

ARRIVAL



# ARRIVAL



# ARRIVAL

...Of **Self-Service**  
People  
Analytics



# Hello!

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# WHAT WE'RE COVERING

- Why self-service analytics?
- Our story
- Example
- Lessons learned
- Future

*Life without*

**SELF-SERVICE**



\*Example in this section intended for illustration purposes only; numbers/facts have been altered.

# ORG HEALTH

Team X



Attrition spike  
Low engagement scores

What are the driving factors  
and what can we do about it?

# WITHOUT SELF-SERVICE

**HRBP:** "Can we look at attrition / engagement data for team X?"

**People analyst:** : "Sure! What's the priority for this?"

**HRBP:** "URGENT"

*People analyst dutifully stops what they're doing to help out...*



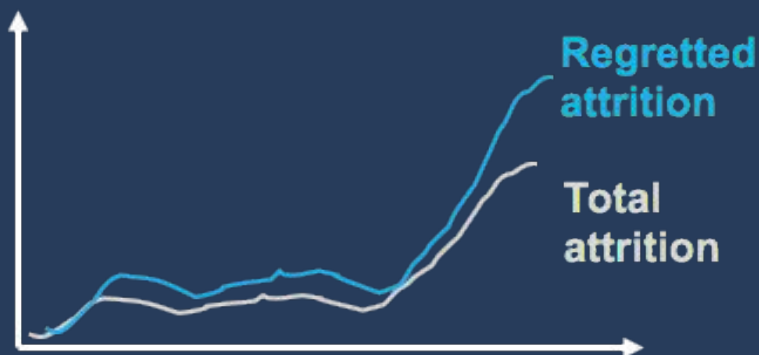


# WITHOUT SELF-SERVICE

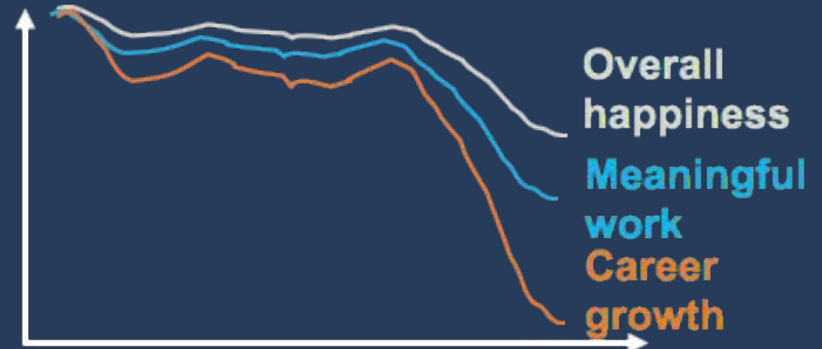
*1 week later...*

**Analyst replies:** Attrition is spiking! Team X is unhappy with career opportunities & lacks meaningful work. Try...improving these areas.

