| **Title:** | Investigation and Analysis on Reducing Employee Turnover Rate in Small and Medium-sized Enterprises: A Case Study of a Data Company |
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## ABSTRACT

Employees are the cornerstone of organizational development. Whether it is in the primitive accumulation stage or the rapid development stage, employees are the key to the success of the organization. With the continuous development of the economy, industry saturation is increasing day by day, and competition among enterprises is becoming increasingly fierce. More and more companies are discovering the importance of talents in the competitive market, and the loss of employees has become the main obstacle to the company's development and growth. Especially for small and medium-sized enterprises, the loss of even one key employee can jeopardize their efforts to achieve organizational goals. If a company wants to remain competitive and achieve sustained and stable development, it must first solve the problem of brain drain. This article aims to study the problem of employee turnover in the human resources management of small and medium-sized enterprises. Taking Company A as the research object, using a case study method and combining relevant theoretical models

and research, it conducts an investigation and research on resigned employees and current employees. It is found that Company A The "Performance appraisal system", "Enterprise management", "Salary benefits", "Personal career development and promotion" and "Incentive measures" are the main reasons for employee resignation. In response to the problem of employee resignation in Company A, this article starts from "Formulating a reasonable and fair performance appraisal system", "Improving the management level of leaders", "Improve the salary system", "Improving employee career development and promotion channels" and "Optimize incentives" from these five aspects, countermeasures and suggestions are put forward to solve the problem of personnel loss in Company A, and provide improvement reference and reference for the brain drain dilemma faced by Company A.

This article will not only help Company A find problems in human resources management, but also promote this analysis method and reasonable suggestions and opinions to other small and medium-sized enterprises, providing certain solutions to the brain drain management of these enterprises.

**Keywords:** Employee turnover; Employee retention; Employee satisfaction