



Defining People Analytics

There is confusion around what people analytics is – and isn't – and its scope.

As a consequence, consumer expectations are unclear, and the skills and experiences deemed necessary to execute analysis are often imprecise.

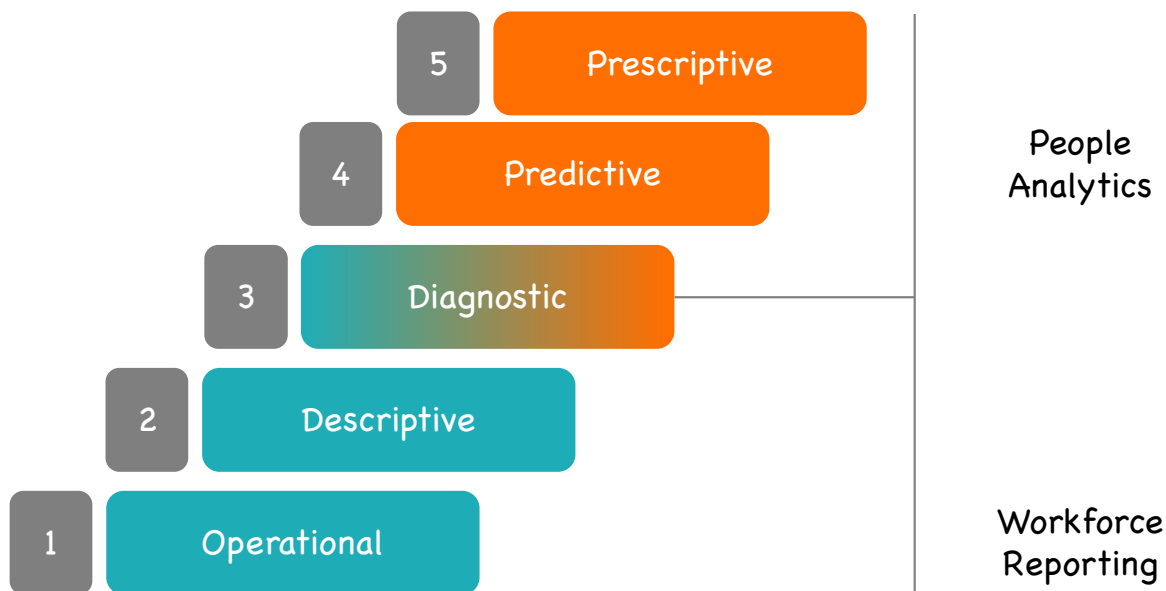
We have put together a guide to provide clarity.

This guide has its origins in material extracted from the 'context' module of our development programme.

At the outset, it's absolutely crucial to understand that People Analytics is not Workforce Reporting.

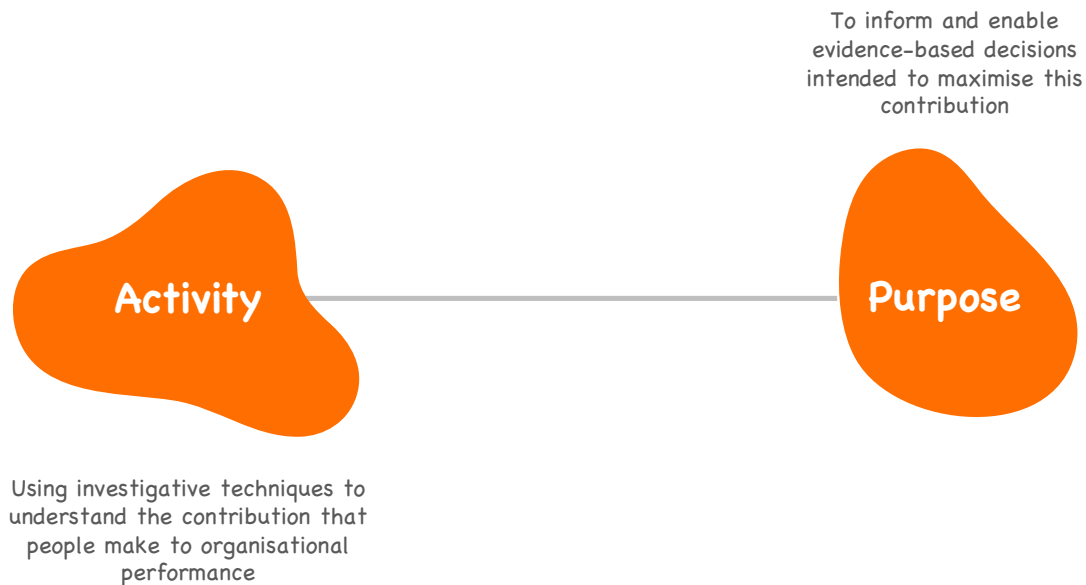
Workforce reporting is, at base level, operational in nature: raw, unstructured data, typically presented as a list. More often it is descriptive, historical information organised in tabular or graphical form, perhaps presenting a snapshot of the workforce's composition, or tracking a critical metric through time.

There may also be some rudimentary root cause analysis.



People Analytics practitioners work with organisational partners (sometimes those outside of the enterprise) to conduct advanced root cause and predictive analysis, with the goal of providing insight that informs (sometimes prescribes) organisational decision making.

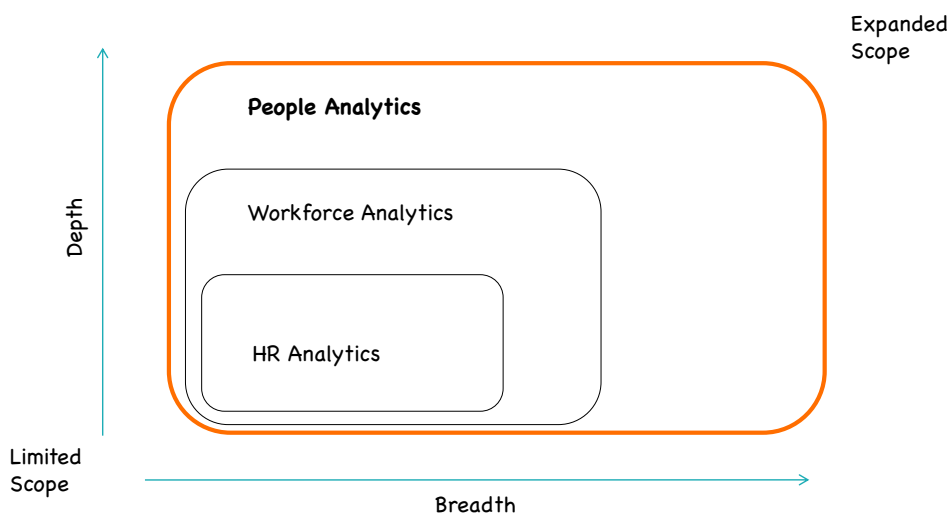
This is how we at Workforce Dimensions sums up People Analytics:



Often terms such as 'HR Analytics' or 'Workforce Analytics' are used rather than 'People Analytics' – and generally we're describing the same thing, so it's semantics.

However, at Workforce Dimensions, our preference is 'People Analytics'.

We feel that 'HR Analytics' may imply we are only interested in assessing the performance of the HR function, 'Workforce Analytics' may suggest we are only interested in assessing the profile and performance of our current workforce, however 'People Analytics' allows us expand the breadth and depth of our work – for example, it gives us the scope to consider future employees and external factors that may influence the way the workforce is employed and deployed.



To learn more about our services:

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