PROGRAM SYLLABUS

People Analytics

Online Certification Program

Last update: October 16, 2024

AIHR | ACADEMY TO INNOVATE HR

An overview
of what you can expect from this program

Become a People Analytics specialist

HR is becoming more data-driven, and people analytics skills are in demand.

Combine your HR expertise with analytics capabilities to make a real strategic impact. With the People Analytics Certificate Program you will gain the skills needed to drive better, fact-based people decisions that benefit both your organization and employees. As a People Analytics specialist, you will have a comprehensive analytics skill set that lets you replace gut feeling with crystal clear analysis and help get HR a seat at the table.

🖥	**Type**	Online self-paced learning
💬	**Language**	English (including subtitles)
🕐	**Duration**	42 hours
📅	**Access**	12 months
🖼	**Structure**	4 courses + capstone project / 14 modules
✓	**Testing**	Quizzes, assignments, capstone project
📜	Digital certificate upon completion (including LI token)	
🏛	Eligible for HRCI, HRPA & SHRM credits	
📖	Reading materials & bonus content	
$	60-day money back guarantee	

Learn in-demand skills

and take your career to the next level

Learning objectives

☑ **Basic Statistics**

Master core statistical concepts and analyses needed to analyze and interpret data, and learn how to perform them in Excel.

☑ **Storytelling With Data**

Integrate data visualizations into your presentations to persuade stakeholders with compelling insights from your data.

☑ **Self-Service Dashboards & Reports**

Import, clean, and analyze data to easily build self-service dashboards using Microsoft Excel and Power BI.

☑ **Analytics Implementation**

Unlock the full potential of your HR data and improve critical talent and business outcomes by implementing a full people analytics cycle.

The perfect fit for

This course is for human resources professionals with analytics ambitions.

To finally get HR a seat at the table, you need to speak the language of the business: data. After completing this program, you will be able to use data to add value and generate powerful insights.

Curriculum structure

Practical. Comprehensive. Game changing.

