

# Developing a long-term strategy to reduce turnover of high-performance employees

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# Executive summary

**The company has an overall 24% turnover rate which comprises majority of employees with a satisfaction level of less than 0.5**

- However, a distinct group of highly satisfied employees (satisfaction level  $> 0.7$ ) still chooses to leave

**Employees are 4x less likely to turnover if they have received a promotion in the last 5 years and if they have a high salary**

- The company only has a 0.5% yearly promotion rate, very small compared to the U.K.'s national average of 20%

**There is a significant group of high-performing employees who chooses to leave, likely due to lack of career progression and compensation**

- Most of the employees who choose to leave do not have a work-life balance, they are either working more than 250, or less than 150 hours a month

**The ideal employees, having high performance and satisfaction scores, are one of the main groups of turnover, alongside with high-performing but dissatisfied employees**

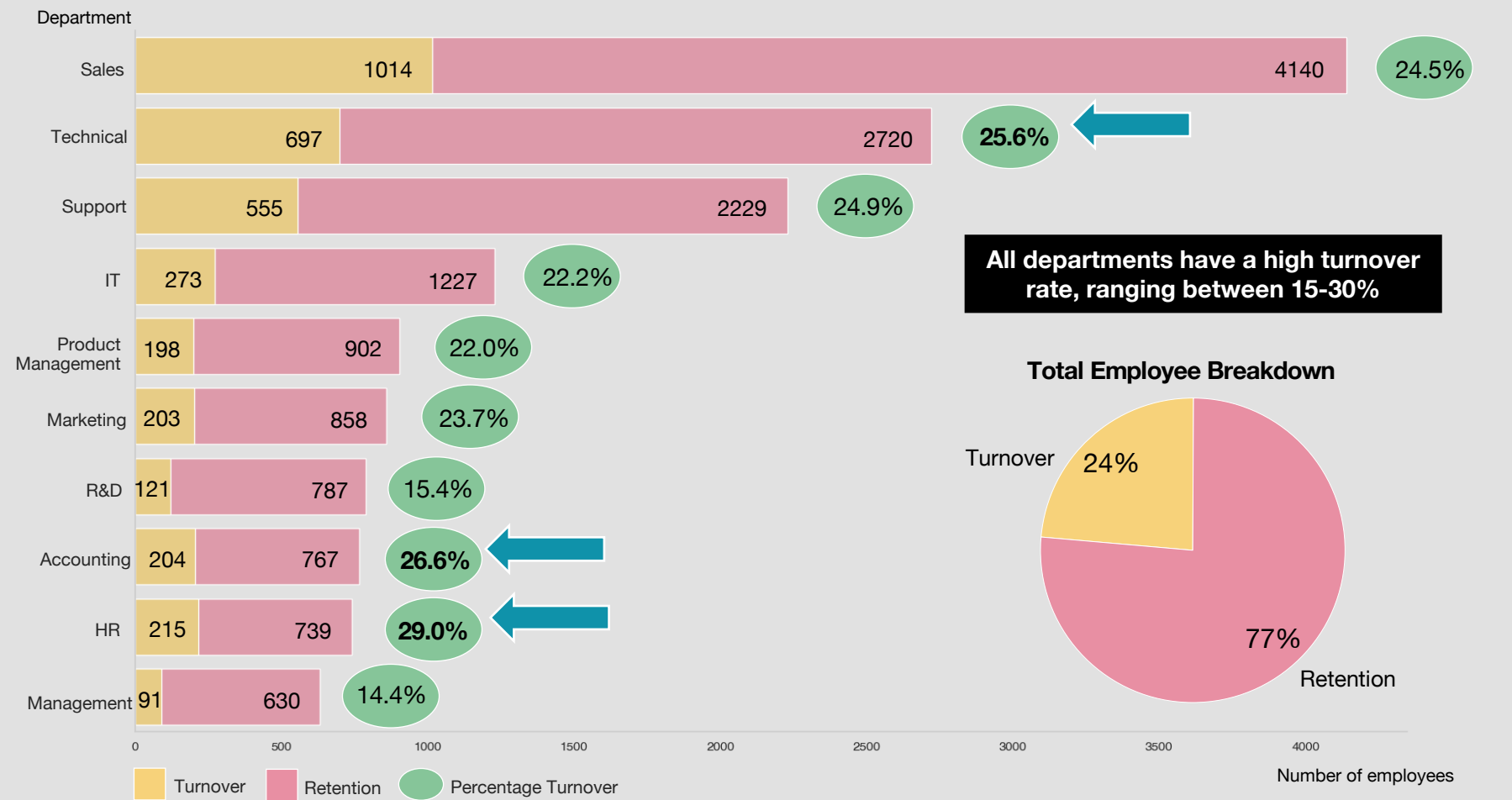
- A work-life balance and proper reward for the employees' efforts could go a long way in incentivising them to stay at the company

