



MADRAS SCHOOL OF SOCIAL WORK (AUTONOMOUS)

#32, CASA MAJOR ROAD, EGMORE, CHENNAI – 600 008

**P.G DEPARTMENT OF SOCIAL WORK
(AIDED)**

II M.S.W (HRM) - 2021

SOFT SKILLS REPORT

HR Analytics

Held on - 10/02/2021 (Wednesday)

Total number of students - 22

Resource Person: Mr.Sugan Chandramohan

Profile of the resource person: The resource person has completed MBA HR, and Diploma in International Business and He is currently running a consulting firm.

First Session

The session started by 08:30 a.m. with a discussion on “Data”. The facilitator introduced top data science and AI Trends and interacted with the application of these trends in the industries. He also gave some live examples to explain about there can be improvements in the data science and data analytics field.

4 Dimensions of leadership during a crisis that could help in adapting to the transformation in the industries.

Agile, Engaging customers, Re crafting digital strategy and Resilience.

Usage of analytics in customer support, operations, research and development, product development, HR, Marketing, Sales and finance have been introduced by various examples.

Some of the major companies that utilise data are OYO, Wework, Swiggy, Practo, Hotstar, Whatsapp, OLA, Flipkart. Data is strategic along with insights, targeting, personalisation and content utilisation.

Adoption of Best practices in various industries have now become so common that any new management approach or a change management strategy that has been applied to the industries are written down to measure the efficiency of the approach.

Types of Data – Descriptive, Diagnostic, Predictive and Prescriptive. These types of data are analysed by tools such as SAS, Tableau, KNIME, Splunk, IBM SPSS, Python, Excel, Rapidminer and R Programming. These tools help in embarking digital journey. Applications of these type of data was discussed among the students.

Break: 10:20 a.m. – 10:50 a.m.

Second Session

Introducing HR Analytics in an organisation

- Selecting metrics and KPI's – HR Specialist
Defining KPI's and metrics, Selecting features for ML models, Formulating requirements.
- Defining data sources – Executive person
Define the requirements, Check the market, and consider building a custom tool.
- An off-the-shelf or a custom tool – Executive person and HR Specialist
Evaluate commercial tools, decide the need to build a custom tool.
- Gathering a team – Executive person and HR Specialist
Gather a team and define roles.
- Setting up data infrastructure – Data analyst, Data engineer, ETL Developer and DW Developer
Setting ETL Tools, warehouse configuration and data implementation.
- Building a predictive model - Data analyst, Data scientist.
Additional data collection, and preparation, model training and model deployment.
- Developing end-user interface – UX Designer, UI Designer, Front end developer.
Implementing a platform's front-end, setting up reporting.
- End-user training – IT Department
Developing training strategy, implement on boarding tactics and technologies.

Analytics use large volume of data. Investing money and resources in the technology. Analytics cost is more and yet the investment is more due to efficiency.

It helps in making decisions based on recommendations provided after consolidation. Helps in changing the models and approaches for betterment. Integration of data between applications – Uni-directional and Bi-directional.

Business Priorities – Growth, IT Related, Corporate, Financial, Workforce, Customer, Product improvements, Cost management.

Degree of clarity and Leadership decisions. Embracing technology will increase the growth by 120%.

Paradigm shift in recruitment – Manual and Predictive

- Manual – Attracting talent, Sorting resumes & pre-screening candidates, Initial phone interviews, In person interviews, Hiring
- Predictive – Attracting talent, Automated resume ranking, shortlisting, pre screening candidates.

These methods save time in evaluating candidates. Background checks via social media platform contents are used widely.

Paradigm shift in talent management

Traditional and emerging paradigm.

Traditional – HR Provides support to the business units when asked.

HR Professionals are valued by their responsiveness to inquiries.

HR deals with the soft side of the business

People problems are responsibility of the HR Department.

HR Department owns employee development.

Emerging – TM Proactively identifies business opportunities and flags potential human capital risks.

TM professionals are valued based on their ability to solve business problems.

TM uses the same data driven, fact based approach as the rest of the organisation.

Managers and TM jointly apply their experience to address employee issues.

Employee development is a shared responsibility between managers, employers and TM organisation.

Activity

Using charts and sketches, the students separated into groups for an activity related to the concept.

- Can we convert some of our work into gig work?
- How can we attract the best Gen Z Talents?
- What kind of employee experience is desirable for our organisation?
- What new managerial behaviours should our managers be trained?
- How much of AI/RPA to be introduced in my organization?

Name of the group, Discussion with the leadership team, Sharing ideas and implementation.



Two groups presented before the class. The facilitator gave insights about areas of improvement and as a leadership head he also gave ideas on how these can be implemented. The session ended by 01:30 p.m.

SOFT SKILLS – DAY 3			
Sl.No	Reg.No	Name	Status
1	1915772091002	Deepak T Kappen	Completed
2	1915772091004	Dhivya Bharathi P	Completed
3	1915772091005	Imran R S	Completed
4	1915772091006	Jafrin Asfara	Completed
5	1915772091007	Kezia Keerthana Finney	Completed
6	1915772091008	Krishna Rethnam R	Completed
7	1915772091009	Mohammad Shadaab	Completed
8	1915772091010	Nandhini Srinivasan	Completed
9	1915772091011	Padma Priya S	Completed
10	1915772091012	Parvatha Sundari S	Completed
11	1915772091013	Ramy S	Completed
12	1915772091014	Rohith Jason Meshach P I	Completed
13	1915772091015	Sandhra Elizabeth Joseph	Completed
14	1915772091016	Saranya G	Completed
15	1915772091017	Sathiya Anandhi P	Completed
16	1915772091018	Seenivasan P	Completed
17	1915772091019	Siddarth O J	Completed
18	1915772091020	Swarna H	Completed
19	1915772091021	Trinima Morais F	Completed
20	1915772091022	Venkatesan R	Completed
21	1915772091023	Vignesh A	Completed
22	1915772091024	Vinodhini R	Completed

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