

EMPLOYEE SUCCESS ANALYTICS AT NEXTGEN CORP.

Presented by :Opeyemi Olaniran

Date: 28/6/2025

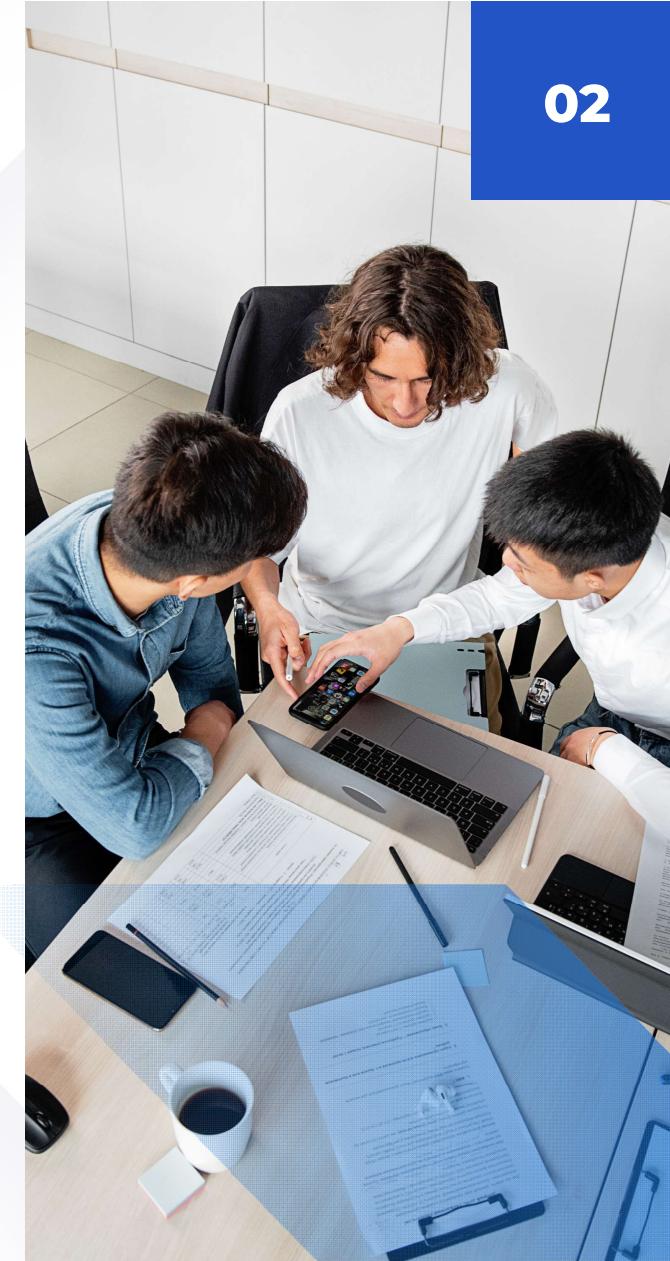


Business Overview

NextGen Corp is a growing technology company specializing in innovative software and hardware solutions. The company is committed to attracting top-tier talent and fostering high employee satisfaction to support its continued growth.

www.reallygreatsite.com

02





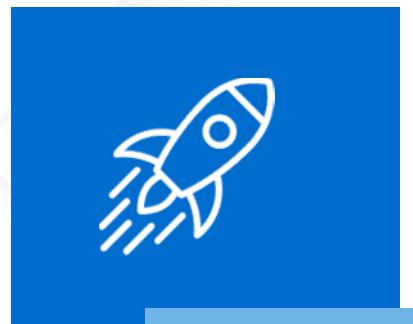
Business Problem

However, growing concerns have emerged around employee turnover, inconsistent performance levels, and salary imbalances across departments.

To ensure continued success, NextGen Corp needs to optimize employee retention, track employee performance consistently, and maintain fair salary structures across departments.

Problem Solution

- Identify trends and patterns in employee retention and turnover
- Track and evaluate performance across different departments.
- Assess the relationship between salary and performance to ensure fairness and employee satisfaction
- Provide Data-Driven insights that can inform business decisions, such as improving employee retention strategies or ensuring fair compensation.