**A predictive model with 99% accuracy has been developed and used to segment the current employee population into turnover risk brackets**

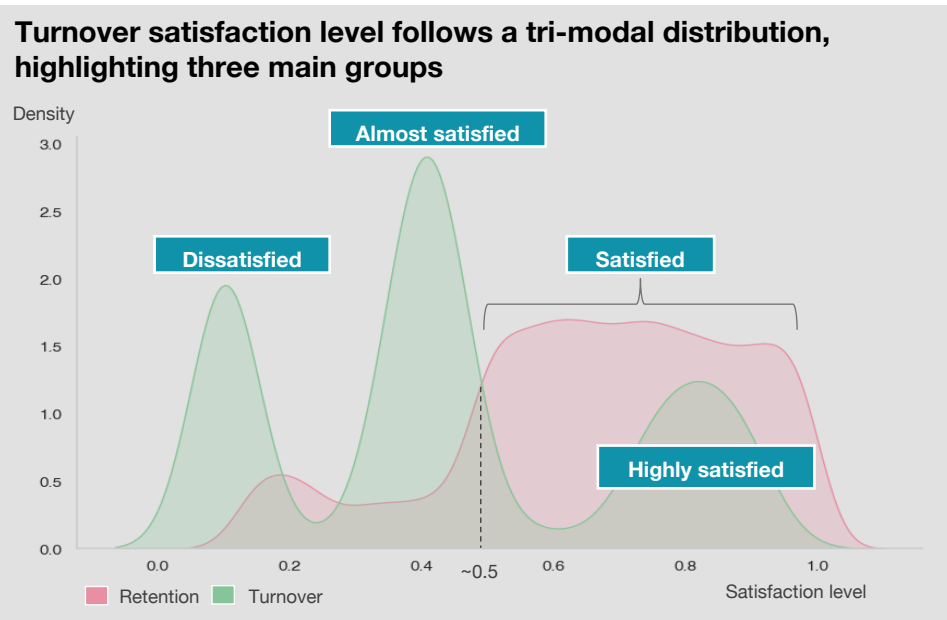
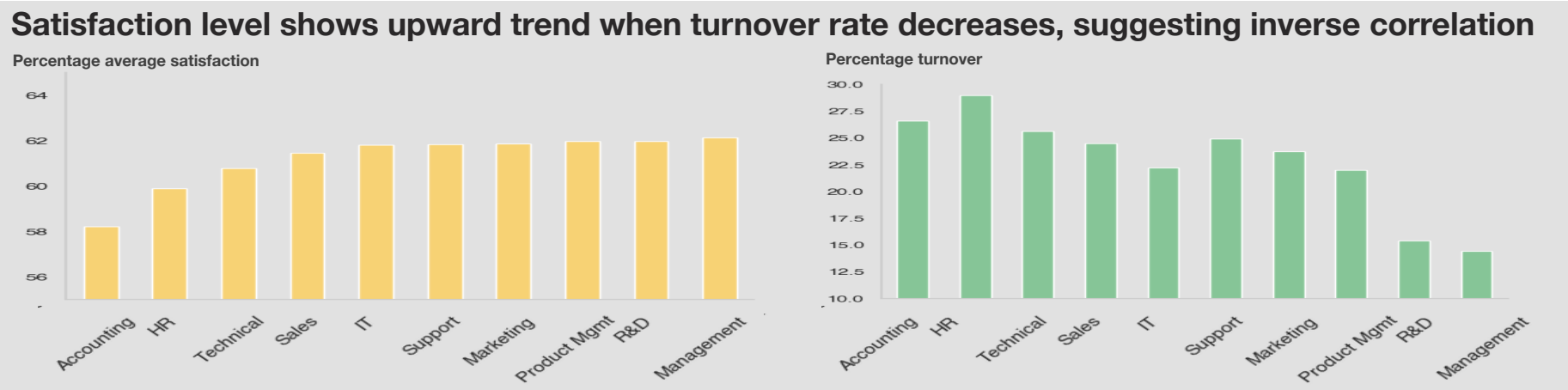
- The model's feature importance information allows to prioritise which factors are most influential for employee turnover and can be used to inform action steps to prevent turnover according to the individual risk brackets