1 MODULE

People Analytics Foundations

4 MODULES
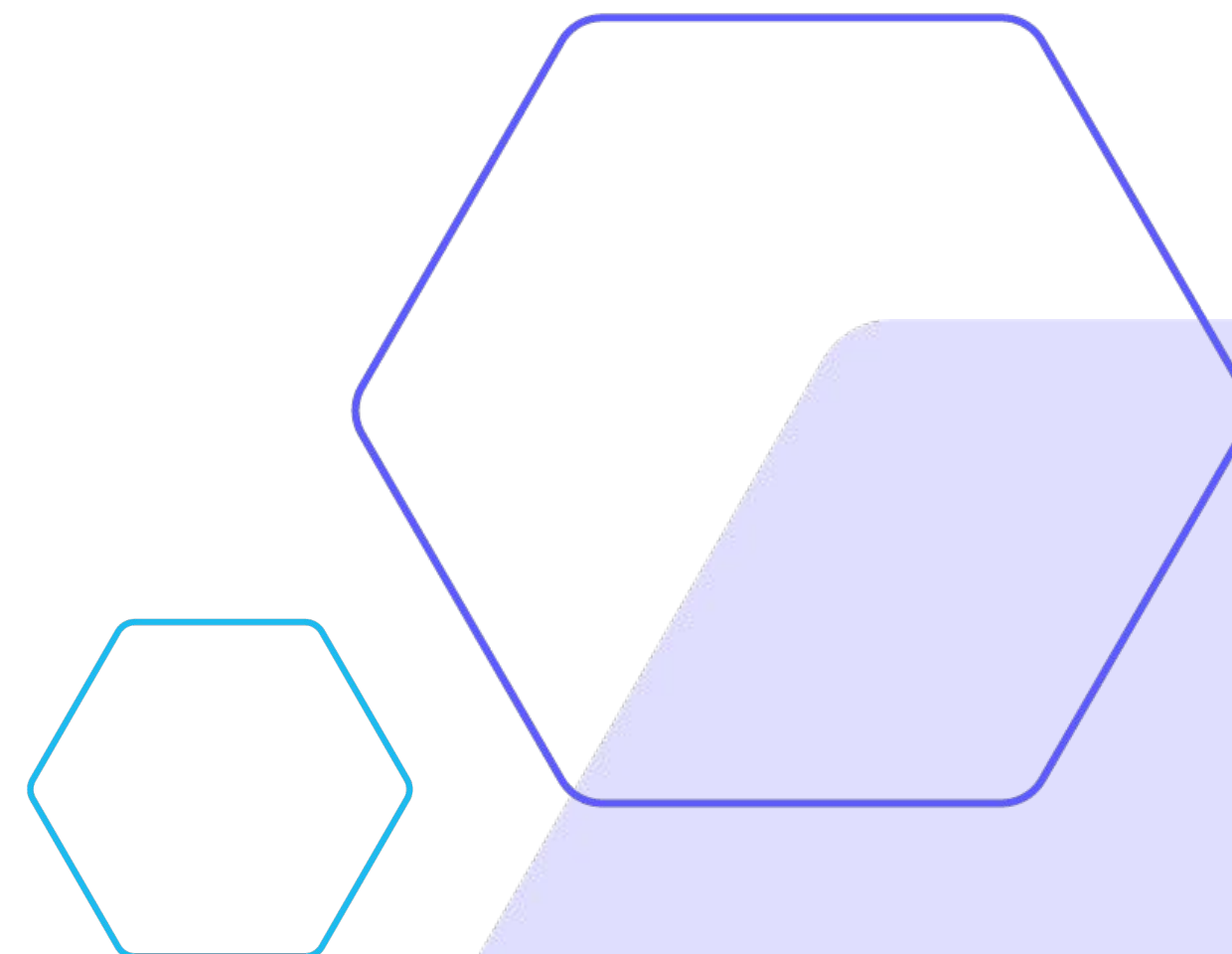
HR Data Analyst

4 MODULES

HR Dashboards in Power BI

5 MODULES

HR Statistics in Excel

1 MODULE

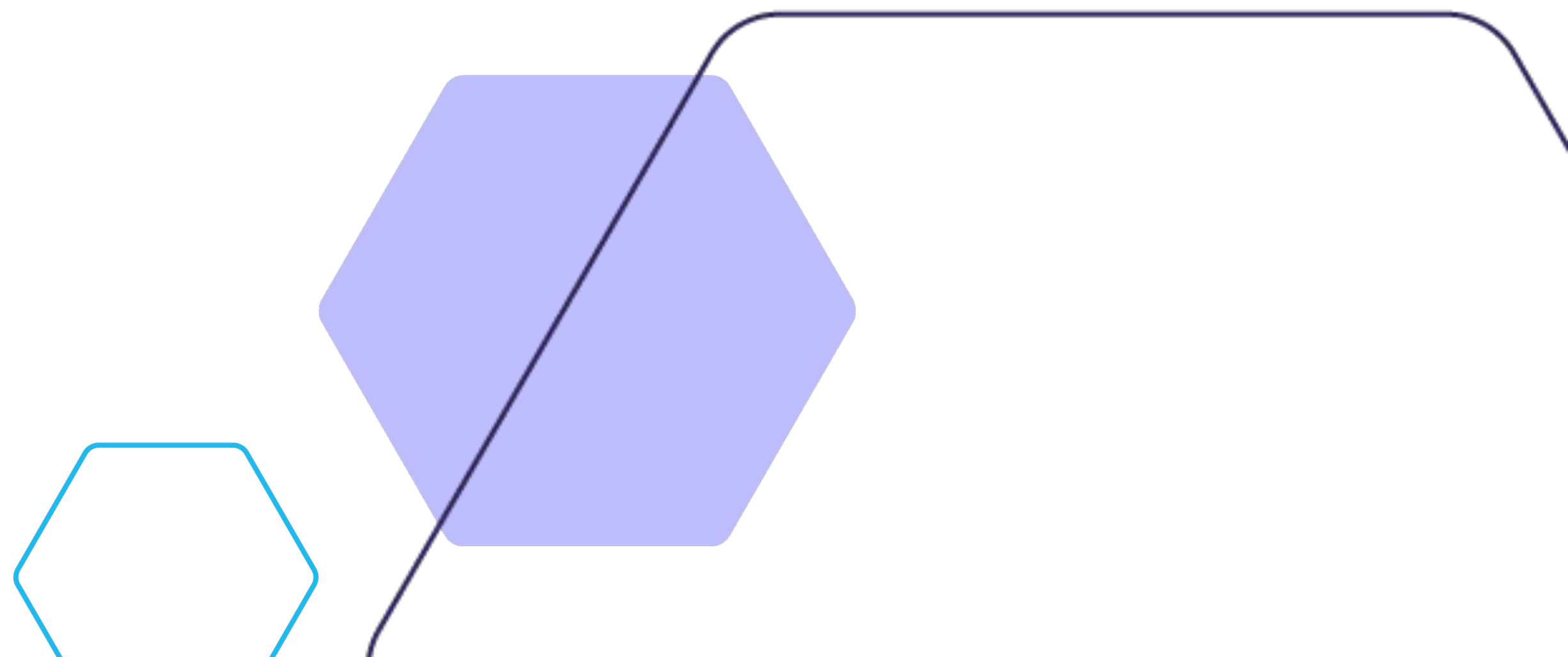**Capstone Project**

A detailed look
at the curriculum and modules

1 MODULE

People Analytics Foundations

In the first course, you will learn how People Analytics is used to solve pressing business problems through 5 real-life case studies. Your instructor will use practical examples to show you how you can use data to create more effective people policies and increase HR's strategic impact on the organization. You will also learn the responsibilities of a People Data Analyst and how to succeed in this role.

- **People Analytics Foundations**
  - What Is People Analytics
  - 5 People Analytics Use Cases
  - The People Analytics Cycle
  - The Role of the Data Analyst

HR Data Analyst

You've mastered the foundations, now it's time to start analyzing data in Excel. In this course, you will get hands-on with people data through a series of practical case studies and assignments. You will learn how to reveal patterns in the data, uncover insights, and effectively visualize and present your findings to compel key decision-makers into action.

- **Preparing & Manipulating HR Data**

- **Using VLookups & Data Visualization**

- **Dashboarding in Excel**

- **Interactive Case Study: Employee Turnover**

HR Dashboards in Power BI

