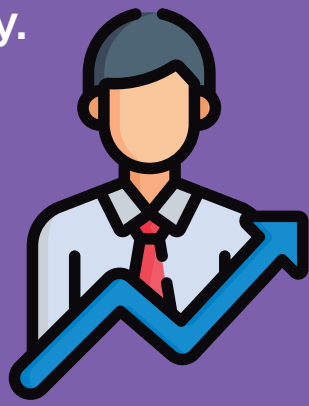


THE RISE OF ANALYTICS IN HR

With today's tight labor market, companies looking to bring on new talent will need to rely on data like never before to help them find the right candidates.

71%

of companies see people analytics as a high priority.



While a majority of companies think analytics in HR are important, only

22%

are applying them.



Over the last 5 years in North America, there's been a

3X

increase in HR professionals who list "analytics" on their LinkedIn profiles.

Determining compensation and benefits is the

#1



use case for HR analytics.

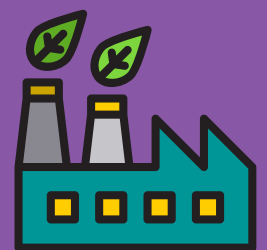
Top metro areas with adoption of HR analytics:

1. New York
2. San Francisco
3. Washington, D.C.
4. Chicago
5. Boston



Top industries applying analytics in HR

1. Financial Services
2. Technology - Software
3. Oil & Energy
4. Healthcare and pharmaceuticals
5. Technology - Hardware



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