# The company is dealing with a high employee turnover rate across all departments, signalling the need for some company-wide improvements

Turnover breakdown by department shows a turnover rate > 25% for Technical, Accounting and HR departments, Management being the lowest with < 15%

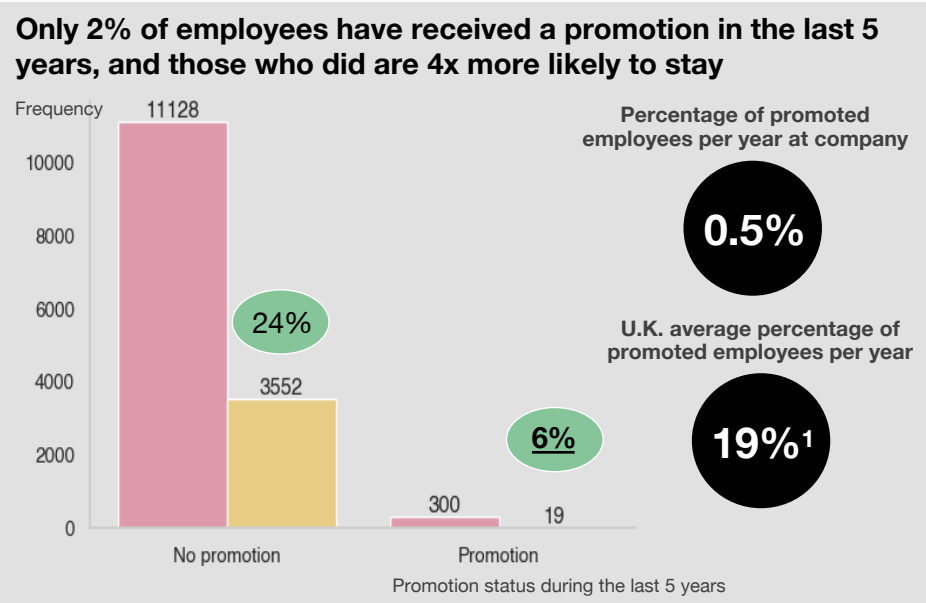
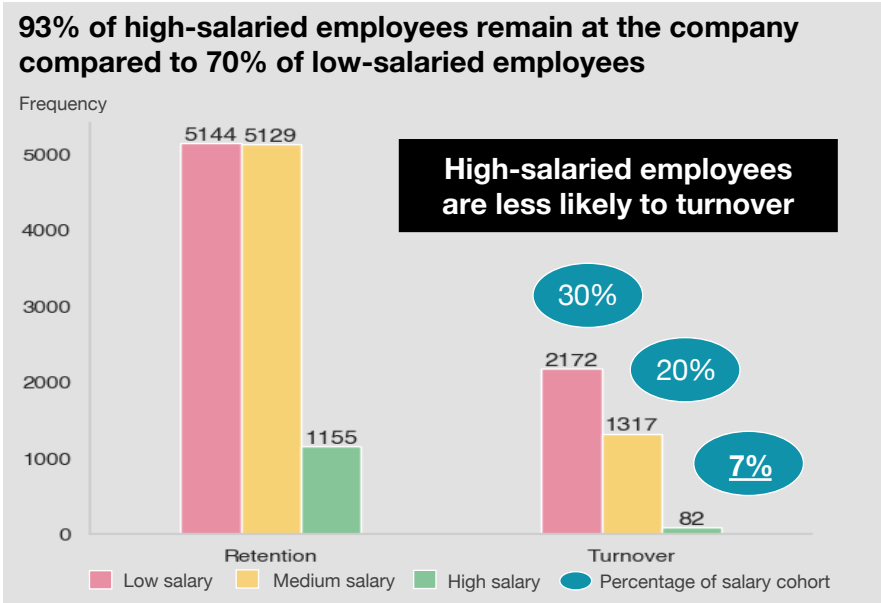


