



# DESCRIPTIVE ANALYTICS IN MOTIVATION AND RETENTION

An Exploratory Study for  
Pakistani Organizations

## Abstract

The aim of this exploratory study is to identify the impact of Descriptive Analytics in the area of Human Resource Management. The paper reviews previous studies to recognize trends and usage of analytics in businesses over the past and establishes a gap in terms of acceptance of HR analytics in the Pakistani context. Qualitative interviews are conducted to find out the current perception of analytics in Pakistani organizations, as well as the extent to which companies are facing issues of retention as a result of poor motivation of employee. Being an exploratory study, feedback from Top Management level employees in three well-established companies in Pakistan is also incorporated in order to validate the purpose being propagated.

## Key findings

The study findings indicated an affirmative response towards the usage of descriptive analytics and visualizations in forecasting workforce retention and motivation by companies in Pakistan. Majority of the interviewees agreed with the potential benefits of using visualizations. Furthermore, the results after conducting descriptive analytics identified certain reasons that can lead towards the demotivation of employees, including the discrimination between salaries of male workers and female worker across the departments and disparity between increments and employee scores.

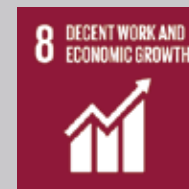
## Implications

The research can help the industry learn about HR analytics that can help to diagnose problems efficiently and to identify signs of demotivation among employees so that appropriate retention strategies can be made in time. It may also help as a stepping-stone for new companies to learn from the best practices of organizations and think of implementing this system within their companies.

## Citation

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## SDGs



## Keywords

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