**FB – Building Robust HR Application through Data Analytics (HIVE, SQL, Tableau)**

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**Application Overview: FB’s HR application suite provides following services to employees:**

* Payroll & Benefits Management
* Recruitment, Employee Learning Services
* Performance Management & Goal Tracking / Succession Planning
* Employee Satisfaction Surveys
* Organizing & Storing Employee Data
* Self-Service Time Tracking

**Business Challenge:**

* Our client – A fortune 50 social media giant experienced a surge in complaints received from 75,000+ employees requesting to enhance their HR Application Portal used by employees for benefits management, performance management, career planning, learning, time tracking, PTO tracking, and recruitment
* The rise in complaints received from employees resulted in an urgent need for the identification and accelerated resolution of these issues associated with HR Application

**Business Requirements:**

* With 75,000 employees in place and the exponential growth received in these complaints, our client needed a data analytics SME/ consultant to work with the business and technology teams to:
  + Assess the existing HR Application workflows and corresponding tools
  + Identify and implement a powerful data analysis system to discover valuable information from massive amounts of employee complaints
  + Prioritize high volume cases for resolution and automation.
  + Present monthly reports backed by data to business stakeholders clearly outlining the challenge, scale, impact and urgency of these HR-application related issues
  + Enhance employee experience & reduce the response time for newly opened cases

**Our Approach & Solution:**

* Creospan provided a Data Analytics SME to solve this challenge for our client
* We adopted the following approach for this client
  + **Conduct consultative sessions & understand the needs of our client**
    - Our SME interviewed business stakeholders to dive deeper into their needs, long-term business directives, and pain points
  + **Establish a clear framework and execute the project**
    - Our SME established and executed the following framework for this project
      * Interviewed business stakeholders & understand the pain points
      * Evaluated multiple data warehouse systems such as Apache Hive, Google Big Query, Amazon Redshift and Azure Synapse
      * Ease of setup, min. learning curve, Hadoop-compatibility, scalability, and thorough documentation made Apache Hive as the prime candidate
      * Enabled data analytics at massive scale using Apache Hive for data queries & developed data viz dashboards using Tableau
      * Employed RICE framework and prioritized the resolution of high-volume and high-impact issues
      * Developed dashboards using Tableau and presented bi-weekly insights to both business and tech. stakeholders and enabled data-driven decisions to empower employee experience

**Business Benefits**

* **Enhanced Employee Experience:** Enabled data-driven decisions to remediate HR workflows thereby reducing 40% of high-volume cases within a matter of first 6 months
* **Data-Driven Decision Making:** Leveraging data to address employee complaints empowered data-driven decision-making, guiding targeted enhancements and resource allocation.
* **Positive Organizational Impact:** The improved employee experience fostered a positive impact on the organization, boosting morale, loyalty, and creating a conducive work environment.

**Technology Stack:**

* Data Analytics Toolset: SQL, HIVE, Tableau

**Consultant interviewed for this case study: Jessica Kim (FB)**

**\*\* Note the numbers mentioned in this case study are estimates since we don’t want to reveal the real numbers associated with the client for security and compliance**