In this course, you will learn how to transform large amounts of data into intelligent, actionable insights. You will learn to create interactive reports and advanced dashboards in Power BI by working through a practical case, solving people challenges for various stakeholders throughout the business.

Power BI Desktop is a free application that you can install on your Windows computer. Mac users can run Power BI in a browser, but this version has limited functionality. We recommend using a Windows computer for the practical parts of this course.

- **Building a Strong Power BI Foundation**

- **Data-Driven Absence Reporting in Power BI**

- **Turning Data into Actionable Reports**

- **From Insights to Action: Publishing Power BI Reports**

HR Statistics in Excel

In the final course, you will return to Excel to tackle more advanced data analysis. In order to properly interpret data insights and provide meaningful recommendations, you will need to comprehend some core statistical concepts like significance and probability. Through practical activities, you will learn how to run the statistical analyses you need to make sound decisions even when faced with limited data and uncertainty.

- **Statistical Analysis 101**
- **Validating Hypotheses: Chi-Square & Z Tests**
- **Comparing Groups: The T-Test**
- **Assessing Variations Between Groups: ANOVA & Tukey's HSD**
- **Correlation Analysis**

Capstone Project

In the capstone project, you will put your newly acquired People Analytics expertise into practice. In this interactive project, you will find yourself in the role of an HR analyst asked to answer a series of business questions by performing a descriptive analysis, building a report in Power BI and testing hypotheses.

