

RESEARCH REPORT

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Origin & History Of HR Analytics



In the early days like when Britishers ruled India, HR's job was more on the principle of dominance and subordination and during those times it can't be termed as a profession. But soon with the emergence of modern industrial labor, democratic ideology, the concept of the welfare state, etc., the role of an HR found its place in business as a profession. Though businesses during the early 1950s did not realize the impact of HR decisions on business strategy and with globalization, HRM was considered a part of business management.

Early Adopters

Though HR Analytics found its growth by late 2000, many organizations were still confused with its adoption and its implementation. Some known MNCs were able to foresee its potential of HR analytics and its benefits to the organization and took initiatives to deep dive into this field.

Google

In 2009, Google started 'Project Oxygen' to find the qualities and attributes of an effective manager. The project gained global recognition in 2011 when it published the data-based findings and was found to be very relevant and effective across different industries.

The articles not only supported the application of analytics in workforce management but also found some shortcomings of the 'Project Oxygen' like positive correlation between academic grades and employee performance. But 'Project Oxygen' laid the foundation for a dynamic shift from traditional metrics-based HR measurement to Predictive analysis of HR analytics.

IBM

IBM acquired an employment and retention service company, Kenexa in 2012. With its cloud-based solutions combined with Oracle, Tableau, and SAP, IBM discovered ways for talent management by analyzing the voluminous big data of HR.



