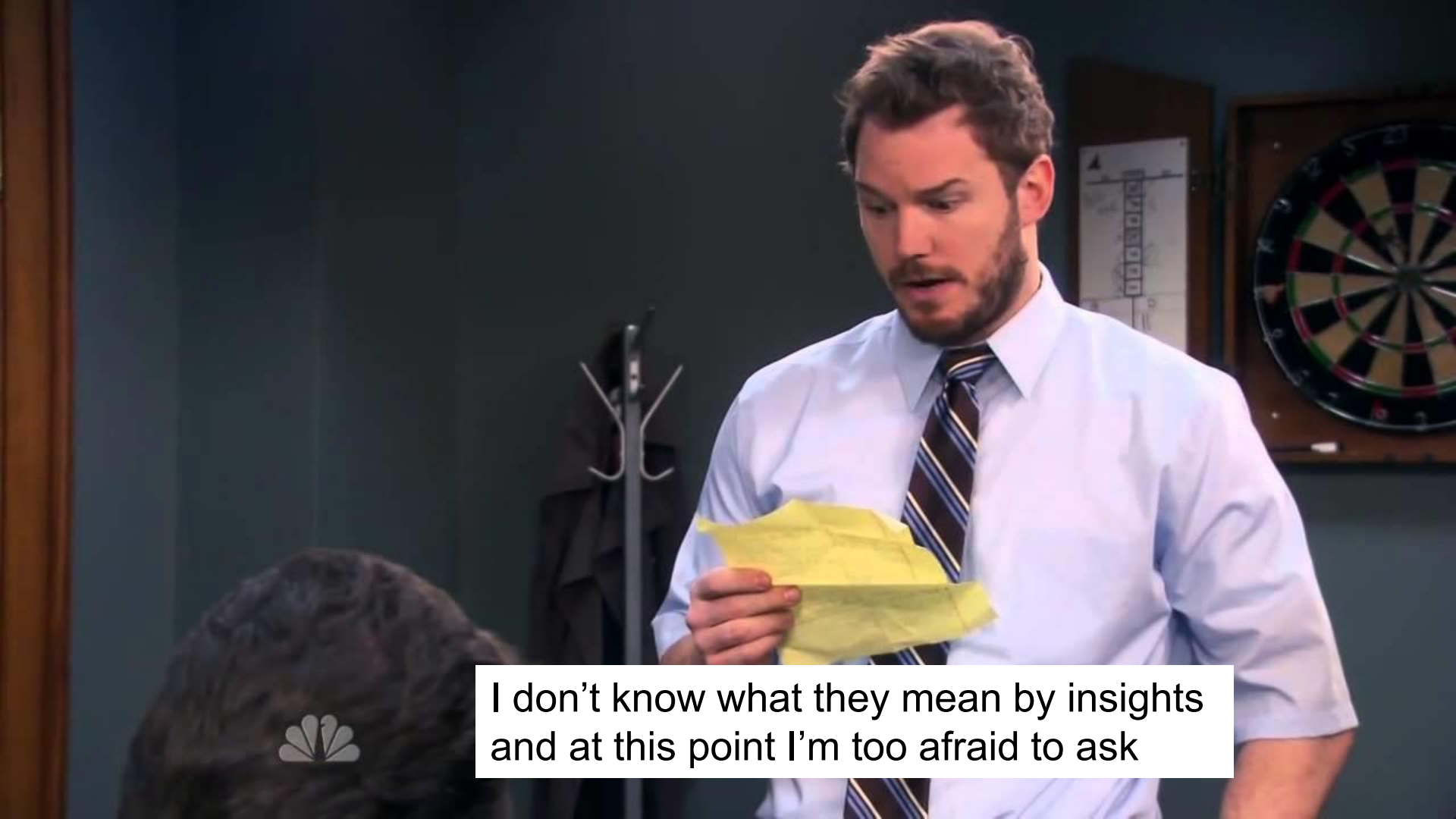


What do they mean by insights?





I don't know what they mean by insights and at this point I'm too afraid to ask

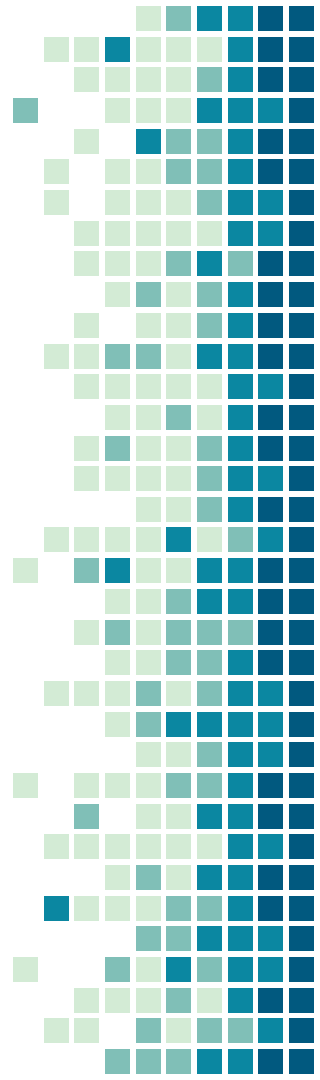




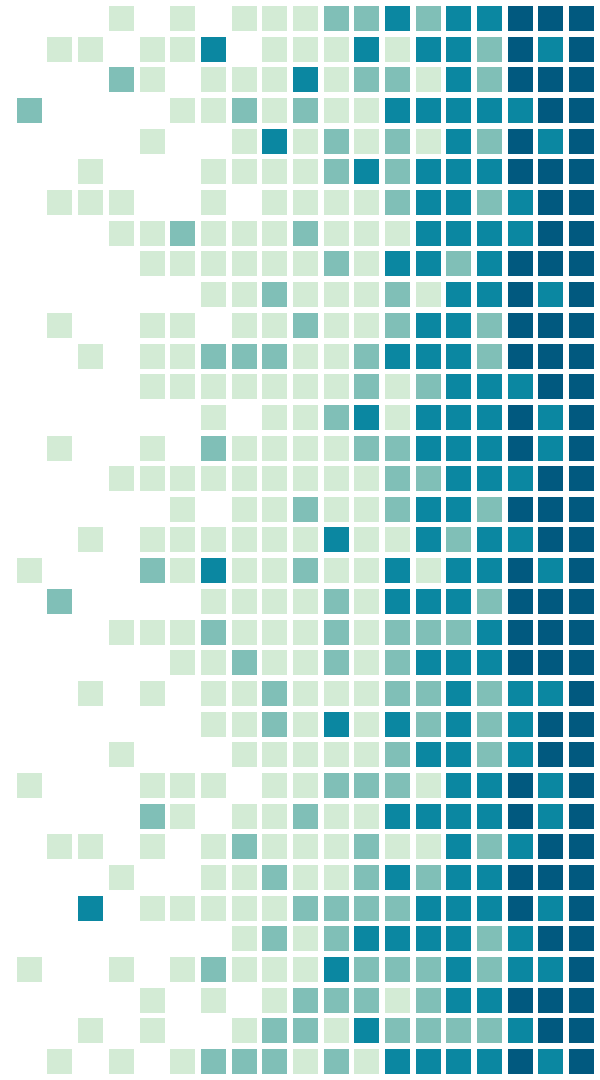
HELLO!

