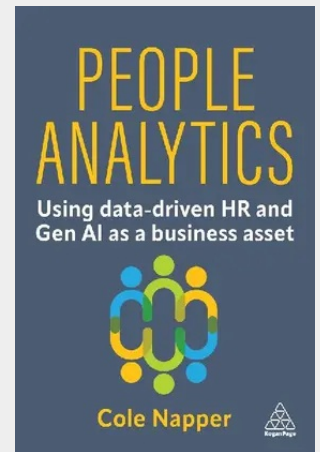


People Analytics

Using data-driven HR and Gen AI as a business asset

How can you use people analytics to drive business performance? Why does a data-driven approach to HR add value and how can you achieve this? What role should AI play in a people analytics function? *People Analytics* has the answers. It is a practical guide for all mid-career HR professionals which explains how data, analysis and effective use of artificial intelligence can drive business performance and be built into every role. It outlines every aspect of people analytics and explains how to use each element to add value in all parts of the business. There is also detailed discussion of the potential gains that can be made through the use of effective integration of people analytics and generative AI. This book offers guidance on how to build the data infrastructure for HR, the importance of high-quality data and step-by-step advice on how to analyse people data confidently so that you can improve business performance. There is also essential discussion of the ethics of using people analytics and artificial intelligence at work and real-world examples from companies including Toyota, PepsiCo, Walmart, Booster and FedEx. Written by a leading voice in the people analytics space, this is essential reading for all HR professionals needing to understand the power of people analytics.

How can you use people analytics to drive business performance? Why does a data-driven approach to HR add value and how can you achieve this? What role should AI play in a people analytics function? *People Analytics* has the answers. It is a practical guide for all mid-career HR professionals which explains how data, analysis and effective use of artificial intelligence can drive business performance and be built into every role. It outlines every aspect of people analytics and explains how to use each element to add value in all parts of the business. There is also detailed discussion of the potential gains that can be made through the use of effective integration of people analytics and generative AI. This book offers guidance on how to build the data infrastructure for HR, the importance of high-quality data and step-by-step advice on how to analyse people data confidently so that you can improve business performance. There is also essential discussion of the ethics of using people analytics and artificial intelligence at work and real-world examples from companies including Toyota, PepsiCo, Lightcast, Booster and FedEx. Written by a leading voice in the people analytics space, this is essential reading for all HR professionals needing to understand the power of people analytics.



37,50 €

37,50 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781398622166

Medium: Buch

ISBN: 978-1-3986-2216-6

Verlag: Kogan Page

Erscheinungstermin: 03.08.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Produktform: Kartoniert

Gewicht: 503 g

Seiten: 256

Format (B x H): 156 x 234 mm

