

A photograph of two women wearing hijabs sitting at a table in what appears to be a library or study area. They are both looking intently at a laptop screen. The woman on the left is pointing at the screen with her right hand. The woman on the right is also pointing at the screen with her right hand. The background is slightly blurred, showing bookshelves and a warm-toned lamp.

alteryx

People Analytics: Unprecedented Insight into HR Operations

Discover how people analytics can help you improve decisions around everything from workforce planning to benefits.

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Introduction

For many organizations, HR's role has evolved dramatically over the past decade. On top of its traditional responsibilities around everyday people management, HR is increasingly becoming a strategic component of the business — which means its reliance on data has grown, too.

Often, HR is now charged with providing insights to decision-makers across the business on topics ranging from hiring and retention statistics to diversity, equality, and inclusion initiatives. To provide truly useful insights, HR functions need to analyze their data effectively and translate their results into easy-to-communicate conclusions.

But advanced analytics can be a major undertaking — and one that many businesses struggle with. More than half of organizations (56%) still rely on spreadsheets to handle their people analytics,¹ despite consistent issues around data hygiene, version control, and human error. And even among those who successfully analyze their data, few can use those insights to make meaningful changes within their organization, with just 29% rating themselves as “good” or “very good” at channeling analytics into positive change.¹

Many HR leaders and decision-makers are looking for a more detailed, accurate, and reliable way to learn about their workforce, monitor their progress, and identify areas for improvement.

If you're encountering these challenges in your HR department, you've come to the right place. In this ebook, we'll explore how a dedicated analytics solution and automated analytics processes can help leaders effectively balance the needs of their business and workforce.

1. “The State of HR Analytics 2021,” Oracle

Charting the Needs of People Managers

Charting the Needs of People Managers

Though every organization's people management function will look slightly different, there are universal challenges and responsibilities that can be handled more effectively with a dedicated platform for people analytics.

Compensation and benefits

Payroll and benefits are usually the two largest expenses for an employer, so it's vital to get them right — especially if you're working within a hyper-competitive talent market, a tight budget, small margins, or an especially large workforce.

People analytics can help you monitor salary trends as they evolve to ensure new hires and existing employees receive the right base compensation in line with the rest of the industry or others in comparable roles.

Analysis can also help identify the right combination of benefits — from gym memberships to extended holidays — to offer as part of a competitive, attractive package for your people.

Recruiting

There's nothing more important than having the right people working for your organization. Automated analytics can help you:

- **Forecast demand and work volumes** to predict when you'll need to hire — so you'll have talented people up to speed at the right time.
- **Locate the right talent markets** and tailor your job ads to the people you want to attract.
- **Manage your recruiting, hiring, and onboarding costs effectively** with more accurate forecasts to get more out of your budget.
- **Explore internal performance metrics** to find hidden talents already in your organization.

PEOPLE ANALYTICS CAN HELP YOU:

- Predict hiring needs
- Locate and target the right talent
- Manage recruiting costs
- Find hidden talent in your org

Training and development

If you want continuous improvement within your organization, you'll need a continuous view of performance and an up-to-date assessment of employees' skillsets.

With analytics targeted at KPIs, you can identify skills gaps and target training to ensure your people always develop in line with their career goals and your organization's needs.

This process can also help ensure you're fully compliant with laws and regulations across the organization by flagging when certifications expire or highlighting areas where further training is needed.

Diversity, equality, and inclusion

With centralized oversight of all your people data, you can monitor DEI metrics to ensure everyone has fair support and representation in your organization.

Workforce planning

Analytics can play a key role in helping you manage, assign, and support your people in their day-to-day work lives.

At its simplest, it can give you insight into where people should be assigned, the best composition of each team, and if there are any gaps in your resource provision — especially useful if you work in a project-based organization.

Advanced people analytics can give you the ability to monitor productivity and wellbeing — and find the right balance between the two. You can compare everything from efficiency statistics to long-term sickness rates to see how your people are performing and where they might need more targeted support.

This will give you insight into performance issues, which translates into a unique opportunity to proactively address your attrition risks before employees consider leaving.

Customer spotlight: Combining multiple HR datasets for end-to-end compliance

Operating across multiple states in the US and several countries worldwide, one customer found it lacked a single point of truth for all its HR data. They had multiple datasets encompassing everything from veteran recruitment to COVID-19 vaccination status, making it a significant challenge to demonstrate federal directive compliance or affirmative action planning.

By using automated data modeling through the Alteryx Analytics Automation Platform, the company built sophisticated workflows to aggregate wide-ranging datasets, reducing compliance manager workloads by up to three months and processing workflows in just over a minute.

And with isolated file sharing and secure integration with AWS, leaders were able to rest assured that all the company's data was protected and only available to those who needed it.

Alteryx Automation Analytics

Alteryx Analytics Automation: Actionable Insights for Your HR Team

Many organizations use point solutions that cover one or two HR use cases, but don't feed into a central repository that's vital for comprehensive analysis. In fact, only 36% of respondents to the State of HR Analytics Survey agree that their people analytics platform delivers actionable insights¹ — so the vast majority are likely using a system that's not optimized for analytics.

Alteryx Analytics Automation is delivered via a unified platform that can help your people analytics practice move beyond manual effort and limited insight, introducing automation, democratized data access, and meaningful analysis.

47% of orgs don't integrate non-HR data into their people analytics.

Blend data from anywhere and send anywhere

Nearly half (47%) of organizations don't integrate non-HR data into their people analytics.¹ With Alteryx, you can extract, cleanse, and blend data from hundreds of different sources, even if they're structured and formatted differently.

