

WAI INSIGHTS

Analytics Capability Building Is a Priority for Employers in Asia

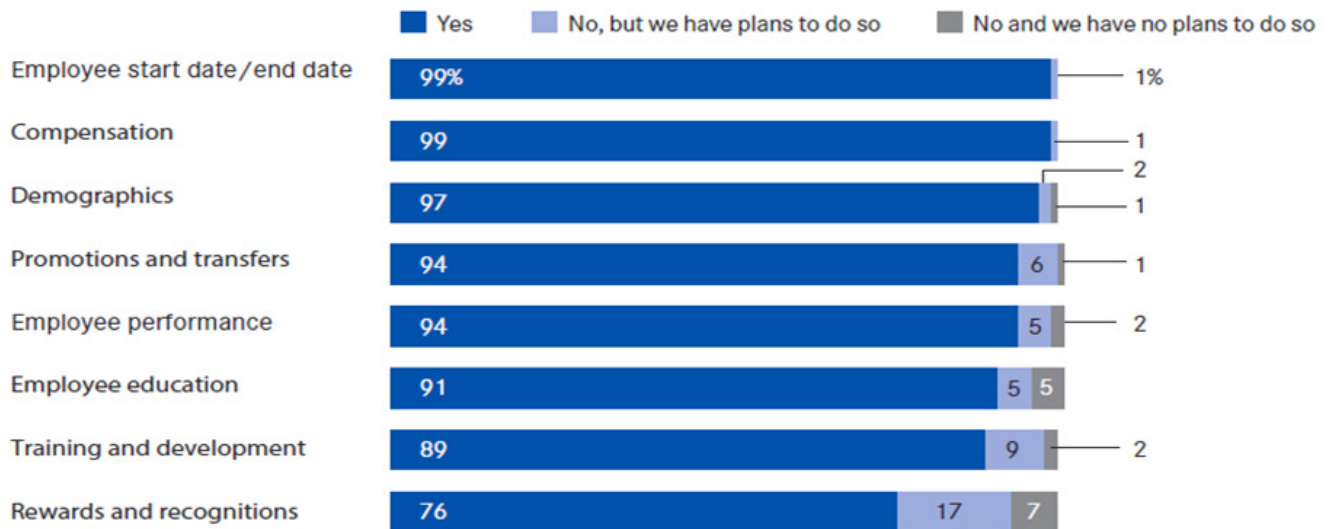
Surveys of HR practitioners in Asia by The Workforce Analytics Institute found that the majority of employers in Asia are planning to build up workforce analytics capability in the next two years. In fact, companies in Asia are already collecting employee data from various sources. In addition, many organizations in Asia are also leveraging basic workforce analytics practices such as internal reports and workforce segmentation. At the moment, a small number of Asian organizations are actively utilizing advanced analytics methods such as predictive modelling. And this number looks set to grow over the next couple of years as organizations in Asia strengthen their capability in workforce analytics.

Organizations in Asia are ramping up Human Capital Analytics.

Chart 1

Companies in our sample are already collecting data from many sources...

Does your organization collect employee data from the following sources?

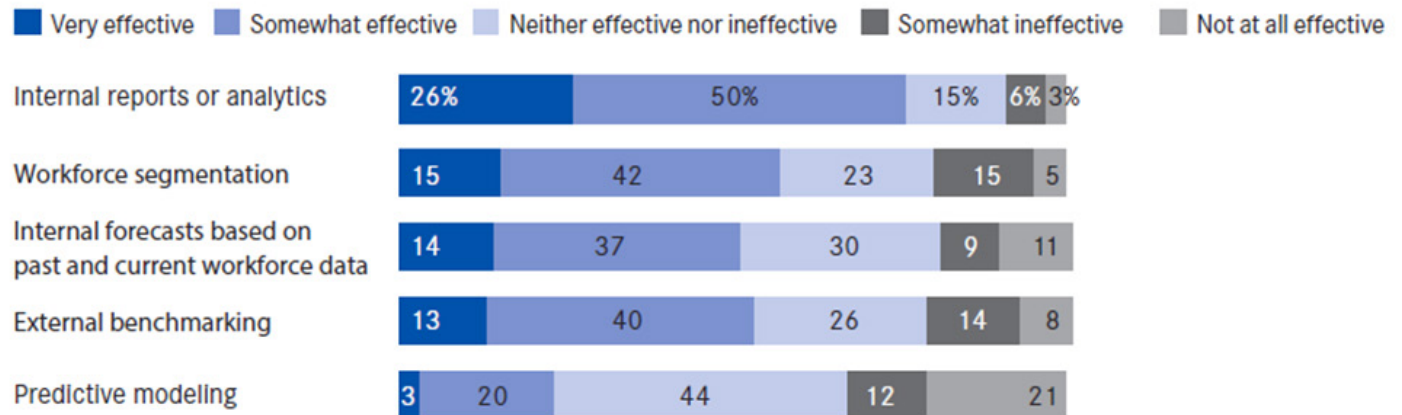


Note: Some percentages may not add up to 100 due to rounding. N=109 companies in Asia.

Chart 2

...but are not effectively leveraging their data for workforce analytics.

How effectively does your organization leverage the following types of workforce analytics?

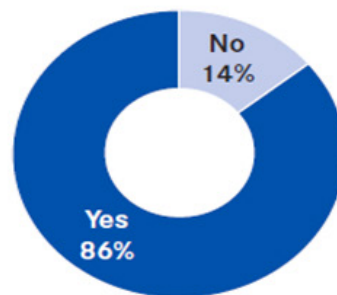


Note: Some percentages may not add up to 100 due to rounding. N=117 companies in Asia.

Chart 3

However, companies in Asia plan to ramp up their analytics capabilities in the next two years.

Does your organization plan to increase its workforce analytics capability over the next two years?



N=118 companies in Asia.

Source: Caitlin Pan, Patti Phillips and Rebecca Ray, *Workforce Analytics: The View from Asia*, The Workforce Analytics Institute, a partnership between The Conference Board and Mercer, research report 1594-15, 2015: P6.

Recent research by The Workforce Analytics Institute *Workforce Analytics: The View from Asia* profiles the current state of workforce analytics in Asia and offers specific insights for employers in Asia. The report also features four major firms in the region (IDA, MSD, Nielsen, and Wipro) and outlines the challenges and insights these and other firms have experienced in implementing workforce analytics.

WAI Insights is a regular newsletter that highlights high-impact research nuggets to help organizations be cognizant about data to drive fact-based business decision-making.

The Workforce Analytics Institute™

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For more information, refer to our research sources:

[Workforce Analytics: The View from Asia](#)

[Big Data Doesn't Mean Big Brother \(Implications for Asia\)](#)

[How Do I Get Started in Workforce Analytics](#)

[Human Capital Analytics: A Primer](#)

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