

PEOPLE ANALYTICS FOR HR CERTIFICATION PROGRAM



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TRAINING CENTER



Introduction

People Analytics for HR Certification Program Training Course prepares HR professionals to apply data-driven methods across the full talent lifecycle. Modern HR teams need structured analytical frameworks to justify decisions on hiring, retention, and workforce planning. This course builds a strong foundation in HR metrics, statistical reasoning, and reporting practices aligned with recognized analytics standards. Furthermore, it guides participants through building measurement frameworks that connect people data to business outcomes. Participants also practice presenting analytics findings in formats that influence executive decisions. As a result, attendees leave with a structured, credential-ready skill set for advancing HR analytics maturity. Gentex Training Center designed this program to build lasting analytical competence within HR teams.

People Analytics for HR Certification Program Course Objectives

- Apply the HR analytics maturity model to assess organizational readiness
- Define standardized HR metrics using frameworks such as SHRM and HRCI guidelines
- Build workforce scorecards linking people data to business performance
- Apply sampling and hypothesis testing methods to HR datasets
- Design measurement frameworks for recruitment, retention, and performance
- Use benchmarking techniques to compare workforce metrics against industry standards
- Build competency-based analytics models for talent development
- Apply return-on-investment calculations to HR programs and initiatives
- Prepare structured analytics reports for certification-level assessment
- Present workforce insights using storytelling techniques for executives

Course Methodology



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- Interactive lectures covering certification-aligned analytics frameworks
- Applied exercises building HR scorecards and measurement models
- Case studies examining benchmarking and ROI calculation methods
- Group workshops on hypothesis testing and statistical interpretation
- Practical sessions on executive-level data storytelling
- Structured discussions on analytics governance and data ethics

Who Should Take This Course

- HR professionals pursuing structured analytics competency
- Talent management specialists building measurement frameworks
- HR business partners preparing analytics-based business cases
- Workforce planning analysts supporting strategic initiatives
- Learning and development professionals measuring program impact
- HR directors overseeing analytics governance

People Analytics for HR Certification Program Course Outlines

Day 1: Foundations and Maturity Framework

- Reviewing the HR analytics maturity model
- Defining standardized metrics using SHRM and HRCI guidelines
- Assessing organizational data readiness
- Identifying key stakeholders for analytics initiatives
- Mapping data governance requirements
- Aligning analytics scope with business strategy





Day 2: Measurement Frameworks and Scorecards

- Building workforce scorecards linked to business goals
- Designing metrics for recruitment and onboarding
- Structuring retention and turnover measurement models
- Applying performance measurement frameworks
- Setting benchmarks against industry standards
- Validating metric definitions across departments

Day 3: Statistical Methods for HR Analytics

- Applying sampling techniques to workforce datasets
- Conducting hypothesis testing for HR decisions
- Interpreting statistical significance in people data
- Applying correlation analysis to engagement drivers
- Reviewing common statistical errors in HR analysis
- Validating data assumptions before analysis

Day 4: ROI, Benchmarking, and Talent Analytics

- Calculating return on investment for HR programs
- Benchmarking workforce metrics against market data
- Building competency-based talent analytics models
- Measuring learning and development program impact
- Evaluating succession planning through data
- Linking talent analytics to workforce strategy



Day 5: Reporting, Storytelling, and Certification Readiness

- Preparing structured analytics reports for review
- Applying data storytelling techniques for executives
- Designing presentations that support decision-making
- Reviewing certification-level case study requirements
- Practicing mock analytics presentations
- Building a personal analytics development plan

Conclusion

By successfully completing People Analytics for HR Certification Program, participants will have acquired structured knowledge to build HR scorecards, apply statistical methods, and present workforce insights effectively. Furthermore, attendees gain skills in benchmarking, ROI analysis, and data storytelling. This People Analytics for HR Certification Program Training Course prepares HR professionals to advance analytics maturity within their organizations. Gentex Training Center remains committed to delivering structured programs that strengthen HR analytical capabilities.

FAQs

Q1 What is the "People Analytics for HR Certification Program" course about?

This course covers structured HR analytics frameworks, including standardized metrics, statistical methods, workforce scorecards, and data storytelling techniques designed to build credential-ready analytical competence for HR professionals.



Q2 What are the key benefits of the "People Analytics for HR Certification Program" course?

Participants gain the ability to apply structured analytics frameworks and present credible workforce insights. As a result, organizations benefit from stronger data governance, better talent decisions, and more measurable HR outcomes.

Q3 What skills will I gain from the "People Analytics for HR Certification Program" course?

Attendees develop skills in scorecard design, statistical analysis, benchmarking, and data storytelling, enabling them to build measurement frameworks and present workforce insights that influence strategic HR decisions.

Q4 What tools, methods, or standards are covered in the "People Analytics for HR Certification Program" course?

The course addresses SHRM and HRCI metric standards, hypothesis testing methods, benchmarking techniques, ROI calculation models, and structured reporting frameworks used in HR analytics practice.

Q5 How is the "People Analytics for HR Certification Program" course applied in real-world practice?

Professionals apply these methods when building workforce scorecards, calculating program ROI, benchmarking metrics, and presenting analytics-based recommendations that guide talent management and workforce planning decisions.