

People Analytics Course Description

People Analytics is a data-driven approach to understanding, managing, and improving workforce performance and decision-making within an organization. This course introduces key concepts, methodologies, and tools used in People Analytics to help HR professionals, managers, and business leaders make informed decisions based on data insights.

Course Objectives:

By the end of this course, learners will be able to:

- Understand the fundamentals of People Analytics and its role in HR and business strategy.
- Use data analysis techniques to gain insights into employee performance, engagement, and retention.
- Apply statistical and machine learning methods to HR data.
- Develop data-driven strategies for talent acquisition, workforce planning, and diversity & inclusion.
- Utilize HR metrics, dashboards, and visualization tools to communicate findings effectively.

Course Modules:

1. Introduction to People Analytics

- Importance and evolution of People Analytics
- HR metrics and key performance indicators (KPIs)
- Ethical considerations and data privacy

2. Data Collection & Management

- Sources of HR data (employee surveys, performance reviews, HRIS, etc.)
- Data cleaning and preprocessing
- Understanding biases in HR data

3. Descriptive and Predictive Analytics in HR

- Exploratory data analysis (EDA)
- Statistical methods for HR analytics
- Predictive modeling for employee turnover and performance

4. Machine Learning & AI in HR

- Applications of AI in recruitment, engagement, and retention
- Sentiment analysis for employee feedback
- Bias mitigation in algorithmic decision-making

5. Workforce Planning & Talent Acquisition

- Workforce forecasting and succession planning
- Talent sourcing strategies using data-driven insights
- Diversity and inclusion analytics

6. Employee Engagement & Performance Analytics

- Measuring employee satisfaction and productivity
- Identifying factors affecting employee performance
- Actionable insights for improving workplace culture

7. HR Dashboards & Data Visualization

- Designing effective HR dashboards
- Data storytelling for HR decision-makers
- Using tools like Excel, Tableau, and Power BI

8. Case Studies & Practical Applications

- Real-world case studies from leading organizations
- Hands-on projects analyzing HR datasets
- Capstone project to apply learned concepts

Who Should Take This Course?

- HR professionals looking to enhance decision-making with data
- Business leaders and managers interested in workforce analytics
- Data analysts who want to specialize in HR-related analytics
- Anyone interested in leveraging data for talent management and organizational success

Prerequisites:

- Basic knowledge of HR concepts (recommended but not required)
- Familiarity with Excel, SQL, or data analysis tools (optional but helpful)