



*Training Course:
People Analytics for HR*

*4 - 8 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: People Analytics for HR

Training Course code: HR235812 From: 4 - 8 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

This 5-day training program equips HR professionals with the knowledge and skills needed to leverage people analytics to drive business impact. Participants will explore key concepts, tools, and methodologies for collecting, analyzing, and interpreting HR data to enhance workforce planning, employee engagement, performance management, and organizational decision-making.

Target Audience

- HR Professionals & HR Business Partners
- Talent Acquisition & Development Specialists
- Workforce Planning & HR Analysts
- HR Managers & Directors
- Organizational Development & Strategy Professionals

Objectives

By the end of the program, participants will be able to:

- Understand the role of People Analytics in HR strategy
- Collect, analyze, and interpret HR data for decision-making
- Use data visualization tools to communicate insights effectively
- Apply predictive analytics for workforce planning and retention
- Develop key HR metrics and KPIs aligned with business goals
- Leverage AI and technology for HR analytics
- Ensure ethical and legal compliance in HR data usage

Training Outline

Day 1: Introduction to People Analytics & HR Data Strategy

- Understanding People Analytics: Definition & Importance
- Evolution of HR from Traditional to Data-Driven Approaches
- Key HR Metrics & Workforce Data Sources
- Introduction to HR Data Types: Structured vs. Unstructured Data
- HR Technology Landscape: AI, HRIS, and Data Warehousing
- Case Studies: Successful People Analytics Implementations
- Interactive Exercise: Mapping HR Data Points to Business Goals

Day 2: Data Collection, Processing & Visualization for HR Insights

- Techniques for Effective HR Data Collection
- Tools for HR Data Storage & Management HRIS, ATS, LMS, etc.
- Cleaning & Preparing HR Data for Analysis
- Basics of HR Data Visualization Power BI, Tableau, Excel
- Communicating HR Insights through Dashboards & Reports
- Hands-on Workshop: Creating an HR Analytics Dashboard

Day 3: Workforce Analytics & Predictive Modeling

- Workforce Planning & Talent Acquisition Analytics
- Employee Performance & Productivity Analytics
- Predictive Analytics for Talent Retention & Attrition Analysis
- AI & Machine Learning in HR Analytics
- Case Study: Predicting Employee Turnover Using Data

- Hands-on Activity: Building a Simple Predictive Model for Retention

Day 4: Measuring HR Effectiveness & ROI of People Analytics

- Linking HR Metrics to Business Performance
- Key HR KPIs: Engagement, Retention, DEI, and Productivity
- Workforce Sentiment Analysis & Employee Experience Metrics
- Cost-Benefit Analysis of HR Analytics Initiatives
- Measuring Learning & Development Impact Using Analytics
- Group Exercise: Developing an HR Analytics ROI Model

Day 5: Ethical Considerations, Data Privacy & Future Trends in HR Analytics

- HR Data Ethics & Compliance GDPR, CCPA, etc.
- Bias & Fairness in People Analytics: Avoiding Discrimination
- Transparency & Accountability in HR Decision-Making
- Future Trends: AI, Predictive HR, and Workforce Automation
- Roadmap to Implementing People Analytics in Organizations
- Final Project: Presenting an HR Analytics Case Study

Registration form on the Training Course: People Analytics for HR

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