Employee Retention analysis

Top 5 longest| shortest-serving employees

```

select
    e.employee_id,
    e.first_name || ' ' || e.last_name as Full_Name,
    e.hire_date, e.job_title, d.department_name, to_char(s.salary_amount, '$FM999,999.00') as salary_amount,
    CURRENT_DATE - e.hire_date as Days_served
from employee e
join department d ON d.department_id = e.department_id
join salary s on s.employee_id = e.employee_id
order by e.hire_date desc
limit 5;

```

```

select
    e.employee_id,
    e.first_name || ' ' || e.last_name as Full_Name,
    e.hire_date, e.job_title, d.department_name, to_char(s.salary_amount, '$FM999,999.00') as salary_amount,
    CURRENT_DATE - e.hire_date as Days_served
from employee e
join department d ON d.department_id = e.department_id
join salary s on s.employee_id = e.employee_id
order by e.hire_date
limit 5;

```

	employee_id	full_name	hire_date	job_title	department_name	salary_amount	days_served
	integer	text	date	character varying (30)	character varying (30)	text	integer
1	8	David Moore	2015-06-30	Sales Representative	Sales	\$60,000.00	3651
2	48	Frank Smith	2015-09-08	Marketing Specialist	Marketing	\$60,000.00	3581
3	67	Jane Brown	2015-10-12	Marketing Specialist	Marketing	\$70,000.00	3547
4	44	John Johnson	2015-10-27	Sales Manager	Sales	\$60,000.00	3532
5	57	John Doe	2016-02-16	Sales Manager	Sales	\$90,000.00	3420

	employee_id	full_name	hire_date	job_title	department_name	salary_amount	days_served
	integer	text	date	character varying (30)	character varying (30)	text	integer
1	23	John Moore	2025-01-18	Sales Representative	Sales	\$70,000.00	161
2	97	David Smith	2024-12-27	Engineer	Engineering	\$70,000.00	183
3	40	Alice Wilson	2024-10-15	HR Specialist	HR	\$70,000.00	256
4	52	Frank Miller	2024-09-28	HR Specialist	HR	\$90,000.00	273
5	34	Jane Moore	2024-05-24	Sales Manager	Sales	\$60,000.00	400



Employee Retention analysis

The longest-serving employees are primarily from the Sales department. David Moore, a Sales Representative, holds the distinction of being the most tenured employee, although he is not the highest-paid Sales Representative despite his extensive service, suggesting that tenure alone is not the main factor influencing salary in this role. Conversely, the employees with the shortest tenure are mainly from the Sales and HR departments. John Moore, also a Sales Representative, is the newest employee but ranks among the highest-paid Sales Representatives, regardless of his limited length of service which could indicate competitive hiring practices to attract top talent or adjustments based on market demand rather than tenure. However, the salary differences between long-serving and new employees in the same position may lead to dissatisfaction or retention challenges if not clearly communicated and justified.

Employee Retention analysis

Turnover rate

The Marketing department has the highest turnover rate at 92.86%, which may be attributed to factors such as insufficient compensation relative to performance or a poor work-life balance caused by extended working hours. In contrast, the HR department reports the lowest turnover rate at 27.27%.

```
select d.department_name,
       count(t.turnover_id) as turnover_count,
       count(e.employee_id) as total_employees,
       round(count(t.turnover_id) * 100.0 / count(e.employee_id), 2) || '%' as "turnover rate"
  from department d
 left join employee e on e.department_id = d.department_id
 left join turnover t on t.employee_id = e.employee_id
 group by 1
 order by "turnover rate" desc;
```

	department_name character varying (30)	turnover_count bigint	total_employees bigint	turnover rate text
1	Marketing	13	14	92.86%
2	Engineering	4	6	66.67%
3	Sales	8	29	27.59%
4	HR	3	11	27.27%

Employee Retention analysis

Turnover rate

- With a very high turnover rate, the Marketing department is losing almost all of its employees over a period. This could be due to factors like low pay compared to the effort they put in or long working hours that disrupt work-life balance and not being able to meet targets.
- HR Department Shows Stability: indicating better employee retention. This might reflect better compensation, work environment, or job satisfaction in HR.
- Engineering and Sales Have Moderate Turnover: Engineering's turnover is quite high at 66.67%, suggesting potential issues with job satisfaction or market competition. Sales, with a turnover rate of 27.27%, is more stable but still needs attention to keep valuable staff.

