HR Analytics for Strategic Data-Driven Decision-Making Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR5941_289177

Course Introduction / Overview:

This course provides a comprehensive framework for transforming the Human Resources function from an administrative role into a strategic business partner through the power of data. In today's competitive landscape, organizations that leverage people analytics gain a significant advantage in talent acquisition, development, and retention. This program moves beyond traditional HR metrics to explore the full spectrum of HR analytics, from descriptive and diagnostic to predictive and prescriptive analysis. We will delve into the principles championed by thought leaders like Jac Fitz-enz, who pioneered the measurement of human capital's financial impact. Participants will learn to apply statistical techniques and data visualization to solve real-world business problems, a theme thoroughly explored in books such as "The Power of People" by Jonathan Ferrar. BIG BEN Training Center has designed this immersive experience to equip professionals with the skills to not only analyze data but also to tell compelling stories that influence executive decisions. By mastering these competencies, you will be able to directly link HR initiatives to key business outcomes, demonstrating tangible ROI and driving organizational success through data-informed strategies. This course is your gateway to becoming a leader in the new era of strategic human resource management.

Target Audience / This training course is suitable for:

- HR Managers and Directors.
- HR Business Partners.
- Talent Acquisition Specialists and Managers.
- Compensation and Benefits Analysts.
- HR Generalists seeking to specialize.
- Data Analysts working with HR data.
- Organizational Development Professionals.
- Strategic Workforce Planners.
- Anyone responsible for HR reporting and analytics.

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 Agencies and Public Sector Organizations.
- Non-Profit Organizations.

Target Organizations Departments:

- Human Resources.
- Talent Management and Acquisition.
- Finance and Accounting.
- Strategic Planning.
- Operations Management.
- Learning and Development.
- Diversity, Equity, and Inclusion.

Course Offerings:

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

- Develop a comprehensive HR analytics strategy aligned with business objectives.
- Identify and collect relevant data from various HR systems and sources.
- Apply statistical methods to analyze workforce data for actionable insights.
- Create compelling data visualizations and interactive HR dashboards.
- Master the art of data storytelling to communicate findings to stakeholders.
- Build predictive models for key areas like employee turnover and recruitment success.
- Measure the ROI of HR initiatives and demonstrate their impact on the bottom line.
- Ensure ethical data handling and compliance with privacy regulations.
- Foster a data-driven culture within the HR department and the wider organization.
- Translate complex analytical results into practical, strategic recommendations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on practical application. We believe that adult learning is most effective when participants are actively engaged in the process. This course moves beyond theoretical lectures to incorporate a blended learning approach. Throughout the five days, participants will work on real-world case studies, analyzing sample datasets to solve complex HR challenges. Facilitator-led discussions will encourage the sharing of experiences and collaborative problem-solving among peers. Hands-on workshops will provide practical experience with data analysis and visualization techniques, allowing participants to build their own dashboards and reports. Group activities and team-based projects are integrated into the curriculum to simulate a collaborative work environment and enhance learning through peer feedback. Our expert instructors provide continuous guidance and personalized feedback, ensuring that each participant can connect the course content directly to their professional role. The program emphasizes a "learn by doing" philosophy, ensuring that attendees leave with not just knowledge, but also the confidence and skills to implement HR analytics in their organizations immediately.

Course Agenda (Course Units):

Unit One: Foundations of Strategic HR Analytics

- Introduction to HR and People Analytics.
- The evolution from traditional HR metrics to strategic analytics.
- The HR analytics maturity model and assessing your organization.
- Aligning HR analytics with overall business strategy and goals.
- Understanding the different types of analytics (Descriptive, Diagnostic, Predictive, Prescriptive).
- Ethical considerations and data privacy in people analytics.
- Building the business case for investing in HR analytics.

Unit Two: Data Management and Technology for HR Analytics

- Identifying key data sources within the HR ecosystem (HRIS, ATS, LMS).
- Techniques for data collection, cleaning, and preparation.
- Ensuring data quality, integrity, and governance.
- Introduction to the HR technology stack for analytics.
- Fundamentals of database management for HR professionals.
- Integrating disparate data sources for a holistic view.
- Best practices for data security and compliance.

Unit three: Descriptive and Diagnostic Analytics in Practice

- Developing and tracking key HR metrics and KPIs.
- Creating effective HR dashboards for different audiences.
- Principles of data visualization and choosing the right charts.
- Techniques for analyzing recruitment funnels and hiring efficiency.
- Analyzing employee engagement and satisfaction survey data.
- Mastering data storytelling to communicate insights effectively.
- Conducting root cause analysis for HR challenges like absenteeism.

Unit Four: Predictive Analytics for Talent Management

- Introduction to statistical concepts for predictive modeling.
- Building predictive models for employee turnover and retention.
- Forecasting talent needs through strategic workforce planning.
- Analytics for optimizing compensation and benefits packages.
- Using data to identify high-potential employees for succession planning.
- Analyzing the drivers of employee performance.
- Predicting candidate success and quality of hire.

Unit Five: Driving Business Impact and Fostering a Data-Driven Culture

- Linking HR metrics directly to financial performance and business outcomes.
- Calculating the Return on Investment (ROI) of HR programs.
- Presenting analytical findings to senior leadership and executives.
- Overcoming common barriers to implementing HR analytics.
- Strategies for fostering a data-driven decision-making culture in HR.
- The future of HR analytics: AI, machine learning, and automation.
- Capstone Project: Developing an HR analytics 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:

As predictive analytics becomes more integrated into HR, how can organizations balance data-driven efficiency with the essential human elements of empathy, fairness, and ethical responsibility in talent management?

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

This course distinguishes itself by focusing on the strategic application of HR analytics to drive tangible business results, rather than merely teaching technical data manipulation skills. While many programs concentrate on the "how" of running reports, we emphasize the "so what?"—translating complex data into a compelling narrative that influences executive-level strategy. Our curriculum is built around the concept of data storytelling, empowering participants to move beyond static dashboards and present actionable insights that resonate with non-technical stakeholders. We bridge the critical gap between data science and human resource management, ensuring that every analytical technique is directly linked to solving real-world challenges like improving employee retention, optimizing talent acquisition, and proving the ROI of HR initiatives. The course structure progresses logically from foundational principles to advanced predictive modeling, culminating in a capstone project where participants develop a practical analytics implementation plan for their own organization. This holistic, business-centric approach ensures that graduates are not just analysts, but strategic partners equipped to shape the future of their workforce.