

CERTIFICATE IN HR AND BEHAVIOURAL ANALYTICS



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TRAINING CENTER



Introduction

Understanding employee behavior through data gives HR teams a powerful advantage in shaping workplace decisions. This Certificate in HR and Behavioural Analytics Training Course from Gentex Training Center introduces participants to practical methods for analyzing workforce data and translating findings into actionable HR strategies. Furthermore, the course covers behavioral science principles alongside statistical tools used to measure engagement, performance, and retention patterns. Participants explore real analytics platforms and frameworks applied across modern HR departments. As a result, they gain the confidence to build evidence-based HR strategies that improve decision-making, strengthen employee experience, and support measurable organizational outcomes.

Certificate in HR and Behavioural Analytics Course Objectives

- Explain core principles of behavioral science applied to HR
- Apply statistical methods to analyze workforce data
- Use people analytics dashboards to track engagement metrics
- Build predictive models for employee turnover and retention
- Interpret survey data using sentiment analysis techniques
- Design behavioral experiments to test HR interventions
- Apply correlation and regression analysis to HR datasets
- Use data visualization tools to present HR insights clearly
- Address ethical and privacy considerations in behavioral data collection
- Create a data-driven HR analytics strategy aligned with business goals



Course Methodology

This course combines interactive lectures, hands-on data exercises, and case studies from real organizations. Furthermore, participants practice building analytics dashboards and interpreting behavioral datasets through guided workshops. Group discussions encourage peer learning, while practical exercises let attendees apply statistical models to sample HR data. As a result, learners gain both theoretical grounding and applied analytical skills.

Who Should Take This Course

- HR managers and people analytics professionals
- HRIS and workforce planning specialists
- Organizational development practitioners
- Talent management and engagement specialists
- Business analysts supporting HR functions
- Senior leaders overseeing data-driven HR strategy

Certificate in HR and Behavioural Analytics Course Outlines

Day 1: Foundations of HR and Behavioural Analytics

- Overview of behavioral science principles in HR
- Introduction to people analytics and its business value
- Types of HR data: engagement, performance, and turnover
- Data privacy considerations under GDPR and local regulations
- Building a data collection framework for HR analytics

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- Common pitfalls in interpreting workforce data
- Case study: analytics-driven HR transformation

Day 2: Statistical Methods for HR Data

- Descriptive statistics for workforce analysis
- Correlation and regression analysis techniques
- Identifying patterns in employee performance data
- Using control charts to monitor HR metrics
- Applying significance testing to HR experiments
- Avoiding common statistical errors in HR research
- Workshop: analyzing a sample HR dataset

Day 3: Predictive Analytics and Retention Modeling

- Building predictive models for employee turnover
- Identifying early warning indicators of attrition
- Applying machine learning basics to retention analysis
- Segmenting employees by risk and engagement level
- Designing retention interventions based on data insights
- Measuring the impact of retention strategies
- Practical exercise: building a turnover risk model

Day 4: Engagement and Sentiment Analysis

- Measuring employee engagement through structured surveys
- Applying sentiment analysis to open-text feedback
- Behavioral indicators of workplace satisfaction



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- Designing behavioral experiments to test HR interventions
- Interpreting engagement survey results accurately
- Communicating findings to leadership effectively
- Case study: engagement analytics in practice

Day 5: Data Visualization and Strategic Application

- Building people analytics dashboards
- Selecting the right visualization for HR data
- Presenting analytics insights to non-technical stakeholders
- Aligning behavioral analytics with business strategy
- Governance frameworks for responsible data use
- Measuring return on investment for HR analytics initiatives
- Final workshop: presenting an HR analytics strategy

Conclusion

By successfully completing the Certificate in HR and Behavioural Analytics Training Course, participants will have acquired practical knowledge of statistical methods, predictive modeling, and behavioral analysis techniques applied to human resources. Furthermore, they will understand how to measure engagement, forecast turnover, and present data-driven insights to leadership. As a result, participants leave equipped to build evidence-based HR strategies. Gentex Training Center remains committed to helping HR professionals harness data for smarter, more effective workforce decisions.

FAQs





Q1 What is the "Certificate in HR and Behavioural Analytics" course about?

This course explains how behavioral science and data analytics combine to improve HR decision-making. Participants learn to apply statistical methods, predictive models, and sentiment analysis to understand employee behavior and strengthen workforce strategies.

Q2 What are the key benefits of the "Certificate in HR and Behavioural Analytics" course?

Participants gain the ability to predict turnover risk, measure engagement accurately, and design interventions backed by data. Furthermore, they learn to communicate analytics insights effectively, improving HR credibility and organizational decision-making.

Q3 What skills will I gain from the "Certificate in HR and Behavioural Analytics" course?

Participants develop skills in statistical analysis, predictive turnover modeling, sentiment analysis, and data visualization for HR. These four core competencies prepare professionals to apply behavioral analytics confidently within their organizations.

Q4 What tools, methods, or standards are covered in the "Certificate in HR and Behavioural Analytics" course?

The course covers correlation and regression analysis, predictive turnover models, sentiment analysis techniques, and people analytics dashboards. Additionally, participants explore survey design methods and data visualization frameworks.

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Q5 How is the "Certificate in HR and Behavioural Analytics" course applied in real-world practice?

Graduates apply statistical models to forecast attrition, analyze survey data to measure engagement, and build dashboards that guide leadership decisions. Furthermore, they design behavioral interventions and track their impact using measurable HR metrics.