Employee Retention analysis

Employee Attrition risk

Employees with low performance scores are predominantly found in the **Sales and HR departments**. This trend may stem from factors such as burnout, limited career advancement, constant pressure to meet quotas for those in Sales or lack of promotion opportunities, all of which can negatively impact motivation and productivity.

Eve Davis, from the HR department, appears to be a high-risk employee. Despite nearly six years of tenure, she has a performance score of 3.0 and recorded 17 absences within a two-month period.

Similarly, **John Moore, a recent hire** with only four months at the company, has already accumulated 11 absences over the same timeframe. His early absenteeism may reflect onboarding or adjustment difficulties, which could be contributing to his low performance.

David Moore is another notable case of potential attrition risk. Despite nearly 10 years of tenure, he has a performance score of 3.0 and recorded 14 absences over the past two months. These indicators suggest a significant decline in engagement and motivation.

David Moore's case, combined with Eve Davis and John Moore, reinforces the trend: attrition risk spans across tenure levels—from new hires struggling to adjust, to long-tenured employees showing signs of withdrawal.

```
select
    e.employee_id,
    e.first_name || ' ' || e.last_name as full_name,
    d.department_name,
    p.performance_score,
    e.hire_date,
    p.performance_date,
    count(case when a.attendance_status = 'Absent' then 1 end) AS Absences_over_2months,
    (extract(year from p.performance_date) - e.hire_year) * 12 +
    (extract(month from p.performance_date) - extract(month from e.hire_date)) as tenure_month,
case
    when p.performance_score < 3.5 then 'High Risk'
    else 'Low Risk'
end as "Risk level"
from employee e
join performance p on e.employee_id = p.employee_id
join department d on e.department_id = d.department_id
left join attendance a on a.employee_id = e.employee_id
left join turnover t on e.employee_id = t.employee_id
where t.employee_id is null
and p.performance_score < 3.5
and p.performance_date =
    select max(p2.performance_date)
    from performance p2
    where p2.employee_id = e.employee_id
)
group by 1,2,3,4,5,6
order by p.performance_score asc, Absences_over_2months desc;
```

employee_id	full_name	department_name	performance_score	hire_date	performance_date	Absences_over_2months	tenure_month	Risk level
12	Eve Davis	HR	3.0	2019-07-09	2025-05-01	17	70	High Risk
8	David Moore	Sales	3.0	2015-06-30	2025-05-01	14	119	High Risk
45	David Green	HR	3.1	2017-03-19	2025-05-01	15	98	High Risk
85	David Johnson	Sales	3.2	2022-09-28	2025-05-01	16	32	High Risk
23	John Moore	Sales	3.2	2025-01-18	2025-05-01	11	4	High Risk
49	Bob Doe	HR	3.3	2017-06-16	2025-05-01	13	95	High Risk
4	Bob Miller	Sales	3.3	2024-01-09	2025-05-01	12	16	High Risk

Employee Retention analysis

10

Attrition Reasons

The **majority of employees** left the company due to **personal reasons**, which accounted for approximately **39.29%** of all departures. Other notable reasons included pursuing another job (25%), seeking career growth opportunities (17.86%), and retirement (17.86%). Personal reasons may include health issues, family responsibilities, relocation or stress-related burnout

```
select reason_for_leaving, count(turnover_id) as "Number of past employees",
       round(count(turnover_id) * 100.0 / (
           select count(*) from turnover),2) || '%' as "Percentage of total"
  from turnover
 group by 1
 order by "Number of past employees" desc;
```

	reason_for_leaving text	Number of past employees bigint	Percentage of total text
1	Personal	11	39.29%
2	Found Another Job	7	25.00%
3	Career Growth	5	17.86%
4	Retired	5	17.86%

