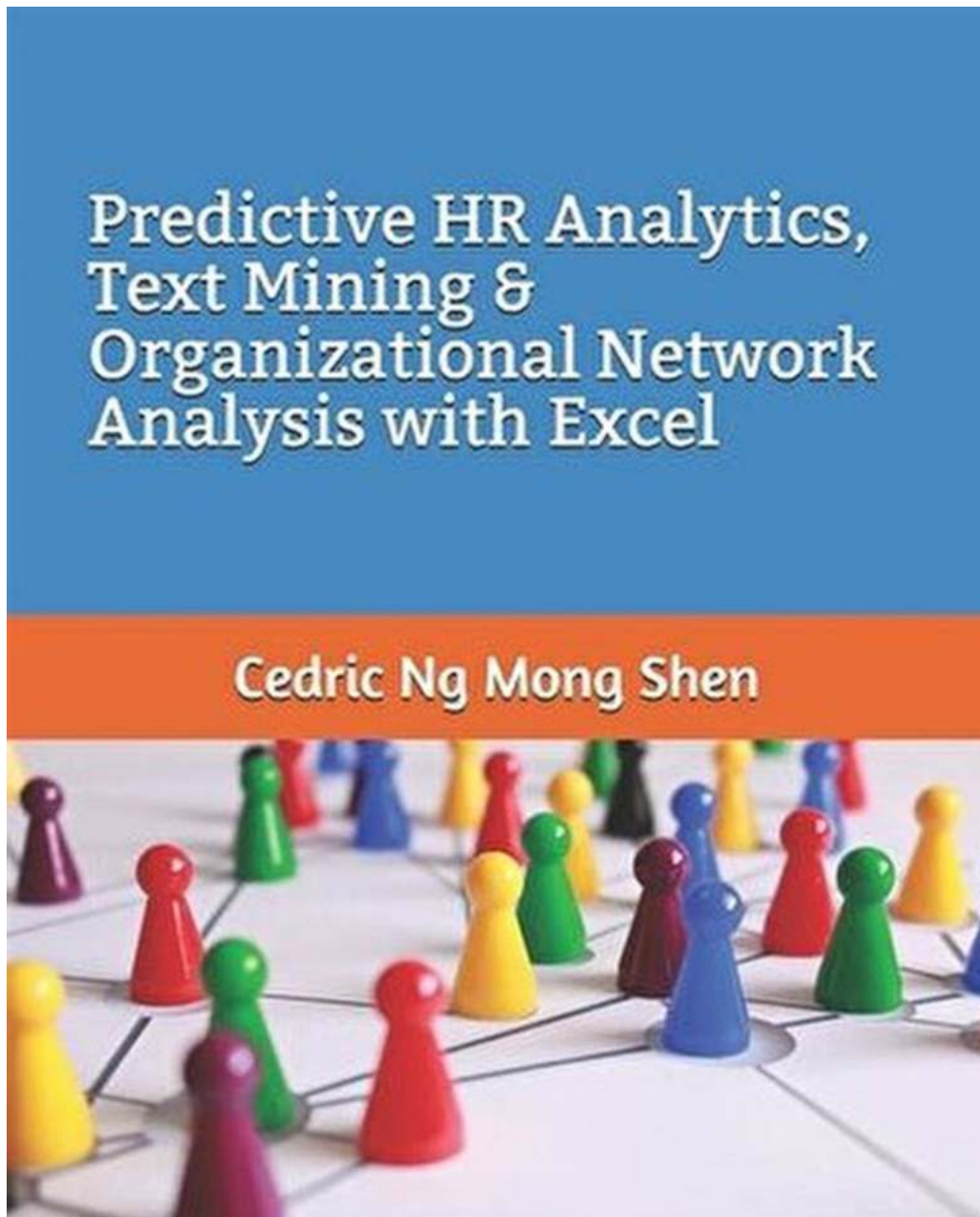


# "Revolutionize HR Decision-Making with Predictive HR Analytics, Text Mining, and Organizational Network Analysis"

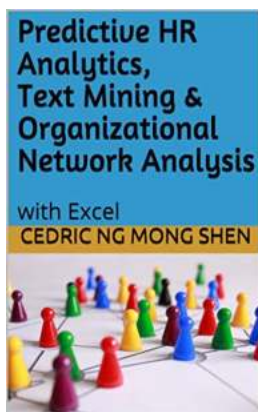


**The Future of HR: Unlocking Insights with Data**

Human Resources (HR) departments play a crucial role in managing and supporting talent within organizations. Traditionally, HR decisions have been based on experience, intuition, and a limited amount of data. However, in the digital age, organizations are recognizing the importance of leveraging data analytics to make informed decisions and drive strategic initiatives. Predictive HR analytics, text mining, and organizational network analysis are emerging as powerful tools to revolutionize HR decision-making.

## Predictive HR Analytics: Predicting Future Outcomes

Predictive HR analytics involves leveraging statistical models and algorithms to analyze historical HR data and predict future outcomes. By utilizing techniques such as regression analysis, classification models, and machine learning algorithms, HR professionals can identify patterns and trends within the data that can guide decision-making.



## Predictive HR Analytics, Text Mining & Organizational Network Analysis: with Excel

by Mong Shen Ng (Kindle Edition)

★★★★☆ 4.6 out of 5

Language	: English
File size	: 61623 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 502 pages



For example, predictive HR analytics can help identify high-performing employees who are likely to leave the organization. By analyzing historical data on employee performance, job satisfaction, and turnover rates, HR professionals

can develop strategies to retain these valuable employees by addressing underlying factors that may contribute to attrition.

## **Text Mining: Extracting Insights from Textual Data**

Text mining, also known as text analytics, involves extracting useful information from large amounts of unstructured textual data. In the context of HR, textual data can include employee surveys, performance reviews, social media posts, and more.

