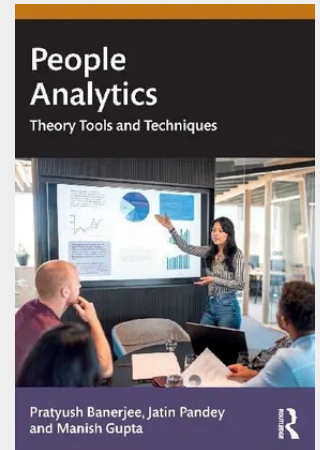


People Analytics

Theory, Tools and Techniques

This book addresses the topic of people analytics focusing especially on demystifying analytics for managers, from both statistical and computing points of view. It presents the evolution and the importance of people analytics in today's workforce management and highlights the motivation for studying business analytics, shows the different levels of analytic maturity and discusses real world success stories of business analytics in action through case studies. The volume provides the readers with a step-by-step guide to analyze data and interpret the results for strategy formulation. Each chapter of the book includes a vignette, data-driven exercises provided in a companion website, and real-world case studies. The authors also introduce the readers to data visualization software Microsoft Power BI as well as elaborates on how to use Tableau Desktop. This book would be useful to the students of human resource management, organizational behaviour, marketing management, business research methods, applied psychology, social work and sociology. It would also serve as very good handbook for practicing business executives helping them to implement data analytics for effective decision making in all kinds of business situations around the world.



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