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PEOPLE
analytics

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1. What is People Analytics?

People Analytics is a **research method based on data**. It aims to analyze a company's employees to draw objective, valid and reliable conclusions. It is the **HR application** of Big Data and Business Intelligence.

45% Hours worked

60% Training

▲1,8% Issues

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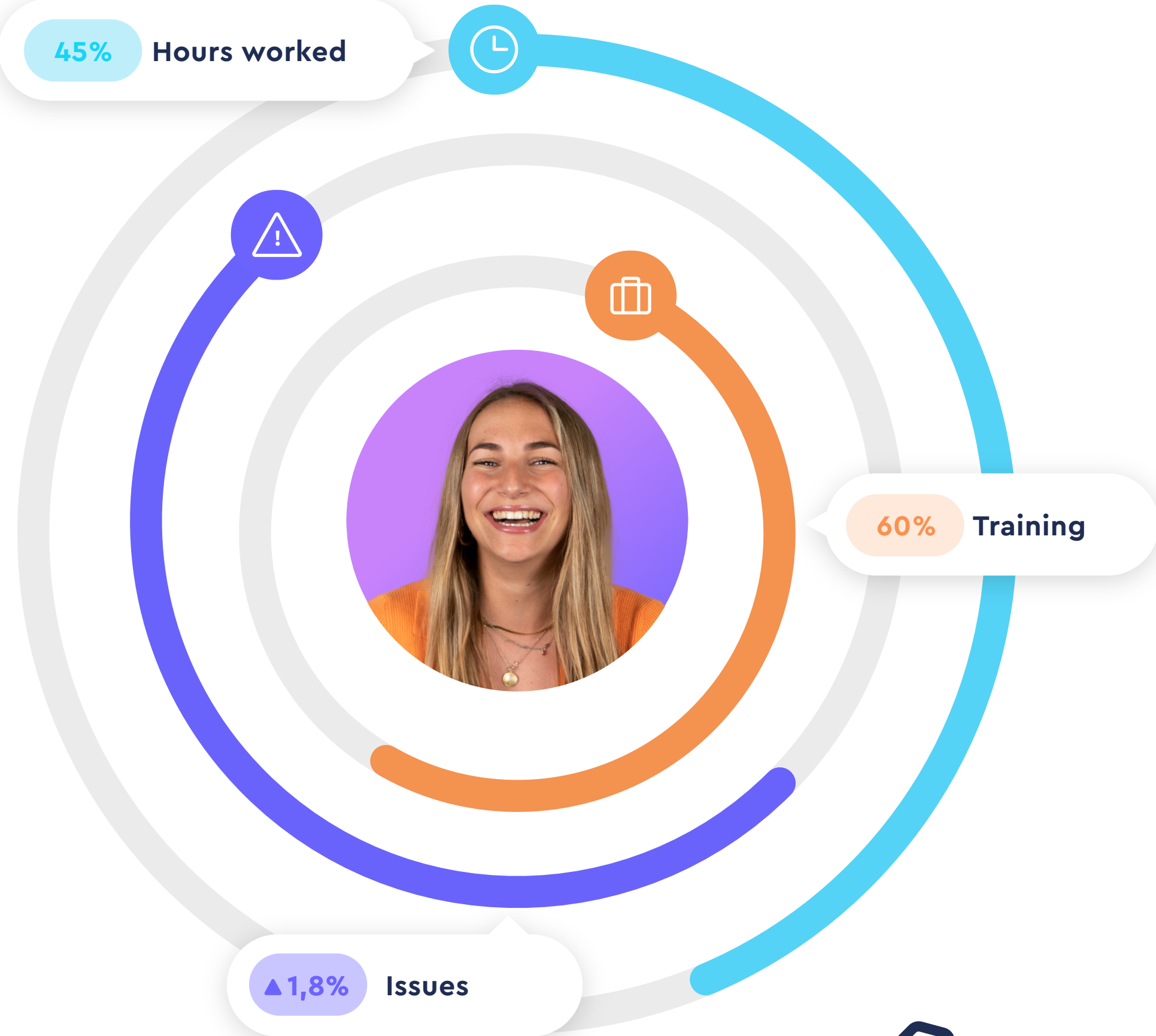
2. Benefits of using People Analytics

Better people management

When managing talent, it is better to do it based on the real needs of the organization and the objective data provided by People Analytics.