By utilizing text mining techniques, HR professionals can gain valuable insights into employee sentiments, identify areas of improvement, and address organizational challenges. For example, sentiment analysis can help HR teams detect underlying dissatisfaction or trends in employee surveys, enabling them to take proactive measures to improve employee engagement and satisfaction.

## **Organizational Network Analysis: Mapping Collaborative Networks**

Organizational network analysis (ONA) is the process of mapping and analyzing relationships and interactions within an organization. By visualizing these networks, HR professionals can identify key influencers, opinion leaders, and collaboration patterns. ONA provides insights into the flow of information, decision-making, and knowledge sharing within the organization.

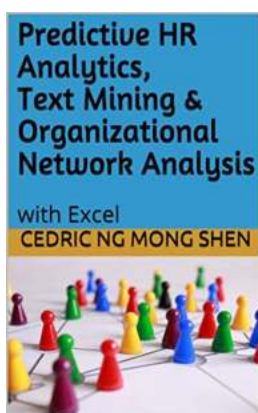
Using ONA, HR professionals can identify potential bottlenecks, weak connections, or gaps in communication within the organization. This information enables HR teams to develop strategies to enhance collaboration, improve communication channels, and foster innovation.

## **The Power of Integration: Predictive Analytics, Text Mining, and ONA**

While each of these techniques offers valuable insights on its own, the true power lies in their integration. By combining predictive HR analytics, text mining, and organizational network analysis, HR professionals can develop a comprehensive picture of their organization's dynamics.

For example, by correlating the sentiments expressed in employee surveys with the collaboration patterns identified through ONA, HR teams can gain a deeper understanding of how communication and organizational dynamics impact employee satisfaction. This integrated approach allows HR professionals to make data-driven decisions that align with the overall organizational strategy.

Predictive HR analytics, text mining, and organizational network analysis are transforming HR decision-making. By leveraging the power of data, HR professionals can gain valuable insights into employee behaviors, sentiments, and organizational dynamics. This enables them to make informed decisions, create effective strategies, and drive positive change within their organizations. Embracing these tools is vital in the digital age, where data-driven decision-making is becoming a necessity for organizations to stay competitive.



