

○○○○

# RESEARCH REPORT ON HR ANALYTICS

Report by - Samiksha Yadav

○○○○



# What is HR Analytics

HR analytics, also known as people analytics or talent analytics, is the process of using data and statistical methods to analyze human resource (HR) data in order to gain insights into employee behavior, engagement, performance, and other key aspects of the workforce.

HR analytics involves collecting, organizing, and analyzing data from various sources such as employee surveys, performance reviews, payroll and benefits systems, and other HR-related systems. The data is then used to create reports and dashboards that provide insights into key HR metrics such as employee turnover rates, hiring and retention metrics, and employee satisfaction levels.

The goal of HR analytics is to use data to make better decisions about workforce management, such as identifying high-potential employees, improving employee engagement, and optimizing staffing levels. This can help organizations to better understand their employees and make data-driven decisions that can lead to better business outcomes.



# ORIGIN AND HISTORY OF HR ANALYTICS

The origins of HR analytics can be traced back to the early 1900s when Frederick Winslow Taylor, the father of scientific management, began using data to optimize factory efficiency. However, the modern era of HR analytics began in the 1980s when HR departments began using basic statistical methods to analyze employee data.

Over the years, advancements in technology and the availability of big data have transformed HR analytics into a sophisticated and powerful tool for HR professionals. With the rise of cloud computing, social media, and mobile devices, HR departments now have access to vast amounts of data about their employees, including information about their skills, performance, engagement, and well-being.

In recent years, the use of artificial intelligence and machine learning has enabled HR analytics to become even more sophisticated, allowing organizations to gain deeper insights into their workforce and make data-driven decisions about talent management.

Today, HR analytics is widely used by organizations of all sizes to improve their HR processes and optimize their workforce. It has become an essential tool for HR professionals who are looking to gain a competitive advantage in the rapidly evolving business landscape.

# SCOPE OF HR ANALYTICS

HR analytics, also known as people analytics, is a field that involves using data analysis and statistical modeling techniques to derive insights about an organization's workforce. The scope of HR analytics is vast and includes a wide range of topics related to managing human resources. People assessment analytics, according to Gartner, is the collection and use of talent information to improve critical talent and company outcomes. Unit of time analytics leaders change unit of time leaders to create data-driven insights to inform talent decisions, enhance manpower procedures, and encourage good worker expertise.

## FUTURE SCOPE –

- HR Analytics is rapidly changing the way HR policies work in any organization. If you're wondering why that's important, analytics helps an HR professional to make better decisions using data, test the effectiveness of business cases created for HR interventions, become tactical and be a strategic partner.
- HR Analytics has become crucial over the last few years, which is why more companies are looking for skilled HR professionals who can take up responsibilities within an organization, make better and efficient decisions for the betterment of the company, report data to predict actions and suggest logical solutions to problems.
- There is a high demand of HR Analysts in the industry who can utilize the skills of a data scientist without losing the human touch. The profession is in a growing need of people who have the enthusiasm and knowledge in this field.



# APPLICATIONS OF HR ANALYTICS WITH EXAMPLES OF PRACTICAL IMPLEMENTATION

**HR analytics is the process of using data analysis techniques to gain insights and make informed decisions about various HR-related matters. Some practical applications of HR analytics include:**

- **Recruitment and Hiring:** HR analytics can help organizations identify the best recruitment channels, track the effectiveness of recruitment campaigns, and identify the most promising candidates. For example, by analyzing data from job postings and candidate applications, organizations can identify which job boards or social media platforms are attracting the most qualified candidates.
- **Employee Engagement and Retention:** HR analytics can help organizations understand the drivers of employee engagement and retention. By analyzing data from employee surveys, feedback channels, and other sources, organizations can identify the factors that contribute to high levels of employee engagement and take actions to improve retention. For example, identifying which managers have the highest retention rates can help organizations develop best practices to improve retention.
- **Performance Management:** HR analytics can help organizations track and evaluate employee performance. By analyzing data on employee performance, organizations can identify top performers, determine which performance metrics are most predictive of success, and identify areas for improvement. For example, by analyzing sales data, organizations can identify which sales representatives are most successful and determine what behaviors and skills are associated with high levels of success.

- DIVERSITY AND INCLUSION: HR ANALYTICS CAN HELP ORGANIZATIONS IDENTIFY AREAS OF THE ORGANIZATION WHERE DIVERSITY AND INCLUSION MAY BE LACKING. BY ANALYZING DATA ON EMPLOYEE DEMOGRAPHICS, PROMOTIONS, AND ATTRITION RATES, ORGANIZATIONS CAN IDENTIFY PATTERNS OF EXCLUSION AND TAKE STEPS TO PROMOTE GREATER DIVERSITY AND INCLUSIVENESS. FOR EXAMPLE, BY ANALYZING PROMOTION RATES AMONG DIFFERENT DEMOGRAPHIC GROUPS, ORGANIZATIONS CAN IDENTIFY WHETHER CERTAIN GROUPS ARE BEING DISPROPORTIONATELY EXCLUDED FROM CAREER ADVANCEMENT OPPORTUNITIES.
- WORKFORCE PLANNING: HR ANALYTICS CAN HELP ORGANIZATIONS FORECAST FUTURE WORKFORCE NEEDS AND PLAN FOR CHANGES IN STAFFING LEVELS. BY ANALYZING HISTORICAL DATA ON EMPLOYEE TURNOVER, HIRING RATES, AND OTHER FACTORS, ORGANIZATIONS CAN PROJECT FUTURE STAFFING NEEDS AND PLAN ACCORDINGLY. FOR EXAMPLE, BY ANALYZING TURNOVER RATES AMONG DIFFERENT JOB ROLES, ORGANIZATIONS CAN DETERMINE WHICH ROLES ARE MOST CRITICAL AND PLAN TO FILL THEM MORE EFFECTIVELY.



# BUSINESS IMPACT OF HR ANALYTICS

- The business of HR analytics involves using data and analytics to improve various aspects of HR management, including talent acquisition, employee engagement, retention, and development. By leveraging data and analytics, organizations can gain valuable insights into their workforce and make data-driven decisions that can lead to better business outcomes.
- The human resources (HR) industry is changing the way choices are made. Instead than relying just on their gut and intuition in the past, modern human resources professionals are known for using data and analytics to create business solutions.
- According to a 2015 Deloitte study, 35% of the organisations said they were actively developing data analytics capabilities for HR, according to Entrepreneur. HR analytics are supporting businesses of all sizes and in all industries with people, management, and recruitment decisions in the present data-driven world.
- HR analytics have an impact on employee hiring, retention, and compensation in many businesses. According to Startup Focus, a leading international programme in big data and analytics, this helps since it enables businesses to gather and analyse data.

Overall, the business of HR analytics is focused on using data and analytics to drive better HR outcomes and ultimately improve the overall performance of the organization.





# CONCLUSION



In conclusion, HR analytics can be a powerful tool for organizations to improve their workforce management and business outcomes. However, the key to successful HR analytics is to use the right metrics to measure performance and identify areas for improvement.





**THANK YOU**