Greater trust in management

Having objective data helps reinforcing the employee's confidence in the organization's management.

Customized training and development

Based on the performance analysis and the data collected, it is possible to identify the company's employees with the greatest potential, as well as the team's shortcomings to overcome them.

Employee wellbeing and satisfaction improvement

It can be used to detect malfunctions in the company, in addition to identifying teams or employees with the best performance.

Cost reduction opportunity

Data can show the reason behind leaves, absences or employee shortages. These situations have a high cost for the organization in economic and productive terms.

Opportunity for productivity increase

More in-depth and detailed analyses are carried out to help us know how to maximize the potential of our employees.

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3. People Analytics' scope of application

The HR department or team can use data in almost any area of their work.
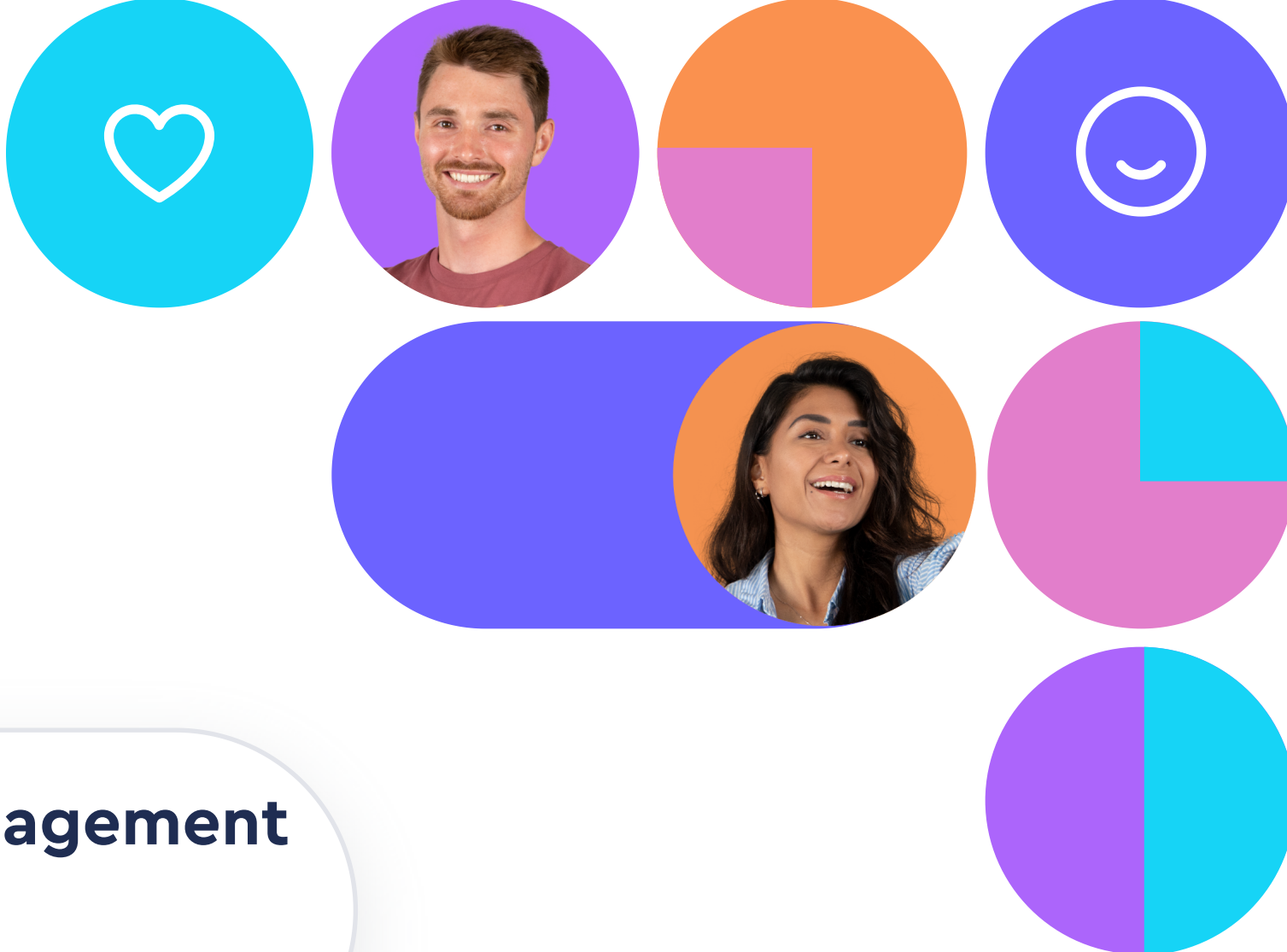
Recruitment
Identify which candidates will be the best fit for your company