Recommendations

- **Early Identification and Monitoring :** Use regular performance and attendance reviews to spot employees showing signs of risk early and set up alerts for unusual absence patterns or declining performance.
- **Personalized Support Plans:** Conduct one-on-one meetings to understand personal or work-related challenges affecting performance or attendance. Offer flexible working arrangements or temporary workload adjustments for employees facing burnout or health issues.
- **Enhanced Onboarding and Mentorship:** For new hires like John Moore, strengthen onboarding programs to ensure they feel supported and integrated. Assign mentors to guide new employees and help them navigate company culture and expectations.
- **Career Development and Growth Opportunities:** Long tenure without advancement (e.g. Eve Davis) can lead to disengagement. Provide clear career paths and training to motivate employees, especially in departments like Sales and HR where low performance is prevalent and with special focus on high-turnover roles such as Marketing Specialists. Encourage participation in professional development programs to boost engagement and skills.
- **Promote Work-Life Balance and Well-being:** Implement initiatives like wellness programs, mental health support, and encourage employees to allocate dedicated hours toward personal well-being and recovery, helping to reduce absenteeism and improve mental health outcomes. Foster an open culture where employees feel safe discussing personal struggles without stigma.
- **Regular Feedback and Recognition:** Maintain frequent performance check-ins to offer constructive feedback and acknowledge improvements. Celebrate achievements to increase motivation and sense of value. Also regularly gather feedback from current employees to understand their motivations for staying and identify potential reasons they might consider leaving.
- **Foster Internal Mobility:** Encourage exploration of new roles within the company to satisfy career curiosity and reduce external job-seeking behavior.
- **Anonymous Early-Exit Feedback:** Offer a confidential channel for feedback from employees leaving within their first year — to get insights as to why they are leaving.

Performance analysis

Employee turnover

Over the past ten years, **28 employees** have left the company. The Marketing department accounted for the highest number of departures with 13 employees, followed by Sales with 8, Engineering with 4, and HR with 3.

The year with the highest turnover was 2024, during which 15 employees exited the company — 6 of them from Marketing alone. This could suggest underlying issues in the department such as workload pressure, career stagnation, or lack of retention initiatives.



```
select count(turnover_id) as "No of past employees"
from turnover;
```

	department_name character varying (30)	total_employees bigint	past employees bigint	No of past employees bigint
1	Marketing	14	13	
2	Sales	29	8	
3	Engineering	6	4	
4	HR	11	3	
			1	28

```
select d.department_name, count(e.employee_id) as total_employees,
       count(t.turnover_id) as "past employees"
  from department d
inner join employee e on e.department_id = d.department_id
left join turnover t on t.employee_id = e.employee_id
 group by 1
order by "past employees" desc;
```

Performance analysis

Department ||turnover per year

	department_name character varying (30) 	turnover_year numeric 	annual_turnovers bigint 	
1	Engineering	2025	1	
2	Marketing	2025	7	
3	Sales	2025	5	
4	Engineering	2024	3	
5	HR	2024	3	
6	Marketing	2024	6	
7	Sales	2024	3	

```

select
    d.department_name,
    extract(year from t.turnover_date) as turnover_year,
    count(distinct t.turnover_id) as annual_turnovers
from department d
join employee e on d.department_id = e.department_id
join turnover t on e.employee_id = t.employee_id
where t.turnover_date is not null
group by 1,2
order by turnover_year desc, d.department_name;
    
```

	turnover_year numeric 	annual_turnovers bigint 
1	2025	13
2	2024	15

```

select
    extract(year from t.turnover_date) as turnover_year,
    count(distinct t.turnover_id) as annual_turnovers
from turnover t
group by 1
order by turnover_year desc;
    
```

Performance analysis

Employees || performance score

Only **5 employees** have achieved a perfect performance score of 5, while 45 employees have performance scores below 3.5. This implies a need to reinvest in performance development and identify why so many employees are underperforming.