# Satisfaction levels greater than 0.5 greatly reduce chances of turnover, however a group of highly satisfied employees still chooses to leave



- ### Key Insights
- Retention is much more likely provided employees reach a satisfaction level > 0.5
  - However, there is a spike in turnover rate as satisfaction level approaches 0.8
  - Turnover employees can be categorised into three main satisfaction groups:
    - Dissatisfied**, satisfaction < 0.2  
Sub-optimal working conditions?
    - Almost satisfied**, satisfaction < 0.5  
Sub-optimal reward schemes?
    - Highly satisfied**, satisfaction > 0.7  
Can find better opportunities?

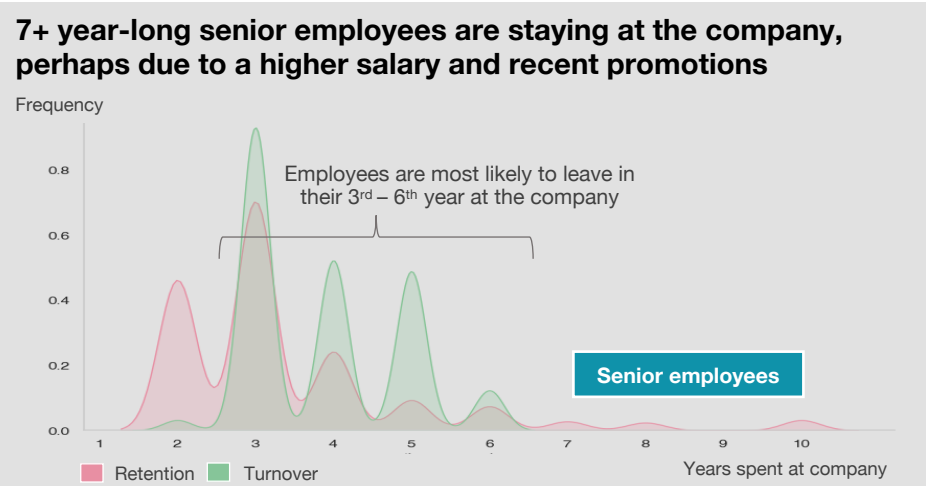
# There is a strong link between high salary, promotions and employee retainment, such bonuses might incentivise mid-career employees to stay



## Key Insights

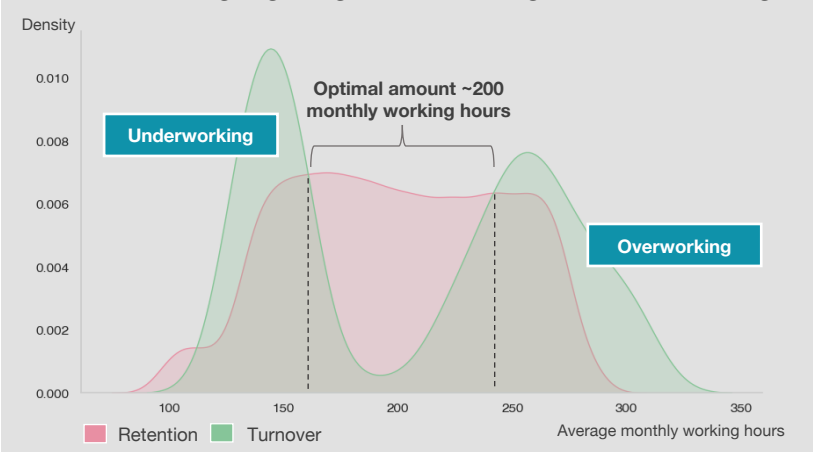
- Employees who receive a high salary, a recent promotion or are 7+-year senior employees are less likely to turnover
- Every year only 0.5% of employees are promoted compared to national average of almost 20%
- Restructuring the **salary and promotions schemes to match national average** would likely be effective in **reducing turnover**

<sup>1</sup>: According to ONS – LFS (2016-17)

