URL: https://stvp.stanford.edu/clips/the-rise-of-people-analytics

Atipica founder and CEO Laura Gomez describes the business imperative that is driving her company as well as others focused on diversity and inclusion. As bias and uniformity are increasingly seen as business liabilities, she observes, the "people analytics" sector is growing. This trend, she says, presents a significant opportunity for women – and especially women of color – to contribute solutions.



## Transcript

- 400 billion dollars are lost in PR nightmares.. I mean, how many times do you hear about a famous rapper walked into Sephora and was discriminated against, or Beyonce walked into Rebook meeting, and there weren't any people of color, so she walked out.. So a lot of it is related to PR, but employee attrition, dissatisfied shareholders.. We see all of the sort of movements that happened a couple years ago by women in tech are still affecting companies that have gone public, and they're still not doing well.. That their culture has not really healed from those things, so I do believe that this is not necessarily, it feels good, but it is imperative for the future.. A lot of this data is fragmented, anecdotal, and broken.. Everybody will just say, "Hey.. "I ran a report.. "I feel like this is enough." And we tell people that's not enough if you're centralizing all your other data.. The number one field right now in sort of in data science within a business organization is actually people analytics..

70% of all companies now have people analytics.. When I started Atipica five years ago, it was less than five percent.. So they're looking at how people are being paid, what the benefits are, the engagement, how they're being hired, who is being hired, so people analytics is something that is very, very profitable, and now it's being used.. That being said, who's building this tool sense that we have to ask ourselves that.. And with Atipica that's what we're aiming to do.. I also believe that the future of the workforce is not just on race and gender or age.. It is a non-binary workforce.. How are we adapting to how people identify themselves or don't identify themselves? I spoke here at a Forbes CIO Summit, where CIO's of like corporations, both financial and media companies, like Sony Pictures, heard me speak time and time again, that a CIO's role is to actually gather more information around their people, than going to the CIO's role 10 years ago was probably about information and IT.. But in the future, it may be around what information and what data you're gathering for your own workforce.. The market is quite big..

This didn't go.. The market is quite big.. If people don't know, like visual analytics, I say it's queen (chuckles), 'cause I'm a big feminist, but they are all, this is where it is.. Tableau was acquired by Salesforce for I believe 18 billion earlier this year and (mumbles) by Google.. So a lot of data in visualizations that are happening right now are around how to make businesses adapt to what is needed from their consumers to their key performance metrics or any of that stuff.. For me, I just focus on the people.. As I said, people analytics is growing.. I give the stats because I think it's important to know that this may change by the time that some of you graduate or some of you are in the workforce, midway through your career.. It could be three times as that.. This didn't exist when I started Atipica..

Imagine me being a founder, going up Sand Hill Road or talking to investors, saying, "I want to build a platform based on "inclusive ethical and responsible AI, "diversity and analytics." This was five years ago.. They thought, "We don't get what you're building." But those are the things that we have to adapt really quickly, and we have to be a part of the conversation, especially women, especially women of color...