

THE DEFINITIVE

People Analytics Resource Library

90+ data sets, reports,
videos and more

AIHR | ACADEMY TO
INNOVATE HR



Introduction

You now have 90+ essential People Analytics resources at your fingertips.

These resources were selected by Erik van Vulpen: a leader in HR innovation and driving force behind the Analytics in HR blog, now part of AIHR.com. He has used his expertise to create a list of articles, reports, videos and more. With the resources gathered in this guide, you will have the data and insights you need to take your People Analytics knowledge, initiatives, and results to the next level.

To view the resources, simply click the link provided in this guide. With the exception of the books and some of the academic resources, everything included in this repository is free to access.

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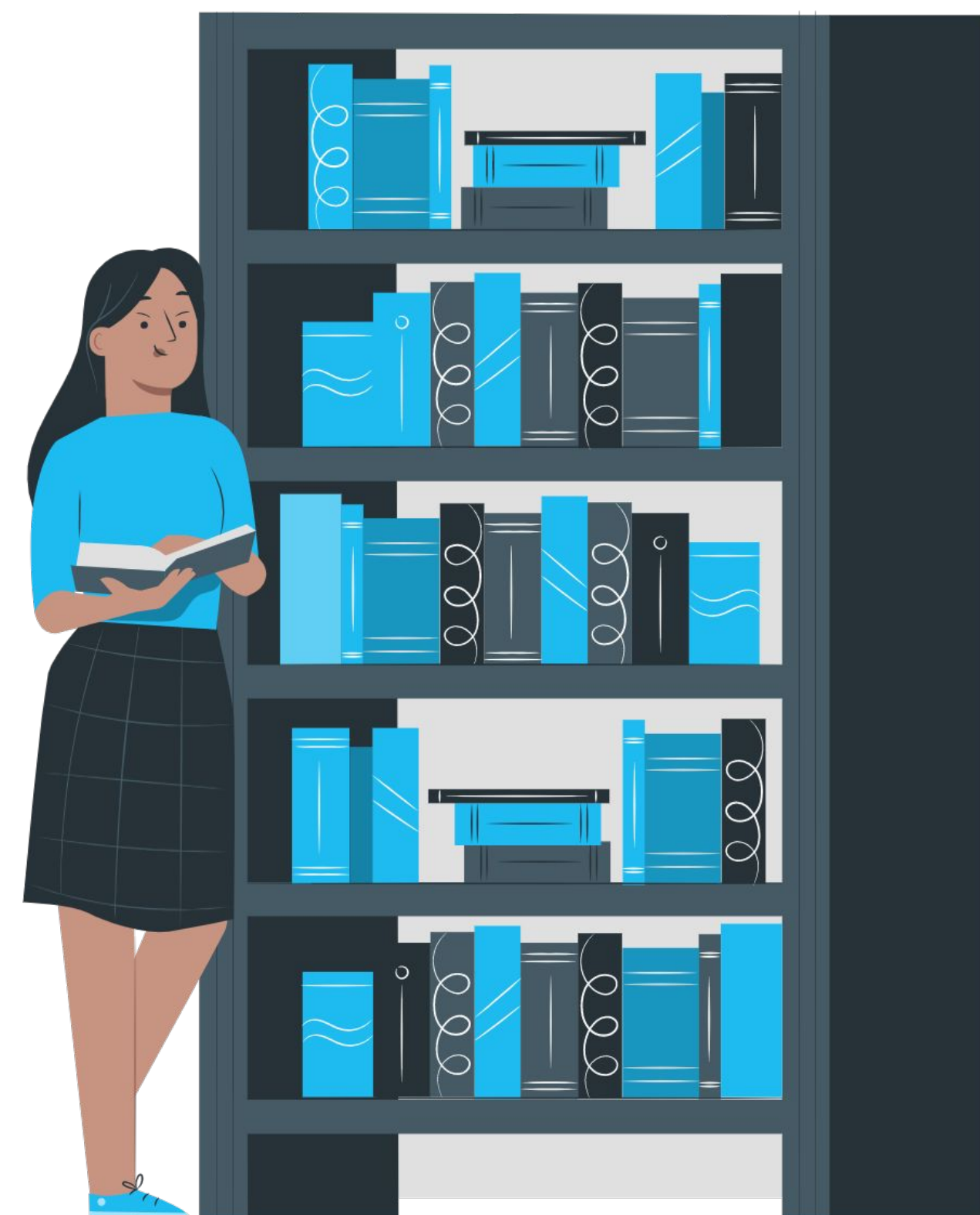
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Books

The People Analytics books in our list help you understand the basics of HR analytics, its financial impact on your organization, and how to use it to drive better results.

Each of these made a profound impact on how the people analytics field has developed. The books on our list also contain concrete examples and case studies to enable you to put theory into practice.

