Pandemic Benchmarking Studies for Employers

Edgeworth Analytics curates data from numerous sources to help employers and their human resource departments better understand the link between the COVID-19 health crisis and the economic decisions that face their business operations. In this unprecedented pandemic, data is more critical than ever for HR decision making. However, the quantity of data and guidance has also been unprecedented. This has resulted in an extraordinary undertaking facing HR departments: finding the right data sources and selecting the relevant data on which their organization can rely.

HR professionals turn to Edgeworth for customized data reports which allow them to benchmark important aspects of their business against the best available data sources. These data sets include customized content by industry, occupation, worker characteristics, geographic location of the workforce, and other relevant metrics.

**Benchmarking Helps Organizations Understand:**

- How does risk of contracting COVID-19 vary within my workforce?
- Do my employees live or commute through virus hotspots?
- How might change in the demand for our business affect our headcount?
- What will be the cost of reopening in compliance with local government regulations?

**Can I Reopen Safely?**

**Use data to assess:**

- Costs of reopening/staying shut
- Demand drivers
- Ability to implement regulations

**Understand the risks:**

- Risk of infections
- Employees’ exposure
- Customer impact
- Psychological wellbeing
About Edgeworth Analytics

Through education and consulting, Edgeworth Analytics empowers professionals and organizations to unlock data's potential. Data is the lifeblood of every organization. But the amount and complexity of data grows every day. Using proven methods for gathering, structuring, analyzing, and applying data, we help transform analytics from a source of anxiety to a consistent driver of stronger operational and competitive performance. Our unique approaches are rooted in the expertise and real-world experience of our sister company Edgeworth Economics—a firm of PhD economists who rigorously apply economic principles and hard data to high-stakes litigation, regulatory, and other challenges.

Edgeworth Analytics makes data analysis accessible and easy to understand for practitioners across a range of business services—including human resources and marketing—as well as in government, media, and polling. Our teaching program equips professionals to become comfortable with data and to better understand their KPIs and dashboards. In our consulting service, our team works closely with clients to deliver key insights and targeted recommendations, while providing a working understanding of sound data analysis long after the project ends.

Getting Started

- Define the question
- Determine what data are available and what their sources are
- Assess the limitations of the data
- Run analyses and interpret the results

Beware of Data Pitfalls

- Lags in data (e.g., the unemployment rate lags three to four weeks, while state-specific unemployment insurance claims are more contemporaneous)
- State-to-state differences in:
  - reopening rates and policies
  - testing rates and percentage of positive tests
- Confirmation bias

Build Your Risk Profile

- Occupation
- Geography
- Industry
- Demographics

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