SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107
An Autonomous Institution
Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA333– HUMAN RESOURCE ANALYTICS

II YEAR /III SEMESTER

Unit I – INTRODUCTION

Topic 1: Introduction to People Analytics

PEOPLE ANALYTICS

DEFINITION

People analytics can be defined as the deeply data-driven and goal-focused method of studying all people processes, functions, challenges, and opportunities at work to elevate these systems and achieve sustainable business success.

◄ People analytics is often referred to as Talent Analytics or HR Analytics as well.

◄ People analytics leads to better decision-making through the application of statistics and other data interpretation techniques.

HR ANALYTICS, PEOPLE ANALYTICS, AND WORKFORCE ANALYTICS

HR ANALYTICS
Covers metrics of the HR function, such as time to hire and training expense per employee.

PEOPLE ANALYTICS
Can be applied to all "people" – e.g. customers of an organization and its employees.

WORKFORCE ANALYTICS
All-encompassing term pertaining to employees: on-site, remote, gig workers, freelancers, consultants.

HR ANALYTICS

Analytics is defined as the interpretation of data patterns that aid decision-making and performance improvement.

HR analytics is defined as the process of measuring the impact of HR metrics, such as time to hire and retention rate, on business performance.

HR ANALYTICS

HR analytics is a methodology for creating insights on how investments in human capital assets contribute to the success of four principal outcomes:

◄ (a) generating revenue

◄ (b) minimizing expenses

◄ (c) mitigating risks, and

◄ (d) executing strategic plans.

◄ This is done by applying statistical methods to integrated HR, talent management, financial, and operational data

4 Key People **Analytics Trends**

1. Transforming what HR is and does

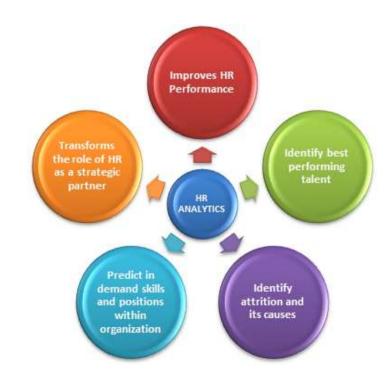2. Transforming HR business interactions

3. Transforming the HR–employee relationship

4. Transforming the quality of insights

IMPORTANCE OF HR ANALYTICS

KEY HR ANALYTICS METRICS

Revenue per employee

Offer acceptance rate

Training efficiency

Training expenses per employee

Involuntary turnover rate

Voluntary turnover rate

Time to hire

Time to fill

Absenteeism

Human Capital Risk

RECAP

QUESTIONS???

THANK YOU