Work climate and engagement
Avoid talent drain

Performance reviews
Discover talent with success patterns

Rewards and benefits
Reward effort with data

Organization
Make company strategic decisions

Training
Identify the most appropriate training for each person

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4. What does HR Analytics measure?

People Analytics allows us to measure any data related to professional performance:

- Activity and efficiency.

- Job motivation and satisfaction.

- Engagement with the company.

- Competence analysis and acquisition.

- Training analysis.

- Corporate culture analysis.

- Recruitment channel analysis.

- HR programs and initiatives analysis.

- Workforce Analytics.

- Retention.

- Performance management.

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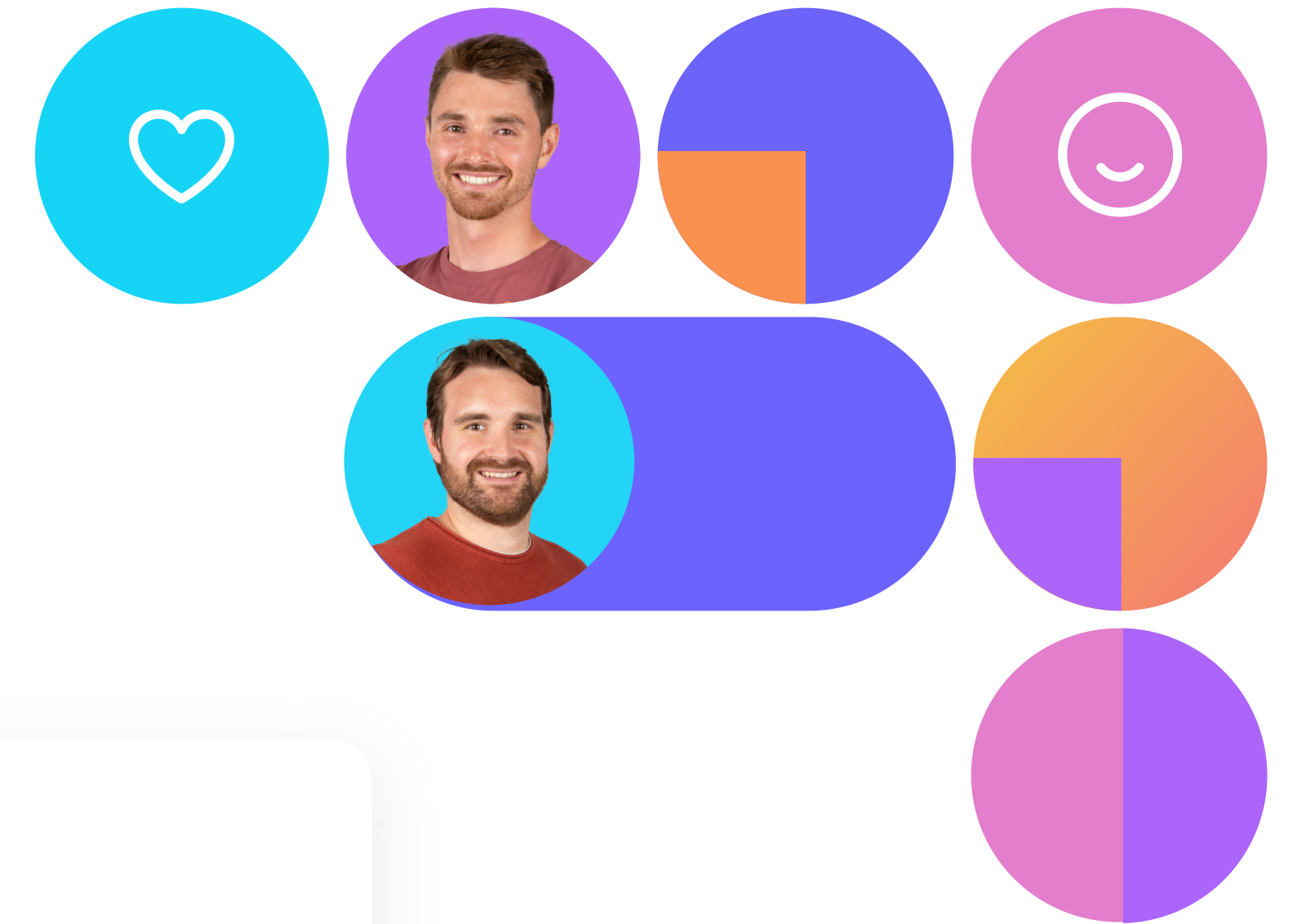
5. People Analytics Types