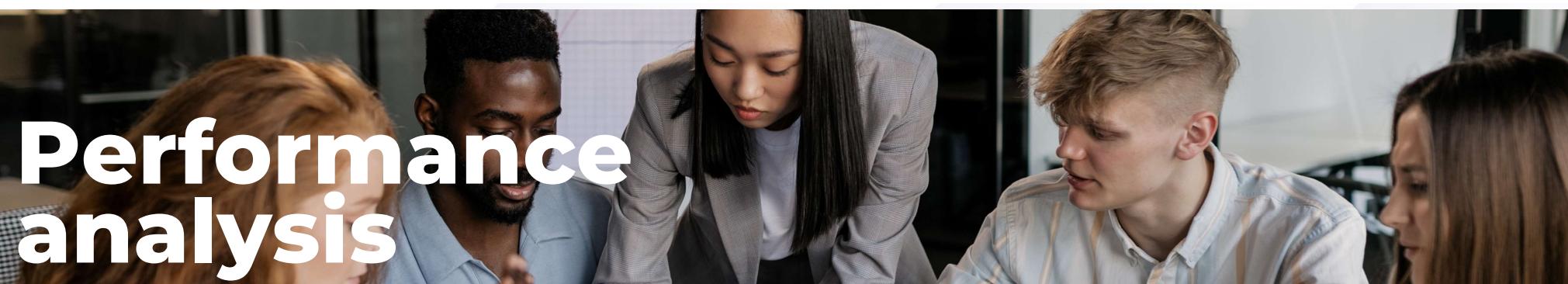
The Marketing department has the largest number of employees at both ends of the performance spectrum, **with the highest count of both top and low performers**. This may reflect inconsistencies in training, leadership, or workload distribution. While some employees thrive, others may be struggling without adequate support.

```
select 'score = 5' as performance, count(distinct employee_id) as "Total employees"
from performance
    where performance_score = 5
group by 1
union all
select 'score < 3.5' as performance, count(distinct employee_id) as "Total employees"
from performance
    where performance_score < 3.5
group by 1;
```

	performance	Total employees
	text	bigint
1	score = 5	9
2	score < 3.5	45

```
select *
from (
    select 'score = 5' as Performance, d.department_name, count(p.employee_id) as "employee count"
from performance p
join department d on d.department_id = p.department_id
    where p.performance_score = 5
group by d.department_name
order by "employee count" desc
limit 1
) as "Score 5"
union all
select *
from (
    select 'score < 3.5' as Performance, d.department_name, count(p.employee_id) as "employee count"
from performance p
join department d on d.department_id = p.department_id
    where p.performance_score < 3.5
group by d.department_name
order by "employee count" desc
limit 1
) as "Score < 3.5";
```

	performance	department_name	employee count
	text	character varying (30)	bigint
1	score = 5	Marketing	5
2	score < 3.5	Marketing	28



Performance analysis

Department || performance score

The Marketing department holds the highest average performance score at 4.13, while the Sales department has the lowest at 4.00 and a relatively high turnover. This could signal a need for revised KPIs, realigned incentives, or better performance management practices.

```
select d.department_name,  
       round(avg(p.performance_score), 2) as "Avg performance score"  
  from performance p  
left join department d on d.department_id = p.department_id  
 group by 1  
order by "Avg performance score" desc;
```

	department_name character varying (30)	Avg performance score numeric
1	Marketing	4.13
2	Engineering	4.10
3	HR	4.05
4	Sales	4.00

Recommendations

- **Provide Tailored Coaching for At-Risk Performers:** Offer personalized development plans for low performers flagged as retention risks, turning potential exits into growth opportunities.
- **Promotion or recognition for high achievers:** implement monthly or quarterly spotlights like awards, raises, bonuses across departments.
- **Integrate Attendance and Performance Metrics:** Frequent absences often correlate with low performance or engagement issues. Combining attendance records with performance scores can help identify at-risk employees and underlying causes such as burnout or lack of motivation.
- **Analyzing average performance scores by department :** this reveals which teams are excelling and which may require support. If one department particularly Marketing, consistently underperforms, it may point to workload imbalance, ineffective leadership, or inadequate training.
- **Peer mentoring:** pair high performers with struggling team members through peer mentoring or job shadowing. Introduce mentorship or training programs to prepare lower-level employees for advancement.
- **Improve Role Clarity and Progression:** Define clear career paths for Marketing Specialists, including skill development, promotion timelines, and expected salary growth.
- **Foster a Culture of Development:** promote continuous learning through workshops, certifications, or cross-functional projects.

