

Redefining People Analytics with AI

How a Global Tech Leader Achieved Speed, Scale, and Strategic Clarity

Overview

A global technology leader partnered with Definian to upgrade its people analytics across a **200,000+** employee workforce. Post a Definian-led data modernization, the client rapidly scaled its analytics by integrating data sources, leveraging machine learning, and deploying AI-powered features. The result: speed, scale, and trusted insights.

Machine Learning (ML) pipelines forecast employee events and replaced legacy forecasting code with Snowflake models, cutting run time from days to minutes.

Automated batch workflows ensured timely, personalized insights for HR teams.

Natural language search tools in dashboards helped managers access key insights faster.

AI tools analyzed external market data to deliver competitive and contextual insights.

All features were built securely within the client's Snowflake, dbt, and internal infrastructure.

Challenges

Despite strong infrastructure, the client's people data was siloed and inconsistent, affecting decision speed and trust:

Fragmented data across multiple HR systems.

Metric definitions varied between functions.

Limited access to insights beyond analytics teams.

High regulatory requirements across regions.

What We Built

Taking an outcome-driven approach, we focused on the decisions to be made first, then built the platform to support them.

Platform Features



Snowflake ML Pipelines

Prediction models deployed via dbt reduced insight time dramatically.



AI Search Layer

Natural language assistant surfaced contextual, permissioned insights to managers.



Dashboard Layer

Custom dashboards highlighted priority insights with contextual detail and follow-up ability.

Tech Stack



internal
web apps



Why IT Worked



User-Centered: Built for recruiter and executive use cases.



Integrated: Regular feedback from users and stewards.



Privacy-Led: Role-based permissions and metric-level aggregation.



Incremental: Delivered value early and continuously.



Verified: Validated AI insights ensured trust and relevance.

What We Built

01

A trusted, single source of truth for workforce data

02

Self-serve AI insights reduced analyst dependency.

03

Centralized views empowered faster, better decision-making.

The platform changed decision behavior, enabling users to gain insights faster and get excited about how AI can improve their decision-making.

Looking Ahead

The platform is now the go-to system for workforce planning. New AI features and dashboards are added monthly. Trust in data is no longer a blocker; it's an advantage.

Business Value Highlights



Faster ML pipeline rollout.



Unified data access across HR, recruiting, engagement, and market intelligence.



Embedded AI delivers insights directly into user workflows.



Tools prioritize the most relevant data first.

About Definian

For more than 40 years, Definian, previously Premier International, has helped some of the world's most respected brands tackle their most complex data challenges.

As a full-spectrum data partner, we help our enterprise clients unlock clarity, reduce risk, and realize business value transforming data into the strategic engine that drives smarter decisions, faster innovation, and lasting impact.

From modernizing legacy systems to preparing for AI and accelerating transformation, we're the partner that makes your data work for you.

Learn how Definian can help unleash your data's full potential.

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