



People Behind the Numbers: HR Teams Are Focusing on Predictive Analytics

ASUG research identified predictive analytics as a growing area of interest for HR professionals. To gain an edge in the search for talent, your organization should look for use cases where analytics can enhance your HR activities.

Although managing people always will be a core capability for HR teams, technology has created new ways to source the best talent and measure employee sentiment. Our research indicates that SAP customers are paying attention to the power of predictive analytics, particularly business users within HR (Figure 1).

Figure 1: HR Professionals Are Most Interested in Predictive Analytics



Source: ASUG research, August 2018


The interest in predictive analytics among HR teams suggests they might be placing a priority on better understanding employees over improving processes. As leadership continues to push HR teams to be more flexible and make quicker decisions, these analytics will help HR professionals find the right people and keep them engaged with a company's culture. Analytics also will help HR leaders prove the effectiveness of their talent acquisition and retention strategies to their organizations.

“There will be a heavy focus on data-driven decision-making in HR and being able to quickly provide trend data and analysis to our leadership.”

– SAP customer, manufacturing industry

Finding the Advantages in Predictive Analytics

SAP customers should take advantage of the advances SAP offers through its HR capabilities. For example, its tools help HR representatives find talent in specific geographic areas or spot trends in employee behavior or satisfaction. ASUG Experience for Human Resources & Payroll in Toronto features sessions that will help you make data and analytics work for you and learn how your peers are turning insights into action.

 Register for the ASUG Experience for Human Resources & Payroll on Oct. 16–18 in Toronto.

ASUG

Founded in 1991, America's SAP Users' Group (ASUG) is the world's largest SAP user group, serving 2,300-plus businesses via company-wide memberships. ASUG's mission is to help people and organizations get the most value from their investments in SAP technology. The Chicago-based organization accomplishes this by connecting and educating people through in-person and virtual events, delivering customer feedback to SAP, and advocating for its members. Find additional information at <https://www.asug.com/about>

About ASUG Research
ASUG research captures a unique view of what SAP customers are doing, thinking, and planning for the future. We apply traditional quantitative and qualitative methodologies and research best practices to deliver insights on relevant technology topics.

© 2019, America's SAP Users' Group. All rights reserved. All SAP products are the trademarks or registered trademarks of SAP SE in Germany and in several other countries.