Zach Frank

- Senior Manager, People Analytics for Freeman
- Regularly advise and consult in both areas as well as broader HR tech
- 10 years of data, analytics, and automation experience
- Betterpeopledata.com



“Insights” is your
partners asking you to
help them make
informed decisions



1. Insights demand in analytics

What does the data say?



■ In Job Description

■ In Title

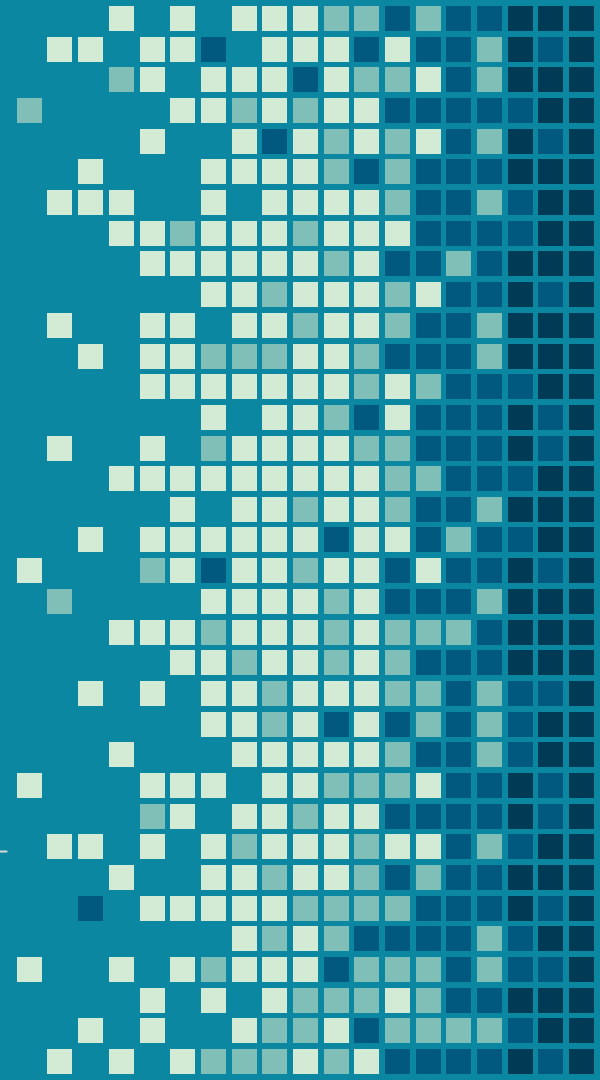
■ Not Present

0.39

0.26

0.35

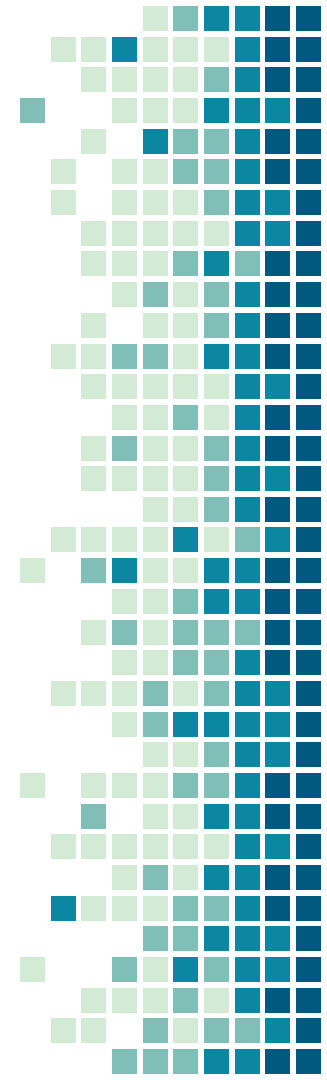
All Analytics Jobs