**Attrition on the rise**

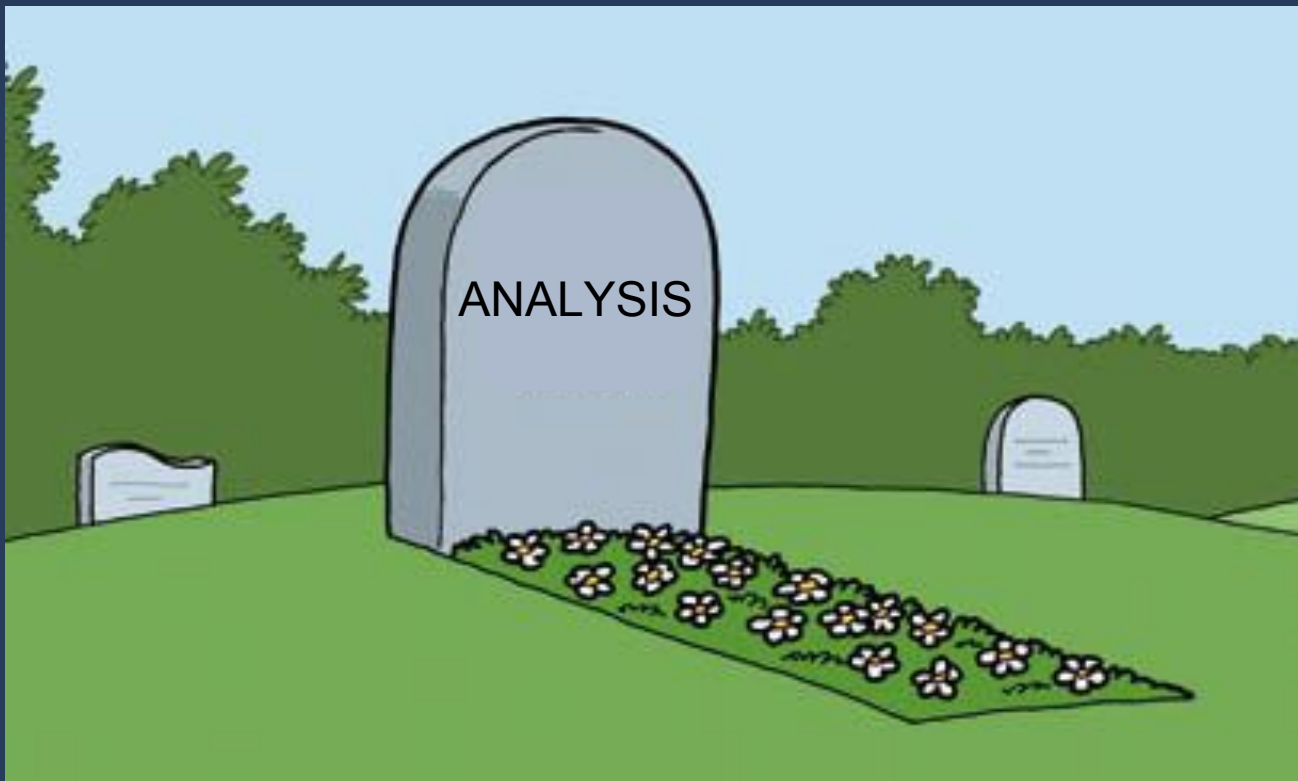


**Engagement declining**



# WITHOUT SELF-SERVICE

**HRBP & Exec:** Thanks! This is very insightful.



