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Your Participants"; "Summary"; "Notes"; "Chapter 3: The Measurement Plan"; "Defining the Intervention(s)"
 "Measurement Map""Hypotheses or Business Questions"; "Defining the Metrics"; "Demographics"; "Data Sources and Requirements";
 "Summary"; "Note"; "Chapter 4: It's All about the Data"; "Types of Data"; "Tying Your Data Sets Together"; "Difficulties in Obtaining Data"; "Ethics of Measurement and Evaluation"; "Telling the Truth";
 "Summary"; "Notes"; "Chapter 5: What Dashboards Are Telling You: Descriptive Statistics and Correlations"; "Descriptive Statistics";
 "Going Graphic with the Data"; "Data over Time"; "Descriptive Statistics on Steroids"
 "Correlation Does Not Imply Causation""Summary"; "Notes";
 "Chapter 6: Causation: What Really Drives Performance"; "Can You Create Separate Test and Control Groups?"; "Are There Observable Differences?"; "Did You Consider Prior Performance?"; "Did You Consider Time-Related Changes?"; "Did You Look at the Descriptive Statistics?"; "Have You Considered the Relationship between the Metrics?"; "A Gentle Introduction to Statistics"; "Basic Ideas behind Regression"; "Model Fit and Statistical Significance"; "Summary";
 "Notes"; "Chapter 7: Beyond ROI to Optimization"
 "Optimization""Segmentation"; "Mixture"; "Saturation"; "Metric Interaction"; "Time Line"; "Summary"; "Notes"; "Chapter 8: Share the Story"; "Presenting the Financials"; "Telling the Story and Adding Up the Numbers"; "Preparing for the Meetings"; "Summary";
 "Notes"; "Chapter 9: Conclusion"; "Human Capital Analytics";
 "Alignment"; "The Measurement Plan"; "It's All about the Data";
 "What Dashboards Are Telling You: Descriptive Statistics and Correlations"; "Causation: What Really Drives Performance"; "Beyond ROI to Optimization"; "The Ultimate Goal"
 "What Others Think about the Future of Analytics"

Sommario/riassunto

An insightful look at the implementation of advanced analytics on human capital Human capital analytics, also known as human resources analytics or talent analytics, is the application of sophisticated data mining and business analytics techniques to human resources data. Human Capital Analytics provides an in-depth look at the science of human capital analytics, giving practical examples from case studies of companies applying analytics to their people decisions and providing a framework for using predictive analytics to optimize human capital investments. Written by Gene Pease, Boyce Byerly,