job postings
are only part
of it



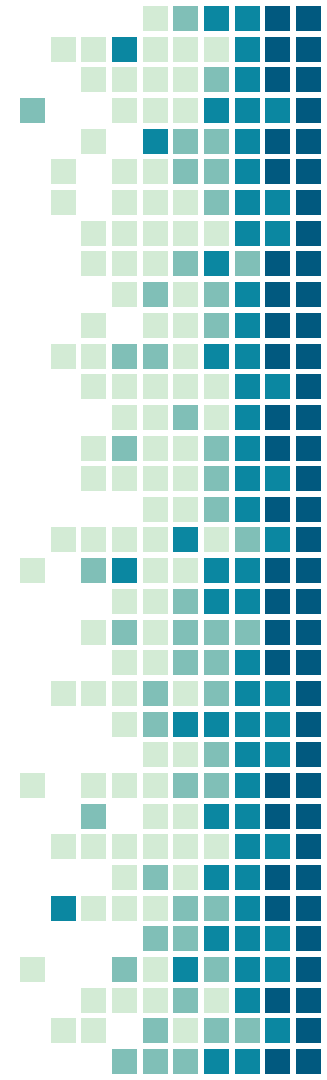
Appearance in job posts

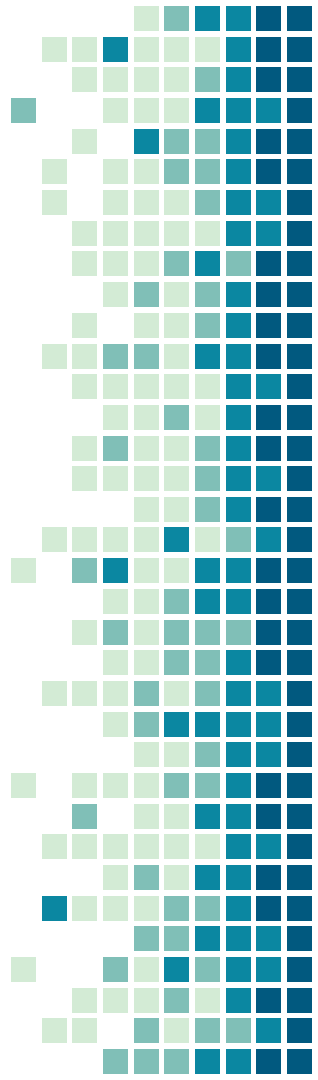
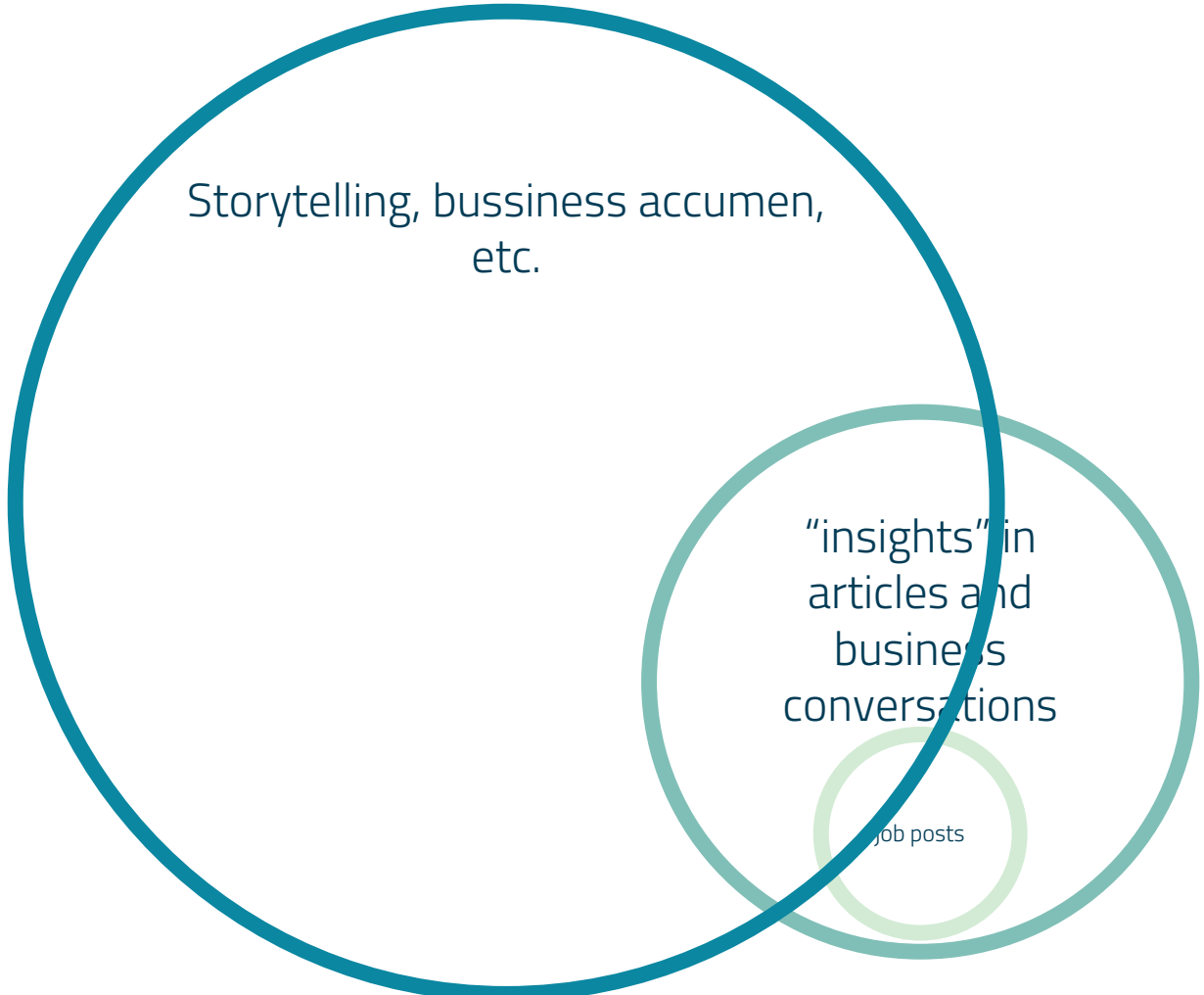


job postings
are only part
of it

“insights” in articles and business
conversations

Appearance
in job posts





What year was the term Business Intelligence first recorded in print?

- *1985*
- *1965*
- *1865*
- *1905*

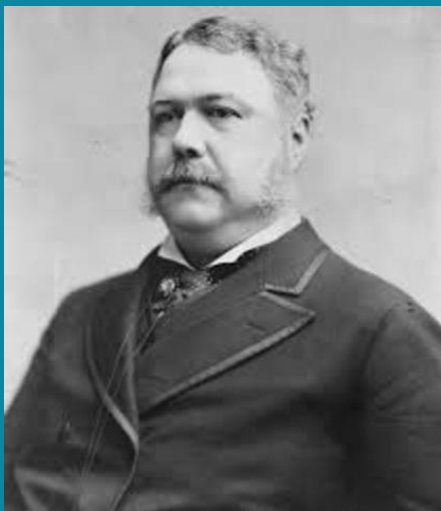
What year was the term Business Intelligence first recorded in print?