There are three types of People Analytics. From less to more complex. It should be noted that all three provide equally interesting information when it comes to managing a company:
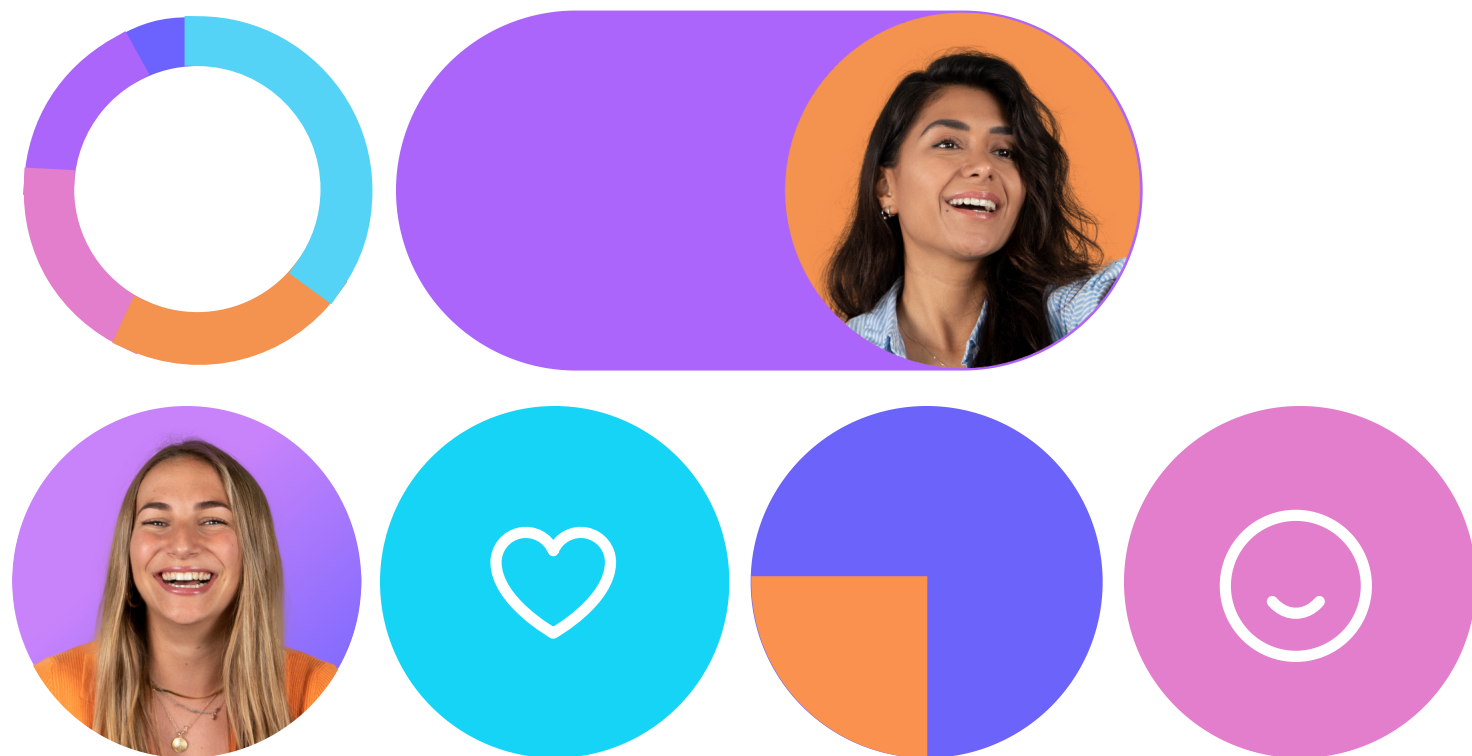
Descriptive model

