Role of HR Analytics in Predicting Employee Attrition

Ms. Naina Gharpande[1] and Dr. Neha Acharya[2]

BCCA, Dr. Ambedkar Institute of Management Studies & Research, Nagpur[1]

Asst. Professor, Dr. Ambedkar Institute of Management Studies & Research, Nagpur[2]

Abstract: *In today's competitive business environment, organizations face increasing challenges related to employee retention and turnover. HR Analytics has emerged as a powerful tool to identify patterns, predict employee behavior, and reduce attrition through data-driven decision-making. This research examines how predictive modelling, machine learning, and employee data help HR departments identify employees at high risk of leaving the organization. Results indicate that organizations using HR analytics experience a significant reduction in turnover and improved workforce stability.*

Keywords: HR Analytics, Employee Attrition, Predictive Modelling, Data-Driven HRM, Retention