



# HR Analytics

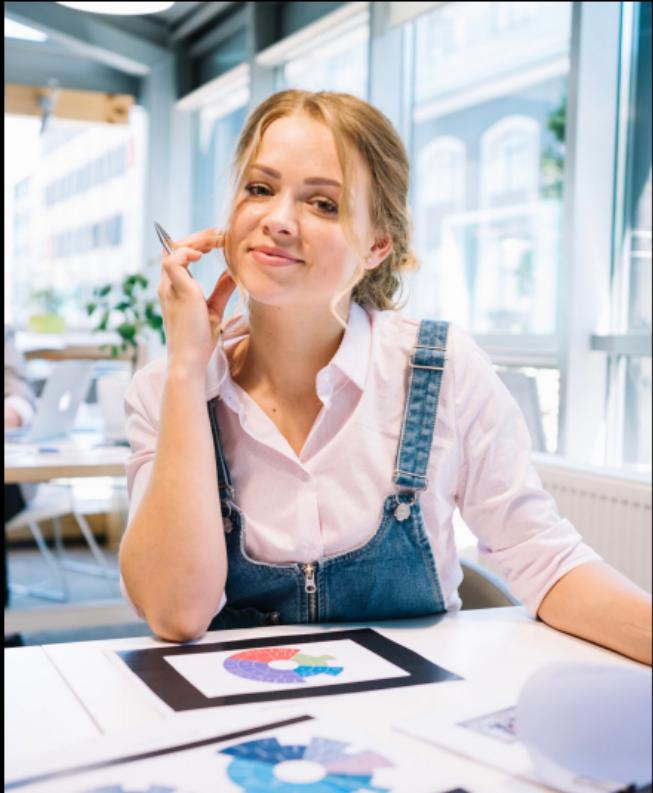


# Introduction

Welcome to the world of **HR Analytics**. In this presentation, we will explore the importance of HR Analytics for organizations and how it can drive business growth.

# What is HR Analytics?

**HR Analytics** is the process of collecting, analyzing and interpreting data related to human resources. It helps organizations make data-driven decisions related to employee engagement, retention, and performance. With HR Analytics, companies can identify areas of improvement and optimize their HR processes.





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# Origin & history of HR analytics

# Introduction

**HR analytics** is the application of data analytics and metrics to HR processes. It has gained popularity in recent years due to its ability to help organizations make informed decisions using data-driven insights. In this presentation, we will explore the **origin and history** of HR analytics.





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## Early Beginnings

The origins of HR analytics can be traced back to **the 190s** when the Hawthorne Studies were conducted. These studies focused on the relationship between working conditions and productivity. In the 195s and 196s, companies started using data to analyze employee turnover and absenteeism.



## Technology Advancements

The advent of technology in the **198s and 199s** gave rise to HR information systems (HRIS). These systems allowed companies to automate HR processes and collect data. In the early 200s, HR analytics started gaining traction as companies realized the potential of using data to improve HR processes.



# Scope of HR analytics

**Scope of HR analytics** refers to the use of analytics to improve human resource management. It includes analyzing HR data to make better decisions and predictions about a company's workforce. HR analytics can help companies improve employee retention, increase productivity, and reduce costs.



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# Practical Applications of HR Analytics

## 1. Employee Retention

HR analytics helps identify the reasons behind attrition, and develop policies and training programs to dampen the impact of attrition.