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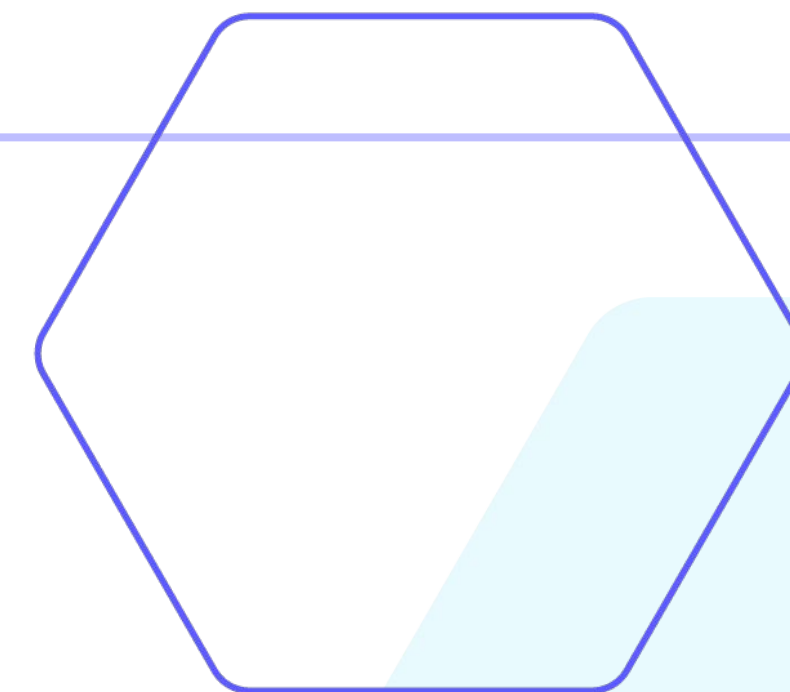
Proven online learning

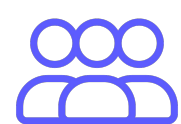## for Human Resources Professionals

🌐 Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies

💻 Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.

