

Salifort Motors project

Analysis of high turnover rates to improve employee retention

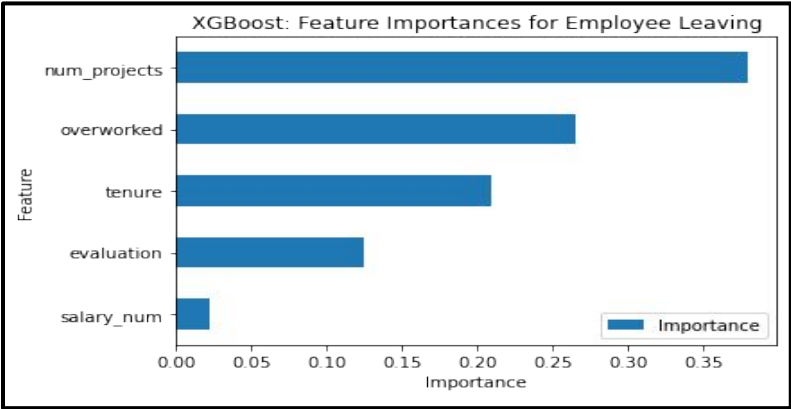
Project Overview

The Salifort Motors HR department are concerned with high turnover rates within the company. They have conducted a survey on employee satisfaction. They have asked the analytics team to analyze the data and draw insights into what could be the main factors leading employees to leave the company and how to improve employee retention.

Key Insights

- ❖ There are a number of dissatisfied employees working on too many projects and for too many hours, likely leading to burnout.
- ❖ Many employees working very long hours with high evaluation rates are leaving the company. There could be too much pressure to work overtime to maintain these high evaluation scores.
 - This shows the need for the company to rethink its culture and the high demands put on its employees.
- ❖ There is a high turnover rate among employees that have been at the company for 4-6 years.
 - There may be too few prospects for career progression beyond the first 3 - 4 years.
- ❖ It would be interesting to delve deeper into the reasons why employees are working such long hours (perhaps conduct new survey).
 - Very high workloads?
 - Pressure from managers?
 - Low wages leading employees to work overtime to earn enough?

Details



Two types of ML models were deployed: a Random Forest model and XGBoost model. Both showed very similar results, with an accuracy of 97% and missing only 10% of the employees who left.

For both models, the main features contributing to turnover rate were: the number of projects taken on at a time; working very long hours; evaluation scores; tenure (peak at 4-6 yrs); and to a lesser extent, lower salaries.

Next Steps

- ❖ Cap number of projects an employee can take on at 5.
- ❖ Establish fairer criteria for evaluations (one should not be expected to work 200+ hours/month for a good evaluation).
- ❖ Conduct company-wide discussions about overtime and excessive workloads. Establish a more balanced company culture that does not over-incentivize working exceedingly long hours or committing to unrealistic workloads.
- ❖ Consider hiring more people in key areas to mitigate overly concentrated workloads.
- ❖ Establish a better policy for career progression, with more options for promotion after 3-4 years.