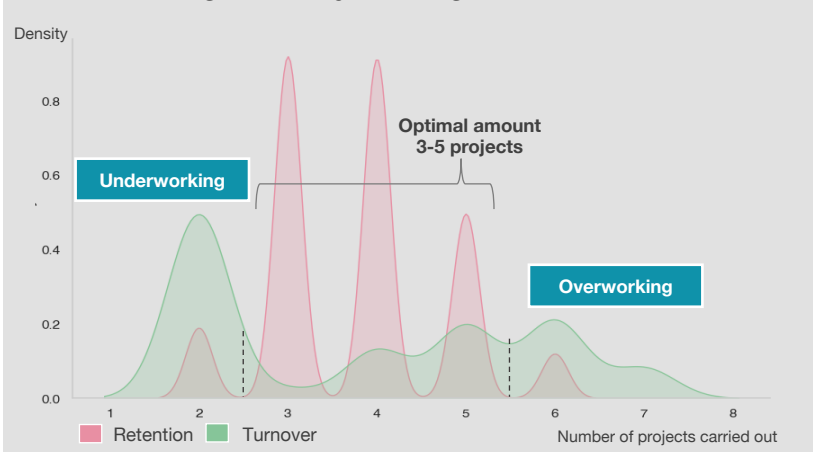


# Employees' performance score and average working hours are highly correlated, but a work-life balance is important to avoid turnover

Turnover's monthly working hours follows a bi-modal distribution, highlighting underworking and overworking

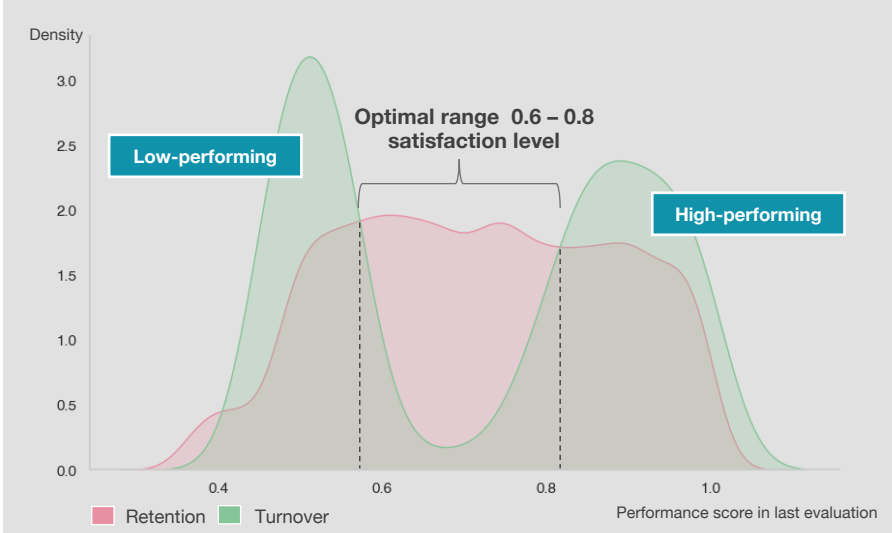


The number of projects carried out is highly correlated with the average monthly working hours



High turnover rate of high performing employees could be related to overworking

Turnover's performance score also follows a bi-modal distribution, highlighting low-performing and high-performing



## Key Insights

- **Low-performing** (performance score < 0.6) and **high-performing** (performance score > 0.8) employees tend to leave the company
- **Underworked** (monthly hours < 150 & projects < 3) and **overworked** (monthly hours > 250 & projects > 5) employees tend to leave the company

# Turnover segmentation allows the company to gain insight on the common characteristics of employees who turnover

Turnover is segmented into three distinct groups by k-means clustering<sup>2</sup>



<sup>2</sup>: A method that aims to partition  $n$  observations into  $k$  clusters in which each observation belongs to the cluster with the nearest mean

## 1 High-performing and Dissatisfied Employee

*Performance > 0.75 | Satisfaction < 0.2*

- High performance is ideal but satisfaction for this group should be increased
- Very high performance is linked with overworking which is a cause for turnover
- **Action step: encourage a work-life balance**

## 2 Low-performing and Almost-satisfied Employee

*Performance < 0.6 | Satisfaction ~ 0.4*

- The low-performing employee group is not favourable for the company to retain
- **Action step: make sure the employees have a clear picture of what they will be working on before joining the company**