👥 Practitioner community & coach

Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.
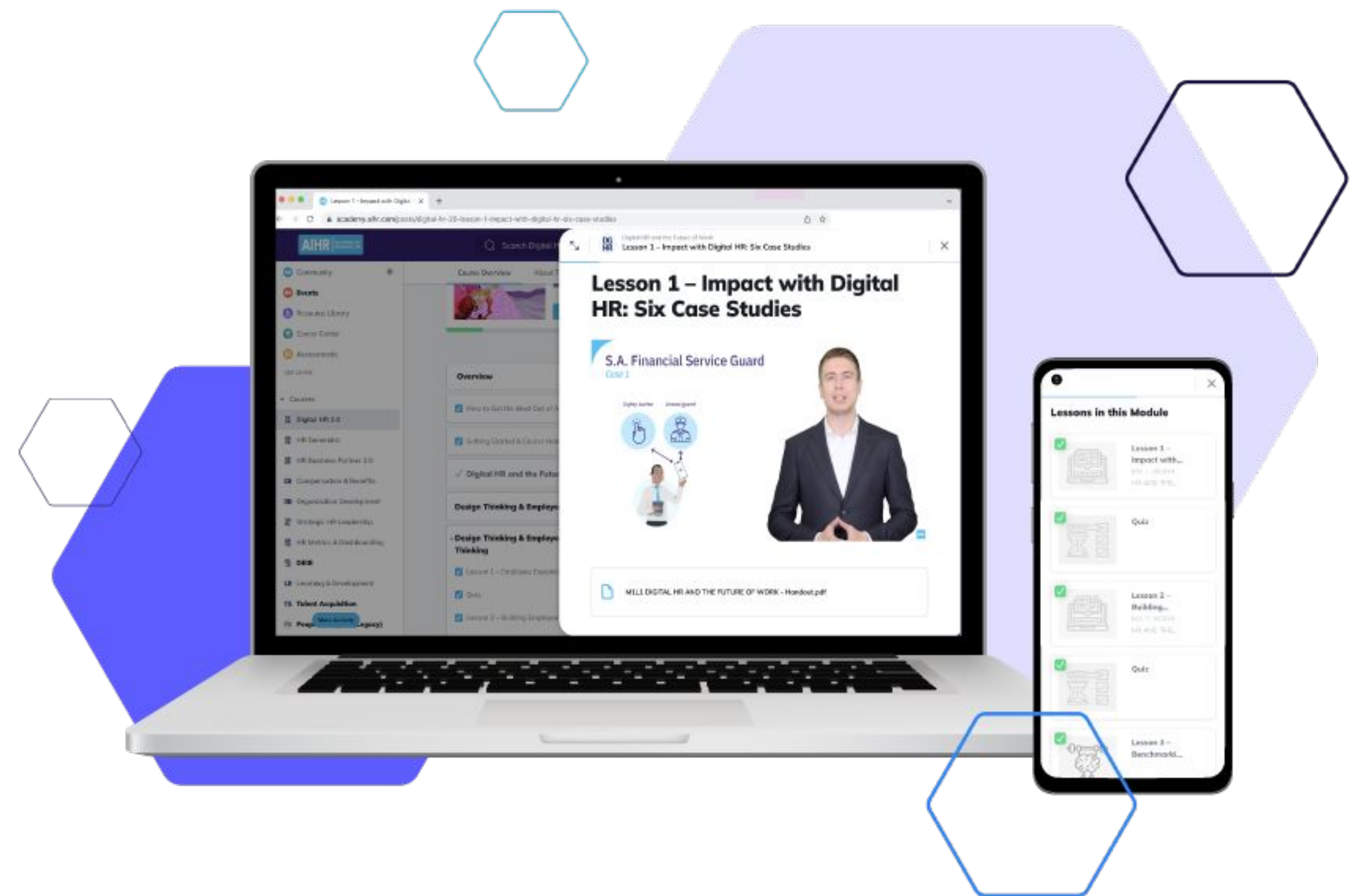
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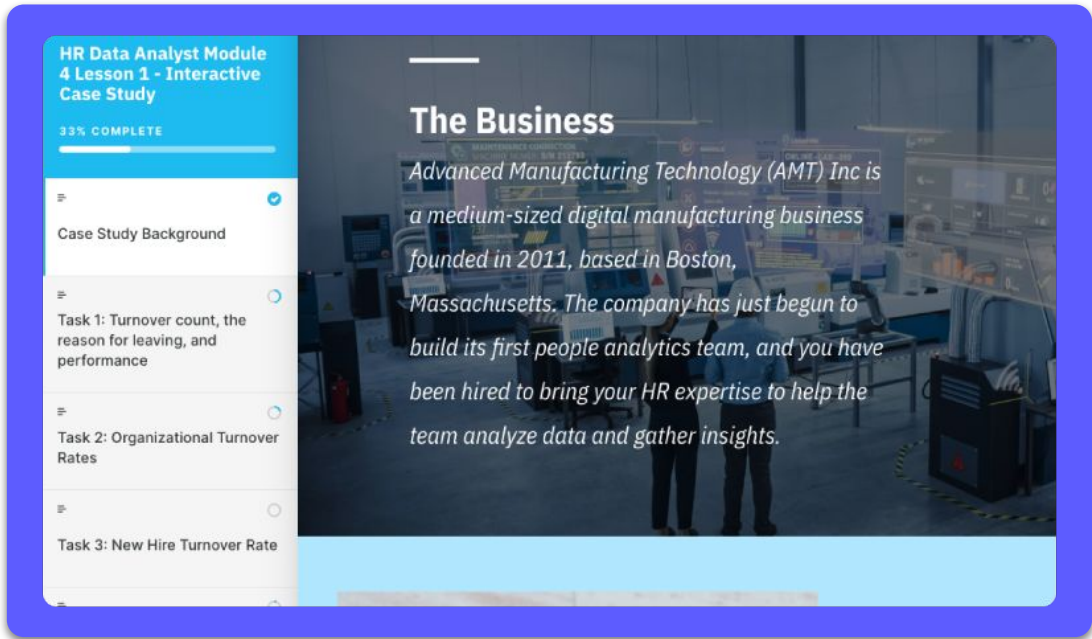
Get a sneak peek

