The goal of human resources analytics is to provide an organization with insights for effectively managing employees so that business goals can be reached quickly and efficiently.

Huge vendors such as Oracle, IBM and SAP compete with many smaller vendors to deliver the best HR analytics software as a service in the market.
HR ANALYTICS SOLUTIONS CAN HELP TO

- Prioritize and target applicants who are most qualified for a specific position.

- Forecast workforce requirements and determine how to best fill open positions.

- Link workforce utilization to strategic and financial goals for improved business performance.

- Identify the factors that lead to greater employee satisfaction and productivity.

- Discover the underlying reasons for employee attrition and identify high-value employees at risk of leaving.

- Establish effective training and career development initiatives.
ADVANTAGE OF USING HR ANALYTICS

- **IMPROVED HIRING DECISION**

  HR analytics helps HR to make the better choice based on historical data.

  It also allows the recruiter to learn more about candidates through online resume database, applications, social media profiles, records etc.

- **GOOD TRAINING**

  Gaps in the process of training can lead to many big problems and can increase the cost to the company.

  HR analytics provide the full swing to the training program. It helps the organization identify if employees are making the full use of the opportunities.
ADVANTAGE OF USING HR ANALYTICS

- BETTER INSIGHTS

HR analytics helps the company look at the employee's professional life by tracking and analyzing the performance related data.

This data not only provides more insights about the employees but also shape the strategies to boost the employee morale, retention, and engagement.

- STABLE RETENTION

HR analytics is on the top of the stack and has created the assured advantages of its users. It tells the company the reason why the employees leave and why they stay.

HR analytics could also be helpful in finding the skill gaps and areas where employees are struggling.

HR can use various tools like employee satisfaction surveys, team assessments, exit and stay interviews to find out the reason of employee attrition and chart out the strategies to retain them.
TYPES OF ANALYTICS BEING USED

TALENT ANALYTICS

- Is more qualitative and is basically for processes from talent management like personal development, recruitment, succession planning, retention etc.

- It can help organizations to analyze turnover, identify top performers, identify the gaps and develop the proper training for them.

- It can also find out reasons for attrition and provide options to take strategic decision for retention as well.
WORKFORCE ANALYTICS

- It helps leaders to develop recruiting methods and specific hiring decisions, optimizing organization structure, identify and quantify factors for job satisfaction.

- It also helps the organization to identify, motivate and prepare its future leaders.

- Align and motivate workforce and continuously improve the way of work.
Data is generally presented in graphic, statistical reports, dashboards that is easy to take more strategic decisions based on the facts.

It helps them in determining critical situations like tackling pay gaps, set of workers who are always at risk of resigning, understanding the psychographics (personality, interest, work styles etc.) of employees.