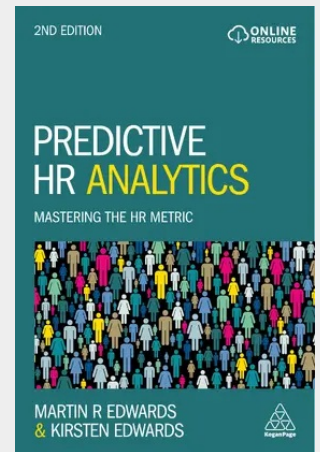


Predictive HR Analytics

Mastering the HR Metric

HR metrics and organizational people-related data are an invaluable source of information from which to identify trends and patterns in order to make effective business decisions. But HR practitioners often lack the statistical and analytical know-how to fully harness the potential of this data. **Predictive HR Analytics** provides a clear, accessible framework for understanding and working with people analytics and advanced statistical techniques. Using the statistical package SPSS (with R syntax included), it takes readers step by step through worked examples, showing them how to carry out and interpret analyses of HR data in areas such as employee engagement, performance and turnover. Readers are shown how to use the results to enable them to develop effective evidence-based HR strategies. This second edition has been updated to include the latest material on machine learning, biased algorithms, data protection and GDPR considerations, a new example using survival analyses, and up-to-the-minute screenshots and examples with SPSS version 25. It is supported by a new appendix showing main R coding, and online resources consisting of SPSS and Excel data sets and R syntax with worked case study examples.

**50,50 €**

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