

# DATA-DRIVEN PEOPLE DECISIONS

## ***WORKFORCE THOUGHT LEADERSHIP***



Human Resource and Talent Acquisition teams can accumulate a wealth of information about hiring, training, employment trends, and more during their daily operations. How can they use that data to make sound HR decisions and better understand the organization's health?

A deep dive into that data can improve decision-making in people-related matters, make HR processes and operations more efficient and effective, and improve the overall well-being and effectiveness of the company's employees.

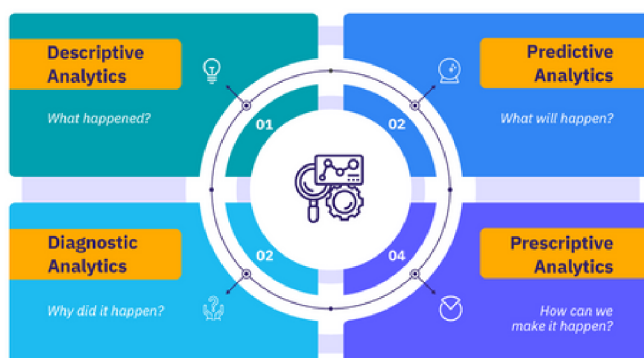
From sourcing and interviewing candidates to predicting flight risks and high performers, carefully reviewing what is measured can improve a company's outcomes, increase employee satisfaction, and add overall value.

### **What data do HR professionals typically gather/analyze?**

When determining what and how to gather, measure and evaluate data, it is essential to understand the four major types of HR analytics.

#### **The 4 Types of HR Analytics**

AIHR | ANALYTICS IN HR



### **VOLUME 1**

#### **Type 1: Descriptive Analytics**

### **VOLUME 2**

#### *Type 2: Diagnostic Analytics*

### **VOLUME 3**

#### *Type 3: Predictive HR Analytics*

### **VOLUME 4**

#### *Type 4: Prescriptive Analytics*

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# TYPE 1: DESCRIPTIVE ANALYTICS

From the Academy to Innovate HR:

## Type 1: Descriptive Analytics.

This is the most basic type that analyzes data patterns to gain insight into the past. It is known as decision analytics and uses statistical analysis techniques to explain or summarize a particular set of historical, raw data. It focuses on past data to account for what happened but doesn't make predictions for the future.

An example could be turnover. How does the turnover rate compare to the annual turnover between two teams or departments? The industry sector? What trends are you seeing?

*“Look at the turnover and benchmark with others in the industry; against where you were last year. How do you compare?”*

**Sonya Ahola, Vice President,  
Ahola HR Solutions/Payroll**

Descriptive analytics advantages	Descriptive analytics disadvantages
<ul style="list-style-type: none"><li>• The simplest form of data analysis.</li><li>• Requires only basic math skills, and it allows you to present complex data in an easy-to-digest format.</li></ul>	<ul style="list-style-type: none"><li>• Limited to a simple analysis of a few variables after the fact.</li><li>• For instance, an employee headcount summary captures a time period and reports the “what” but not the “why” or “how.”</li></ul>

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