Salary Analysis



17

Salary Expense

```
select count(e.employee_id) as total_employees,  
       to_char(sum(s.salary_amount), 'FM$999,999,999.00') as "Total salary expense"  
  from salary s  
 join employee e on e.employee_id = s.employee_id;
```

	total_employees	Total salary expense
1	60	\$4,850,000.00

```
select d.department_name,  
       to_char(sum(s.salary_amount), 'FM$999,999,999.00') as "Total salary expense"  
  from salary s  
 join department d on d.department_id = s.depaartment_id  
 join employee e on e.employee_id = s.employee_id  
 group by 1;
```

	department_name	Total salary expense
1	Sales	\$580,000.00
2	Engineering	\$1,600,000.00
3	HR	\$830,000.00
4	Marketing	\$1,840,000.00

Salary Analysis



Salary Expense

- The Marketing department accounts for over \$1.8 million of the company's \$4.85 million monthly salary expense—nearly 37% of the total. This makes Marketing the highest-paid department, which may seem surprising given the relatively low average salary of Marketing Specialists. The high salary cost is largely due to Marketing Sales Managers, who earn significantly more than Marketing Specialists.
- This suggests a top-heavy compensation structure, where a few high-paid employees raise the overall department expense.
- The pay gap within the department may affect morale, especially if lower-paid employees (like specialists) contribute significantly but feel undervalued. This imbalance could also contribute to turnover, as undercompensated staff may seek better opportunities elsewhere.

Salary Analysis



19

Salary Expense

```
select d.department_name, e.job_title,
       to_char(sum(s.salary_amount), 'FM$999,999,999.00') as "Total salary expense"
  from salary s
 join department d on d.department_id = s.department_id
 join employee e on e.employee_id = s.employee_id
 group by 1,2
 order by sum(s.salary_amount)
 limit 5;
```

```
select d.department_name, e.job_title,
       to_char(sum(s.salary_amount), 'FM$999,999,999.00') as "Total salary expense"
  from salary s
 join department d on d.department_id = s.department_id
 join employee e on e.employee_id = s.employee_id
 group by 1,2
 order by sum(s.salary_amount) desc
 limit 5;
```

	department_name character varying (30)	job_title character varying (30)	Total salary expense text
1	HR	Sales Manager	\$60,000.00
2	HR	Engineer	\$70,000.00
3	Engineering	Engineer	\$80,000.00
4	Sales	Sales Representative	\$90,000.00
5	Sales	HR Specialist	\$100,000.00

	department_name character varying (30)	job_title character varying (30)	Total salary expense text
1	Engineering	Sales Manager	\$520,000.00
2	Marketing	Sales Representative	\$500,000.00
3	Marketing	Sales Manager	\$390,000.00
4	Engineering	Sales Representative	\$390,000.00
5	Marketing	HR Specialist	\$380,000.00

Salary Analysis

Salary Expense

The highest total salary expense are from the **Sales Manager and Sales Representative** in the Engineering and Marketing departments while the least paid roles are the Sales Manager and Engineer in the HR department. Though the Marketing specialists have the lowest average salary.

These roles may have a high number of employees, especially in revenue-generating functions like sales. Sales Managers in these departments may have longer tenures or more seniority, influencing salary levels.

Also, It's unusual to have engineers or sales managers in HR. These may be legacy titles, misclassified roles, or under-leveraged positions.



Salary Analysis

Average Salary || Job Title

Sales Representatives command the highest average salary at **above \$84,000**, whereas **Marketing Specialists** earn the **lowest**, averaging **about \$77k**. Notably, The HR Specialist have a slightly average salary(about\$81k) compared Engineers and Sales Managers which could indicate competitive HR compensation or a relatively compressed pay range across mid-level positions.



```
select e.job_title,
       to_char(avg(s.salary_amount), '$FM999,999,999.00') as "Avg salary"
  from salary s
 join employee e on e.employee_id = s.employee_id
 group by 1
 order by avg(s.salary_amount) desc;
```

	job_title character varying (30)	Avg salary text
1	Sales Representative	\$84,285.71
2	HR Specialist	\$81,818.18
3	Engineer	\$80,000.00
4	Sales Manager	\$80,000.00
5	Marketing Specialist	\$77,857.14

