

HR Analytics

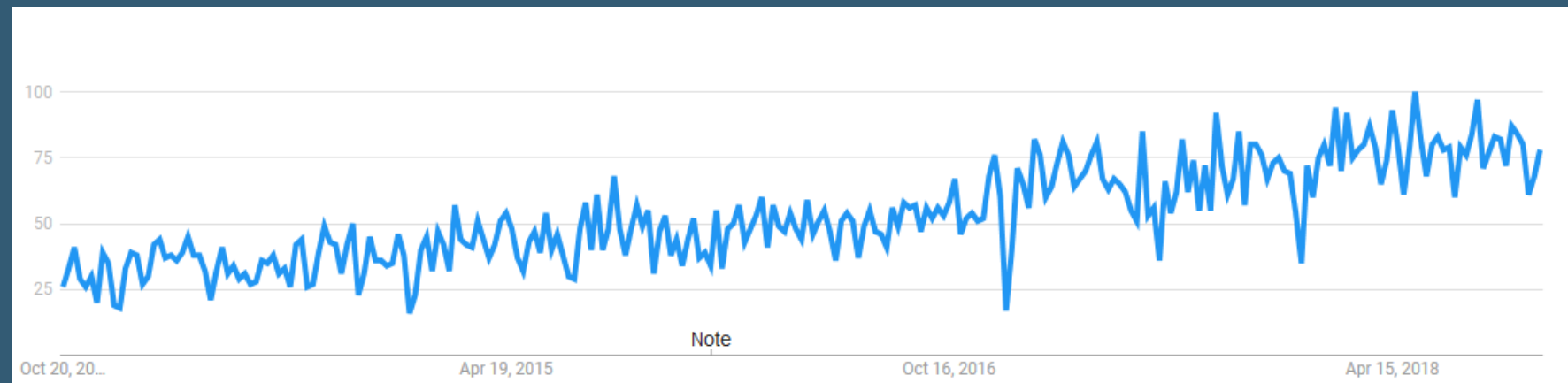
Parvaneh Shafiei

DATA BEERS MILAN 17 oct,2018



HR Analytics or People Analytics

- Use analytics & machine learning in daily processes of HR
- Help them to be better decision makers utilizing data
- Improve employee experience
- It is not just reporting!



HR analytics trend based on Google search

Why it is important?

- To serve business rapidly changes, HR can support the business in decisions by data
- Advanced analytics make HR to be more aligned with organization objectives and support employees to meet these goals
- Utilizing data can help predict the future trends & needs



IM REPORTING YOU

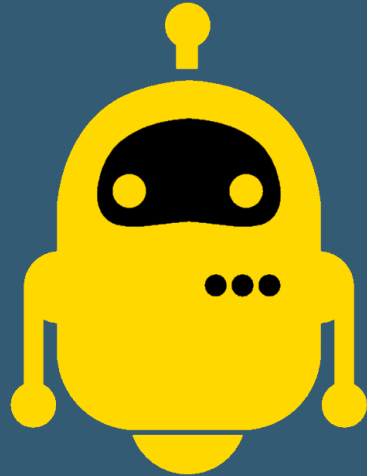
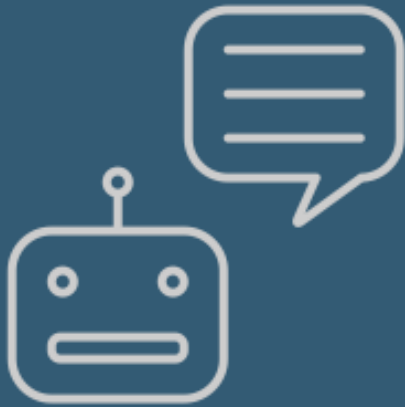


**TO OUR HR
DEPARTMENT**

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HR is having a
centric role in
organization,
however they
need to shift their
functional role to
be more data
centric

New workforces? Who is responsible?



Data sources

- Employees data
 - Training, salary, bonus, performance, feedback, planning,...
- External data
- Emails
- Calendar data
- Survey
- Even badge reader information!

