



One-Day National Webinar on
“Role of Analytics in Talent Management”
3rd July, 2021

Organized by
Department of Commerce and Business Management
Krishna University::Machilipatnam

In association with
K.B.N. College (Autonomous)::Vijayawada

About the Webinar:

In today’s digital world, the role and importance of “Analytics” in Talent Management is obvious and imperative. Companies are engaged in war for talent and the use of analytics would give the cutting competitive edge to those corporates who extensively use it in their core HR processes.

Talent Analytics is the analysis of employee data, facilitated by the use of statistics and tech, with the purpose of making better business decisions. It typically involves the use of software that gathers insights into a company’s current workforce and potential employees, allowing talent acquisition teams to understand what motivates their workers and potential hires. That’s in addition to getting a better understanding of their strengths and weaknesses. All of this info is essential for adopting strategies that improve performance and productivity. It will also enhance the company’s capability to retain their critical employees. This webinar will focus on the importance and role of Analytics in Talent Management and will also showcase a few tools of Analytics employed in attrition data.

The following topics covered in the webinar:

- ⇒ What is Analytics ?
- ⇒ The role of Big Data in Analytics Revolution
- ⇒ Distinction between Metrics and Analytics
- ⇒ Critical metrics for Talent Management
- ⇒ Introduction to Tableau–An analytical tool
- ⇒ Case Study on “Attrition” using Tableau
- ⇒ How to use Analytics effectively

Important Dates:

Last Date for Registration: 01.07.2021

Date of Webinar: 03.07.2021

Webinar Timings: 2pm ~ 5pm

Registration Fee: **No Registration Fee**

Requirements for the webinar:

- ⇒ Desktop/laptop/smart phone with good internet speed and sufficient data pack.
- ⇒ Functional webcam, micro phone & head phones are compulsory.

Mode of Delivery:

Live web session through Microsoft Teams App

Certificate Criteria:

E-certificate will be awarded to only those who successfully attend the webinar.

Registration Link: Please click the Registration link for submission form Registration Form

<https://forms.gle/o6pakdhgjEqQnH8C6>

E~mail: kbnwebinar@gmail.com

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