## 3 High-performing and Highly Satisfied Employee

*Performance > 0.8 | Satisfaction > 0.7*

- High performance and high satisfaction are ideal
- However, these employees likely turnover to seek better compensation as the promotion rate for the company is very low compared to national average
- **Action step: promotion rate to match average**

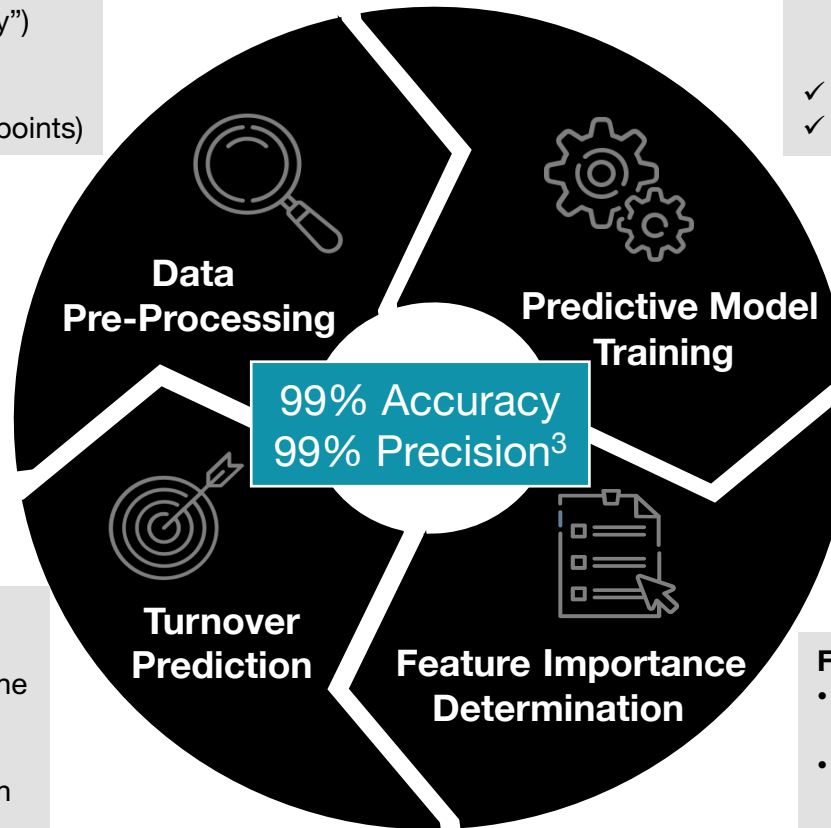
# A Machine Learning model that can predict how likely an employee is to leave has been created with 99% accuracy and precision

## Data Pre-Processing

- ✓ Create dummy variables for categorical values (e.g. "salary")
- ✓ Address class imbalance by upsampling most sparse data (turnover data has fewer datapoints)

## Predictive Model Training

- Use Machine Learning to create a model that can predict how likely an employee is to turnover
- ✓ Fit a random forest classifier model<sup>4</sup>
- ✓ Apply 5-fold cross-validation<sup>5</sup>



## Turnover Prediction

- The final product is a Machine Learning model able to predict the likelihood of employee turnover
- Should be used in conjunction with a **preventative system** with unique measures for each employee

## Feature Importance

- Indicates the relative importance of features when making a prediction
- Can be used to **prioritise** action steps in employee retention

<sup>3</sup>: As determined by AUC score. 97% precision was obtained for turnover data.

