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(57) Abstract :
 PREDICTING HR OUTCOMES: THE ROLE OF MARKETING AND MACHINE LEARNING IN HUMAN RESOURCE MANAGEMENT The method for the development of the machine learning approaches to examine employee data in order to elevate the individual's standing inside the company. HR leaders have never had such unrestricted access to pay and performance data about employees, including revenue rates, employee traits, payroll, and service records. We are using random forest classification in this work to make it easier to classify employees according to their monthly pay and to do informal analytics on data. For optimal accuracy, a comparative study of the models using several rating scales is conducted. Four different machine learning (ML) techniques are employed for prediction: LR, RF, DT classifier, and k-nearest neighbors (k-NN). With 97% accuracy, the DT classifier performs better than alternative methods. The results of predictive machine learning techniques on the employee dataset indicate that, if precision is the desired parameter, RF evaluation performs better than other ML techniques, followed by the model of LR for that particular dataset. ML algorithms are used to forecast HR identification based on employee data. FIG.1

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