Salary Analysis



Employee || Salary

- In total, 26 employees have salaries exceeding \$80,000, while 34 employees earn \$80,000 or less. The salary spread may suggest a narrow pay band, particularly for mid-level roles.
- This can indicate that only select titles such as Sales Managers and representatives are prioritized in compensation.
- This could be contributing to turnover hotspots, such as in Marketing.

```

select 'salary > $80,000' as category, count(distinct employee_id) as "employees"
from salary
    where salary_amount > 80000
group by 1
union all
select 'salary <= $80,000' as category, count(distinct employee_id) as "employees"
from salary
    where salary_amount <= 80000
group by 1;

```

	category text	employees bigint
1	salary > \$80,000	26
2	salary <= \$80,000	34

Salary Analysis

Performance || Salary across Departments

Despite achieving the highest average performance scores, **the Marketing department receives relatively low compensation (\$80k)** — a disconnect that could increase the risk of attrition if recognition is not aligned with rewards. The Engineering department also has an average salary of \$80k Conversely, **the HR department** commands the highest average salary, even though **their performance metrics do not reflect a similar level of contribution.**



```
select d.department_name,
       round(avg(p.performance_score),2) as "Avg performance score",
       to_char(avg(s.salary_amount),'$FM999,999,999.00') as "Avg salary"
  from salary s
 join performance p on p.employee_id = s.employee_id
 join department d on d.department_id = p.department_id
 group by 1
order by avg(p.performance_score) desc;
```

	department_name character varying (30)	Avg performance score numeric	Avg salary text
1	Marketing	4.13	\$80,000.00
2	Engineering	4.10	\$80,000.00
3	HR	4.05	\$83,000.00
4	Sales	4.00	\$82,857.14

Salary Analysis

Performance || Salary across Departments

	employee_id integer	full name text	job_title character varying (30)	department_name character varying (30)	Salary text
1	44	John Johnson	Sales Manager	Sales	\$60,000.00
2	48	Frank Smith	Marketing Specialist	Marketing	\$60,000.00
3	34	Jane Moore	Sales Manager	Sales	\$60,000.00
4	36	Bob Green	HR Specialist	HR	\$60,000.00
5	1	Jane Wilson	Sales Manager	Sales	\$60,000.00
6	45	David Green	HR Specialist	HR	\$60,000.00
7	8	David Moore	Sales Representative	Sales	\$60,000.00
8	2	David Lee	Sales Manager	Sales	\$60,000.00
9	19	Frank Moore	Marketing Specialist	Marketing	\$60,000.00
10	50	Bob Moore	Marketing Specialist	Marketing	\$60,000.00

```

select e.employee_id, e.first_name || ' ' || e.last_name as "full name",
       e.job_title, d.department_name,
       '$'|| to_char(s.salary_amount,'FM999,999,999.00') as "Salary"
from employee e
join salary s on s.employee_id = e.employee_id
join department d on d.department_id = e.department_id
order by s.salary_amount
limit 10;
    
```



	employee_id integer	full name text	job_title character varying (30)	department_name character varying (30)	Salary text
1	46	Hannah Doe	Sales Representative	Sales	\$100,000.00
2	55	Charlie Wilson	Sales Manager	Sales	\$100,000.00
3	28	John Davis	Sales Manager	Sales	\$100,000.00
4	37	Charlie Moore	Sales Manager	Sales	\$100,000.00
5	26	Jane Lee	HR Specialist	HR	\$100,000.00
6	49	Bob Doe	HR Specialist	HR	\$100,000.00
7	17	Frank Green	Engineer	Engineering	\$100,000.00
8	11	Frank Johns...	Sales Manager	Sales	\$100,000.00
9	33	John Green	Engineer	Engineering	\$100,000.00
10	61	Jane Green	Sales Representative	Sales	\$100,000.00

```

select e.employee_id, e.first_name || ' ' || e.last_name as "full name",
       e.job_title, d.department_name,
       '$'|| to_char(s.salary_amount,'FM999,999,999.00') as "Salary"
from employee e
join salary s on s.employee_id = e.employee_id
join department d on d.department_id = e.department_id
order by s.salary_amount desc
limit 10;
    
```

Salary Analysis



Performance || Salary across Departments

The highest-paid employees, earning around \$100,000, are predominantly found in the Sales, HR, and Engineering departments. Key roles in this group include Sales Representatives, Sales Managers, HR Specialists, and Engineers—positions likely tied to critical business functions and requiring specialized skills or leadership responsibilities.

