

PEOPLE ANALYTICS



Wharton
UNIVERSITY *of* PENNSYLVANIA

ONLINE

What is People Analytics?

- A data-driven approach to managing people at work.
- Analytics, applied to “people issues” – hiring, performance management, compensation, retention, etc.
- A more rigorous approach to a traditionally “soft” function.
- A quickly growing field.

What is People Analytics?

- Touches all people-related issues in organizations
 - Hiring / Assessment
 - Retention
 - Performance evaluation
 - Learning and development
 - Team composition
 - Etc.

Why is People Analytics emerging now?

- Technical progress – data availability, processing power, analytical tools, etc.
- Growing recognition of behavioral biases.
- Increasingly, a firm's greatest assets are its people.