

DEEPCARE

Homecare Turnover Analysis

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The Problem:

There is a massive turnover rate in the homecare industry. We built a data-mart and used some big data analysis to figure out who is most likely to turnover.

Our Sponsor, SEIU 775:

SEIU 775 is Washington's leading homecare benefits group and is lending us massive amounts of homecare data as well as their industry knowledge.

Our Findings:

Turnover Rate Per Month, AP vs. IP

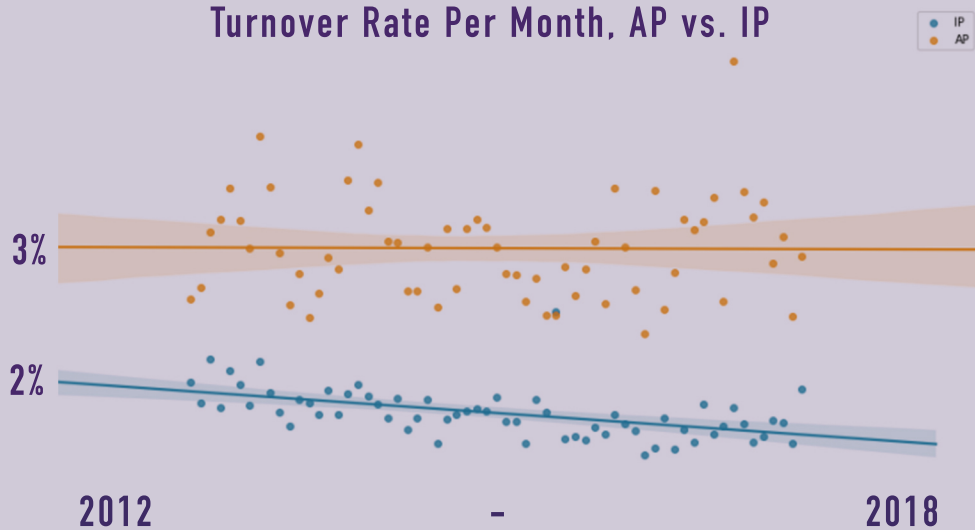
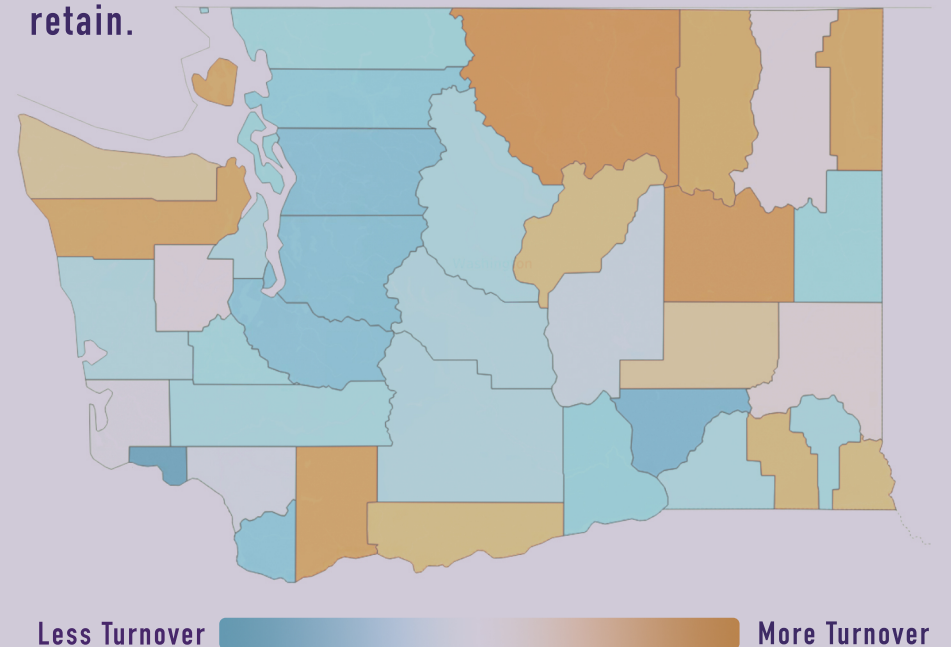


Figure 1: AP vs IP: We proved that AP's have a 1% higher turnover rate per month compared to IP's. This is 12% higher turnover annually.

Figure 2: We found that there were geographical differences in turnover rates. This information will be helpful for SEIU 775 as they can focus on who they need to retain.



Population Turned Over

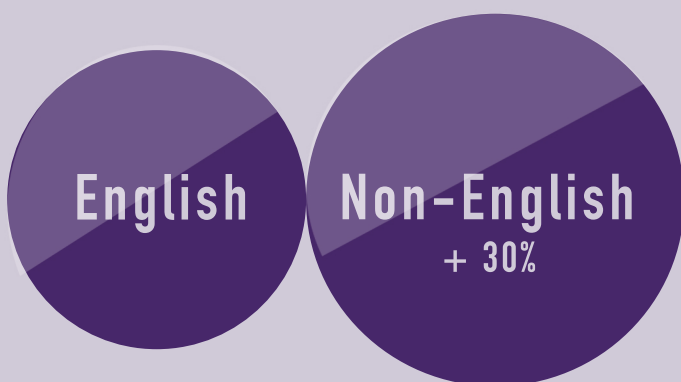
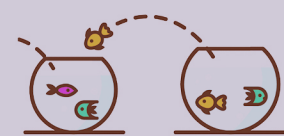


Figure 3: English speakers vs non-English speakers. We found that non-English speakers turned over about 30% more: a huge predictor.

Throughout our journey, much of what was conventionally thought to be true about this industry wasn't. Things like race and type of care didn't have much effect on people turning over. Since a lot of surface level features didn't pan out, we went deeper...



Some of our findings were actually generated attributes, with "churn", the amount workers take extended breaks, being a big predictor in leaving the field.