Clicking on the links will take you to a web store.



Books

The basics of People Analytics

- HR Analytics Handbook
- Calculating Success: How the New Workplace Analytics Will Revitalize Your Organization
- Introduction to People Analytics: A Practical Guide to Data-Driven HR
- People Analytics for Dummies
- The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions
- Strategic Analytics: Advancing Strategy Execution and Organizational Effectiveness

- Doing HR Analytics – A Practitioner's Handbook With R Examples
- Strategic Analytics: Advancing Strategy Execution and Organizational Effectiveness

Human capital

- Investing in People: Financial Impact of Human Resource Initiatives
- The Talent Delusion: Why Data, Not Intuition, Is the Key to Unlocking Human Potential
- Optimize Human Capital Investments: Make the "Hard" Business Case

Books

- Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments
- Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes
- Victory Through Organization: Why the War for Talent is Failing Your Company and What You Can Do About It

Case studies and examples

- Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead
- Transformative HR: How Great Companies Use Evidence-Based Change for Sustainable Advantage
- The Power of People: Learn How Successful Organizations Use Workforce Analytics To Improve Business Performance

Books

HR metrics

- The HR Scorecard: Linking People, Strategy, and Performance
- Employee Surveys That Work: Improving Design, Use, and Organizational Impact
- Data-Driven HR: How to Use Analytics and Metrics to Drive Performance
- Predicting Business Success: Using Smarter Analytics to Drive Results
- People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work

Predictive analytics

- Predictive HR Analytics: Mastering the HR Metric
- Predictive Analytics for Human Resources
- Predicting Success: Evidence-Based Strategies to Hire the Right People and Build the Best Team

Examples and data sets

You don't need to reinvent the wheel.

We've collected practical examples of how organizations are using People Analytics to inspire and inform your own projects.

And to help you hone your analytics skills, we have compiled HR data sets, including descriptions and exercises.



Examples and data sets

Examples

- 2018 SIOP Machine Learning Competition
Winning Submission Repository
- A Tutorial on People Analytics Using R –
Employee Churn
- Applying Survival Analysis to Reduce Employee
Turnover: A Practical Case

Data sets

- Datasets repository to practice and learn
Programming, Machine Learning, and Data
Science
- 7 HR Data Sets for People Analytics

Practical articles

These are some of the most impactful and actionable people analytics articles written in the past decade. They include some older pieces that have set the stage for people analytics and still hold relevance today, as well more recent articles covering the latest developments and insights.



Practical articles

Guides to HR analytics

- [HR Analytics Implementation: A Step-by-Step Approach](#)
- [The 10 Golden Rules of HR Analytics](#)
- [The 10 Golden Rules of HR Analytics \(revisited\)](#)
- [The 10 Golden Rules of HR Analytics \(crowd version\)](#)
- [Analytics on HR Analytics: What Really Works](#)
- [Assessing Your HR Analytics Capability](#)

Analytics issues and solutions

- [How to Deal With Analysis Paralysis](#)
- [Ten Red Flags Signaling Your Analytics Program Will Fail](#)
- [5 Reasons Why HR Analytics Projects Fail](#)
- [How to Ensure the Validity of People Analytics Efforts?](#)

Practical articles

Looking forward

- [A Call to Arms for the Future of People Analytics](#)
- [HR as a “Prediction Machine”](#)
- [HR Analytics: It’s Not a Fad. It’s the Future](#)
- [Are We There Yet? What’s Next for HR](#)

Annual roundups

- [Top 40 HR & People Analytics Articles of 2018](#)
- [The Best HR and People Analytics Articles of 2019](#)

Miscellaneous

- [Case Study: How Google Uses People Analytics](#)
- [They’re Watching You at Work](#)
- [A Study Used Sensors to Show That Men and Women Are Treated Differently at Work](#)

Looking for more?

Head over to the AIHR.com blog for more articles on People Analytics, Digital HR and more.

[Visit the blog](#)

Academic papers

This section lists the most-cited academic papers on people analytics.

One of the difficulties when it comes to selecting academic material is that publishing these materials can take up to a few years. This means that there is always a bit of lag between the latest insights and these insights being published by respectable journals.