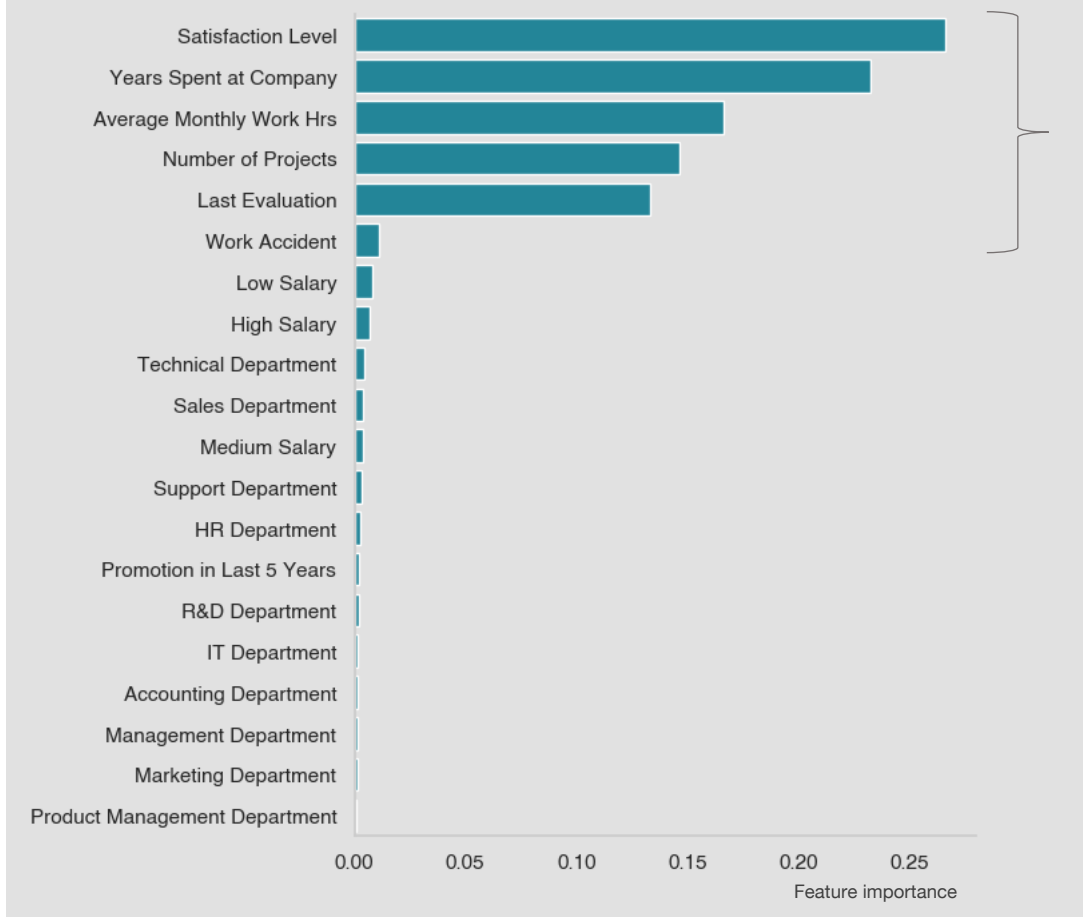
<sup>4</sup>: A Machine Learning algorithm that builds decision trees on different samples and takes their majority vote.

<sup>5</sup>: A resampling method that uses different portions of the data to test and train a model on different iterations.



# Predictive model uses 5 main characteristics to predict employee turnover, which can be used to implement preventative steps

Feature Importance determination analysis shows how 5 factors can almost single-handedly predict employee turnover



## Most influential factors for turnover

1. Satisfaction level
2. Years spent at company
3. Average monthly work hours
4. Number of projects
5. Performance at last evaluation

## Key Insights

- The results generated from the model stress the significance of the analysis previously discussed
- These 5 factors should be kept in high consideration when planning **preventative action steps**
- The order of importance can be used to **prioritise** action steps once the need arises

