



 **BASF**

We create chemistry

People Analytics

Ramiro Luege

Para que PA?

GENERAR **INSIGHTS** ESTRATEGICOS
PARA **RESOLVER** PROBLEMAS DE
NEGOCIOS A TRAVES DE UN
DATA-DRIVEN APPROACH

Cómo?

2

ART

- HUMAN CENTERED DESIGN
- INTERVIEWS WITH LEADERS
- DESIGN THINKING WORKSHOP



3

SCIENCE

- DATA SCIENCE
- STATISTICS
- TOOLS: AI, MACHINE LEARNING, ETC.



1

BUSINESS

- SOLVE A BUSINESS PROBLEM
- HYPOTHESIS IDENTIFICATION
- HYPOTHESIS PRIORITIZED

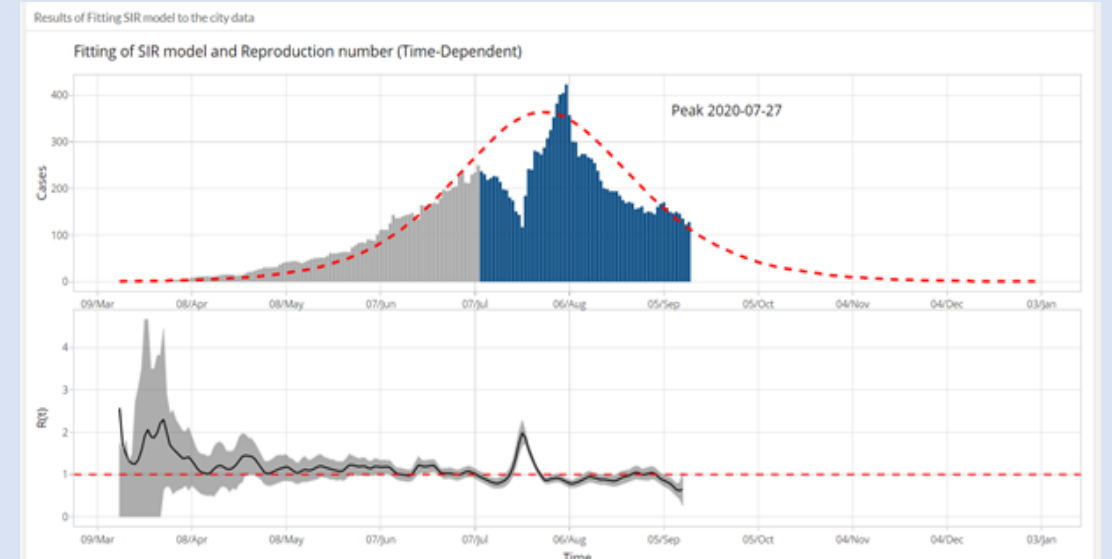


1 People Analytics Portal



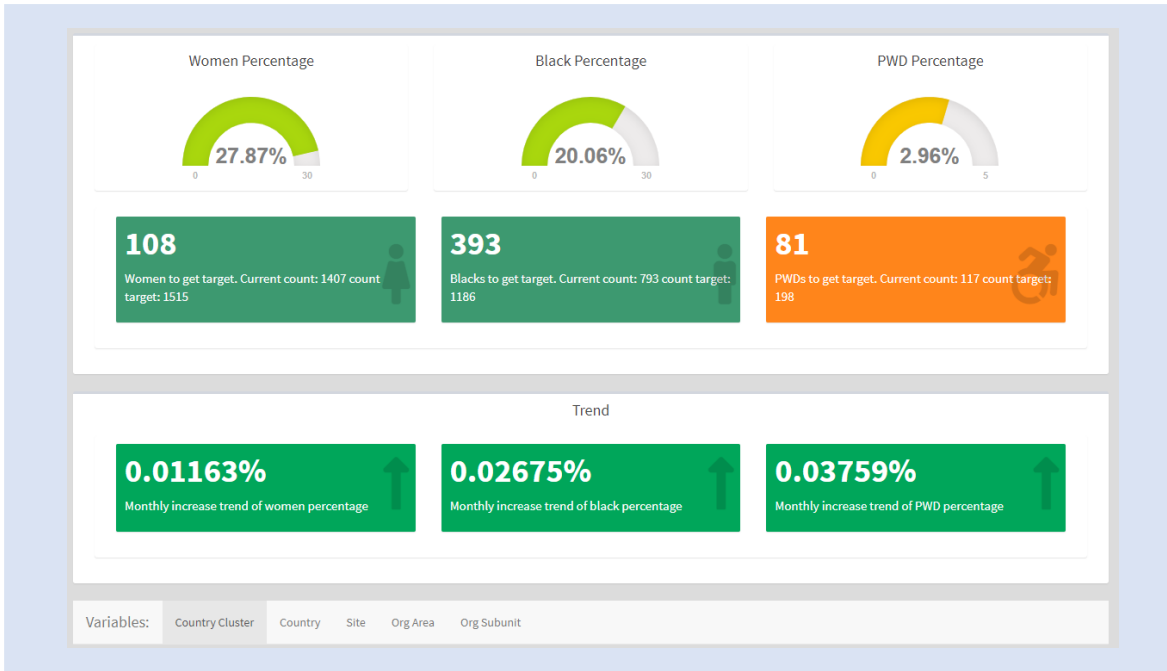
- Intranet webpage for the People Analytics team, **consolidating and unifying** access to all People Analytics tools and projects, a description of the services that the team provides, as well as automated contact and **feedback tools**.

