

A STUDY ON HR ANALYTICS AS A STRATEGIC TOOL FOR EMPLOYEE RETENTION AND ORGANIZATIONAL DECISION MAKING IN WHEELS INDIA LIMITED

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ABSTRACT

This study examines the role of HR Analytics as a strategic tool for improving employee retention and enhancing organizational decision-making in Wheels India Limited. HR analytics enables organizations to analyze workforce data, predict employee behavior, and implement data-driven HR strategies. The study adopts a descriptive research design using both primary and secondary data, including employee surveys, HR records, and statistical tools such as correlation, regression, chi-square, and ANOVA.

The findings indicate that HR analytics significantly contributes to identifying employee turnover patterns, improving retention strategies, and supporting effective managerial decisions. The organization benefits from data-driven insights in areas such as performance management, employee engagement, and workforce planning. However, challenges such as data integration issues and limited analytical expertise were identified.

KEYWORDS

HR Analytics, Employee Retention, Organizational Decision Making, Workforce Analytics, Employee Engagement, Predictive Analytics, Wheels India Limited

1. INTRODUCTION

HR analytics has emerged as a critical tool in modern organizations for improving workforce efficiency and decision-making. It involves the use of data, statistical analysis, and predictive models to understand employee behavior and optimize HR practices.

Employee retention is a major challenge faced by organizations, especially in competitive industries. High employee turnover leads to increased costs, reduced productivity, and loss of organizational knowledge. HR analytics helps organizations identify the key factors influencing employee attrition and develop effective retention strategies.

2. LITERATURE REVIEW

Existing studies highlight the importance of HR analytics in improving organizational outcomes. Marler and Boudreau (2017) emphasized that HR analytics supports evidence-based decision-making in HR practices. Sharma and Kaur (2020) found that predictive analytics helps in identifying employee turnover trends and improving retention strategies.

Kapoor (2021) highlighted that HR analytics enhances workforce planning and employee engagement. Singh and Gupta (2019) stated that organizations using HR analytics experience better performance management and reduced attrition rates

3. RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research design

DATA SOURCES

- **PRIMARY DATA** : Employee questionnaires and HR interviews
- **SECONDARY DATA** : Company HR records, reports, journals

TOOLS AND TECHNIQUES

- Correlation Analysis
- Regression Analysis
- Chi-Square Test
- ANOVA
- Descriptive Statistics

4. DATA ANALYTICS AND FINDINGS

Employee Retention Analysis:

The analysis shows that factors such as job satisfaction, work environment, and career growth significantly influence employee retention.

HR Analytics Usage:

The organization uses HR analytics tools to track employee performance, absenteeism, and turnover trends.

Regression Analysis:

Indicates a positive relationship between employee engagement and retention.

Chi-Square Test:

Shows a significant association between job satisfaction and employee retention. **ANOVA:**

Reveals differences in employee satisfaction levels across departments.

5. DISCUSSION

The findings reveal that HR analytics plays a significant role in identifying employee issues and improving retention strategies. Data-driven insights help management make informed decisions related to hiring, training, and performance evaluation.

6. CONCLUSION

The study concludes that HR analytics is an effective strategic tool for enhancing employee retention and organizational decision-making in Wheels India Limited. Proper implementation of analytics improves workforce efficiency and supports long-term organizational success.

7. RECOMMENDATIONS

- Implement advanced HR analytics tools
- Improve employee engagement programs
- Provide training in data analytics for HR professionals
- Use predictive analytics for retention planning
- Strengthen data management systems

8. REFERENCES

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