# A summary of the most influential features relating to turnover and some recommended action steps

Factors influencing turnover	Why are employees leaving right now?	What can we do about it?
<b>1 Satisfaction level</b>	<ul style="list-style-type: none"> <li>• <b>Low satisfaction</b> group</li> <li>• <b>Almost satisfied</b> group</li> <li>• <b>Highly satisfied</b> group</li> <li>- Limited growth, poor management, being underpaid, lack of interest in the job</li> </ul>	<ul style="list-style-type: none"> <li>• Have frequent employee surveys</li> <li>• Encourage career progression within company</li> <li>• Implement learning programmes for managers and frequently assess their performance</li> <li>• Increase employee input in project preferences</li> </ul>
<b>2 Years spent at company</b>	<ul style="list-style-type: none"> <li>• Employees in their <b>3<sup>rd</sup> – 6<sup>th</sup> year</b> are more likely to leave, likely because of lack of career progression opportunities within company</li> </ul>	<ul style="list-style-type: none"> <li>• Improve the promotion scheme to match national average of ~20% yearly</li> </ul>
<b>3 Average monthly work hours</b>	<ul style="list-style-type: none"> <li>• <b>Underworking</b> employees &lt;150 monthly working hours</li> <li>• <b>Overworking</b> employees &lt;250 monthly working hours</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage managers to enforce a work-life balance with ~ 200 hours of monthly work</li> </ul>
<b>4 Number of projects</b>	<ul style="list-style-type: none"> <li>• <b>Underworking</b> employees with &gt; 3 projects</li> <li>• <b>Overworking</b> employees with &lt; 3 projects</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage employees with less project experience to take on projects</li> <li>• Encourage experienced employees to mentor and share expertise they gained</li> </ul>
<b>5 Performance</b>	<ul style="list-style-type: none"> <li>• <b>Low-performing</b> with &lt; 0.6 performance score</li> <li>• <b>High-performing</b> with &gt; 0.8 performance score</li> </ul>	<ul style="list-style-type: none"> <li>• Work on making staying at the company more attractive by implementing above suggestions</li> <li>• <b>Implement an incentive budget allocated to high-performing employees most likely to turnover</b></li> </ul>

# Using the predictive model to visualise the probability of the current employees to turnover and recommended action steps

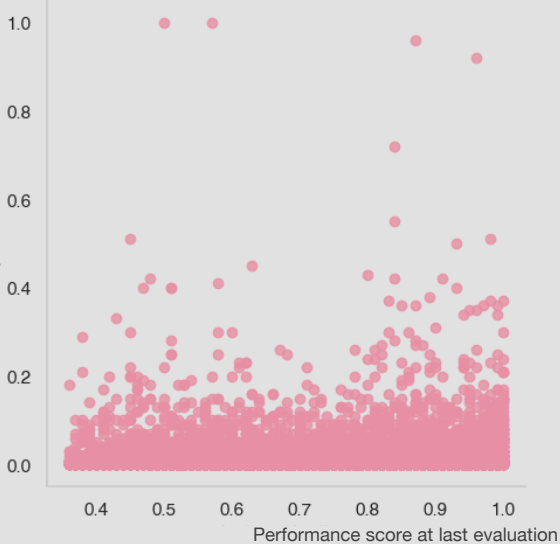
Example employee data from the testing dataset<sup>6</sup>

Promotion (last 5 years)	Department	Salary	Satisfaction level	Performance (last evaluation)	Number of projects	Average monthly work	Time spent at company	Work accident
No	HR	Low	0.76	0.93	3	271 hours	5 years	No

Model prediction: 0.4 ~ 40% chance of turnover

## Applying predictive model to retention data shows which of the highest performing employees are most likely to turnover

Probability of turnover



Turnover risk	Number of employees	Action steps
High risk (between 0.8 and 1)	4	Action to be taken on immediate basis Management to have a 1-to-1 conversation
Medium risk (between 0.5 and 0.8)	4	Action to be taken on medium-term basis HR to watch for progression into high risk
Low risk (between 0.2 and 0.5)	79	Action to be taken on long-term basis HR to track employee data for changes
Safe (less than 0.2)	11314	No action required

<sup>3</sup>: Data that has not been fed into the predictive model in the training stage.

# The Analytics Diagnostic



## Opportunity Evaluation

### Predictive model

- This high-impact analytics solution allows real-time monitoring of possible turnover that can inform strategic decisions

### Retaining high-performers

- Thanks to QuantSpark analysis the main turnover groups have been segmented and recommendations for action steps given

**This presentation**



## Data Health Report

### The data is in a good state

- No missing or misplaced values, consistent data

### Some small improvements

- Grammatical errors in dataset feature names (“montly” vs “monthly”, “time\_spend” vs “time\_spent”)
- Feature names need to be descriptive (“sales” is not an optimal name to describe department variable, as it is one of the entries)

**Small improvements**



## Analytics Roadmap

### Improving the model

- Commissioning an improvement to the predictive model
  - Distinguish high-performing employees to avoid spending unnecessary resources

### More specific turnover info

- The model could be further improved by distinguishing voluntary vs involuntary turnover and job type (“intern” vs “full-time”)

**Can be expanded**



**Thank you**

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