Academic papers

HR Analytics reviews

- An ROI-Based Review of HR Analytics: Practical Implementation Tools
- People Analytics – a Scoping Review of Conceptual Boundaries and Value Propositions
- An Evidence-Based Review of HR Analytics

Human capital

- Competing on Talent Analytics
- Question for Your HR Chief: Are We Using Our 'People Data' to Create Value?
- The Paradox of Human Resource Analytics: Being Mindful of Employees

People Analytics guides

- HR Metrics and Analytics: Use and Impact
- HR Analytics as a Strategic Workforce Planning
- HR Analytics for Strategic Human Resource Management
- The Rise (and Fall) of HR Analytics: a Study Into the Future Applications, Value, Structure, and System Support

Academic papers

Miscellaneous

- The Scientific Method
- Toward Evidence-Based HR
- Human Resource Predictive Analytics (HRPA)
For HR Management In Organizations
- Three-Way Complementarities: Performance
Pay, HR Analytics and Information Technology
- Learning From Practice: How HR Analytics
Avoids Being a Management Fad

Reports

We have compiled the most impactful reports of the last five years. These reports show how people analytics has evolved and is now being embedded into traditional HR.

While in Deloitte's 2016 and 2017 reports, people analytics was mentioned explicitly, in their 2018, 2019, and 2020 reports, it is hardly (if at all) mentioned. Instead, people analytics is assumed to be one of the core HR activities.



Reports

People analytics reports

- Organizing for HR Analytics Success
- Global Human Capital Trends: People Analytics Gaining Speed
- Global Human Capital Trends: People Analytics Recalculating the Route
- Global Human Capital Trends: the Rise of the Social Enterprise
- Trends and Practices in Talent Analytics
- People Analytics Solutions: Market Primer

Standards and definitions

HR standards are about specifying how HR metrics should be measured and benchmarked to create uniform data definitions. This includes the quantities, formulas, and variables needed to calculate and produce these measurements.

In other words, these are the foundations on which you can build a powerful and effective People Analytics operation.



Standards and definitions

ISO standards for HR

- ISO Standards for Human resource management overview
 - ISO 30405:2016. Human resource management – Guidelines on recruitment
 - ISO 30408:2016. Human resource management – Guidelines on human governance
 - ISO 30409:2016. Human resource management – Workforce planning
 - ISO 30406:2017. Sustainable employability management for organizations
 - ISO 30407:2017. Human resource management – Cost-Per-Hire
 - ISO 30410:2018. Human resource management – Impact of hire metric
 - ISO 30411:2018. Human resource management – Quality of hire metric
 - ISO 30414:2018. Human resource management – Guidelines for internal and external human capital reporting

Standards and definitions

Standards and definitions

- [HR Metrics Interpretation Guide](#)
- [How to Calculate Employee Turnover Rate](#)
- [HR Software Reviews Repository](#)
- [Cost-per-hire, American National Standard](#)
- [51 HR Metrics Cheat Sheet](#)

Get more cheat sheets and guides

If you're looking for even more resources to help you take your HR organization to the next level, be sure to visit the AIHR resource library to find our growing library of free HR guides, cheat sheets and more.

[Browse free resources](#)

Videos

Don't have the time or opportunity to read a book or study a report right now, but still want to work on expanding your People Analytics expertise? These videos are packed with useful information in a comprehensible, accessible format.



Videos

Videos

- [What is HR Analytics?](#)
- [Creating Value Through HR Data & Analytics](#)
- [How Will Data Capturing Evolve in People Analytics?](#)
- [What in People Analytics Are You Most Excited About?](#)
- [5 Key Characteristics of the Digital Workforce](#)
- [5 HR Analytics Case Studies](#)
- [People Analytics: 5 Best Practices](#)
- [Decoding Workforce Productivity](#)

Courses

Whether you are a seasoned People Analytics specialist or an enthusiast new to the discipline, there is always more to learn.

AIHR has a large offering of online courses and certificate programs focusing on People Analytics, equipping you with the skills and knowledge that will help you drive a fact-based approach to HR in your organization.



Courses

Courses

- [People Analytics Strategy](#)
- [HR Analytics Leader](#)
- [Strategic HR Metrics](#)
- [HR Data Analyst](#)
- [HR Data Visualization](#)
- [Statistics in HR](#)
- [HR Data Science in R](#)

Certificate programs

- [People Analytics Certificate Program](#)
- [HR Metrics and Reporting Certificate Program](#)

More than People Analytics

From HR Strategy to L&D and beyond, AIHR offers a growing catalog of online courses and certificate programs that help HR professionals future-proof their skill set.

[Browse HR courses](#)






PEOPLE ANALYTICS CERTIFICATE

Take a deeper dive into People Analytics

Become a People Analytics specialist

The People Analytics Certificate Program enables you to develop the skills, knowledge, and hands-on experience needed to start heading People Analytics related projects.

[Learn more](#)

	Type	Online self-paced learning
	Duration	40 hours
	Structure	3 courses + capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI & SHRM credits	

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At the Academy to Innovate HR (AIHR), it is our mission to make HR future-proof by offering world-class, online education programs available anywhere, anytime.

Any HR professional who is committed to lifelong learning can expand their skill set with relevant and in-demand skills. AIHR is the place to learn the skills you need to advance your career and secure a job at the forefront of HR.

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