## 2. Employee Performance

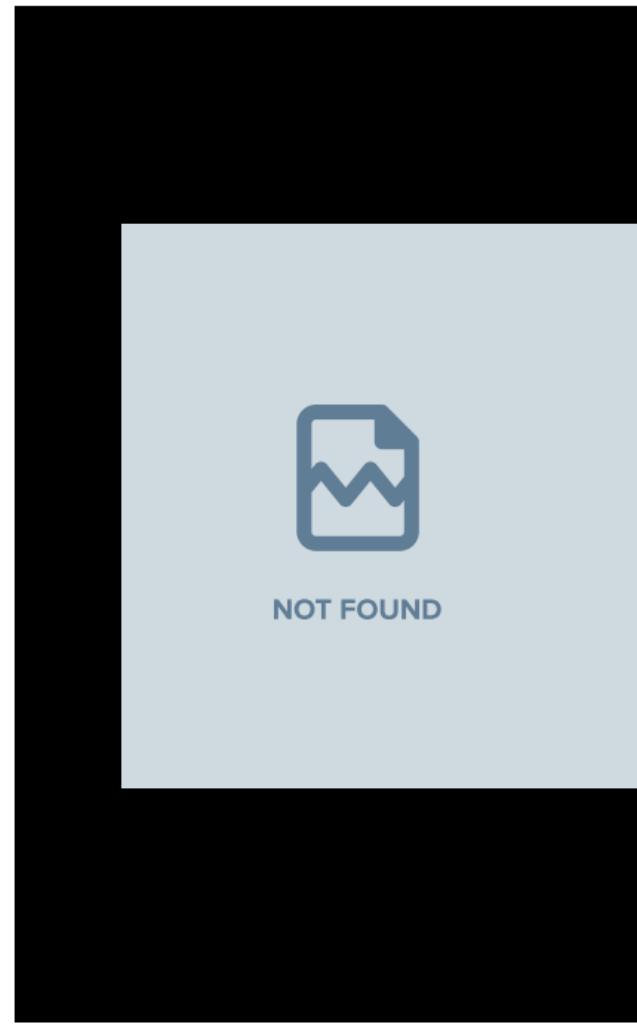
For larger organizations, HR leaders can analyze the promotion expectation and average promotion wait time to determine how the employees can be motivated to perform better and stay.

### **3. Employee recruitment**

The HR recruitment team is primarily responsible for finding out the right CV's from the pool but before that, they need to develop a powerful ideal candidate portfolio. This is where what is HR analytics is answered and its role is identified. The data collected from hiring managers and the performance data of previous hires for the same role are fed to the HR analytics tools to create an optimized skill set which is desired.

### **4. Employee Development**

The HR Analytics tools help human resource management assess the skill needs, train the employees accordingly and allocate the right resources to the teams. This increases the agility of the organization as well as enhances employee satisfaction.





## **5. Employee Engagement**

The HR needs to do Statistical analysis of employee engagement data surveys to identify the data which leads to better employee engagement.

## **6. Developing Compensation Programs**

The HR needs to analyze what the competitors are offering their resources and what kind of compensation is inducing higher retention.



# Business impact of HR analytics

1) Using **HR Analytics** helps companies to reduce costs, optimize employee performance, and improve employee engagement.

2) It can also help to identify and fix HR-related issues before they become major problems. HR Analytics also provides insights that help organizations make informed decisions about their workforce.

3) HR analytics has many benefits, including **improved decision-making, increased efficiency, and better employee engagement.**

**4)By using data to understand their workforce, organizations can make more informed decisions about talent management and improve overall business performance.**

**5)Analytics allows HR and its functions to measure and then increase its business impacts.**

When everything in HR is digital, prioritized and managed with data, HR can show where and how much it directly impacts strategic business goals.

**6)Analytics allows HR to prioritize and funnel resources into the highest business impact areas.**

HR leaders can more accurately allocate their HR budget and staff into the programs with the maximum impact.





**7) Analytics will identify the hidden causes of problems.**

HR must go beyond its current “what happened metrics” (i.e. our turnover is 12%) and begin gathering what I call “why metrics” (i.e. 85% left because of bad managers).

**8) Data will increase hiring and recruiting efficiency.**

Research by the Bosh Consulting Group found that the recruiting function had the highest impact on both corporate revenues and profits. As a result, it makes sense to apply analytics in this area.

# Conclusion

In conclusion, **HR Analytics** is a crucial tool for organizations to make data-driven decisions related to their workforce. With the right HR Analytics tools and best practices, companies can optimize their HR processes, reduce costs, and improve employee engagement and performance.

# Thanks!

Do you have any questions?

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