**People analytics** is the practice of collecting and analyzing data on the people who make up a company’s workforce in order to gain insights to improve how the company operates.

Being a people analyst involves using data analysis to gain insights about employees and how they experience their work lives. The insights are used to define and create a more productive and empowering workplace. This can unlock employee potential, motivate people to perform at their best, and ensure a fair and inclusive company culture.

**Business Analytics vs. Data Science**

The main goal of business analytics is to extract meaningful insights from data to guide organizational decisions, while data science is focused on turning raw data into meaningful conclusions through using algorithms and statistical models. Business analysts participate in tasks such as budgeting, forecasting, and product development, while data scientists focus on [data wrangling](https://online.hbs.edu/blog/post/data-wrangling), programming, and statistical modeling.

**In the case study:**

The data analysts wanted to use data to improve employee retention. In order to do that, they had to break this larger project into manageable tasks. The analysts organized those tasks and activities around the six phases of the data analysis process:

1. Ask
2. Prepare
3. Process
4. Analyze
5. Share
6. Act

The analysts **asked** questions to define both the issue to be solved and what would equal a successful result.

Next, they **prepared** by building a timeline and collecting data with employee surveys that were designed to be inclusive.

They **processed** the data by cleaning it to make sure it was complete, correct, relevant, and free of errors and outliers.

They **analyzed** the clean employee survey data.

Then the analysts **shared** their findings and recommendations with team leaders.

Afterward, leadership **acted** on the results and focused on improving key areas.