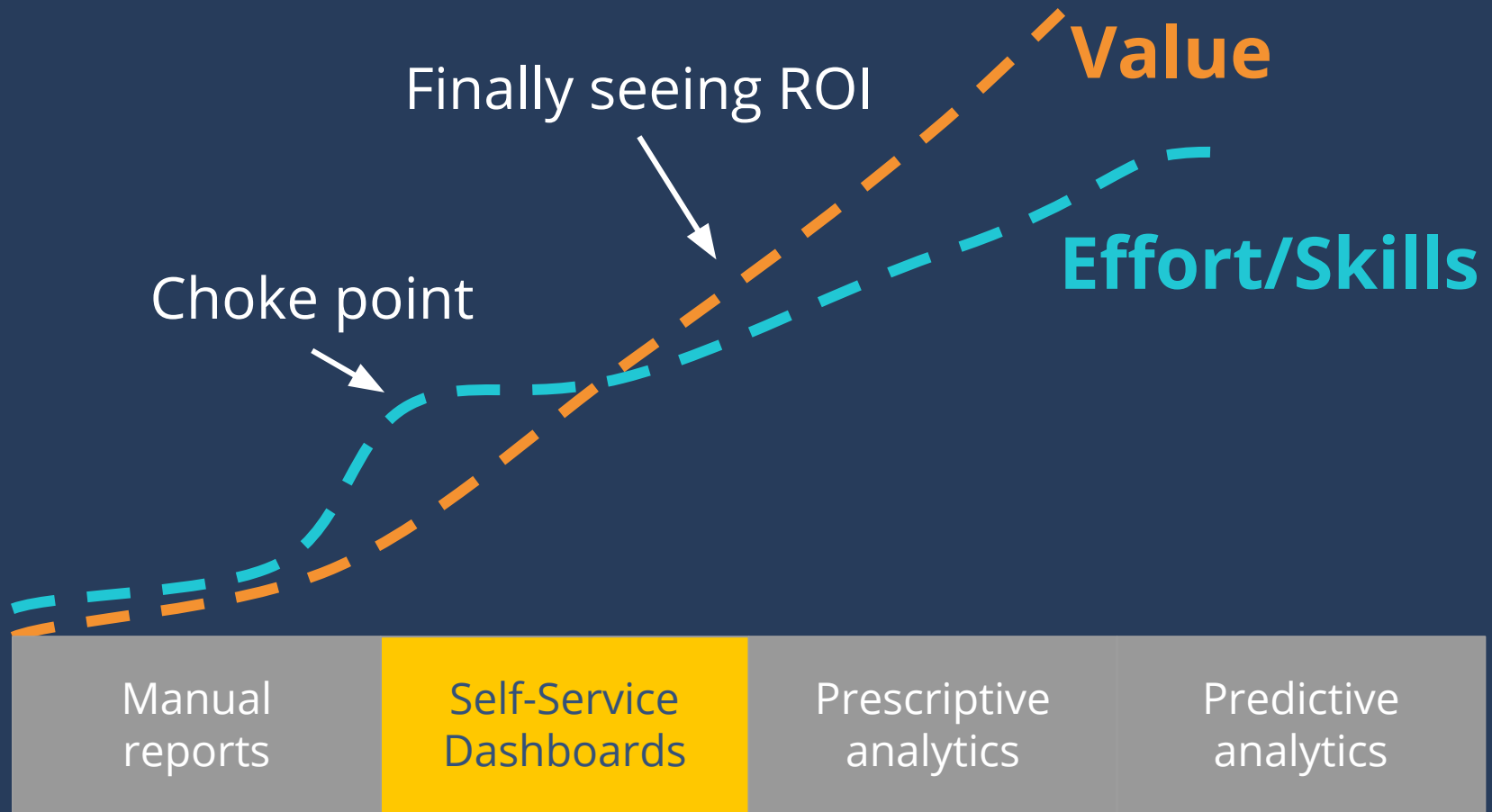


# THE CHALLENGE



What does it take to make data impactful?

# VALUE VS EFFORT OF ANALYTICS





# OUR PROCESS



How did we approach self-service analytics?

