HR Analytics for Data-Driven Decision-Making Training Course

09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR1689_260726

Course Introduction / Overview:

This course provides a comprehensive exploration of HR analytics, transforming the human resources function from an administrative role into a strategic business partner. In today's competitive landscape, organizations are increasingly relying on data to make informed decisions, and the HR domain is no exception. This program is designed to equip participants with the skills to collect, analyze, and interpret HR data to drive significant business outcomes. We will delve into the principles championed by thought leaders like Jac Fitz-enz, a pioneer in human capital measurement, whose work, including the influential book "The ROI of Human Capital," laid the groundwork for modern people analytics. Participants will learn how to move beyond simple reporting of metrics to providing predictive insights that influence talent acquisition, employee engagement, performance management, and retention strategies. At BIG BEN Training Center, we have structured this course to be intensely practical, ensuring that you can immediately apply the learned concepts to build a data-driven culture within your organization and demonstrate the tangible value of HR initiatives. This journey will empower you to answer critical business questions with data, creating a compelling narrative that resonates with senior leadership and shapes the future of your workforce.

Target Audience / This training course is suitable for:

- HR Managers and Directors.
- HR Business Partners.
- Talent Acquisition Specialists.
- Compensation and Benefits Analysts.
- HR Generalists and Specialists.
- Data Analysts working with HR data.
- Organizational Development Professionals.
- Line Managers and Department Heads seeking to understand their teams better.
- Business Leaders interested in human capital strategy.

Target Sectors and Industries:

- Technology and IT Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Telecommunications.
- Professional Services and Consulting.
- Government and Public Sector Organizations.
- Non-Profit Organizations.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a strategic framework for implementing HR analytics within an organization.
- Identify and define key HR metrics that align with business objectives.
- Master data collection, cleaning, and management techniques for reliable analysis.
- Utilize statistical methods to analyze workforce data and identify trends.
- Create compelling data visualizations and HR dashboards to communicate insights.
- Apply predictive analytics models to forecast employee turnover and other key outcomes.
- Translate complex data findings into actionable business recommendations.
- Build a strong business case for HR initiatives using data-driven evidence.
- Navigate the ethical considerations and data privacy issues in people analytics.
- Enhance strategic workforce planning through data-informed forecasting.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants not only learn the theory but also gain hands-on experience. We believe in learning by doing. The course will be delivered through a blend of expert-led presentations, real-world case study analyses, and interactive group discussions that encourage peer-to-peer learning. A significant portion of the training will be dedicated to practical workshops where participants will work with sample datasets to apply analytical techniques and build their own HR dashboards. These hands-on sessions are designed to simulate real business challenges, allowing for the immediate application of concepts. Team-based exercises will foster collaboration and problem-solving skills, mirroring the cross-functional nature of HR analytics projects in the corporate world. Throughout the course, there will be continuous opportunities for feedback and Q&A sessions with the instructor to address specific queries and challenges. Our approach focuses on empowering participants with the confidence and competence to return to their organizations and immediately begin implementing data-driven HR practices.

Course Agenda (Course Units):

Unit One: Foundations of HR Analytics

- Introduction to HR Analytics and its strategic importance.
- The evolution from traditional HR metrics to predictive people analytics.
- Understanding the HR analytics maturity model.
- Aligning HR analytics with overall business strategy.
- Key terminology and concepts in workforce analytics.
- Identifying critical business questions that HR analytics can answer.
- The role of the HR analyst and data-driven HR Business Partner.

Unit Two: Mastering HR Metrics and Data Management

- The employee lifecycle as a framework for metrics.
- Key metrics for recruitment, engagement, and talent acquisition.
- Measuring performance, productivity, and development.
- Analyzing employee turnover, retention, and attrition data.
- Compensation and benefits analytics.
- Ensuring data quality, integrity, and governance.
- Introduction to HR Information Systems (HRIS) and data sources.

Unit Three: Core Analytical Techniques and Visualization

- Fundamentals of descriptive and inferential statistics for HR.
- Correlation, regression, and causation analysis in workforce data.
- Introduction to data analysis tools and software concepts.
- Principles of effective data visualization and dashboard design.
- Building an interactive HR dashboard from scratch.
- Techniques for segmenting data for deeper insights (e.g., by demographic, department).
- Conducting root cause analysis for HR challenges like high turnover.

Unit Four: Predictive Analytics and Workforce Planning

- Introduction to predictive modeling in HR.
- Building a predictive model for employee turnover.
- Forecasting future talent needs and skills gaps.
- Strategic workforce planning and scenario analysis.
- Analyzing diversity, equity, and inclusion (DEI) metrics.
- Linkage analysis: connecting HR metrics to business outcomes (e.g., sales, customer satisfaction).
- Understanding machine learning concepts in the context of HR.

Unit Five: Storytelling, Strategy, and Ethical Considerations

- The art of data storytelling: communicating insights with impact.
- Presenting analytical findings to senior leadership and stakeholders.
- Building a compelling business case with HR data.
- Driving organizational change through data-driven insights.
- Ethical considerations in collecting and using employee data.
- Navigating data privacy regulations (e.g., GDPR).
- Developing an HR analytics roadmap and action plan for your organization.

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:

How can organizations balance the use of predictive analytics for workforce management with the ethical imperative to protect employee privacy and avoid algorithmic bias?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the technical aspects of data analysis to focus on the strategic application and communication of HR insights. While many programs concentrate solely on statistical tools and metric calculations, our curriculum is uniquely designed to bridge the gap between data and decision-making. We place a strong emphasis on data storytelling, a critical skill for HR professionals who need to influence senior leadership and drive change. Participants will not just learn how to create a chart; they will learn how to build a compelling narrative around the data that highlights business challenges and proposes evidence-based solutions. Furthermore, the course integrates a robust module on the ethical considerations and data privacy challenges inherent in people analytics, preparing participants to be responsible stewards of employee data. The methodology is intensely practical, using real-world case studies and hands-on dashboard-building workshops that ensure skills are immediately transferable to the workplace. Rather than just reporting what happened, this course equips you to explain why it happened and predict what will happen next, transforming your role into a truly strategic one.