It's the most basic analysis. From the history of data collected, we can extract very useful information, for example, to measure the effectiveness of a work team or department within an organization.

Predictive model

The goal is to anticipate a company's future needs and know what will happen so the organization can face all potential scenarios.

Prescriptive model

This model aims to know what we can do in the future. To do this, it gives us recommendations based on these future predictions and what happened in the past through risk analysis.

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6. Processes for a People Analytics strategy

1. Questions

What do you want to achieve?

What question do you want to answer?

2. Metrics

What do you want to measure?

What indicators will you use?

3. Procedure

What data to collect?

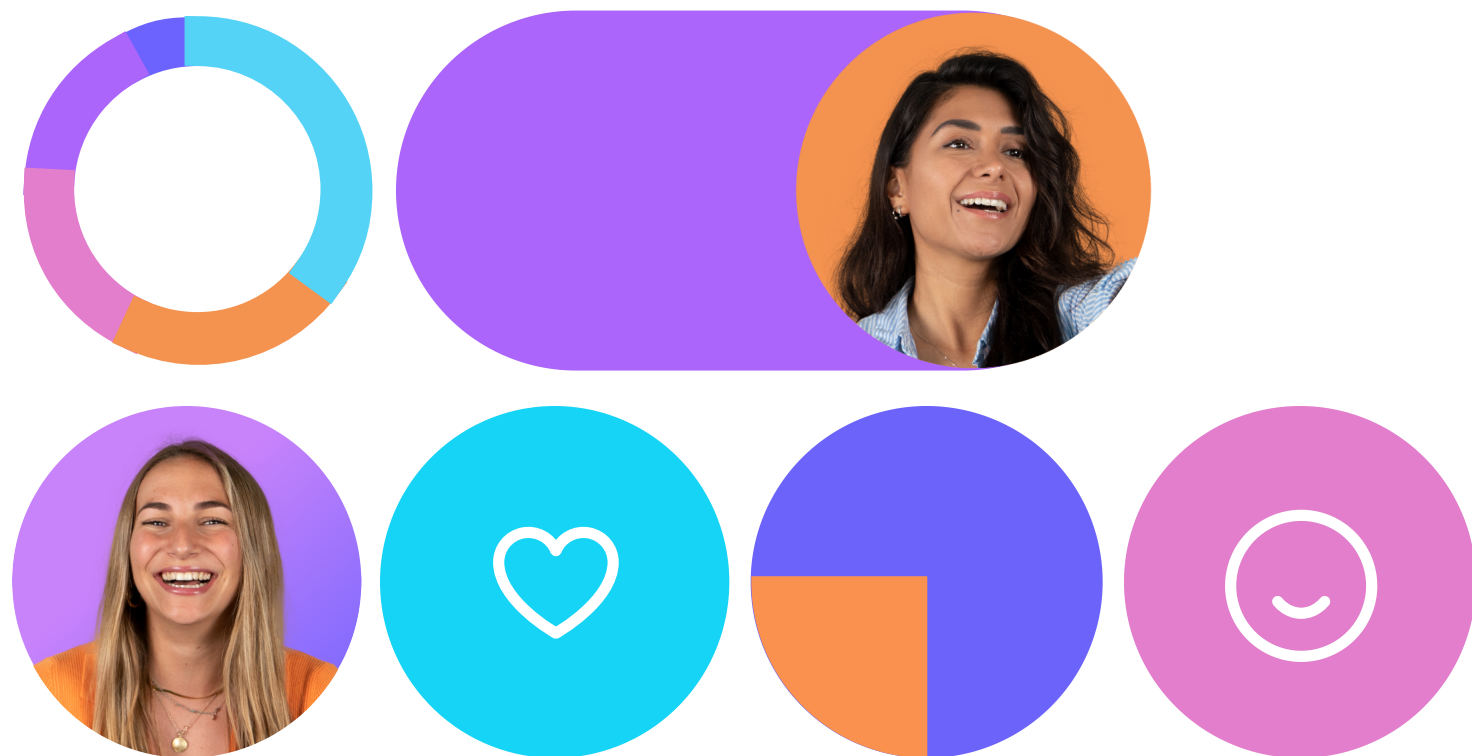What technique to use?