# OUR DATA SOLUTION



**BEST IN BREED  
SYSTEMS**  
(ATS, HRIS, etc)

**1 DATA  
WAREHOUSE**

**1 VISUALIZATION  
TOOL (Tableau)**

# SELF-SERVICE: PHASE 1

## Design for leadership



360 View of **ORG HEALTH**

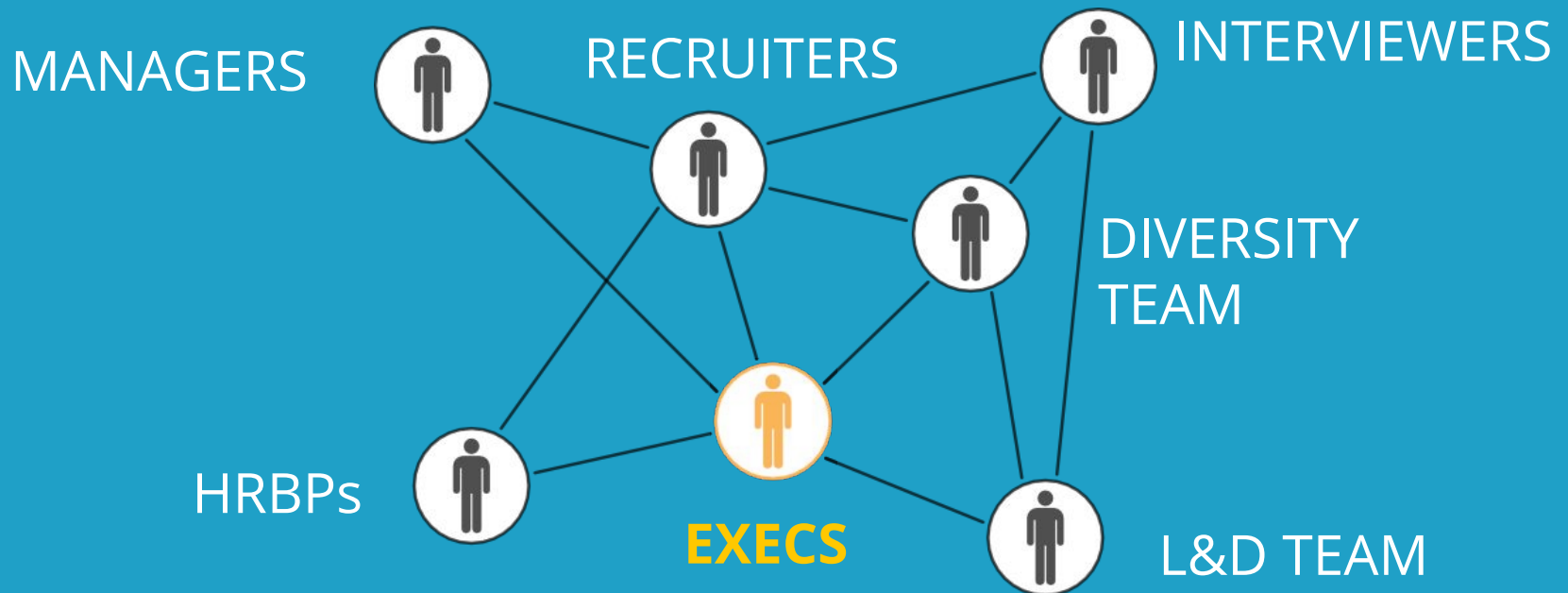
Measurable **GOAL SETTING**

Recruiting **CAPACITY**

Resource **INVESTMENT**

# SELF-SERVICE: PHASE 2

## Expand users





# WHAT DO YOUR USERS **REALLY** NEED?



Diving beneath the surface...

Key **METRICS?**

Personal data **GOALS?**

Strongest **PEERS?**

What's **MISSING?**

# 12 MONTH DATA LITERACY CURRICULUM



Getting from **ZERO TO ONE**

Understanding **KEY METRICS**

Presenting & **STORYTELLING**

Finding the **ROOT CAUSE**



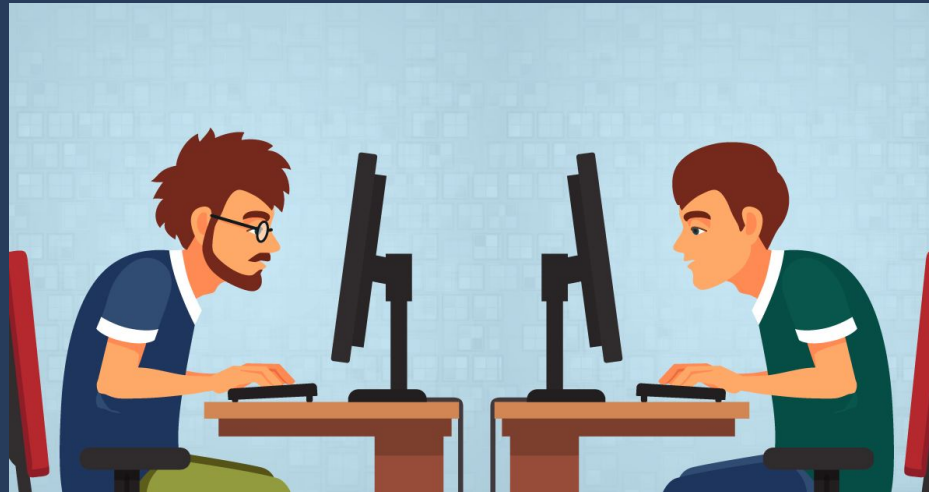
# SELF-SERVICE IN ACTION

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# ORG HEALTH

Example: Team X



Attrition spike  
Low engagement scores

How do **self-service** analytics help?

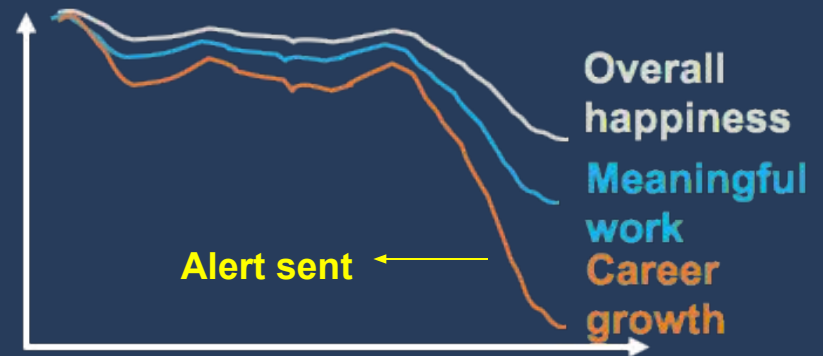
# WITH SELF-SERVICE

HRBP & Exec are alerted early and dive in!

