Loyalty Analysis for BigCo.
Human Resources Retention Data

Department Frequency

Attrition / Segment
- No / 1
- No / 2
- No / 5
- Yes / 3
- Yes / 4
- Yes / 6

Department: Human Res..., Research & ..., Sales
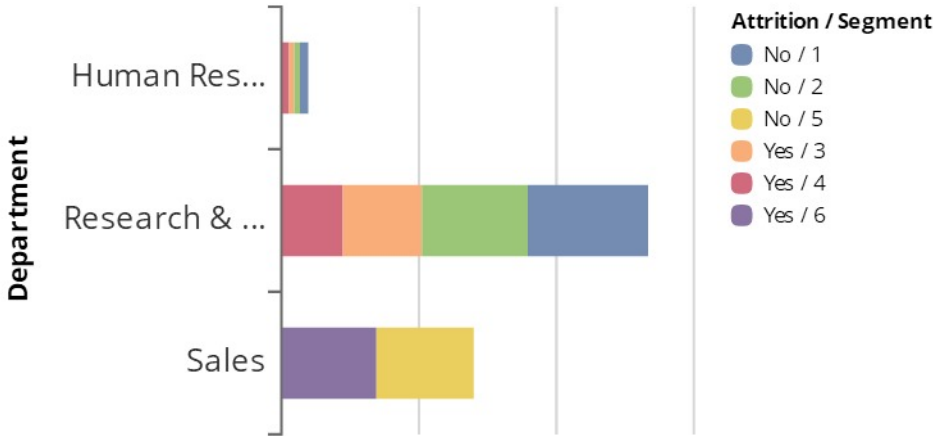
Project Goal
To determine which profiles of employees are most likely to leave the company, and what factors can be used to predict their departure from BigCo. Additionally, we strive to provide relevant insight to BigCo. decision makers into how they may take reasoned action to better retain their employees.

General Trends

Distance From Home / Education — 1, 2, 5 (No), 3, 4, 6 (Yes)
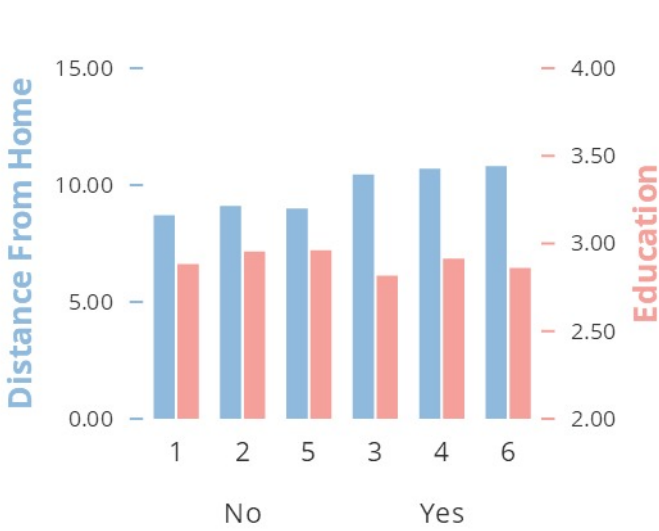
- Employees are easier to retain when they are higher up in job role and pay scale.

- Employees that leave tend to be younger and live farther from the office.

- The longer an employee stays at the company, the more loyal they are.

- Employees who leave tend to have a lower perception of the company.

