

AI TRANSFORMATION TALES

# AI-Powered Employee Churn Prediction for an Asset Management Company



## BACKGROUND

Our client is a leading asset management company. They employ many field sales officers who sell products like mutual funds and insurance plans. They reached out to Aspire when they were experiencing considerable churn within their field sales teams. They wanted us to help them identify the factors influencing the churn and devise a system that would help predict the probability of churn of an employee, and they were intent on a future-proof AI- and machine-learning powered system.

The challenges the customer faced with their legacy systems included:

- Disparate data sources for their field sales employees
- Unstructured data sources found in silos such as Excel spreadsheets in local HR desktops
- Out of sync attendance and performance data and feedback and training information
- Unidentified relevant data that could impact the churn of the sales team



## THE SOLUTION

After careful analysis of the client's challenges, Aspire's AI experts quickly got to work on their requirements. We had multiple consultations with them and documented the challenges that needed immediate attention. Aspire experts performed a detailed analysis of all the data on hand from various sources and charted a well-defined roadmap that addressed their specific needs.

### Our experts

- Created a unified single view of each employee.
- Cleansed and curated data to make it suitable for analysis.
- Performed extensive exploratory data analysis to identify the factors that influenced employee churn.
- Built a classification-based prediction model to understand the accuracy of churn data.



## TECHNOLOGY SNAPSHOT

- Data ingestion, cleansing, and preparation via Python and the Pandas ecosystem
- Single view of each employee via Python and Pandas
- Exploratory data analysis with Python, Pandas, Seaborn, and Matplotlib
- Model selection and train test dataset split performed using Python and Scikit-learn
- Model execution and evaluation using Scikit-learn



## BUSINESS BENEFITS

- Clarity on the factors influencing churn
- Better churn-prediction capabilities
- A future-proof, upgradeable system offering a single view of employees





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