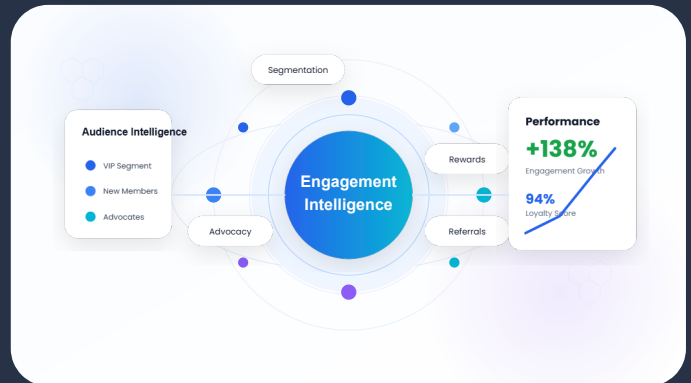


# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# Data Analytics Tools for Human Resource



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)

Human Resources ensure that organizations achieve success through people. The HR department manages organizational tasks by implementing policies and processes through data analytics and related techniques.

They focus on finding, recruiting, developing, talent identification, and training employees to maintain employee relations or benefits. Employees are trained and encouraged to continue improving their skills. When the organization grows, both employees and managers become successful.

HR Analytics has been progressing for the past few decades, but people are unique; each person is affected by company culture, techniques, and ways of training.

However, there has been some progress with [HR analytical tools](#) to assist in this area. Data analysts are now predicting how many employees will leave or stay with a company based on different variables. Knowing what you want to achieve before you choose your tool is essential.

Let's look at what tools are currently available for your HR manager to use:

**R** has a more active community that uses it for statistical analysis and visualization.

**RStudio** is R that provides additional facilities for data analysis and software development. It is the most used Integrated Development Environment (IDE) for R.

**Python** is a programming language in the data scientist community. It is used interchangeably with R. It is easier to learn and offers slightly fewer functionalities.

**Excell** is a primary HR Analytics tool for beginners. For manually extracting data from any HR system, it mainly comes out in a comma-separated value (CSV) file, and they are easily opened and edited by Excell. It is very intuitive and easy to use.

#### **Power BI**

Microsoft's Power BI makes analysis, visualization, aggregation of data elementary. Gartner's Magic Quadrant for Business Intelligence chose Microsoft as the only leader.

#### **Tableau**

Tableau is the best business intelligence tool, chosen by Gartner's Magic Quadrant for many years. It has taken the visualization world by storm.

#### **CPLEX Optimizer**

CPLEX Optimizer, a set of analytical tools that comes in use mainly for optimization.

Especially for prescriptive analytics (finding the best course of action to take in a given situation).

These prescriptive tools can provide significant value to a business. The prescriptive analysis is very advanced.

#### **SPSS**

SPSS mainly analyzes data; it often comes in usage with HR analytics tools in social sciences. You won't need extensive statistical knowledge to use it, as it has a friendly interface. [HR professionals use data analytics very often due to its vast benefits.](#)

### **Qlik**

Qlik is very suitable for general data aggregation, dashboarding, and warehousing. It focuses on actionable insights on workforce data, and its dashboarding capacity is extensive. It aggregates data.

### **Visier**

Visier, a data aggregation service that connects to different HR systems, connects them to one HR Business Intelligence tool. It answers questions about the workforce and drives productivity, performance, and other HR outcomes.

Visier is an actionable people analytics insights platform. It shows trends in workforce data. It enables users to answer questions about what drives productivity and performance, and other different HR outcomes.

### **Conclusion**

HR Analytics tools take you one step closer to applying the right techniques to optimize your workforce productivity.

It's not as challenging as you might think; we at [NextBee](#) have all the required skills and analytics available to make the most of your data. We will use our AI-driven solution plus industry knowledge and your data to help you make the right decisions.

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## Rohit Singh

VP of Customer Engagement

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