■ ~~1985~~

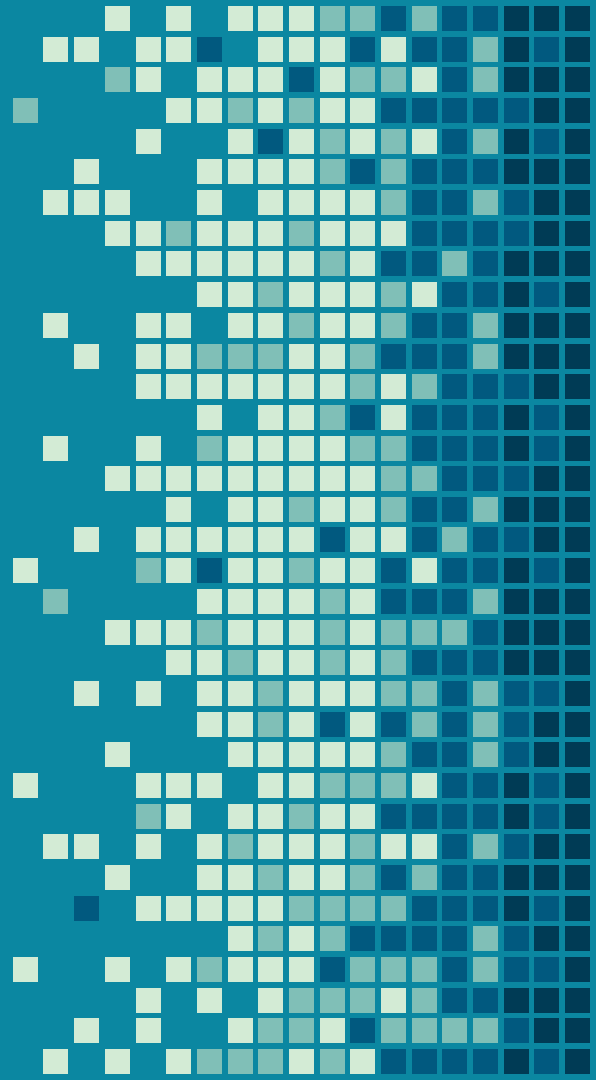
■ ~~1965~~

■ 1865

■ ~~1995~~

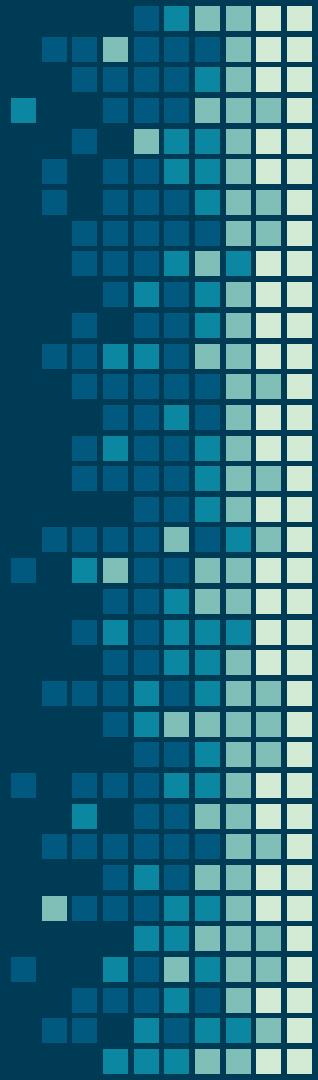


*Richard Millar
Devens*

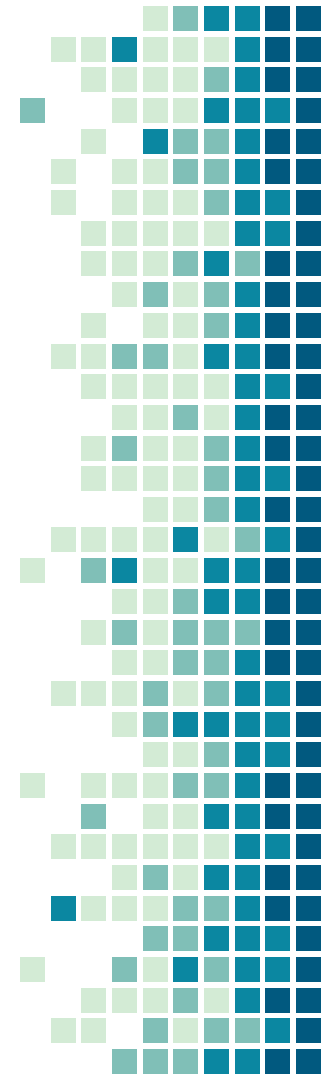




The problem and the opportunity

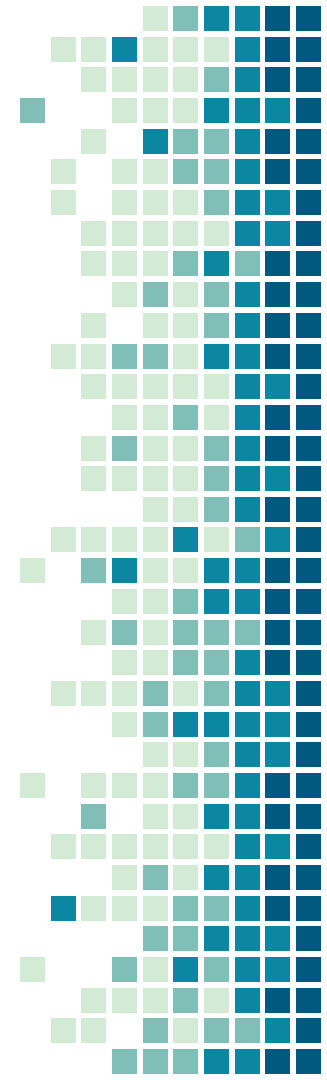


Why insights, why now?



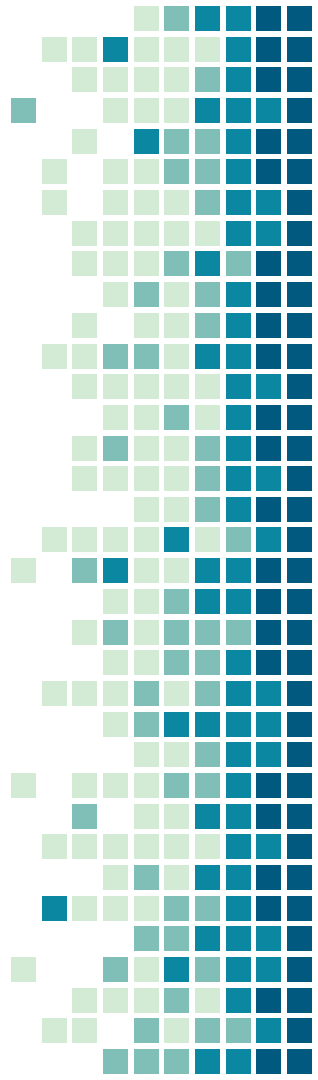
Why insights, why now?

- ↑ Technical capabilities






Why insights, why now?

