# [DDS Analytics/Case Study 2]
## Executive Summary
[EDA Analysis of Employee Attrition Data]

**Contact Information**
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**Development stage**
Research

**Number of Employees**
1470

**Number of Employees Lost**
237

**Employee Attrition Rate**
16.1%

**Employee Attrition by Job**
4.2% Lab Tech
3.9% Sales Executive
3.2% Research Scientist
2.2% Sales Rep
0.8% HR
0.7% Manufacturing Director
0.6% Healthcare Rep
0.3% Manager
0.1% Research Director

**Key Attrition Factors**

Overtime

Job Role

Total Working Years

Monthly Income

Age

## PROBLEM/OPPORTUNITY

DDS Analytics is shifting its business model to incorporate talent management

## SOLUTION/PRODUCT

Leveraging data exploratory techniques to better identify reasons contributing to attrition

## POTENTIAL RETURN/REVENUE MODEL

Making strategic investments in employee development is crucial for success. Identifying and fixing the patterns in attrition will get you the most from your investment. This return on employee investment helps you engage and empower your people and improve the bottom line.

## EXECUTION PLAN/GO TO MARKET STRATEGY

Exploratory data analysis has found Overtime, Job Role, Total working years, Monthly income and Age as the key factors that contribute to attrition.

- Effective strategies in curbing overtime are now being formulated.
- Better processes with the input from employees are now being worked on for Laboratory technicians, Research scientist's, Sales Executives and Sales Representatives.
- Surveying the job market occasionally to make sure that the wages we offer are competitive. Also looking at the value of our benefits package from time to time to see if it offers employees value. Reminding employees of the value of their benefits, so they will keep this in mind when weighing job offers from competitors.
- For younger employees providing growth opportunities, competitive pay and investing in their personal and professional development are now in place.
- New processes are now in place to engage long time employees to improve performance.

## THE TEAM/RELEVANT EXPERIENCE

Team Tam is a dedicated Data Analysis team who specializes in EDA (Exploratory Data Analysis). These three members are all currently enrolled in SMU's Master of Data Science program and bring a wealth of knowledge from each of their previous work experiences.