

HR Data Report

Q4 2024 Comprehensive Analysis

Reporting Period: October 1 - December 31, 2024

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1. WORKFORCE OVERVIEW

Total Headcount & Distribution

Metric	Q4 2024	Q3 2024	Change
Total Employees	2,847	2,765	+82 (+3.0%)
Full-Time	2,634	2,567	+67 (+2.6%)
Part-Time	213	198	+15 (+7.6%)
Contractors	156	143	+13 (+9.1%)
Average Tenure (years)	4.2	4.1	+0.1

Department Distribution

Department	Headcount	% of Total	YoY Growth
Engineering	892	31.3%	+8.2%
Sales	547	19.2%	+5.1%
Customer Success	423	14.9%	+6.7%
Product & Design	318	11.2%	+4.3%
Marketing	267	9.4%	+2.8%
Operations	234	8.2%	+1.9%
Finance & Legal	166	5.8%	+3.6%

2. RECRUITMENT & HIRING METRICS

Metric	Q4 2024	Q3 2024	Q4 2023
New Hires	127	98	89
Offer Acceptance Rate	87.3%	84.2%	81.5%
Time to Fill (days)	42	47	52
Cost per Hire	\$4,850	\$5,120	\$5,680
Internal Promotions	64	58	51
Quality of Hire Score	4.2/5.0	4.0/5.0	3.8/5.0

Recruitment Pipeline Status

Stage	Active Candidates	Avg Days in Stage
Application Review	423	3
Phone Screen	178	5
Technical/Skills Assessment	89	7
Team Interview	67	9
Final Interview	34	6
Offer Stage	21	4

3. ATTRITION & RETENTION

Metric	Q4 2024	Q3 2024	Q4 2023
Total Separations	45	52	67
Voluntary Turnover	32	38	51
Involuntary Turnover	13	14	16
Attrition Rate (Annual)	6.3%	7.5%	9.8%
Regrettable Attrition	18	24	34
Regrettable Attrition Rate	2.5%	3.5%	5.0%
90-Day New Hire Retention	94.2%	91.8%	89.3%

Top Reasons for Departure (Voluntary)

Reason	Count	% of Total
Career Advancement Elsewhere	9	28.1%
Compensation	7	21.9%
Relocation/Personal	6	18.8%
Work-Life Balance	4	12.5%
Company Culture Mismatch	3	9.4%
Other/Not Disclosed	3	9.4%

4. COMPENSATION & BENEFITS

Metric	Q4 2024	Q3 2024	Change
Average Base Salary	\$89,450	\$87,820	+1.9%
Median Base Salary	\$78,200	\$76,900	+1.7%
Pay Equity Ratio (F/M)	0.98	0.97	+0.01
Merit Increase Budget	4.2%	3.8%	+0.4pp
Bonus Payout Rate	112%	108%	+4pp
Benefits Participation	96.8%	96.2%	+0.6pp

Benefits Utilization

Benefit Program	Enrollment %	Satisfaction Score
Health Insurance	98.4%	4.3/5.0
Dental Insurance	94.2%	4.1/5.0
Vision Insurance	89.7%	4.2/5.0
401(k) Plan	87.3%	4.4/5.0
Flexible Spending Account	43.8%	3.9/5.0
Employee Assistance Program	12.4%	4.6/5.0
Wellness Programs	67.9%	4.0/5.0

5. PERFORMANCE MANAGEMENT

Metric	Q4 2024	Q3 2024	Target
Performance Reviews Completed	99.2%	98.7%	100%
Avg Performance Rating	3.8/5.0	3.7/5.0	3.5-4.0
Exceeds Expectations	28.4%	26.1%	25-30%
Meets Expectations	64.3%	65.8%	60-70%
Below Expectations	7.3%	8.1%	<10%
Goal Completion Rate	84.7%	82.3%	>80%
Development Plans Created	73.2%	68.9%	>70%