-  Technical capabilities
-  Awareness of what is possible



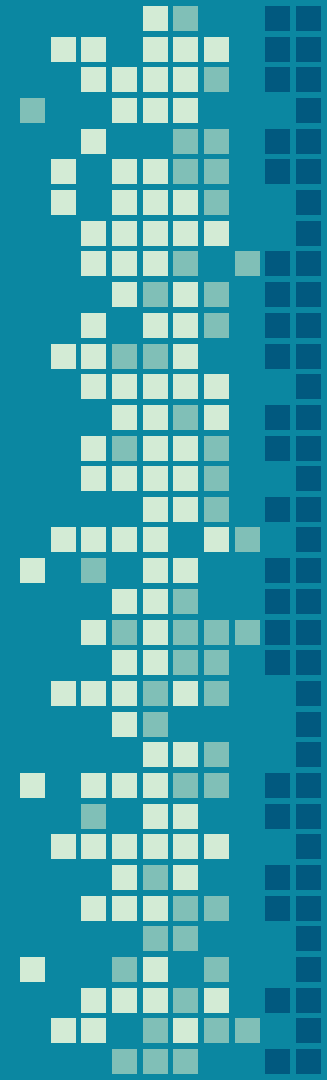
Why insights, why now?

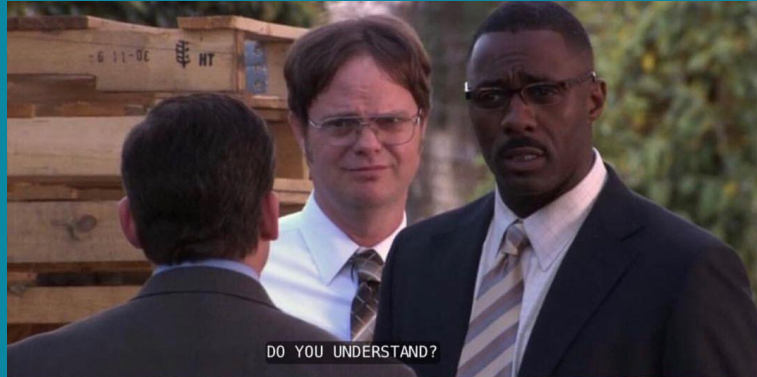
-  Technical capabilities
-  Awareness of what is possible
-  Efficiency vs value



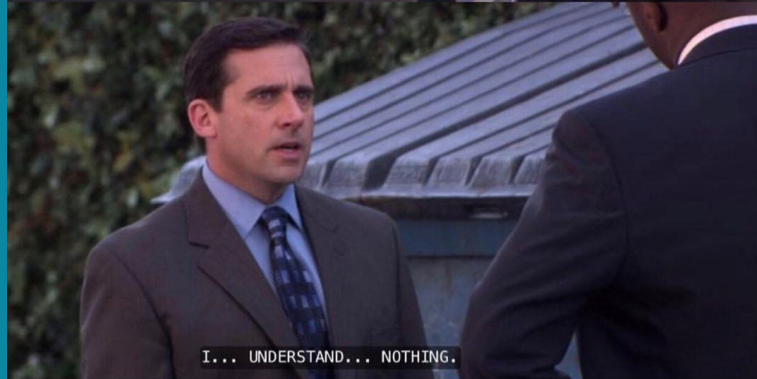
Problems

- They don't know what they mean
- They're unhappy
- Unaware of gaps

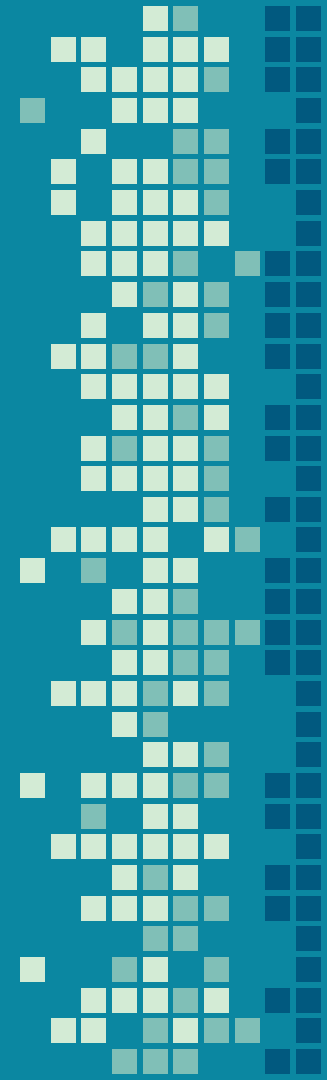




DO YOU UNDERSTAND?

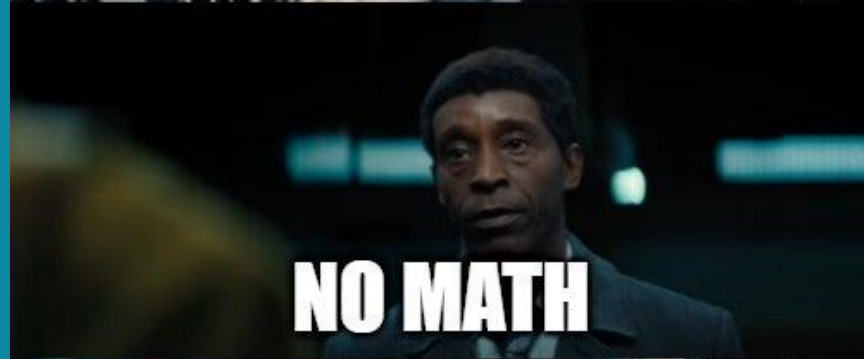


I... UNDERSTAND... NOTHING.





