

Sailfort Motors

Employee Retention Project

➤ ISSUE / PROBLEM

Sailfort Motors aims to improve employee retention and answer the following question:

What factors are likely to make an employee leave the company?

➤ RESPONSE

The outcome variable is categorical so the team can build a logistic regression machine learning model.

➤ IMPACT

This model helps predict whether an employee will leave and identify which factors are most influential. These insights can help HR make decisions to improve employee retention.



Scatterplot shows that there was a decently sized group of employees who worked around 240-315 hours each month. Breaking this down per week, it means that these employees worked around 75 hours each week for the entire year. It's reasonable to say that this is related to their satisfaction levels being close to zero.

➤ KEY INSIGHTS

- Limit the number of projects that employees are assigned
- Don't mandate employees to work longer hours, and if they do, reward them for overworking
- Have discussion as a company and within smaller teams to help everyone understand the work culture of Sailfort Motors.
- Ensure that employees are aware of pay policies for working overtime