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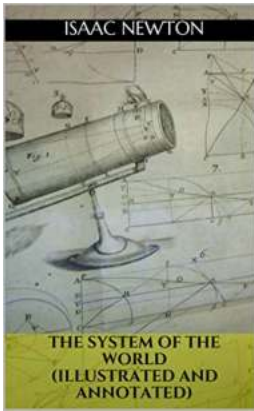


Predictive HR Analytics, Text Mining & Organizational Network Analysis (ONA) are hot topics and powerful techniques to improve organization effectiveness. Best Buy is able to predict that a 0.1% increase in employee engagement results in an increase of \$100,000 in the store's annual income! VoloMetrix found that a salesperson's network size within their company is a more important leading indicator of sales, than the time salespeople spend with customers! You don't need to spend months learning R programming & you don't need to buy expensive SPSS statistical software. This is the only book that teaches you how to use Microsoft Excel for Predictive HR Analytics, Text Mining & Organizational Network Analysis (ONA) with step-by-step print-screen instructions:

1) Predictive HR Analytics: Use Excel's Statistical Analysis tools (Decision trees, Correlation, Multiple & Logistic Regression) to run Predictive HR Analytics. You will learn how to predict Ethnic & Gender Diversity's impact on EBIT, predict training's impact on sales revenue, predict employee resignation, predict impact of staff engagement on sales, predict workplace accident, etc.

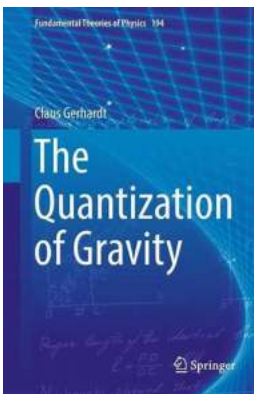
2) Organizational Network Analysis (ONA): Run ONA using Excel's network analysis tool. Learn how to convert an employee's organizational network into a score & then predict if they will be a high-potential (HiPo). You will also learn how to predict employee performance and resignation with ONA graph metrics. E.g. an employee is predicted to be a HiPo with performance rating of "9", if his "Social Network Score" is "16", "Social Network Diversity Index" is "3" & "Competency Score" is "8".

3) Text Mining, Sentiment Analysis & Word Clouds: Mine text from social network posts, employee engagement surveys & Glassdoor comments, then run Sentiment Analysis using Excel & visualize the insights with "Word Clouds". Learn how to predict a company's average employee attrition rate based on its sentiment. E.g. a company's average employee attrition rate is predicted to be 8%, if unemployment rate is 3%, GDP growth is 2%, Glassdoor public sentiment rating is "5", and engagement score is "7".



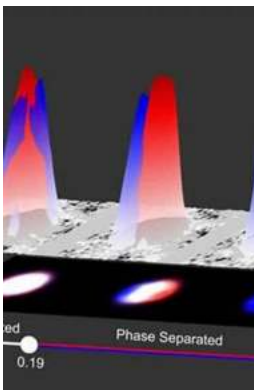
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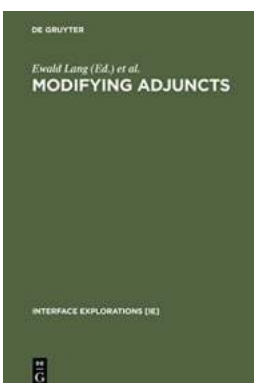
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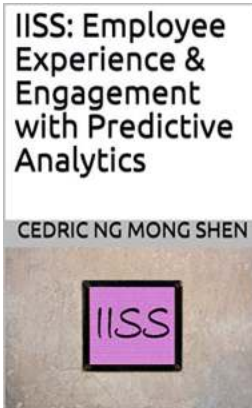
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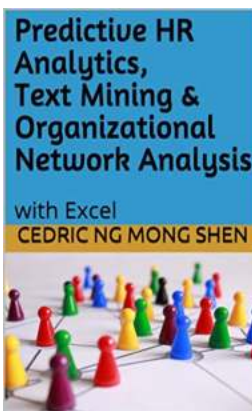
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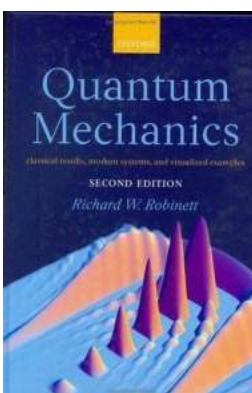
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