KEEP IT SIMPLE



NO MATH

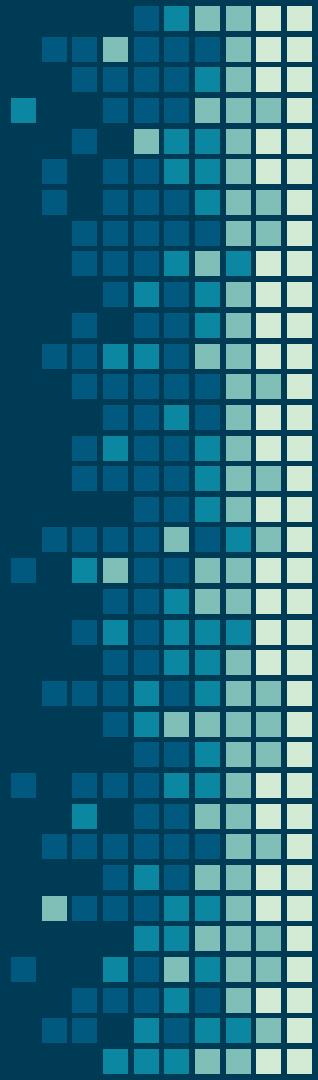


BUT IT'S ALL MATH



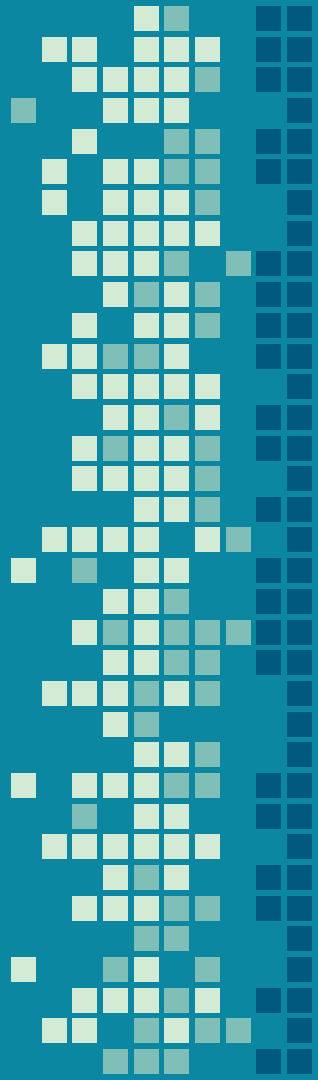


the opportunity >
the problem



Opportunity

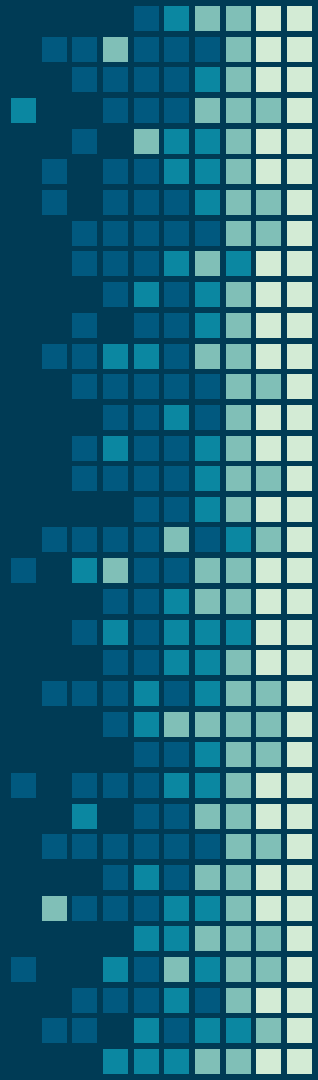
- Avg wages
- Job postings
- Tools and partners



