A Study on Business Analytics with Human Resource

Dr. John Mohmmed Pasha Shaik[1], Dr. Tirukovalluru. Venukumar[2]

[1]Associate Professor, Head of the Department, Department of Business Administration, Bomma Institute of Technology and Science, Khammam, Telangana, India,

[2]Associate Professor, Head of the Department, Department of Mechanical Engineering, Bomma Institute of Technology and Science, Khammam, Telangana, India,

Abstract: *Until the advent of HR Analytics, collecting, analyzing, and quantifying HR data was a cumbersome process. When it comes to human resources, HR analytics serve as a tool that combines a number of statistical methods to facilitate data collection, interpretation, measurement, and prediction. Human resource analytics sheds light on the difficulties facing a business and helps leaders make informed choices. Consequently, HR analytics helps to ensure that the HR strategy is in line with the entire business plan to help the company gain a competitive edge. Phases of measuring the Sub HR functions have occurred in HR analytics. Opportunities in HR Analytics include the ability to predict staffing needs, advance corporate objectives, and boost organizational performance, all of which contribute to the success of a company. Despite the company's success, deploying and utilizing the HR Analytics tool still presents a number of significant problems, including data governance, a lack of employee ability, a lack of support from upper management, and so on.*

Keywords: HR Polices, HR Strategy, HR Analytics.

1. Introduction

HR analytics, also known as people analytics, workforce analytics, or talent analytics, is the collection, analysis, and reporting of human resources data. Human resource metrics come in numerous shapes and sizes, allowing you to get a comprehensive picture of how different factors affect your business's bottom line.

Definition
Human resource analytics brings together and analyses both quantitative and qualitative information on employees to better inform future decisions. Human resource analytics Using tools and techniques based on human capital metrics allows for experimentation that yields reliable and defend able results, essential for efficient and successful management of human resources. Understanding the connection between workforce concerns and employee performance may be achieved via a data - driven analysis of the two. Rather of relying on intuition, companies may use HR analytics to conduct statistical analyses of HR data, procedures, and human resources.

Resources Human Resource Analytical Categories
In Gartner's framework, HR analytics may be subdivided as follows, depending on the level of specificity required: Human resources information provides a "What" and a "How" description. It predicts future events by examining historical information. There are Key Performance Indicators and dashboards to help you interpret the information. Analytical: it sheds light on the "Why" underlying HR data. To put it another way, it allows for a more thorough investigation of the data. Predictions may be made using HR data if enough is collected. Predictions may be made by using statistical modelling. It foretells the future and offers advice on how to prepare for it. It is prescriptive in the sense that it explains the HR data and offers conclusions supported by evidence. Specifically, it uses a hybrid approach including simulation and optimization.

Need of the study
Human capital analytics depend on context (Baron 2018). The effectiveness of human capital analytics varies by sector. Human resources (HR) practices and policies significantly affect a company's performance; hence Human Capital Analytics may be utilized to influence the business strategy of an organization (Lawler et al, 2018).

Scope of the study
Human resource analytics, by monitoring and evaluating employee performance, may help businesses function more effectively. It might help them determine who among their staff is most at risk of leaving and who among their staff would benefit most from further training. If you want a free crash course in business analytics, go here

Objectives of the study
To assess HR's role in order to better understand where analytics fits in.

2. Research Methodology

- The present study is based on primary and secondary data. The Secondary data have been obtained from the following sources: - For the collection of secondary information and data sources like Published annual reports. Different policies, annual reports from head office back volumes, annual reports and journals, magazines, and websites,
- . A sample of 5% of employees is selected on the basis of random sampling method. Hence, the total sample comes to 100 employees. Simple random sampling technique has been employed in this study covered for the study.
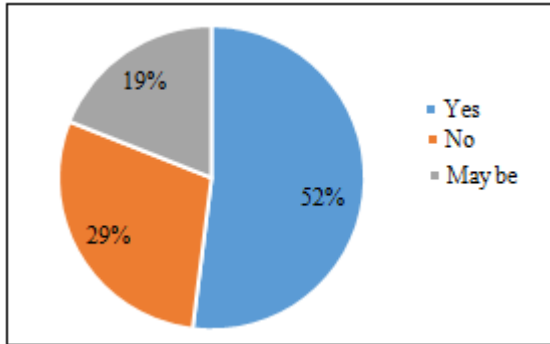
Plan of analysis
Graphs and charts provide a graphical format for displaying data.

