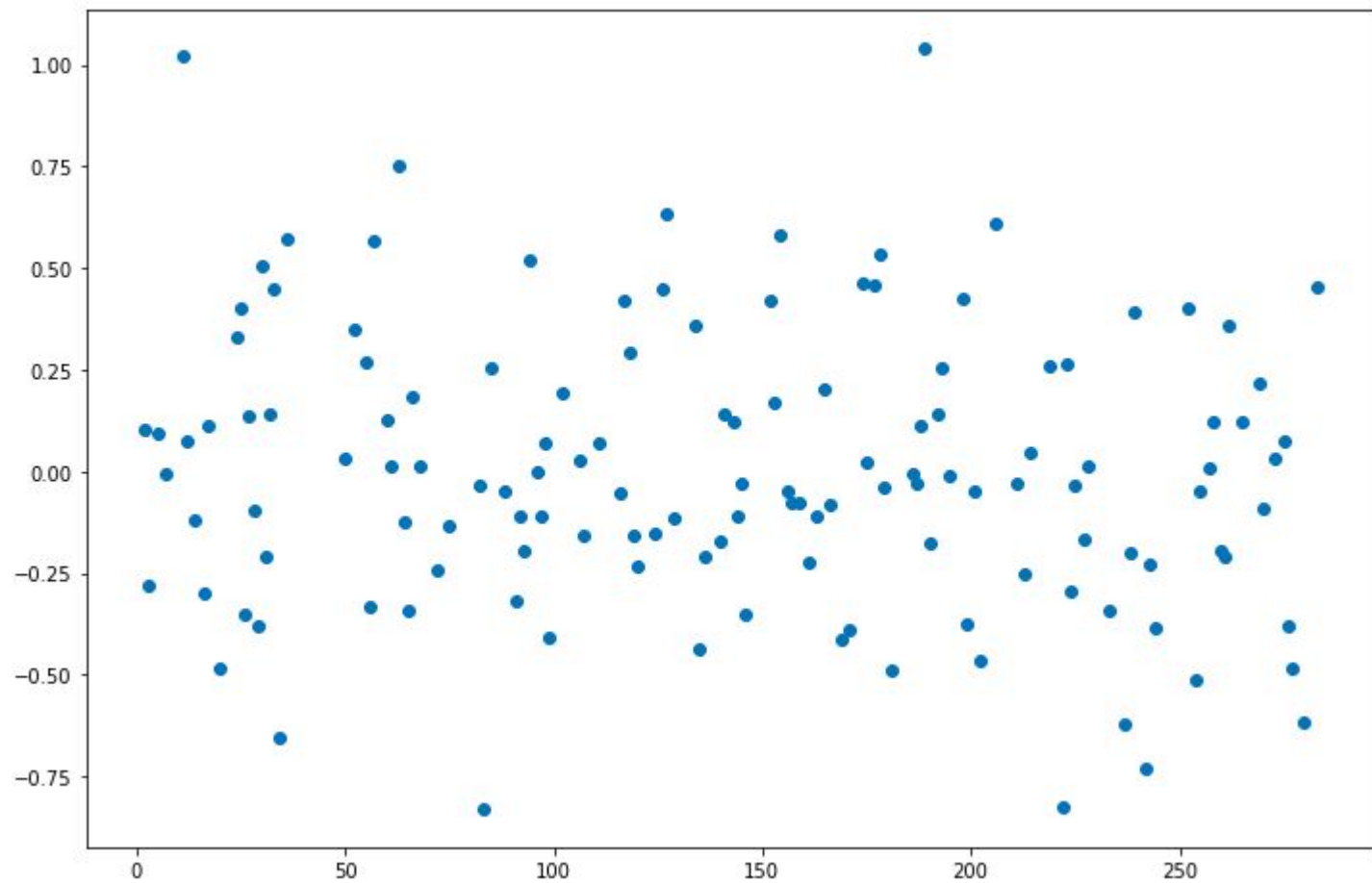
0.36909704203424953

```
1 1-((1-.45*.45)*(134)/(131))
```

0.18423664122137406

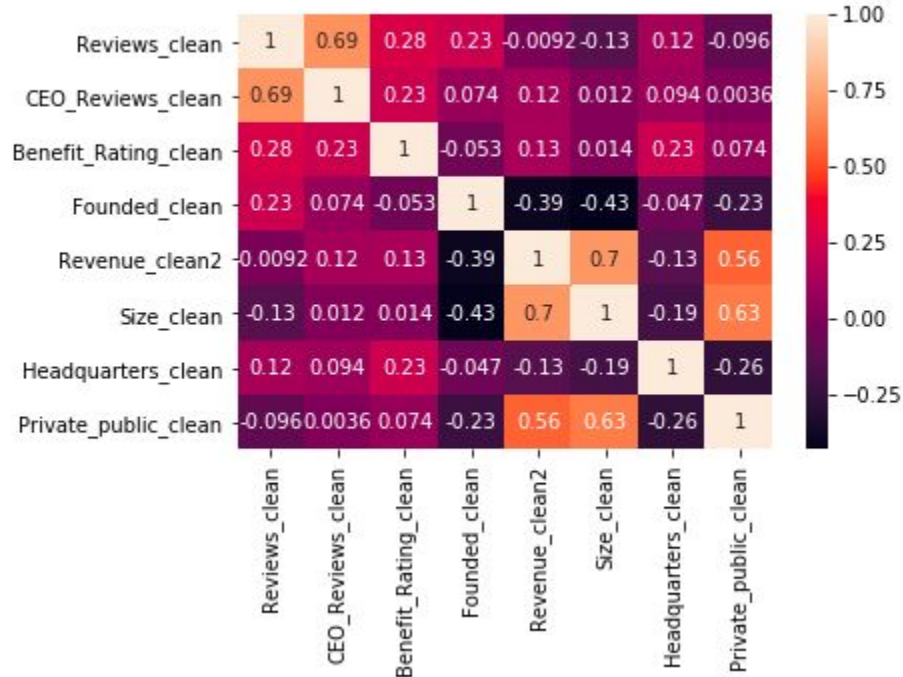
```
1 np.mean(y_train)
```

3.7563829787234027

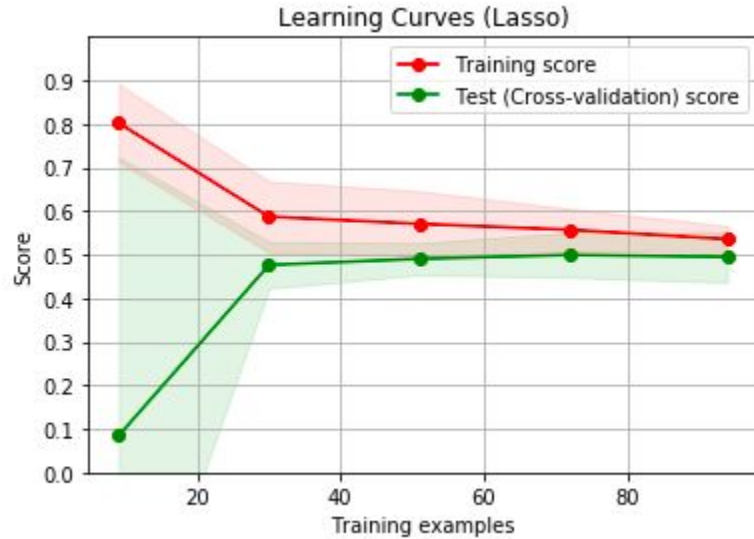


Heat Map on Raw Data

```
1 seaborn.heatmap(df_mvp.corr(), annot=True);
```



Necessary Data Samples



135 companies