What deadlines?

4. Personal data

Processing and analysis

5. Results

Information to stakeholders

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7. People Analytics obstacles

Like any process you put in place within your organization, People Analytics may be conditioned by several obstacles that can hinder any analysis.

- **Information availability**. Sometimes it can be hard to find. Occasionally it won't be available.

- Commitment to **data quality** that adds value.

- **Lack of training.** The company's HR team must have a set of skills and knowledge that will enable them to manage and analyze data.

- **Lack of** appropriate **technology.**

- **Focusing more on software and hardware** than on goals. We must have a series of goals to guide us throughout the process.

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8. Sources of external information

When we talk about sources of external information, we are referring to the data collected as a result of the relationship with the various departments of the organization. Here, HR collaboration with departments like finance is key.

Financial data

Specific data of each organization

Passive data

History data

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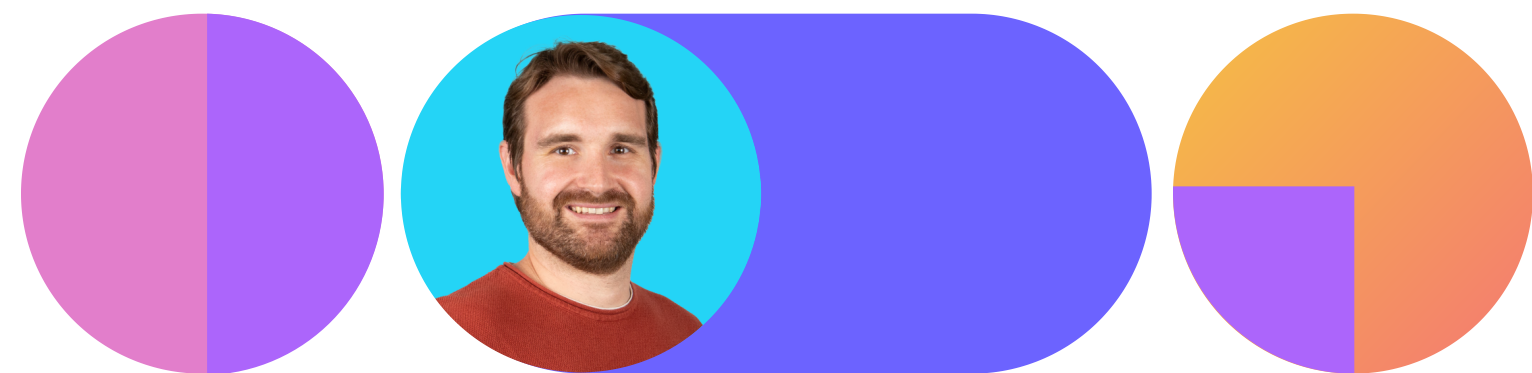
9. Sources of internal information

When we talk about internal information sources, we refer to the data obtained by the HR team itself.

- **Job tenure.** It's essential to take into account the average employee tenure in the company.

- **Employee compensation.** Knowing salary ranges, seniority bonuses, benefits, and so on.

- **Performance evaluation and employee potential data** to analyze our work teams in depth.

- **Information about disciplinary actions**. From absenteeism to incidents with work colleagues.

- **Organizational chart.** Bureaucracy and each employee's role inside the company need to be taken into account.

- **Surveys.** They provide interesting insight into our employees' expectations and assessments.

- **Schedules, shifts, holidays and overtime management.**

- **One to one meetings.**

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10. Tools for People Analytics

We need a solid HR Analytics tool to manage data. Here are some of the best:

R Tool
Ideal for statistical analysis and viewing of data. It allows us to explore massive data sets, analyzing and cleaning sets of millions of data.