## Attrition on the rise



## Engagement declining



# WITH SELF-SERVICE

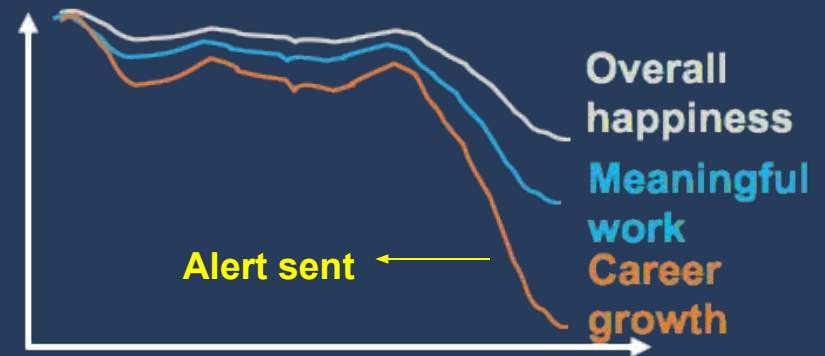
HRBP & Exec are alerted and dive in!

## Attrition on the rise



**Prescriptive comments**  
highlight reactive / "KTLO" work  
and technical debt

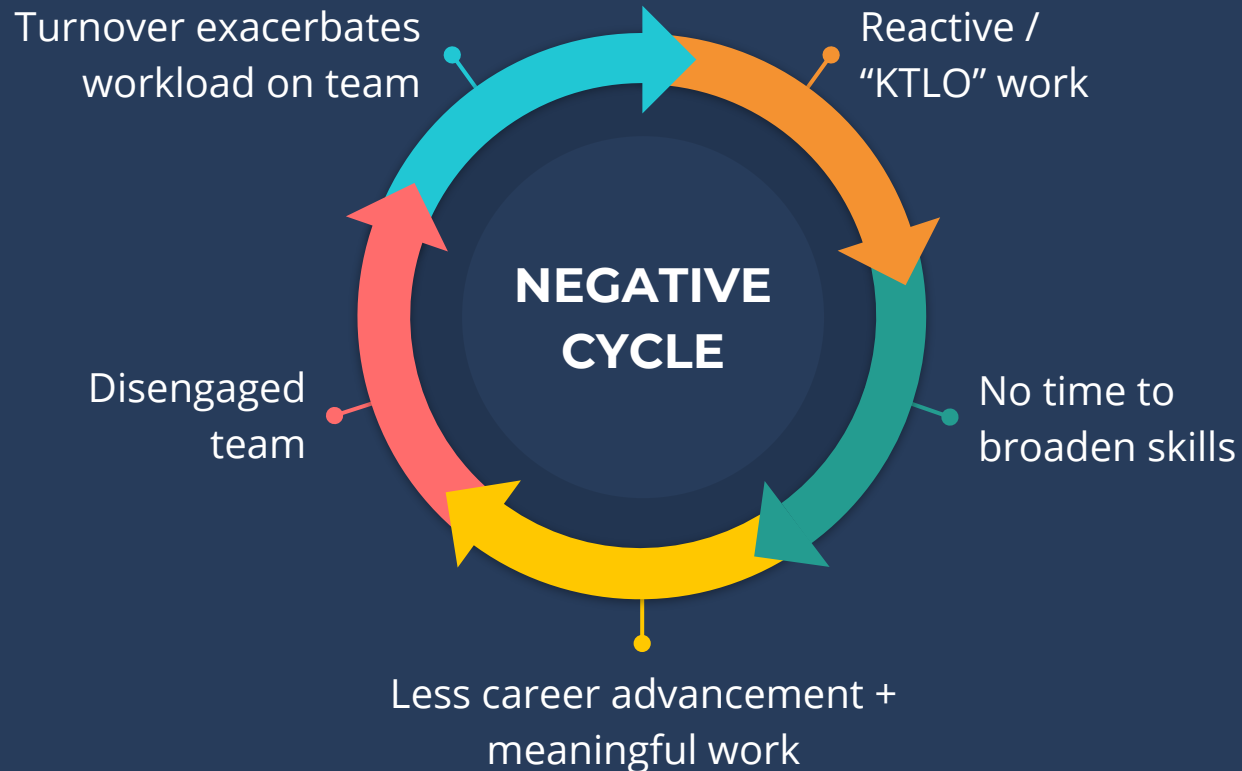
## Engagement declining



**HRBP + Exec knowledge** connect the  
dots together to tell a story

# WITH SELF-SERVICE

## STORYTELLING



# ACTIONS

- **Hire 4 contractors** to support KTLO work and technical debt for 6 months
- **Ticket management system** to intake requests
- Introduce new **prioritization and goal setting** practices



