

Slide 1 – Title Slide

Customer Attrition Analysis

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Role: Data Analyst

Tool: Power BI & Excel



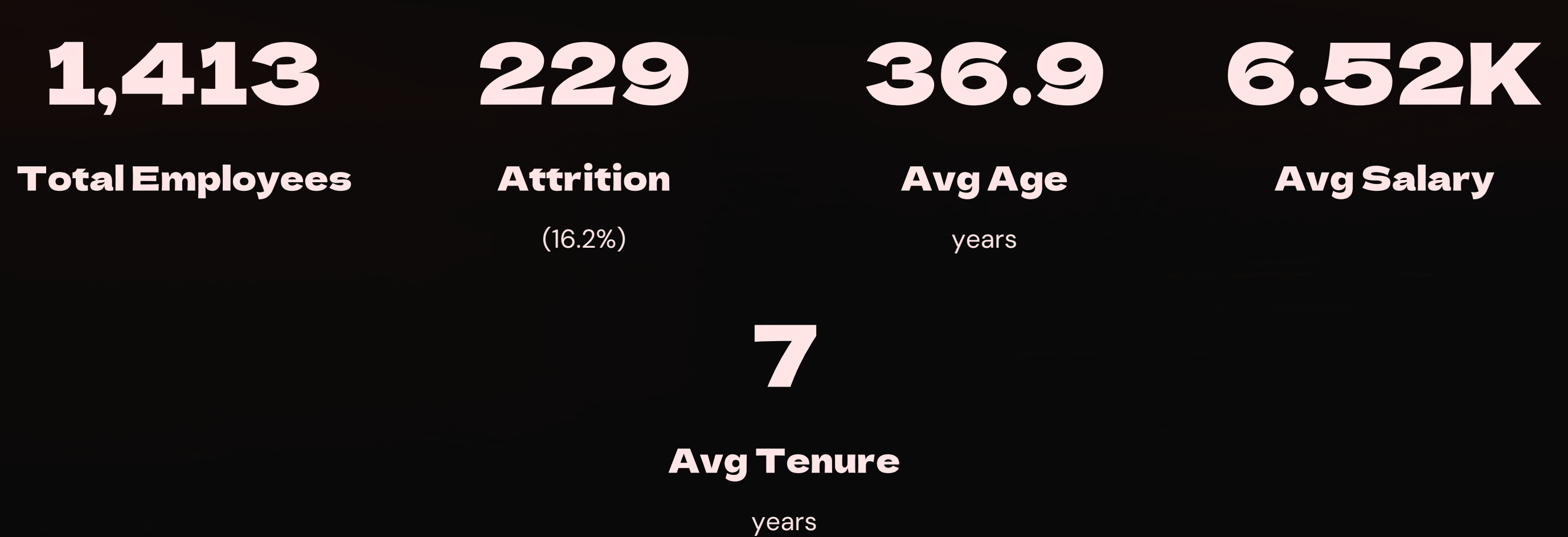


Slide 2 – Problem Statement

High employee attrition affects productivity, hiring cost, and morale.

Business challenge: Identify patterns behind attrition and propose solutions.

Slide 3 – Dashboard Overview



Slide 4 – Key Insights

Age Group 26–35 has the highest attrition.

Majority attrition from salary < 5k.

Top roles: Lab Technicians, Sales Executives, Research Scientists.

Education: Life Sciences & Medical backgrounds dominate attrition.

Spikes at 0–1 year and 10 years tenure.

Slide 5 – Business Recommendations

01

Onboarding & Engagement – reduce early exits.

02

Salary Restructuring – address low-income segments.

03

Targeted Retention Programs – focus on sales & lab-related roles.

04

Career Growth Plans – improve retention for Life Science & Medical professionals.





Slide 6 – Conclusion

Attrition is **multifactorial** – age, salary, role, education.

Data-driven strategies can help in **reducing churn & improving retention**.

Dashboard provides **real-time decision support** for HR & management.