

APPLICATION OF PREDICTIVE ANALYTICS

Clearly, organizations invest in predictive analysis to use in **workforce planning**. Workforce planning is the core component of strategic human resources, as it aligns human capital capabilities with the needs and priorities of the organization.

More specific areas where predictive analysis is frequently applied are in **building the talent pool** (67 percent) and **retention forecasting** (50 percent). Both of these areas are components of workforce planning.

