

3.6: Introduction to People Analytics

What you'll learn to do: Explain the concept of people analytics

People analytics is a practice that has been an “emerging trend” for over a decade. Indeed, research and advisory firm Gartner still categorizes analytics as an emerging technology, estimating time to mainstream adoption (as of October 2018) at 2–5 years.^[1] However, practice thought leaders are declaring that “the people data revolution, predicted for years, has finally arrived.” In this section, we’ll get beyond the hype, defining people analytics and discussing adoption trends and implications for HR.

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1. George, Sharon. "[6 Trends in the Gartner Hype Cycle for Human Capital Management, 2018](#)." Gartner. October 30, 2018. Accessed August 06, 2019. ↵

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