



HR AND PEOPLE ANALYTICS WITH BUSINESS INTELLIGENCE TRAINING COURSE

13 - 17 DEC 2026

DUBAI

4800 € (PER PERSON)

REF: #BUI2463_220602



COURSE INTRODUCTION / OVERVIEW:

This course provides a comprehensive exploration of HR and People Analytics, transforming the human resources function from an administrative role into a strategic business partner through the power of data and business intelligence. In today's competitive landscape, organizations that leverage data to understand their workforce gain a significant advantage. This program is designed to equip participants with the skills to collect, analyze, and interpret HR data to make informed decisions that drive organizational success. We will delve into the methodologies championed by thought leaders like David Green, a globally recognized authority in people analytics, who emphasizes the importance of using data to answer critical business questions. The curriculum moves beyond basic reporting, focusing on predictive analytics and data storytelling, concepts thoroughly explored in books like "Investing in People" by Wayne Cascio and John Boudreau. At BIG BEN Training Center, we have developed a curriculum that bridges the gap between HR theory and practical data application, enabling professionals to build compelling business cases, optimize talent management processes, and demonstrate the tangible value of HR initiatives to the bottom line. This journey will empower you to harness data as a strategic asset for your organization.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- HR Managers and Directors.
- HR Business Partners.
- Talent Acquisition Specialists.
- Compensation and Benefits Analysts.
- Data Analysts and BI Professionals seeking to specialize in HR.
- Organizational Development Professionals.
- Line Managers and Department Heads interested in workforce data.
- IT professionals supporting HR systems.



TARGET SECTORS AND INDUSTRIES:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Telecommunications.
- Professional Services and Consulting.
- Governmental agencies and public sector organizations.

TARGET ORGANIZATIONS DEPARTMENTS:

- Human Resources.
- Finance and Accounting.
- Information Technology.
- Strategic Planning.
- Operations Management.
- Talent Management and Development.



COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Align HR metrics with overarching business objectives and strategy.
- Develop a robust data governance framework for HR information.
- Clean, manage, and prepare workforce data for analysis.
- Create insightful HR dashboards and reports using BI principles.
- Apply descriptive and diagnostic analytics to uncover workforce trends.
- Utilize statistical techniques to build predictive models for turnover and performance.
- Master the art of data storytelling to communicate findings to stakeholders.
- Conduct strategic workforce planning based on analytical insights.
- Evaluate the ROI of HR programs and initiatives.
- Foster a data-driven culture within the HR department and the wider organization.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe that mastering HR analytics comes from doing, not just listening. Therefore, the course heavily emphasizes hands-on learning through a series of practical exercises, case study analyses, and a capstone project where participants will work with realistic, anonymized datasets to solve complex HR challenges. The sessions will be a blend of expert-led instruction on core concepts and facilitated group discussions that encourage peer-to-peer learning and knowledge sharing. Participants will engage in collaborative workshops to design HR dashboards and build predictive models. Our approach fosters a dynamic learning environment where trainers act as mentors, providing continuous, constructive feedback to guide participants. This immersive experience ensures a deep understanding of both the technical skills and the strategic mindset required to excel in the field of people analytics.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF STRATEGIC HR AND PEOPLE ANALYTICS

- Introduction to HR and People Analytics.
- The evolution from traditional HR reporting to strategic analytics.
- Linking HR metrics to key business outcomes and financial performance.
- Understanding the analytics maturity model.
- Key performance indicators (KPIs) across the employee lifecycle.
- Ethical considerations and data privacy in people analytics.
- Establishing a data governance framework for HR.

UNIT TWO: DATA MANAGEMENT AND PREPARATION FOR ANALYSIS

- Identifying and integrating various HR data sources.
- Techniques for data cleaning, validation, and transformation.
- Introduction to HR Information Systems (HRIS) and data warehousing.
- Ensuring data quality and integrity for reliable analysis.
- Fundamentals of database management for HR professionals.
- Using tools for data extraction and manipulation.
- Preparing datasets for descriptive and predictive modeling.

UNIT THREE: DESCRIPTIVE AND DIAGNOSTIC ANALYTICS WITH BUSINESS INTELLIGENCE

- Fundamentals of descriptive statistics for HR data.
- Creating compelling data visualizations and charts.
- Building interactive HR dashboards for key stakeholders.
- Analyzing trends in recruitment, engagement, and retention.
- Conducting root cause analysis for HR challenges.
- Reporting on diversity and inclusion metrics.
- Leveraging BI tools to automate HR reporting.



UNIT FOUR: PREDICTIVE ANALYTICS AND DATA STORYTELLING

- Introduction to predictive modeling concepts.
- Building models to forecast employee turnover and attrition.
- Identifying key drivers of employee performance and engagement.
- Utilizing regression analysis to understand relationships in HR data.
- The principles of effective data storytelling.
- Structuring a narrative around data to influence decision-making.
- Presenting analytical findings to executive leadership with impact.

UNIT FIVE: ADVANCED ANALYTICS AND STRATEGIC WORKFORCE PLANNING

- Introduction to strategic workforce planning (SWP).
- Using analytics to forecast future talent needs and skills gaps.
- Conducting organizational network analysis (ONA).
- Measuring the ROI of learning and development programs.
- Integrating people analytics into the broader business intelligence strategy.
- Developing a roadmap for building an analytics function in HR.
- Capstone Project: Solving a real-world HR business case with data.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.



SOMETHING TO THINK ABOUT:

Beyond predicting employee turnover, how can predictive analytics be ethically leveraged to enhance employee well-being and career pathing without introducing bias?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by focusing on the strategic application of analytics rather than just the technical execution of using software. While participants will gain hands-on experience, the core emphasis is on developing an analytical mindset to solve real-world business problems. We move beyond simply creating dashboards to teaching the art of data storytelling, enabling participants to translate complex data into compelling narratives that drive executive action. The curriculum is uniquely structured to bridge the gap between HR professionals and data analysts, providing a common language and framework for collaboration. Unlike courses that focus on a single tool, our approach is tool-agnostic, concentrating on universal principles of business intelligence and statistical analysis that can be applied across any platform. Furthermore, we place a significant emphasis on the ethical dimensions of people analytics and data governance, preparing participants to build a sustainable and responsible analytics function. The course culminates in a capstone project that ensures participants leave with a tangible portfolio piece and the confidence to lead data-driven initiatives within their organizations.