# IMPACT

## Engagement

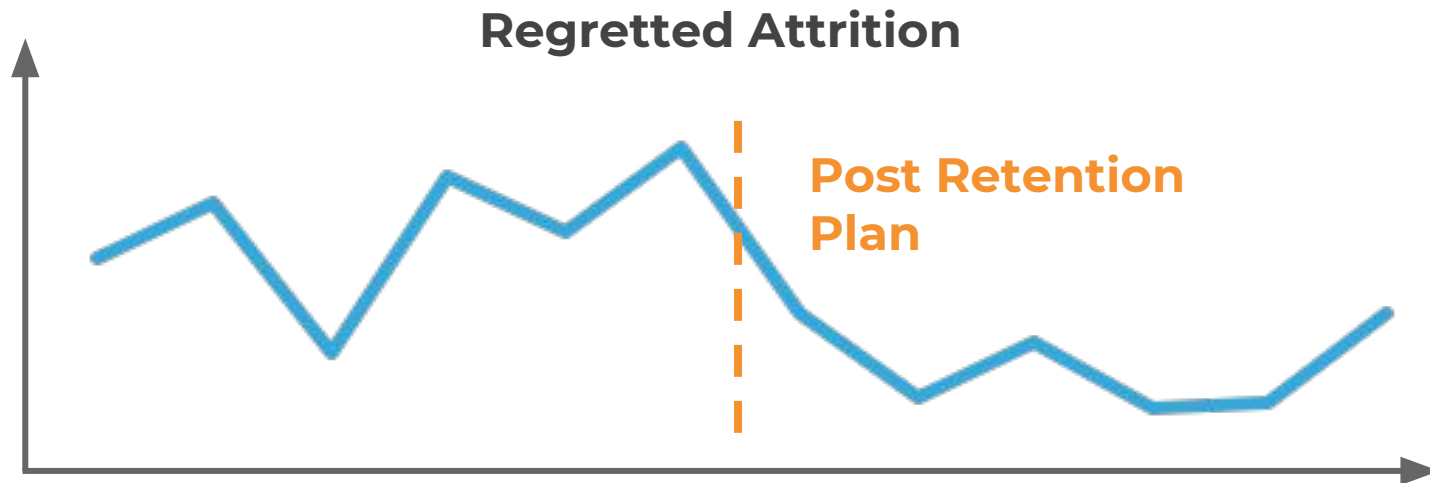
Significant increases in engagement scores for career growth, meaningful work, and intent to stay on Team X!

Driver	Q1 2017	Q4 2017	Change
Career growth	55	68	13 ★
Meaningful work	71	80	9 ★
Intent to Stay	58	67	9 ★
Overall Happiness	68	72	4
Empowerment	69	73	4
Belonging	75	78	3
Teamwork	81	83	2

# IMPACT

## Attrition

Regretted attrition rates decreased by 24% and 5 out of 8 high risk top performers saved



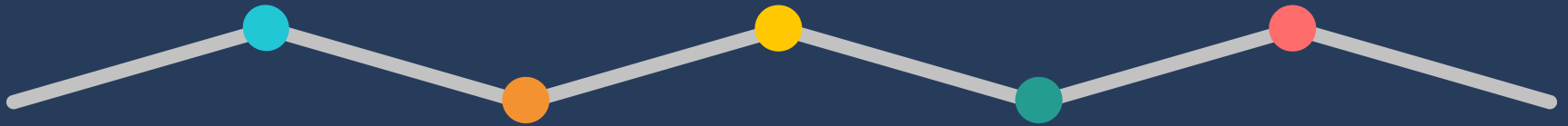


# KEY TAKEAWAYS



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**Prioritize ruthlessly  
and build in buffer  
time**