Excel
When we manually extract data from all our different HR systems, it's common to generate a CSV file with comma-separated values so that it can be managed in Excel.

Python
It's a bit more limited in its functionalities. However, it is easier to understand and a great solution for HR Analytics.

Visier
Visier is a cloud-based solution designed to streamline data analysis. It's much more practical than usual reports or spreadsheets.

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# 10. Tools for People Analytics

Power BI
A Microsoft tool that allows us to add data from SQP databases to mutual learning APIs. It allows us to create dynamic tables that facilitate a quick view.

Sesame HR
The various HR Software functionalities allow us to collect data for People Analytics. Its task manager, automated reports, shift or holidays management and work surveys provide information to better understand our staff.

ChartHop
It is able to bring together data from different sources into a single, visual and practical platform. This allows HR managers to focus on making strategic actions.
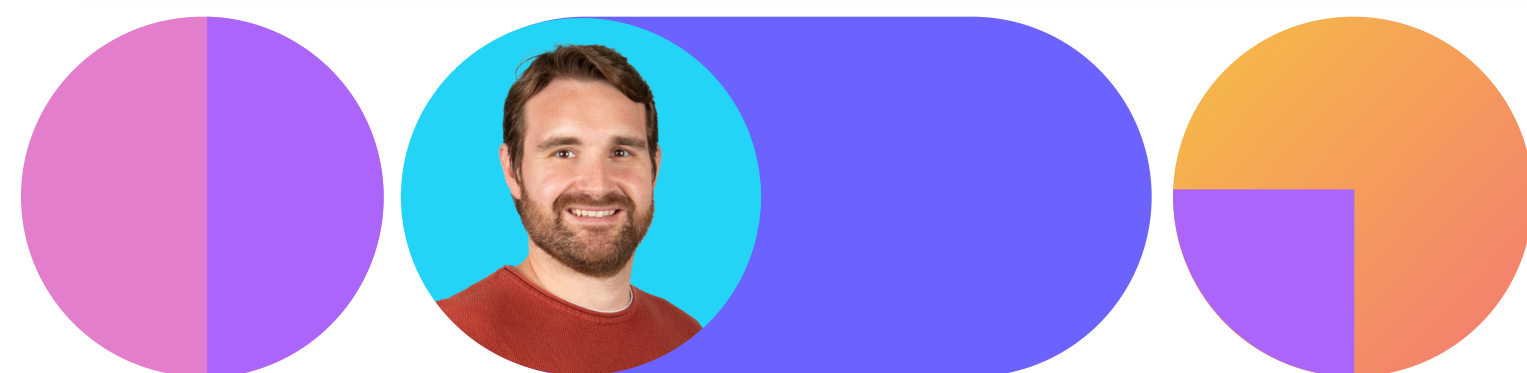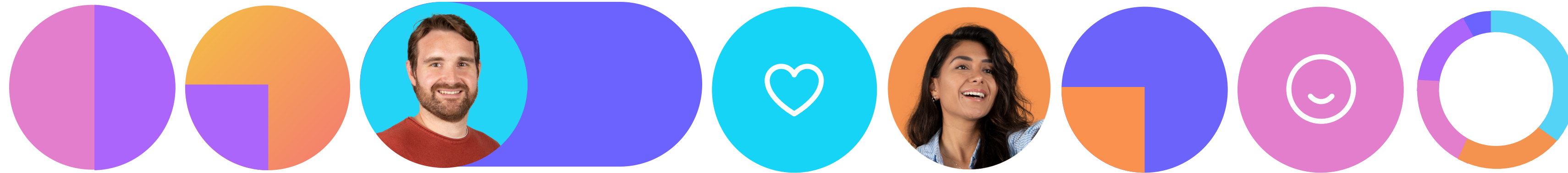
Don't fall behind!

People Analytics is your solution

Broaden the strategic vision of your company with data and statistics to make a difference. Tap into the magic of People Analytics to make the most of the members of your team.

Don't hesitate! Discover the full potential of People Analytics and request a custom demo to get to know this powerful tool that will transform your HR management.

Sign up for free

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