Performance by Department

Department	Avg Rating	Exceeds %	Below %
Engineering	3.9	31.2%	5.8%
Sales	4.1	35.7%	6.2%
Customer Success	3.7	24.3%	9.1%
Product & Design	3.8	28.9%	7.5%
Marketing	3.7	26.6%	8.2%
Operations	3.6	22.1%	10.3%
Finance & Legal	3.9	30.1%	6.0%

6. LEARNING & DEVELOPMENT

Metric	Q4 2024	Q3 2024	YoY Change
Training Hours per Employee	18.7	16.2	+32.1%
Training Completion Rate	91.3%	88.6%	+3.0%
Leadership Programs Enrolled	127	98	+29.6%
Technical Certifications Earned	89	76	+17.1%
Tuition Reimbursement Usage	\$287K	\$242K	+18.6%
Mentorship Program Participation	34.2%	28.9%	+18.3%
Training Satisfaction Score	4.3/5.0	4.1/5.0	+4.9%

Top Training Programs (by Enrollment)

Program Name	Participants	Completion Rate
Advanced Data Analytics	234	94.0%
Leadership Essentials	189	96.3%
Cloud Architecture Certification	156	87.8%
Project Management Professional	143	89.5%
Customer Experience Excellence	128	92.2%
Agile Methodology Workshop	117	93.8%

7. DIVERSITY, EQUITY & INCLUSION

Metric	Q4 2024	Q3 2024	Company Goal
Women in Workforce	41.8%	40.9%	45% by 2025
Women in Leadership	37.2%	35.8%	40% by 2025
Underrepresented Minorities	28.4%	27.6%	30% by 2025
Pay Equity Score (Women/Men)	0.98	0.97	1.00
DEI Training Completion	94.7%	91.2%	100%
Employee Resource Groups	8	7	N/A
ERG Participation Rate	42.3%	39.8%	>40%

Representation by Level

Job Level	Women %	URM %	Total Count
Executive	33.3%	16.7%	12
Senior Leadership	35.8%	22.4%	67
Middle Management	39.7%	26.3%	234
Individual Contributor	42.9%	29.8%	2,534

8. EMPLOYEE ENGAGEMENT & SATISFACTION

Metric	Q4 2024	Q3 2024	Industry Avg
Overall Engagement Score	78%	75%	72%
Employee Net Promoter Score	+47	+42	+35
Survey Response Rate	87.3%	84.6%	75%
Manager Effectiveness Score	4.2/5.0	4.0/5.0	3.8/5.0
Career Development Score	3.9/5.0	3.7/5.0	3.5/5.0
Work-Life Balance Score	4.1/5.0	3.9/5.0	3.7/5.0
Intention to Stay (12 mo)	89.7%	87.2%	83%

Engagement Drivers (Top 5)

Driver	Score	Impact on Overall
Recognition & Appreciation	4.3/5.0	Very High
Career Growth Opportunities	3.9/5.0	Very High
Manager Relationship	4.2/5.0	High
Team Collaboration	4.4/5.0	High
Compensation & Benefits	3.8/5.0	Medium

9. WORKPLACE ANALYTICS

Metric	Q4 2024	Q3 2024	Change
Remote Workers	34.2%	32.8%	+1.4pp
Hybrid Workers	51.7%	52.9%	-1.2pp
Office-Based Workers	14.1%	14.3%	-0.2pp
Average Weekly Office Days	2.3	2.4	-0.1
Collaboration Tool Usage	+12.4%	N/A	N/A
Meeting Hours per Week	11.2	12.1	-7.4%
Focus Time per Week (hrs)	18.7	17.3	+8.1%

10. HEALTH, SAFETY & WELLNESS

Metric	Q4 2024	Q3 2024	Target
Sick Days per Employee	4.2	4.8	<5.0
Health Screening Participation	67.3%	62.8%	>65%
Wellness Program Engagement	54.2%	48.9%	>50%
Mental Health Resource Usage	18.7%	16.2%	N/A
Workplace Injuries	2	3	0
Safety Training Completion	98.9%	97.4%	100%
Ergonomic Assessments	423	387	On Request