GMV gains insight into employees and gender equality with advanced analytics

15%
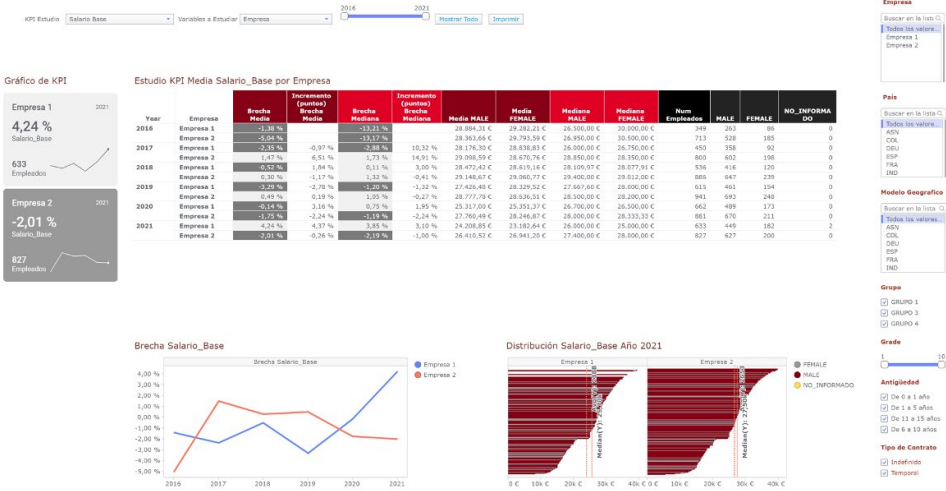### INCREASE IN HR PRODUCTIVITY

Challenge

Spain's 2021 Equal Pay Act, Decree 901/2020, sets out to eliminate gender discrimination in the workplace. Companies now must keep a wage registry, develop equity plans, keep track of employee data, and comply with reporting requirements.

Based in Spain and with an international presence, GMV is a private-capital technology business group with more than 2,500 employees. To comply with the regulation, the company wanted to better know its organization, but its Excel spreadsheets and manual processes were time-consuming and inefficient. With the right people analytics, GMV could easily report on gender disparity, wages, and its equity efforts. To get there, it needed easy access to data-driven insights about the company and its employees.

"It was amazing how we had a global view of our data on a unique dashboard. We were able to take proactive actions based on clear and trusted data. We consider it a big advance for the future of our company, and we will continue adding more value to this powerful solution."

— Ana Maria Mirica,
   People Analytics Partner

Spotfire dashboard visualization on salary disparity

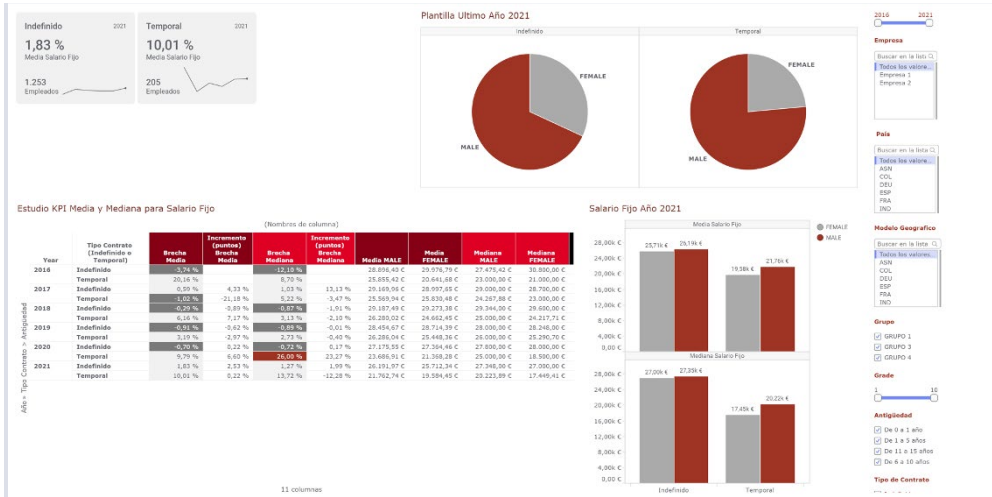## SECONDS
TO ACCESS INFORMATION, REDUCED FROM MONTHS

Transformation

The team at GMV turned to Spotfire software to fuel its people analytics dashboards. Team members found Spotfire analytics versatile, allowing any user to perform advanced analytics without deep technical knowledge. This agility and Spotfire's fast time-to-insight were a perfect fit.

The goal was to reduce employee churn and empower employees to improve their skills, which brings better company results and performance. The team created people analytics dashboards that aggregated and clearly presented employee information—ultimately improving the company's strategic advantage in the market.

120
METRICS TRACKED, UP FROM 20

Spotfire dashboard visualization on gender hiring and salary gaps

GMV Innovating Solutions

GMV believes that behind every new idea, behind each new problem, there is a challenge and an opportunity to innovate. It offers tailored innovation and technology, addressing the specific needs of clients in industries including Aeronautics, Automotive, Cybersecurity, Defense and Security, Space, Finance, Industry, Healthcare, Public Services, and Intelligent Transportation.

Benefits

After implementing Spotfire analytics, the GMV team used Spotfire data wrangling to improve data quality, accelerate data access, and increase usability. HR personnel have easy access to information on employees, hiring, and wages.

Using Spotfire visualizations, the HR team can easily see disparities and take measures to reduce the wage gap where it exists, as well as promote more diverse hiring in specific departments. With a clear understanding of its data, GMV can take needed actions to remove unconscious bias from its hiring and promotion processes.

According to Ana Maria Mirica, people analytics partner at GMV, "It was amazing how we had a global view of our data on a unique dashboard. We were able to take proactive actions based on clear and trusted data. We consider it a big advance for the future of our company, and we will continue adding more value to this powerful solution."

Its experience with Spotfire analytics has completely changed GMV's productivity, efficiency, and strategy. With its advanced analytics, the company looks to implement additional intelligence solutions for other projects to continue to increase productivity and equity.

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Spotfire® is a visual data science platform that makes smart people smarter by combining interactive visualizations and advanced analytics to solve complex, industry-specific business problems.