Age
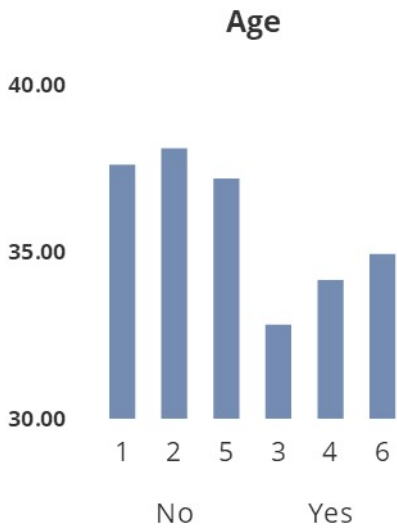
Employee Loyalty Indicators

Loyalty Indicators

YearsAtCompany vs NumCompaniesWorked
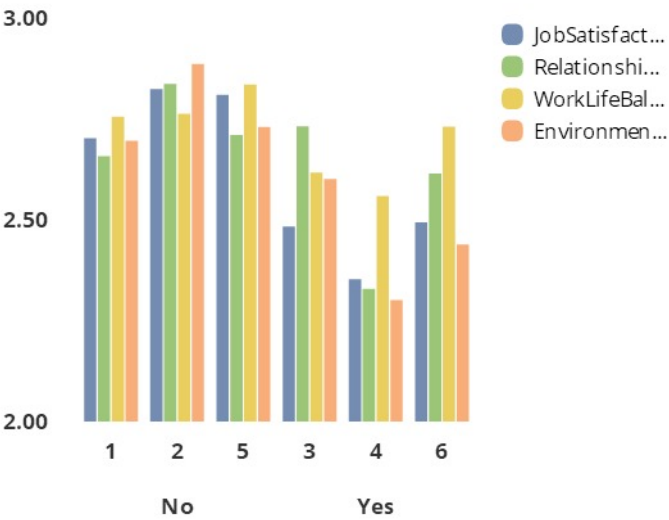
Relationshi...
2.84
2.33

- No
- Yes
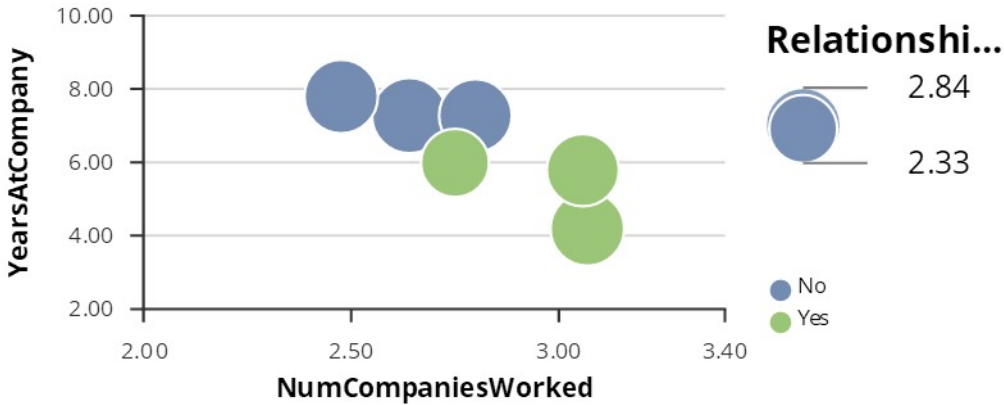
Clusters

1. Well-Paid R&D Performers

2. Old / Happy Performers

3. Young Overachievers

4. Unhappy Overachievers

5. Overpaid Executives

6. Distant Sales Rep

42%
Retention Rate

Employee Perception

Employee Perceptions

- JobSatisfact...
- Relationshi...
- WorkLifeBal...
- Environmen...

1, 2, 5 (No), 3, 4, 6 (Yes)

Indicators of Retention

1. Performance Rating versus Salary

2. Age and Marital Status

3. Distance from Home

4. Years at the Company Number of Companies Worked For
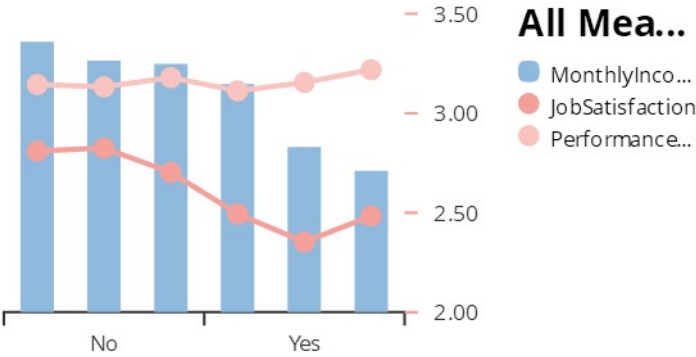
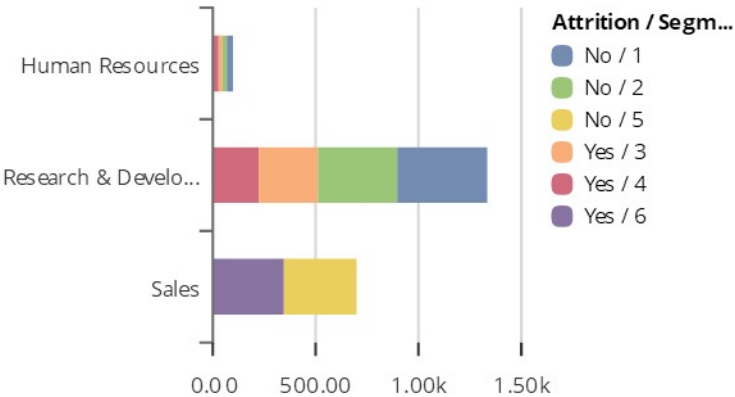5. Satisfaction Levels