of lessons and course materials
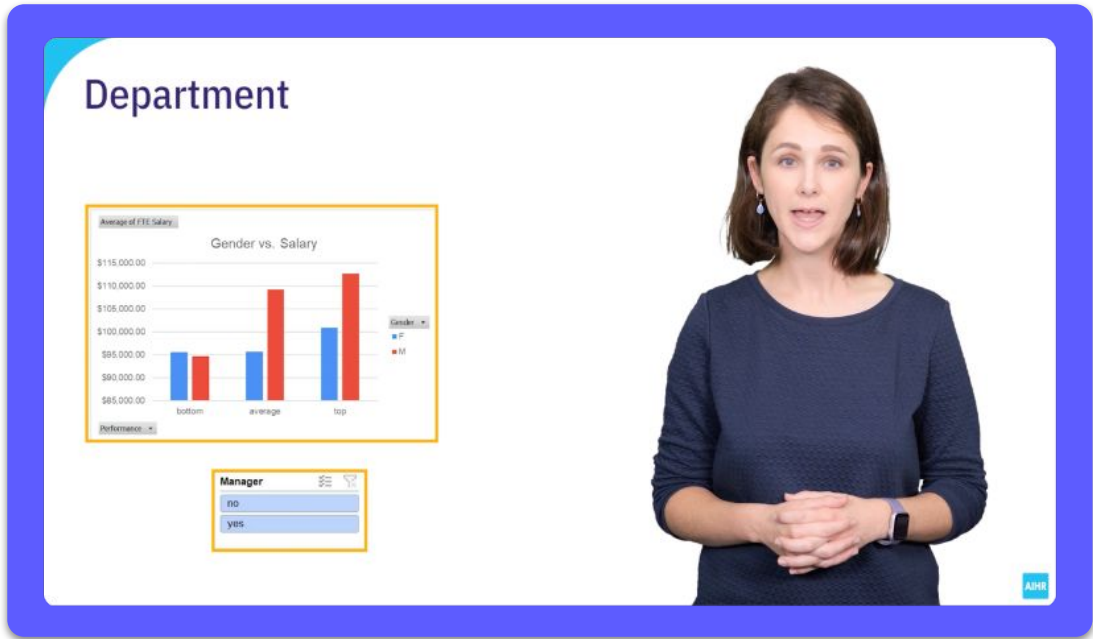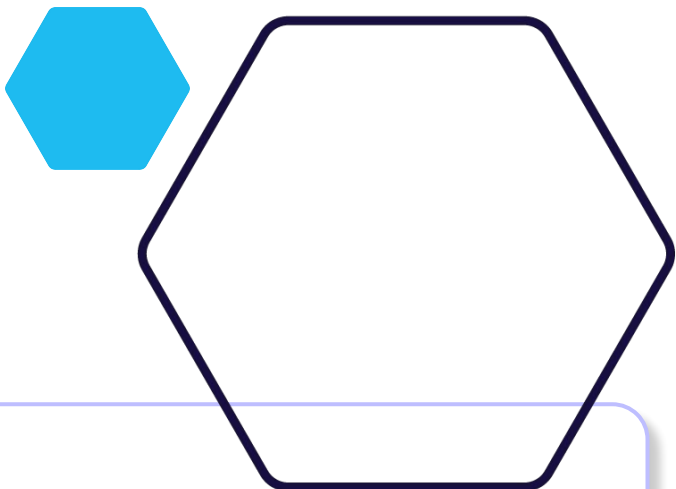
Engaging video lessons

Learn at your own pace with bite-sized, pre-recorded lessons by leading HR experts.

Watch preview lessons

Interactive case studies

Turn your new knowledge into practical skills with a range of practical activities.

Do the case study

Practical guides & templates

Save time and effort with a library of grab-and-go templates, guides, checklists, and more.

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☑ Select your program and click the Enroll button

☑ Fill out your (company) billing address and payment details

☑ Create your student account

☑ Happy learning!

Certificate of Completion

John Doe

Meets the requirements to have the designation

Certified People Analytics Specialist

Erik van Vulpen
Dean of the Academy to Innovate HR

Date issued: August 23, 2024
ID: AIHR-psa7u29ta8

★★★★½

Customers give us an average rating of 8.9 out of 10.

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