



# **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 - HR ANALYTICS**

**II YEAR /III SEMESTER**

**Unit 1 - INTRODUCTION**

**Topic 3: Data Management in People Analytics**



# INTRODUCTION

## Traditional HR

- ◀ process and compliance-driven
- ◀ statistics and reporting
- ◀ bias in people-related decision-making
- ◀ People analytics (or data-driven HR)
  - ◀ strategic business function
  - ◀ reducing bias through the analysis of data and the use of technology



# INTRODUCTION

- ▶ **Data governance:** Rules and decisions that help manage data to secure alignment between the data strategy and the business strategy. It enables the effective management of all critical data assets regardless of size, type, or location.
- ▶ **Master data management (MDM):** Practice of defining, unifying, and managing all common and essential data in a centralized hub.
- ▶ **Data streaming:** Practice of analyzing data while it's in motion. It allows users to filter, cleanse, and correct fast-moving data before it is stored to gain instant, tangible results in real-time and from a single interface.



# PEOPLE ANALYTICS

➤ The challenges are we solving

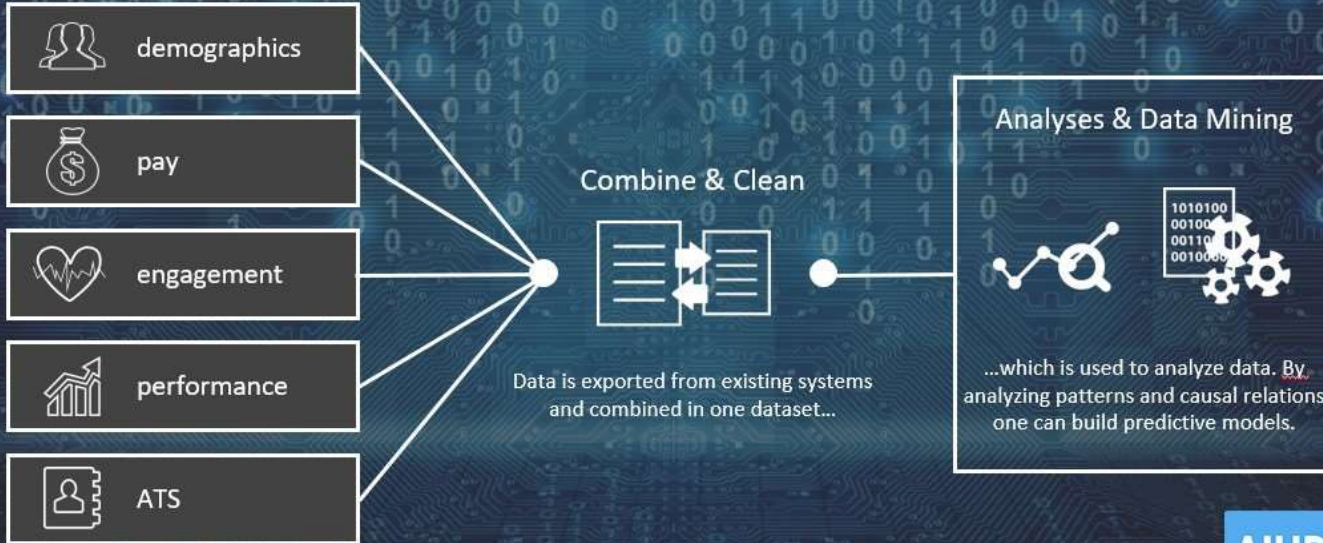
- HR spending efficiency
- Business performance measurement and management
- Return on investment

➤ What changed in the Technology world?

- Cloud technologies
- Processing power
- Mobile and social data explosion
- Data science and machine learning
- Access to technology



# DATA-DRIVEN DECISION MAKING IN HR



Courtesy: AIHR Blog & Academy



# DATA MANAGEMENT

- Data management, as defined by [Dataversity](#), is “a comprehensive collection of practices, concepts, procedures, processes, and a wide range of accompanying systems that allow for an organization to gain control of its data resources.
- Data Management as an overall practice is involved with the entire lifecycle of a given data asset from its original creation point to its final retirement, how it progresses and changes throughout its lifetime through the internal (and external) data streams of an enterprise.”



# OPERATIONS/FUNCTIONS COVERED BY DM

- ◀ Create, access, and update data across diverse data tiers.
- ◀ Store data across clouds and on-premise.
- ◀ Use data across apps, analytics, and algorithms.
- ◀ Provide high-availability and disaster recovery.
- ◀ Secure data and provide privacy.
- ◀ Archive and destroy data based on retention rules and compliance requirements.



# DM – CONCEPTS & PRACTICES

- ▶ Data access: Ability to harness and collect information wherever it is stored.
- ▶ Data quality: End-to-end practice of ensuring data is accurate and usable for its desired purpose. It helps achieve better, cleaner data, regardless of volume or type.
- ▶ Data preparation: Practice of preparing data for analytics and reporting.
- ▶ Data integration: Steps taken to combine different types of data.
- ▶ Data federation: Virtual data integration that enables the visualization of combined data from multiple sources without having to move and store the combined view to a new location.





# ROLE OF INFORMATION SYSTEM IN DM

- Cloud data management
- Master data management
- Reference data management
- ETL and data integration
- Data analytics and visualization



# DATA MANAGEMENT TOOLS

- ▶ 1. Oracle Data Management Suite
- ▶ 2. SAP Data Management
- ▶ 3. IBM Infosphere Master Data Management Server
- ▶ 4. Microsoft Master Data Services
  - ▶ [Microsoft Azure Data Factory:](#)
  - ▶ [Microsoft SQL Server SSIS:](#)
  - ▶ [Microsoft Power BI:](#)
- ▶ 5. Dell Boomi
- ▶ 6. Talend
- ▶ 7. Tableau



# DATA MANAGEMENT TOOLS

- ▶ 8. Amazon Web Services - Data Lakes and Analytics
- ▶ 9. Google Cloud - Big Data analytics
- ▶ 10. Looker BI
- ▶ 11. Chartio
- ▶ 12. Alooma
- ▶ 13. Panoply
- ▶ 14. Blendo
- ▶ 15. Informatica Powercenter
- ▶ 16. Informatica MDM Reference 360
- ▶ 17. Collibra
- ▶ 18. Profisee



# DATA MANAGEMENT CHALLENGES AND EVOLUTION



- ▶ Extracting value that solves a specific problem.
- ▶ Unclear goals and objectives.
- ▶ Not utilizing data management to its full extent.
- ▶ Meeting compliance requirements.
- ▶ Multiple data storage options.



**RECAP**

**QUESTIONS???**

**THANK YOU**