

**Project Title:** Salifort Motors project proposal

**Prepared By:** Akash Raj

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**Business Problem:**

Salifort Motors is facing **high employee turnover**, which is:

- **Costly** (recruitment, training, upskilling expenses)
- **Disruptive** (loss of expertise, slower team productivity)
- **Misaligned** with company goals (they aim for strong employee growth & satisfaction)

Leadership wants to understand **why employees are leaving** and **predict which employees are at risk**, so they can intervene early.

**Project Objective:**

Build a predictive model that determines whether an employee is likely to leave the company based on:

- Job title
- Department
- Number of projects
- Tenure
- Average monthly hours
- Salary level
- Promotion history
- Any additional relevant features

The final goal is to:

- Identify high-risk employees
- Understand key drivers of turnover
- Provide actionable retention recommendations

**PACE FRAMEWORK:**

Stages	Tasks	PACE stages	Deliverables
1	Understand the business scenario and define the problem	Plan	Project Proposal
2	Data exploration and data cleaning	Plan, Analyze	EDA Summary
3	Determine which models are most appropriate	Analyze, Construct	Model Selection Report
4	Construct the model	Construct	Model Development File
5	Confirm model assumptions	Analyze, Construct	Model Validation Report
6	Evaluate model results	Analyze	Model Evaluation Report
7	Present actionable insights	Execute	Final Insights Report