Conversely, the lowest-paid employees, earning approximately \$60,000, come from Marketing, Sales, and HR departments. Notably, Marketing Specialists, Sales Managers, and HR Specialists are among these lower-paid roles, indicating possible salary inconsistencies within the same job titles across departments.

Recommendations

- **Assess HR Role Classifications:** Ensure that HR job categories are accurately defined and fairly compensated. Conduct regular role audits to confirm alignment between job descriptions, responsibilities, and pay scales. This will help eliminate misclassifications and ensure equity within the department.
- **Enhance Internal Pay Equity:** Build trust through transparent and consistent compensation structures. Define clear salary bands for each role and level across departments. Communicate these structures openly, including the criteria for progression and salary increases. Use pay audits to identify and correct internal disparities.
- **Regularly Review Compensation Systems:** Ensure compensation reflects both market value and internal equity. Review undercompensated roles—particularly Marketing Specialists and lower-paid Sales Managers. Adjust salaries and offer performance-based bonuses to bridge gaps, boost morale, and reduce turnover risk in these roles.
- **Link Compensation to Performance:** Reward impact and effort in a structured, equitable way. Design a compensation model that connects bonuses and raises to both individual performance and department outcomes. Ensure performance reviews are objective and tied to measurable KPIs to avoid bias.
- **Align Salary Policies with Market Trends:** To attract and retain top talent while sustaining employee engagement, regularly update compensation structures to remain competitive with industry and regional benchmarks. Prioritize salary adjustments for high-performing teams—such as Marketing—to reduce attrition and reinforce continued commitment.

Key Findings

- **Tenure vs. Compensation Misalignment**

Long-serving employees are predominantly in the Sales department, yet compensation doesn't reflect their loyalty. For instance, David Moore, the longest-serving Sales Representative, is not among the department's top earners. This disconnect between tenure and pay could affect morale and lead to disengagement or attrition among experienced staff.

- **Turnover Hotspots**

The Marketing department faces a critical turnover rate of nearly 93%, suggesting significant retention challenges likely due to under-compensation despite strong performance and potential burnout.

HR shows the lowest turnover rate at 27.27%, suggesting better stability.

The year 2024 had the highest attrition, with 15 departures, 6 from Marketing alone. This shows that Marketing requires urgent attention to address possible overwork, low recognition, and misaligned compensation.

- **Performance Insights**

Only 9 employees achieved a perfect performance score (5.0).

A larger group — 45 employees — scored below 3.5, mostly from Sales and HR, which may indicate: Burnout, Lack of growth opportunities, Inadequate support systems

The Marketing department, despite having both top and low performers, boasts the highest average score (4.13). This suggests high variability, possibly due to inconsistent support, high pressure, or differences in role expectations within Marketing.

CONCLUSION

28

- **Compensation Disparities**

Sales Representatives earn the highest average salary (\$84K).

Marketing Specialists, despite contributing to strong performance outcomes, earn the lowest average (\$77K).

HR employees, although showing average performance, hold the highest departmental salary average. 24 employees earn above \$80K, while 36 earn \$80K or less. These salary-performance misalignments may reduce motivation and increase attrition risk, particularly among high-performing, underpaid roles.

- **At-Risk Employee Profiles**

Eve Davis (HR): 6 years of tenure, but performance is dropping, and she has had 17 absences in 2 months — a high-risk retention case.

John Moore (Sales): A recent hire with 11 absences in just 2 months, possibly indicating poor onboarding or fit.

These employees exhibit early signs of disengagement and may require immediate support or intervention.

- **Top reasons for departure**

Personal reasons, Pursuit of new opportunities, Career growth, Retirement

These are often preventable with strategic HR practices — such as internal career paths, recognition, and flexibility.

Thank
You.