Payment vs Performance

All Meas...
- MonthlyIncome
- JobSatisfaction
- PerformanceR...

5, 2, 1 (No), 6, 4, 3 (Yes)
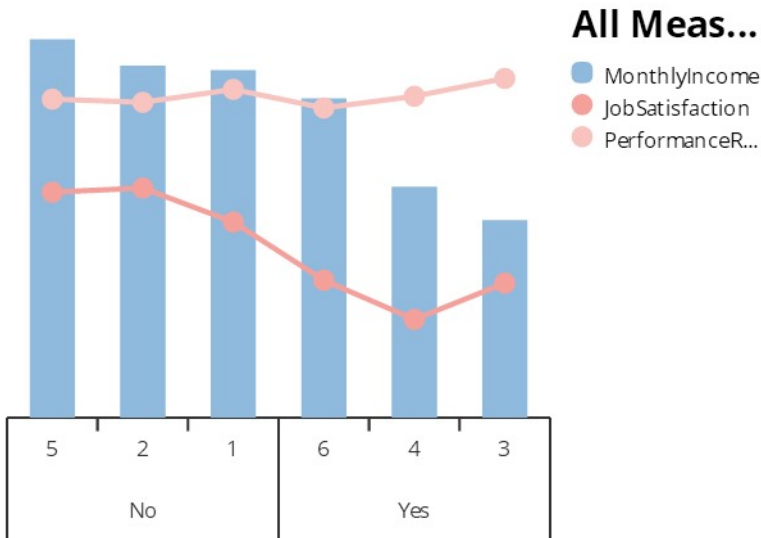
Appendix A

BigCo. Human Resources Retention Data

Payment vs Performance

All Mea...
- MonthlyInco...
- JobSatisfaction
- Performance...

Department Freq...

Attrition / Segm...
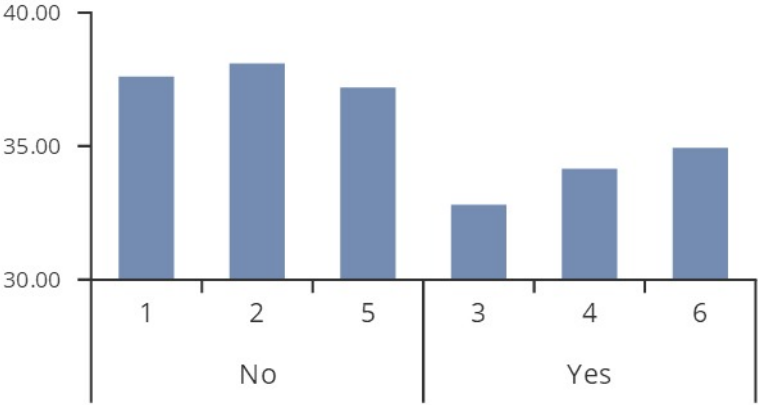- No / 1
- No / 2
- No / 5
- Yes / 3
- Yes / 4
- Yes / 6

Employee Perceptions

All Measures
- JobSatisfaction
- RelationshipS...
- WorkLifeBalan...
- Environment ...

Age

Loyalty Indicators

All Measures
- Distance Fro...
- Education

Attrition
- No
- Yes