HR DECISION ARE NO LONGER BASED ON GUT FEELING

Operational HR

1900s



Strategic HR

2000s



Data-driven HR

Now



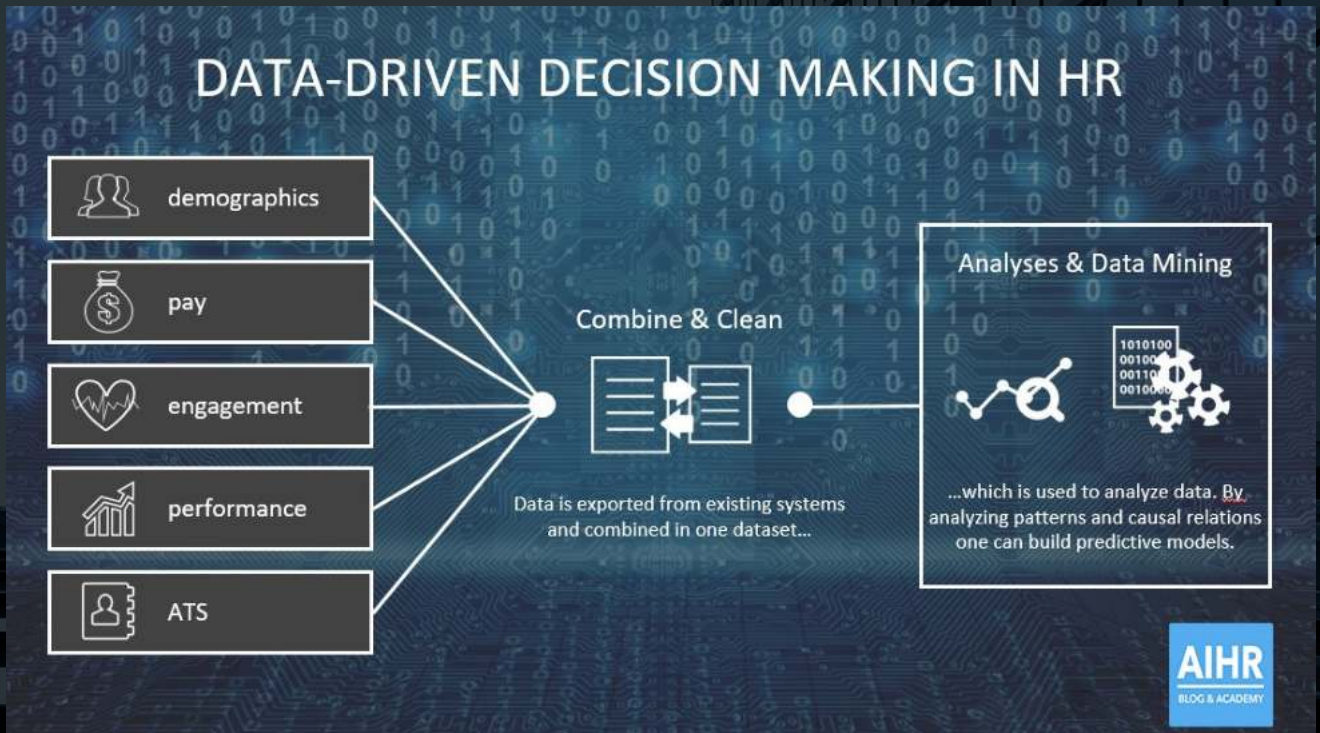
Scope Of HR Analytics



The objective of HR Analytics is to identify trends and patterns in employee data to better understand workforce behavior. The insights gained from HR Analytics can inform a range of HR functions, including recruitment, performance management, employee engagement, and retention. HR Analytics courses is that they help students to stay up-to-date with the latest trends and best practices in HR.

In conclusion, the scope of HR Analytics courses is vast, as they offer students a unique set of skills that are highly valued in today's job market. The insights gained from HR Analytics can help organizations to improve their HR processes, leading to increased efficiency and effectiveness.

Applications Of HR Analytics with examples



To get started with HR analytics, you need to combine HR data from different systems. Say you want to measure the impact of employee engagement on financial performance. To measure this relationship, you need to combine your annual engagement survey with your performance data. This way you can calculate the impact of engagement on the financial performance of different stores and departments.

Business Impact Of HR Analytics

(PREDICTIVE) HR ANALYTICS TOPICS

Focus on high impact and quick wins

Cost

- Employee Turnover
- (Long-term) Absenteeism
- Policy Effectiveness

Revenue

- Recruitment
- Engagement - Performance
- Learning & Development
- Diversity

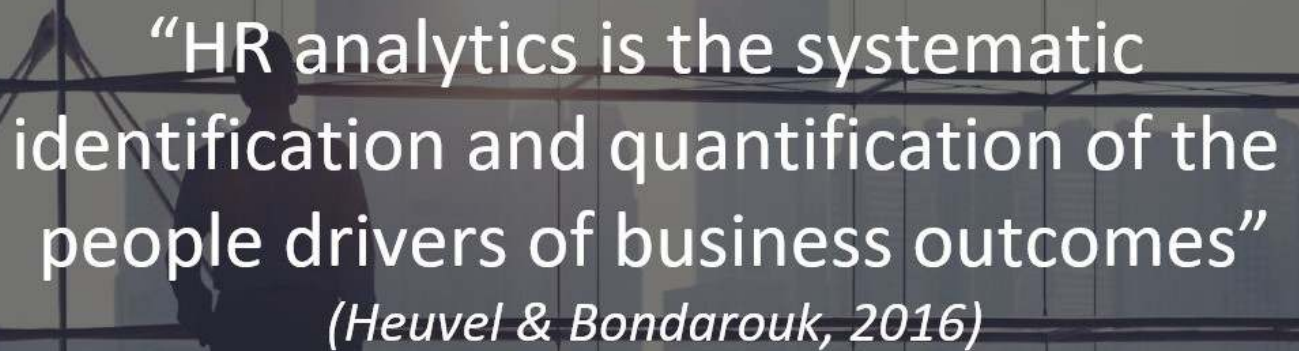
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HR data analytics holds enormous value for an organization. By applying complex statistical analyses, HR can predict the future of the workforce. This enables managers to measure the financial impact of Human Resource practices. HR analytics helps HR professionals make data-based decisions that play a pivotal role in an organization's success. Over 70% of executives consider people analytics a main priority in their organization. Data also helps HR gain a seat at the table by aligning hard facts with business goals and objectives.

HR practitioners can demonstrate to leadership teams how proposed strategies will help the business thrive and lead to higher revenue. Business decisions that involve structural change or organizational development always benefit greatly from solid HR advisory. Therefore, HR analytics offers HR teams a golden opportunity to become true business partners by educating business leaders and designing and implementing new strategies and processes that help drive the company forward.



Thank You



“HR analytics is the systematic
identification and quantification of the
people drivers of business outcomes”
(Heuvel & Bondarouk, 2016)

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