

Abstract

This research explores the impact of data analytics on employee performance management, focusing on how data-driven approaches can optimize performance evaluation, development, and overall organizational effectiveness. With businesses increasingly relying on data to make informed decisions, employee performance management has become more data-centric. This study investigates how companies utilize data analytics to monitor performance metrics, set goals, and provide targeted feedback, aiming to improve employee productivity, job satisfaction, and alignment with organizational objectives.

A mixed-methods approach is used to comprehensively assess the role of data analytics in employee performance management. The quantitative phase involves analyzing performance data, such as key performance indicators (KPIs), productivity levels, and employee engagement surveys, to evaluate the impact of analytics on performance outcomes. Predictive models and statistical techniques are applied to assess the relationship between data-driven performance management practices and employee success. The qualitative phase includes interviews with HR professionals, managers, and employees to gain insights into how data analytics is integrated into performance management systems, as well as the challenges and benefits associated with its implementation.

The findings highlight the significant potential of data analytics in improving employee performance management, offering valuable insights into productivity trends and areas for development. By combining quantitative analysis and expert perspectives, the study provides actionable recommendations for organizations looking to leverage data analytics to enhance employee performance, foster development, and drive overall organizational success.