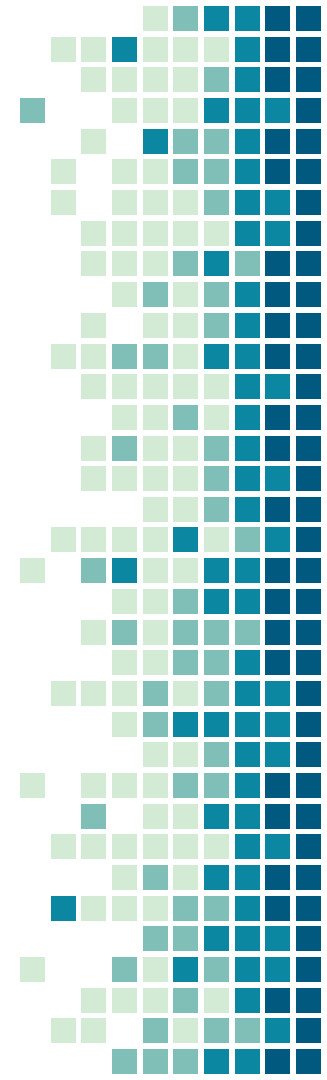
Opportunity



How to take advantage

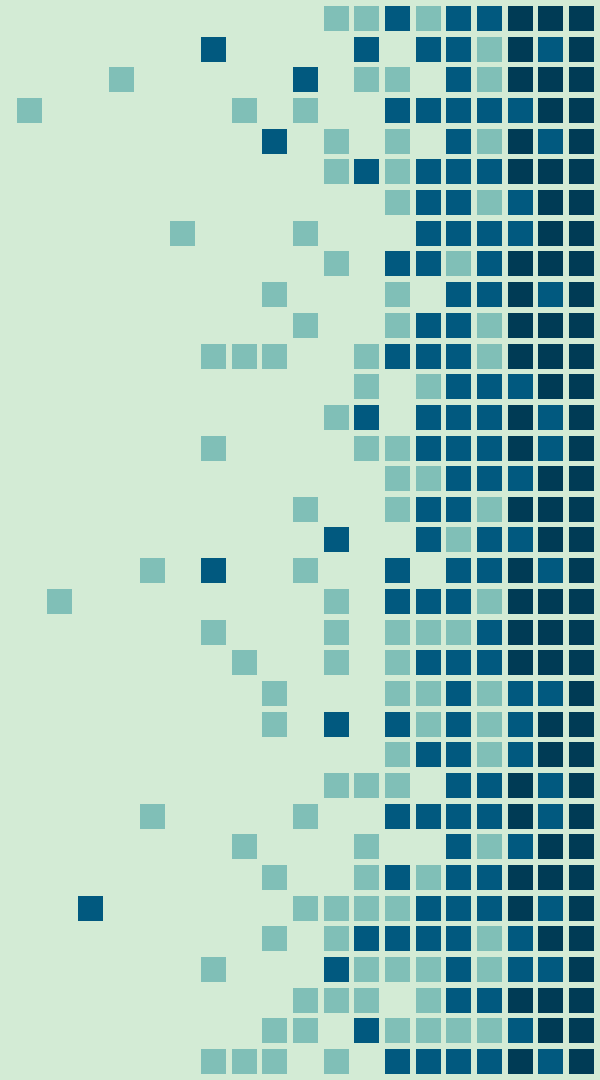


- Tactical
- Operational
- Strategic



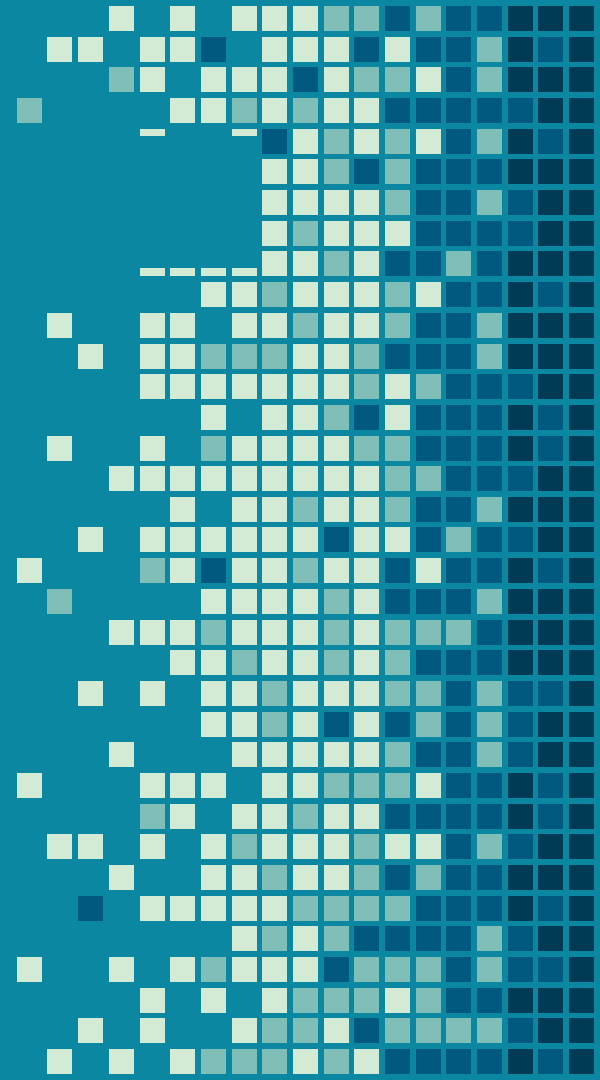
Tactical

- Don't just fill requests
- Stay engaged



Operational

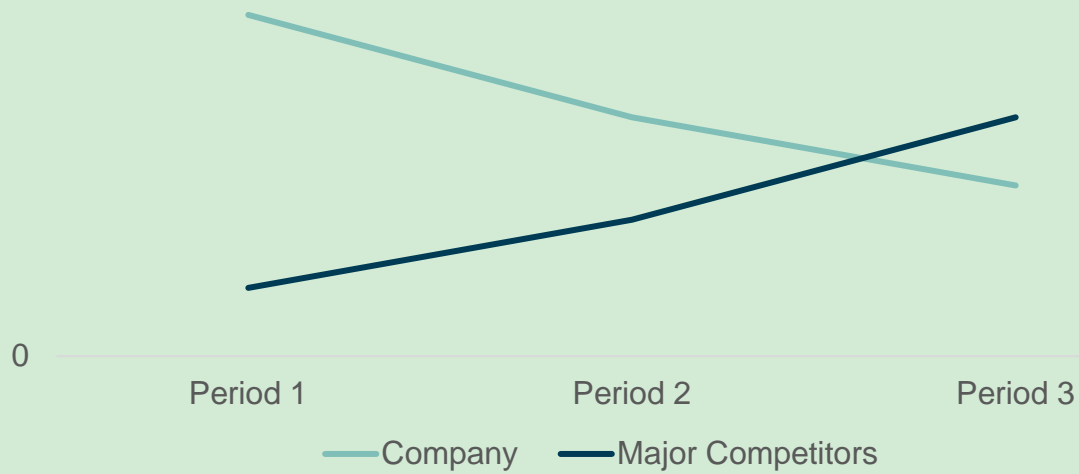
- Give guidance
- Progress, not perfection



Job seeker market share

- % of people searching for specific keywords/or job titles that click on your related job postings
- Good was 3%

Decrease in job seeker market share



Differences

- Simple
 - 300 word avg vs 700
- Clear
 - Organized sections
 - Upfront pay/hours/benefits
 - Location provided

Operational

- Give guidance
- Progress, not perfection
- Build processes
- Make friends

Strategic

- Give guidance



Van Iddekange et al



.06

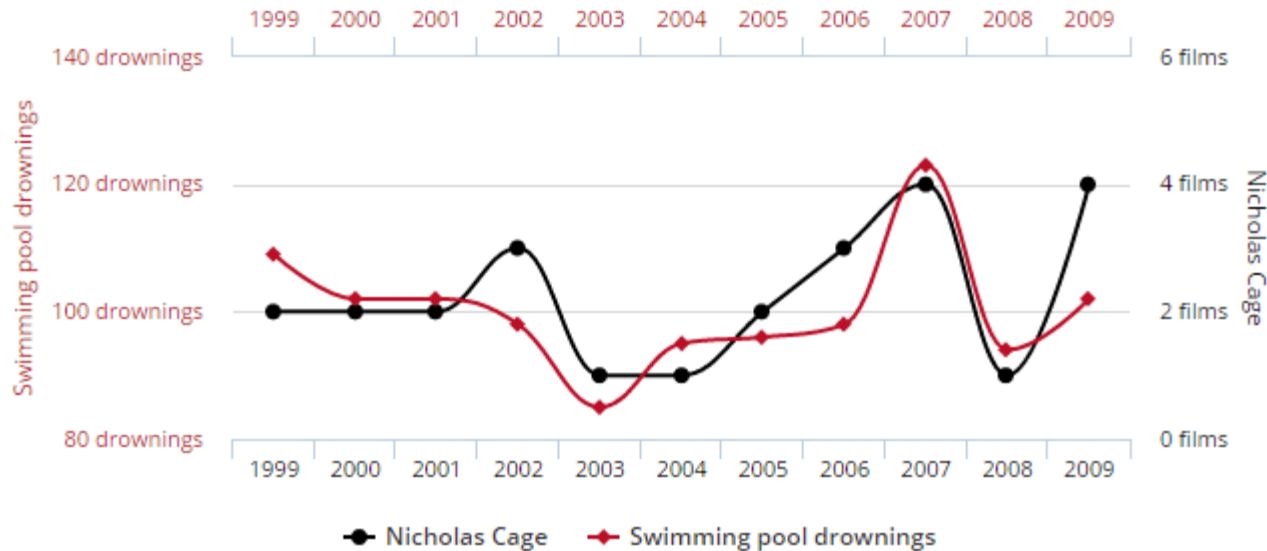
Correlation coefficient



Number of people who drowned by falling into a pool correlates with Films Nicolas Cage appeared in

Correlation: 66.6% ($r=0.666004$)

Data sources: Centers for Disease Control & Prevention and Internet Movie Database



