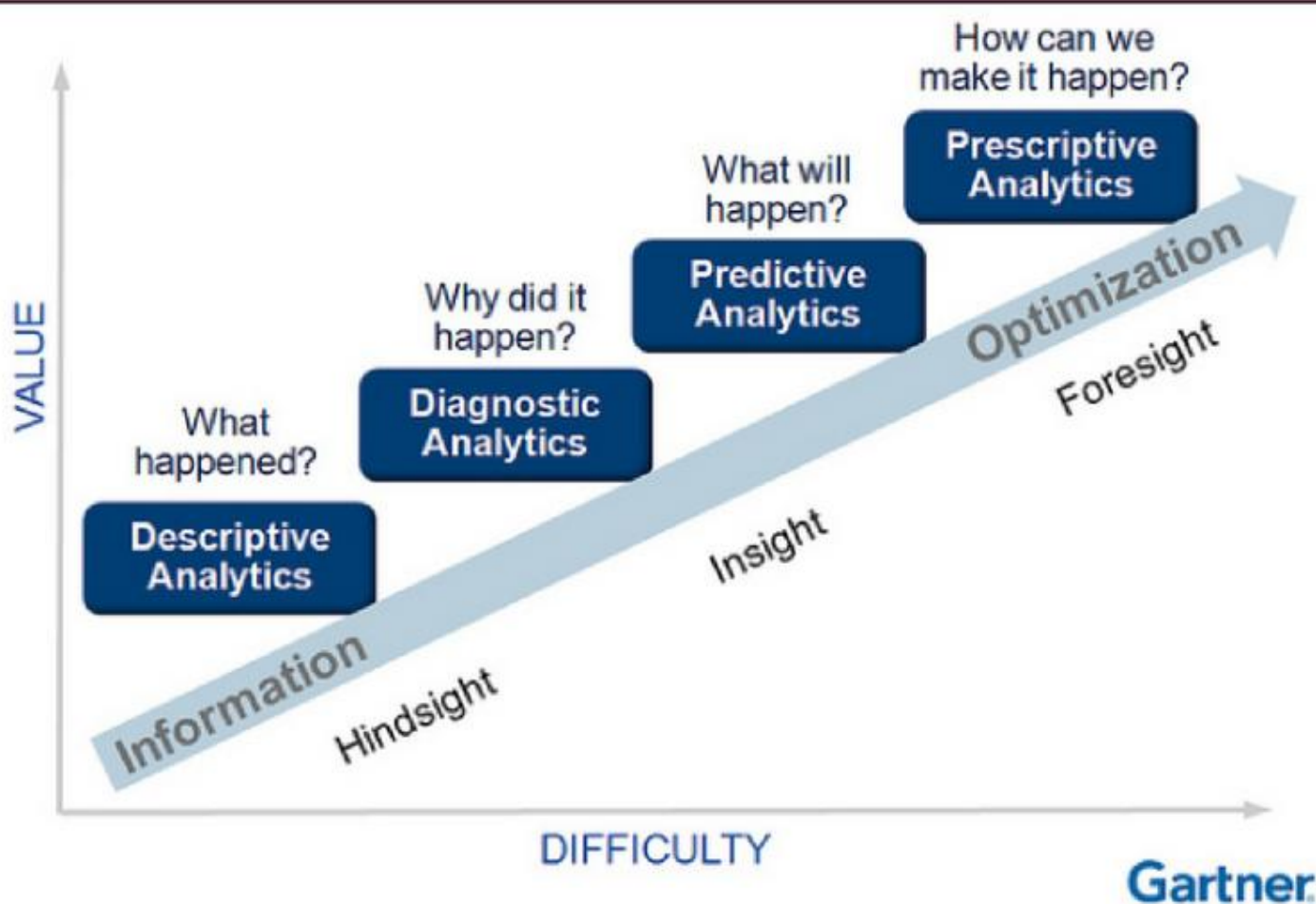


PEOPLE ANALYTICS

AND THE ROLE OF HR

HR Analytics is the process of analyzing the available people-related data to measure the effectiveness of the HR programs and identify patterns in order to make meaningful business decisions. The advent in analytics has helped HR grow from being transactional and reactive to strategic and proactive.

Different Types of Analytics



DESCRIPTIVE ANALYTICS

Considered as the foundation of the business intelligence, primarily focused on what happened for i.e., employee turnover, new hire report, time to hire, or number of openings.

DIAGNOSTIC ANALYTICS

Focuses on why did it happen? It takes a deep dive at the data to understand the causes of events and behaviors.

PREDICTIVE ANALYTICS

Focuses on statistical analysis, forecasting, co-relations and build predictive models based on the historical people-related data. In essence, it's a future-focused analysis that predicts the future patterns based on the historical data.

PRESCRIPTIVE ANALYTICS

Focuses on prescribing potential actions to guide towards a solution. Uses machine learning, artificial intelligence to understand the impact of future and determines the best outcomes based on those scenarios, helping organizations to mitigate future risks.