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# KEY TAKEAWAYS

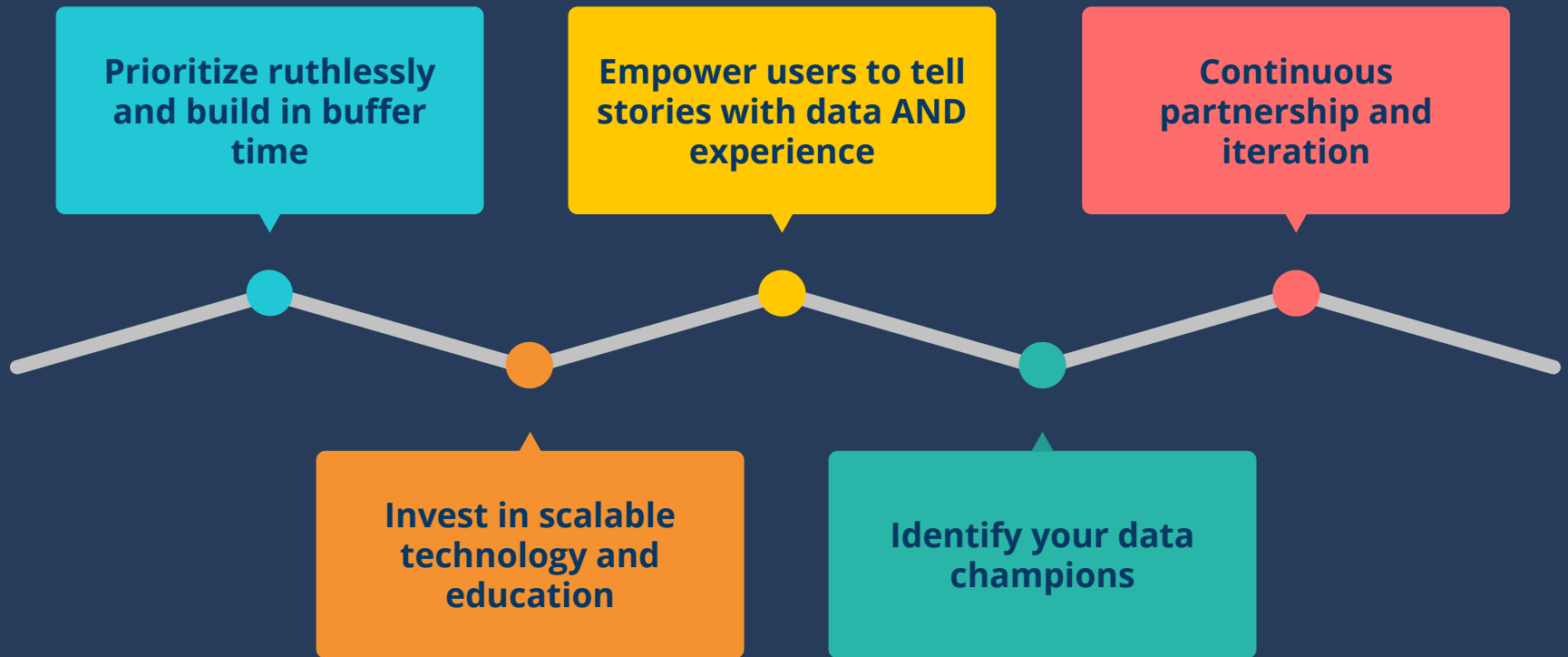
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**Empower users to tell  
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**Invest in scalable  
technology and  
education**

**Identify your data  
champions**

# KEY TAKEAWAYS







# THE FUTURE



# EXPERIMENT & PREDICT

- Predicting quality of hire, attrition, and business performance
- Testing impact of retention & engagement initiatives



# ADVANCED ALERTS

- Based on statistical significance, goals, and industry benchmarks



# MYTH BUSTING

- Testing assumptions
- Alternative explanations



# EXPERT USER ENABLEMENT

- Embedded pseudo-analysts create dashboards and educate the team





# FINAL THOUGHTS



**If a tree falls in the woods and no  
one hears it...**



**If someone launches a dashboard,  
and no one uses it...**

# Q&A

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# END

