

Thinkful RFC Capstone  
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*RFC is based on prep course capstone*

### **Problem**

How do we increase employee retention and satisfaction? We know that employees who choose to stay at the company the longest and tend to be the most satisfied are those that generally have fewer than 6 projects and tend to work fewer than 220 hours on average every month. Currently, spikes in attrition occur for employees who have been at the company for more than 2 years.

### **Potential Solution**

We hypothesize that by sending internal communications designed to encourage work-life balance, project loads and excess time spent at the office will be reduced. In accordance with the initial analysis, we would expect a reduction in attrition over time following the aforementioned changes.

### **Methods**

The study will consist of two randomized samples within the company with employees across across all departments. The treatment will receive weekly newsletters from a third party encouraging extracurricular activities outside of work such as book clubs, community sporting events, book clubs, etc. The initial sample for the treatment will cover approximately 5% of all employees. The control will not receive these any additional communications.

The entire duration of the study will span over 12 months. At 3 months, the treatment's initial report of changes in project work load, average monthly hours and satisfaction will be measured. If a project work load and average monthly hours spent at the office are increasing and satisfaction is decreasing, then the study will be cancelled. Otherwise, the study will continue and the sample size will be increased to cover 10% of the company's workforce.

At the end of the study period, the employees' satisfaction rating, reported number of projects and average monthly hours spent at the office will be reviewed across both samples to see if there are any significant differences in our outputs of interest.

If employees in the treatment are reporting working on fewer projects, are working fewer average monthly hours, and reporting higher satisfaction relative to the control then the study would be considered a success. Such findings would also suggest there being merit in distributing the communications received by the treatment to the rest of the organization.