

Applyπ wishes to thank all the respondents who took time to respond for our online survey on HR Analytics. The objective of the survey was to outline the needs and efforts for making Analytics as a component in corporate HR culture.

A worldwide survey shows market trends having the *biggest impact on work from an HR perspective*. The same is shown below as word cloud.



Larger enterprises are finally waking up, realizing that their younger, more nimble start-up counterparts are innovating. And, unsurprisingly, they're approaching the HR tech ecosystem with an "eat or be eaten" mentality.

Key macro trends also underpin HR innovation, changing how we as a society think about work. If you think about HR tech as a "stack," there are universal categories that define each step of an employee's journey.

Current Status and Observations

Nearly half of the organizations have less than two resources to provide HR insights. But the other half has no resources for any actionable insights. Still the mute question even with companies having with resources is, ***do they have an option to look beyond spread sheet driven cross tabulations?***

Interestingly more than **90%** respondents agree that “***advanced organizations, more frequently rely on people analytics to improve business outcomes, but this is still not a common achievement***”. This opens up **untapped opportunities** for organizations to have a fresh look at deployment of HR analytics.

*HR analytics may be a hype now, **but a game changer for the future of HR.** It allows better people decisions and more effective and efficient HR. It makes use of the ever-expanding pools of data on people, operational and financial matters that can be combined. The degree to which insights from HR analytics can be monetized is the responsibility of HR leaders*

Needs and Importance

HR Team feels that top two key areas of analytics deployment are **Recruitment and L&D**.

Issues that needs Analytics

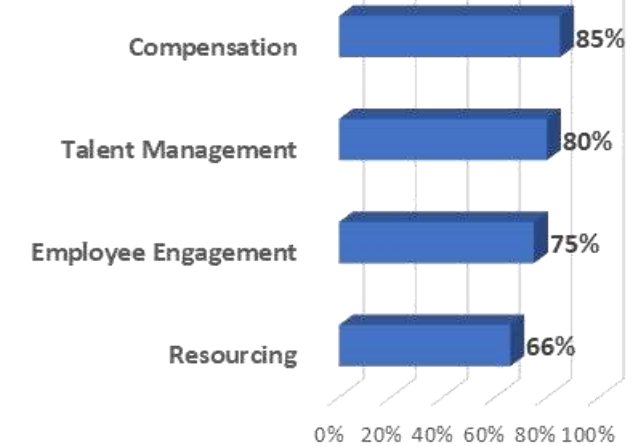


When it comes to see where effectiveness can be significantly achieved, top most choice is

Compensation (e.g. trends, pay for performance, External Benchmark, turnover, etc.) with 85%, followed by Talent Management (i.e. performance, learning, recruiting, etc.) with 80%. HR analytics is a necessary step toward evidence-based HR.



HR Effectiveness by Analytics



*Data about people and their behaviors, HR analytics offers an opportunity to get better **HR for less; link HR practices with business outcomes and value; challenge beliefs through data; educate practitioners on what works and what does not; improve decision making through use of sound predictions***

The top most challenge managers face are reflected mostly to “*Learn the most effective way to visualize and present data and translate outcomes into actionable insights*”. Word cloud of challenges is furnished below.

Data Visualization and Insights

Integrated data source

Culture of change management

Phases in HR analytics process cycle

User friendly tools



To harness HR analytics, most of the preferred **support** sought by HR Managers is in creating an “Analytical Framework”.

Resources
Analytical Framework
Training

HR analytics has the potential to rebase beliefs and evidence within HR for the better.

It is good that there is so much interest in the academic and practitioners’ world toward HR analytics. HR leaders will have to get to a more evidence-based HR practice – for business relevance.

We thank once again for the active participation of HR Communities in this survey.

We could assist you in phase by phase implementation of People Analytics in your organisation.

Please email your queries to pushkar.s@iqturf.com



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