People Analytics

The HRCI Pro Series is a collection of certificate courses focusing on advanced HR and business concepts. By completing each Pro Series certificate, you demonstrate your knowledge in a specific area of expertise and earn a digital badge to proudly display your achievement as an HRCI Pro in People Analytics.

Courses Included in this Certificate

Use of Analytics
Recruitment Analytics
Analytics That Support the Workforce

Use of Analytics

Understanding people analytics and how it can benefit an organization is becoming increasingly important in today's workplace. This course teaches how human resources professionals use analytics to attract, retain, and support employees. You will explore case studies demonstrating how analytics are used to attain goals, such as improving retention. You will explore ethical practices of using data, different metrics applications, and various data collection sources. This course teaches you how to use analytics to support collaboration and present data. People analytics is a top investment goal for companies. Learn how analytics can help you evaluate an organization's needs, gather data, make ethical and informed decisions, reduce bias, and achieve strategic goals.

Learning Outcomes

- Explain how human resources professionals use people analytics
- Differentiate between HR analytics, people analytics, human capital analytics, and workforce analytics
- Compare descriptive analytics, diagnostics analytics, predictive analytics, and prescriptive analytics
- Explain case studies where analytics is used to achieve strategic goals
- Explore the advantages of using data analysis in different parts of the employee lifecycle
- Identify and explain commonly-used HR metrics
- Explore different sources of data collection, including applicant tracking system (ATS), candidate relationship management (CRM), and human resource information system (HRIS)
- Explain ethical practices of collecting, storing, using, and analyzing data
- Describe how analytics supports collaboration
- Compare different modes of communicating and presenting data

Recruitment Analytics

This course provides an overview of recruitment analytics and the benefits of a data-driven approach to recruitment. You will learn to identify and calculate common recruiting metrics, like time to fill, cost per hire, and source conversion. You will also see how data can be gathered, visually displayed, and analyzed to gain an understanding of the recruitment process and to make improvements when necessary. The predictive analytics lifecycle will also be discussed, along with the way that data patterns over time can be used to make predictions about sourcing, performance, and attrition. And, we will look at the ways that applicant tracking systems (ATSs) support the analytics process by gathering data and sharing key recruitment metrics in real time.

Learning Outcomes

- Identify common recruiting metrics
- Explain a data-driven approach to recruitment
- Describe the predictive analytics lifecycle
- Analyze the use of analytics in predicting performance and attrition
- Explain how to use analytics to identify patterns, locate the most effective sourcing channels, and minimize costs associated with the hiring process
- Cite examples involving an applicant tracking system (ATS)

Analytics That Support the Workforce

In this course, you will learn how human resources professionals use analytics to support employee health and wellness, evaluate training and development programs, and make appropriate staffing decisions that support strategic goals.

Learning Outcomes

- Explain how analytics supports employee health and wellness
- Explore how analytics gauges employee experience and performance
- Describe the use of analytics in employee training and development
- Analyze how analytics is used for succession planning and promotions
- Explain the use of analytics in creating and maintaining value
- Cite examples of using analytics to make staffing decisions in real time (talent supply chain)
- Explain how managers use data to align employee performance with strategic goals
- Explore data ethics within the realm of artificial intelligence (AI)

Credits

- ⚙ 1.2 IACET CEUs
- ⚙ 12 SHRM PDCs
- ⚙ 4 HRCI Credits
- ⚙ 12 ATD CI Credits

Accreditations