What is Talent Analytics

Talent diagnostics, also known as **H**uman **R**esources **A**nalytics or **P**eople **Logic** is the application of sophisticated data mining and business techniques for human resources data. The challenge of human resources reasoning is to identify what should be captured and how to use this data to model and predict capabilities so any business can get an optimal return on investment in its Talent Base.

The goal of human capital investigation is to provide any group with insights to effectively managing employees so that business goals can be reached quickly and efficiently.

More and more companies are looking into this field in order to optimize their business development and work force. However, only a small number of them are utilizing it to its full extent and so there is a high mandate for training and progression in this field.

Hotel Companies looking to invest in people use analytics to maximize how their employees' activities support business strategy. These include the following:

- **Decide on when to hire or when to promote from within**
- **Make better evidence-based decisions**
- **Construct and sustain a performance culture.**
- **Increase the value and size of HR Department from Generalists to University Trained Analytic Specialists.**