2 Prediction Dashboard



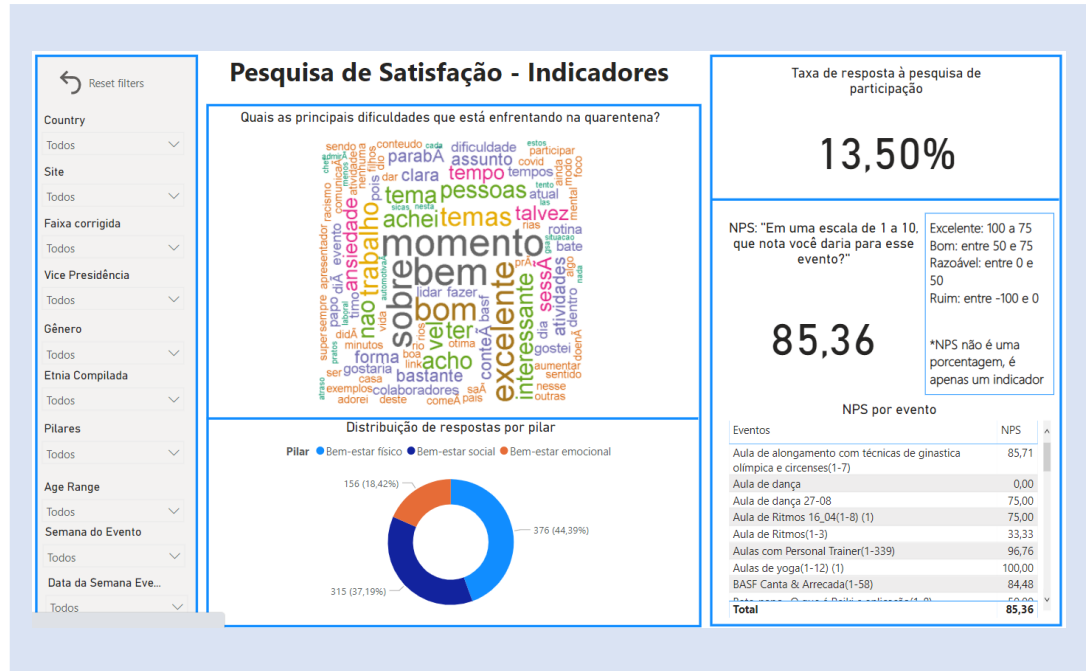
- A data-driven approach to **support decision making** in Regional Crisis Mgm Team and Occupational Medical Department. It contains a **predictive model** for the pandemic curve.

3 Diversity Trends Dashboard



- Provides strategic insights and KPIs in regards to D&I to **support the regional strategy** and monitor diversity targets, through statistical analysis of trends from the past and **predictions for the future 3 years.**

4 Employee Wellbeing Support



- Supports the “Estar-Bien” movement showing key insights from offered activities and KPIs regarding employee's satisfaction surveys. Offers insights and pulse check surveys to adequate the activities portfolio to employee and company needs.