

# Anticipating People and Culture Trends through Predictive Analytics

## What Does this White Paper Cover?

A committed, engaged, and experienced employee base is at the core of every successful credit union, and yet HR leaders have often been excluded from discussions about deploying data analytics to improve organizational performance. That is, until now.

### This white paper examines:

- **how credit unions** can develop their “people analytics” capabilities to change course,
- **use cases** for HR predictive analytics and examples of successful efforts to enhance retention,
- **devising** new strategies and tactics,
- **getting ahead** of competitors in the war for talent,
- **solving business problems** that arise as credit unions move in new directions, and
- **delivering** on commitments to diversity, equity, and inclusion.

Data analytics experts offer recommendations on how to create a strong foundation for developing and implementing predictive models—along with cautions to ensure the utility and integrity of the insights these initiatives produce.

**“Marketing analytic teams are used to looking at patterns of behavior among groups of people, which is similar to the approach in HR. We see the closest connection there and some commonality in practice.”**

Ian Cook, Visier

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## Top 3 Takeaways

- 1 Although credit unions are increasingly using data analytics to shape business decisions, its use in HR has lagged.
- 2 A primary challenge in expanding data analysis to the HR sphere is that the data is often complicated; thus, it is useful to identify the goal first and determine which data will be useful.
- 3 When expanding data analytics to HR, with its people-centric focus, it is important to recognize the risks of biases, ethics, and security.