Alteryx can process structured and unstructured data from all your everyday people management tools, including Workday, ADP, and Taleo — and even those spreadsheets your teams have been using for years. Whatever you need to build a complete picture of your workforce can be analyzed in Alteryx.

And once your automated analytics processes have finished, you can output your analysis as intuitive, user-friendly visualizations in Tableau, Power BI, and more — or to your faithful Microsoft Excel workbook, if that's what you need.

1. "The State of HR Analytics 2021," Oracle

Repeatable, automated workflows

Spreadsheets have served us all well over the decades, but the amount of manual effort they require simply isn't sustainable as both the main source of data and analysis tool. And for organizations trying to wrangle multiple point solutions, Alteryx workflows are simple to set up and even easier to automate, creating a repeatable process that allows users to prep and analyze data rapidly.

You can schedule your workflows to run and report daily, weekly, monthly — whatever cadence you need — and even overnight, so your insights are ready for you first thing in the morning.

By removing that manual burden, you'll see insights faster and free your teams to engage more closely with your strategic initiatives — and your workforce directly.

Improved accuracy

Data is always at risk when there's manual work involved. A cell might get missed when data is copied into a new spreadsheet. Someone might put a decimal point in the wrong place when they're entering information.

These mistakes often go unnoticed until they cause a problem. Building an automated workflow takes that risky human element out of the process, giving you more reliable, accurate records and analysis results.

Transparency and auditability

All too often, analytics becomes a black box of code that's difficult to manage effectively and even more difficult to explain in an audit. Alteryx workflows are completely transparent — so it's easy to see where data is being pulled from and exactly how the process prepares, cleanses, and analyzes the information.

This visibility into the whole analysis workflow, combined with higher accuracy through automation, makes it far easier to audit your processes, both for your own KPIs and your regulatory requirements.

Customer spotlight: Protecting the workforce through data aggregation and automation

With more than 30,000 employees spread across the US, including parts of the country prone to extreme weather events and natural disasters, one customer needed a way to track multiple datasets for each of its locations. In doing so, the company aimed to enhance employee safety by temporarily closing sites or adjusting working arrangements on the fly based on actual or predicted conditions.

By automatically overlaying third-party weather and natural hazard-tracking data with its site and employee addresses in Alteryx, the company can quickly identify which locations and people are most likely at risk and even push emails to line managers to take action. And for each new alerting feature the company adds, it can reuse the same template model, increasing efficiency and helping it do more with fewer resources.

Alteryx on Alteryx

Alteryx on Alteryx: Automating Data Aggregation for Faster Workforce Insights

Always keen to practice what we preach, Alteryx uses Alteryx Analytics Automation and Alteryx Designer to create sophisticated data workflows — connecting multiple datasets in one place for rapid insight generation.

Cynthia Eckles, Manager, People Analytics at Alteryx and her team created six unique but interconnected use cases across the company's key HR processes:

- **Talent acquisition** — discovering where the best talent is found and the cause of attrition
- **Diversity, equity, and inclusion (DEI)** — ensuring the company's ethical goals are achieved
- **Remuneration** — removing pay disparities across the workforce
- **Performance appraisals** — helping decision makers better understand workforce demographics
- **Span of control** — understanding and optimizing organizational structures
- **Merit letter distribution** — automating and simplifying complex, manual data aggregation

Alteryx now has a far greater understanding of its workforce, allowing senior leadership to make decisions based on the most accurate information, which ultimately benefits the workforce.

What's more, manual data manipulation has been all but eliminated across the HR team. Reporting, which previously took several hours — not to mention weeks to gather disparate datasets — can now be done in a matter of seconds. Alteryx not only benefits from substantial cost and efficiency savings but has also freed up time for data analysts and scientists to focus on more challenging activities that require human intuition.

Partner focus: Integrating Alteryx with third parties to deliver fast performance

Tasked with helping its clients wrangle countless datasets — from HR to business intelligence — one of our partners helps solve the problem of creating meaningful and accurate data-driven insights quickly and securely.

By combining Alteryx with Tableau and Snowflake, our partner helps its clients process, store, and analyze huge data volumes in a fraction of the time compared to traditional solutions — getting its clients up to speed in a matter of hours rather than months or even years.

Understand your people with Alteryx

Understand Your People with Alteryx

People analytics is becoming an increasingly important component of the business ecosystem. Organizations are relying on their HR teams to provide data that doesn't just offer basic information about the workforce, but also provides strategic value to the whole business. That level of insight is difficult to achieve with disconnected point solutions, hard-to-access data sources, and the burden of manual analysis.

With Alteryx Analytics Automation, you can go from data mining to data meaning — and drive more thoughtful decision making across your organization in the process. With Alteryx, analytics isn't just for data scientists or IT specialists; our low- and no-code analytics tools mean analytics is for all. From line managers to the head of HR, every member of your people management team can run reports and take a more strategic role in the business.

“To answer the right questions with your data, you need transparent workflows, centralized in one platform.

— Cynthia Eckles, Manager,
People Analytics at Alteryx



ABOUT ALTERYX

Alteryx (NYSE: AYX) powers analytics for all by providing the leading Analytics Automation Platform. Alteryx delivers easy end-to-end automation of data engineering, analytics, reporting, machine learning, and data science processes, enabling enterprises everywhere to democratize data analytics across their organizations for a broad range of use cases. More than 8,000 customers globally rely on Alteryx to deliver high-impact business outcomes.

Accelerate towards insights

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