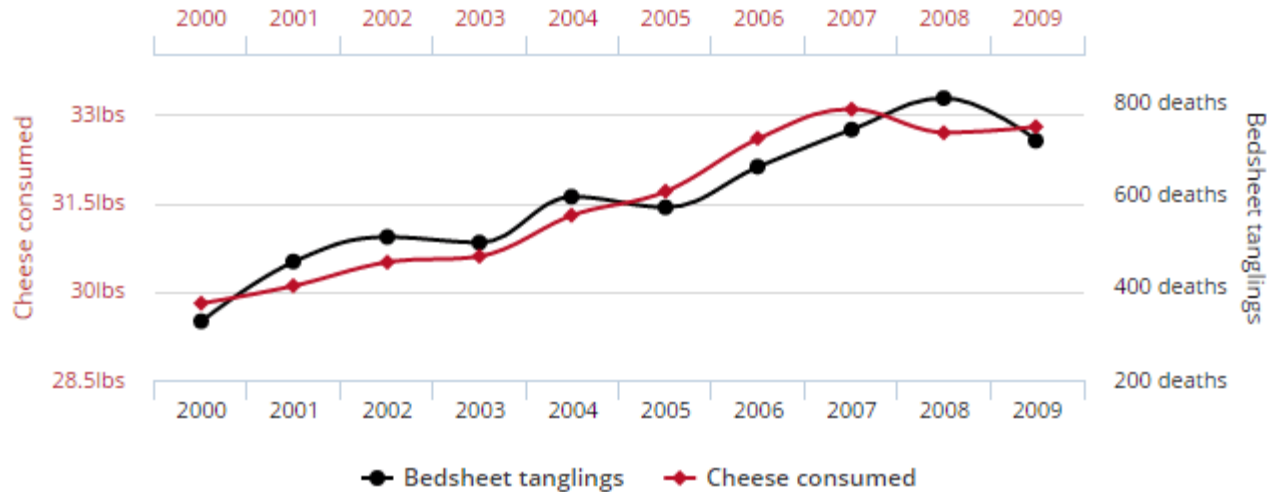
Per capita cheese consumption

correlates with

Number of people who died by becoming tangled in their bedsheets

Correlation: 94.71% ($r=0.947091$)

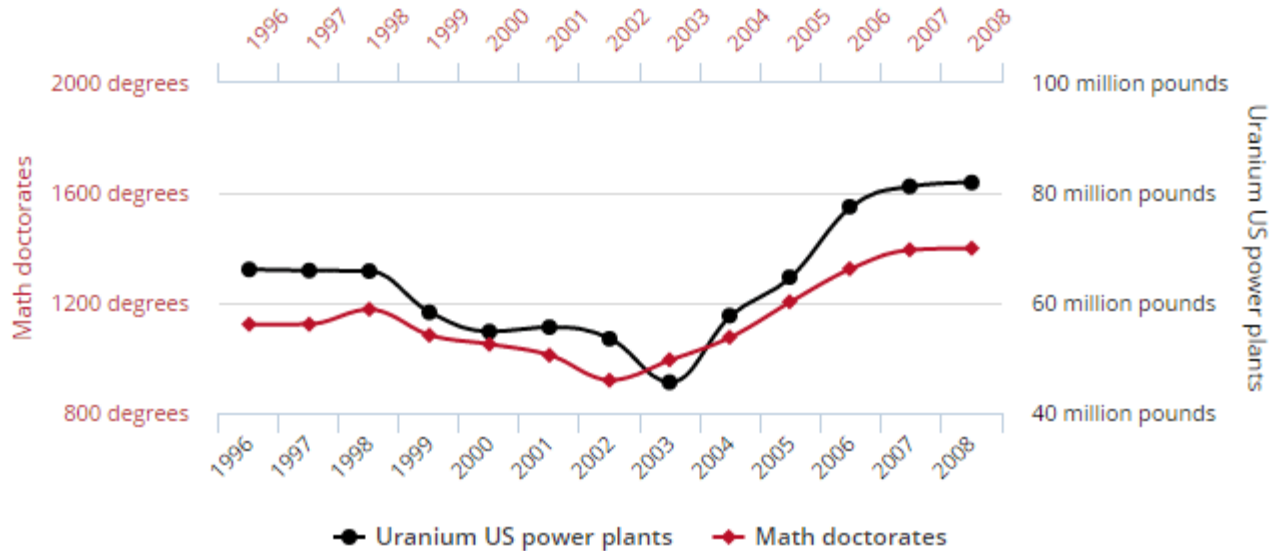
Data sources: U.S. Department of Agriculture and Centers for Disease Control & Prevention



Math doctorates awarded correlates with Uranium stored at US nuclear power plants

Correlation: 95.23% ($r=0.952257$)

Data sources: National Science Foundation and Dept. of Energy

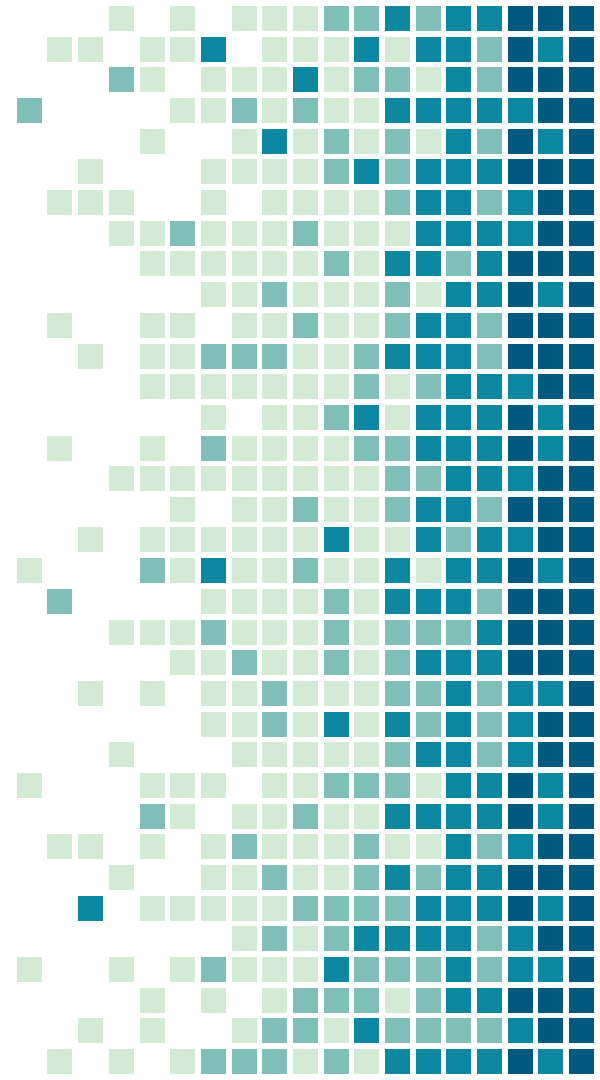


Strategic

- Give guidance
- Understand the landscape



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partners asking you to
help them make
informed decisions



Questions?