Various use-cases

Recruitment

- Finding the top talent?
- Who is the best person for the job?
- User external data for talent acquisition

Retention

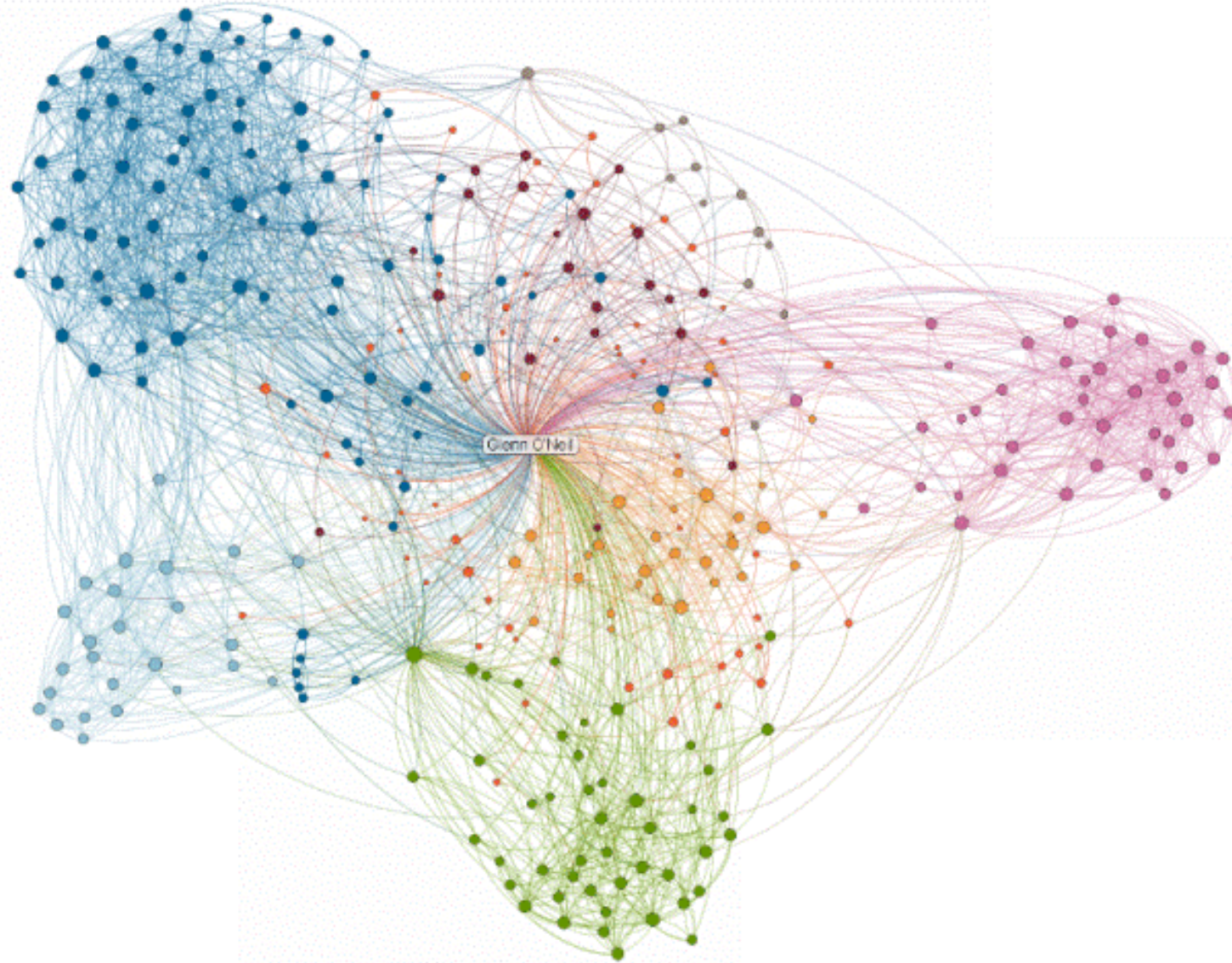
- Who is at the risk of leaving?
- What are the root causes of leavers?

Employees engagement

- Which people stay a lot at home?
- Sentiment analysis of the employees contents
- Predict burn out of employees

Performance management

- Who is the best/worst performers? What are their characteristics?
- How are the relationships within groups?
- Workforce analytics



Organizational
network
analysis is one
of the best
tools to
visualize
connections
within groups &
individuals

Challenges of HR analytics

- Enough & trustable data
- Data privacy
- Data skills literacy
- Finding the right priority for investment
 - Finding the right problem to solve



Should not forget
the 'H' in HR