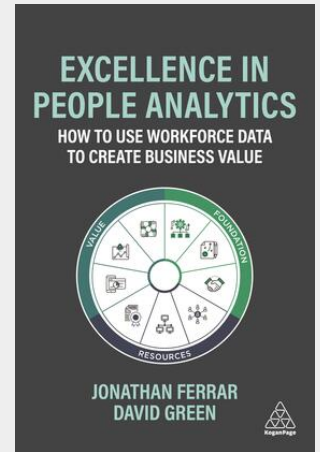


Ferrar / Green

Excellence in People Analytics

How to Use Workforce Data to Create Business Value

Effectively and ethically leveraging people data to deliver real business value is what sets the best HR leaders and teams apart. Excellence in People Analytics provides business and human resources leaders with everything they need to know about creating value from people analytics. Written by two leading experts in the field, this practical guide outlines how to create sustainable business value with people analytics and develop a data-driven culture in HR. Most importantly, it allows HR professionals and business executives to translate their data into tangible actions to improve business performance, whilst navigating the rapidly evolving world of work. Full of practical tools and advice assembled around the Insight222 Nine Dimensions in People Analytics® model, this book demonstrates how to use people data to increase profits, improve staff retention and workplace productivity as well as develop individual employee experience. Featuring case studies from leading companies including Microsoft, HSBC, Syngenta, Capital One, Novartis, Bosch, Uber, Santander Brasil and American Eagle Outfitters®, Excellence in People Analytics is essential reading for all HR professionals needing to unlock the potential in their people data and gain competitive advantage.



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