After using appropriate statistical methods, appropriate conclusions will be drawn.

1) The field of HR analytics plays a crucial function in the HR department.

Category	Respondents	Percentage
Yes	52	52%
No	29	29%
May be	19	19%

Interpretation:
The accompanying bar chart shows that 52% of people are willing to accept A whopping 29% of respondents flat - out disagree that HR analytics plays a critical role in the HR department, while the rest are unsure either way.
Methods of analysis Human resources departments may expand more rapidly and make decisions based on data.

Category	Respondents	Percentage
Yes	29	29%
No	62	62%
May be	9	9%
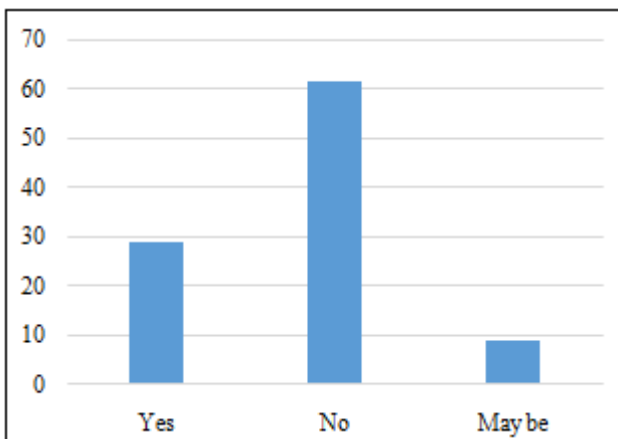
Interpretation:
In the sample size of one hundred people surveyed above, 29 percent are affirmative in the column labeled "Methods of analysis. " While 38% of respondents are in favour of this, 62% are against, and the remaining 8% have no strong opinion one way or the other

3. Findings

1) The accompanying bar chart shows that 52% of people are willing to accept A whopping 29% of respondents flat - out disagree that HR analytics plays a critical role in the HR department, while the rest are unsure either way.
2) In the sample size of one hundred people surveyed above, 29 percent are affirmative in the column labelled "Methods of analysis." While 38% of respondents are in favour of this, 62% are against, and the remaining 8% have no strong opinion one way or the other.

4. Suggestion

- Streamline internal communications to make the company more effective.
- Create a training plan that will really work.
- Increase the frequency of employee feedback.
- Establish an organizational mission and create a vision for the company's culture.
- Make the most of the current tools.

5. Conclusion

Optimally using one's assets is becoming more important in today's business environment. Human resources need more attention since they are a company's most important asset. Evidence is required for all key decisions. With this data - driven method of doing business, HR Analytics is being given the royal treatment. With the help of HR analytics, companies are not only able to make more informed decisions about HR based on hard data, but they are also incentive to keep their data quality at an acceptable level so they can show the value of their HR department's efforts.

References

[1] From: https: //www.inc. com/adam - vaccaro/the - future - of - recruiting - automation. html (accessed April 09, 2017); Adam Vaccaro (January 2014).
[2] The Journal of Information Technology Management Ashok Kumar, P., and Kumar, C. Employing the TAM, this research looks at how college grads in Bahrain's educational system react to online job postings. Journal of Advanced Research in Multiple Disciplines, 2 (9), 377 - 383. James J. Anthony (July 30, 2014)
[3] CareerBuilder (2015, July 7), New era in CEO - human resources connection revealed by CareerBuilder poll, CareerBuilder Survey Reveals a New Era in the CEO - Human Resources Relationship (300109753. html#) (Accessed: 8th April 2017).
[4] International Journal of Engineering and Advanced Technology, (14), pp.2249 - 8958, 2012. Apse, A. S., V. S. Patil, and N. V. Patil.
[5] 2013; Kashi, K., & Zheng, C. Applying the Technology Acceptance Model to the Iranian E - Recruitment Market. The Selection & Assessment: An International Journal.

[6] Talent Management System: A Critical Review, by Nishad Nawaz, 2014. Recent Trends in Management: Proceedings of the 2014 National Conference on.

[7] HRIS as a Means of Efficient Determination Making in Selected Software Companies in Bangalore, Karnataka, India (Nishad Nawaz, 2014). To be found at: International Journal of Business and Management Review, Volume 2, Issue 1, Pages 90–107.

[8] Human Resource Information Systems: A Review (Nishad Nawaz, 2012a). According to the 2 (6) issues of the International Journal of Management, IT, and Engineering, pages 402 - 416.