

HR Metrics and Analytics: Data-Driven Decision Making

12 – 16 September 2027
Istanbul (Turkey)

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Why This Course

Organizations today rely on data to make smarter, faster decisions—and HR is no exception. Moving beyond intuition, HR professionals are expected to use metrics and analytics to improve workforce performance, support strategic planning, and demonstrate measurable impact on business outcomes.

This comprehensive program is designed to help HR professionals build strong analytical capabilities and confidently use data in decision-making. It combines practical tools with real-world applications, enabling participants to transform HR data into meaningful insights that drive performance, engagement, and organizational success.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the strategic value of HR metrics and analytics.
- Develop skills in collecting, analyzing, and interpreting HR data.
- Create clear and impactful data visualizations and reports.
- Apply analytics across key HR functions such as recruitment and performance.
- Use data-driven insights to support strategic HR decisions.

The Program Flow

Day 1: Foundations of HR Metrics and Analytics

- Understanding the role of analytics in modern HR functions.
- Identifying key HR metrics and their business relevance.
- Exploring methods and tools for data collection.
- Addressing ethics, privacy, and data governance considerations.

Day 2: Data Analysis Techniques for HR

- Applying fundamental statistical concepts in HR analysis.
- Using predictive analytics in workforce planning.
- Applying regression analysis for decision-making.
- Cleaning and preparing HR data for accurate analysis.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn behind it. The board is checkered, and there are concentric circles in the background.

Day 3: HR Data Visualization and Reporting

- Designing effective and clear data visualizations.
- Building interactive dashboards for HR insights.
- Communicating insights through data storytelling.
- Using tools for visualization and reporting.

Day 4: Applying Analytics to Key HR Functions

- Analyzing recruitment and selection effectiveness.
- Measuring employee engagement and retention trends.
- Applying analytics in performance management.
- Evaluating learning and development impact.

Day 5: Strategic HR Analytics and Future Trends

- Aligning HR analytics with overall business strategy.
- Presenting data insights effectively to leadership teams.
- Exploring emerging trends in HR analytics and technology.
- Building a data-driven HR function within the organization.

Individual Impact

- Strengthen analytical thinking and data interpretation skills.
- Improve confidence in using data for decision-making.
- Enhance the ability to communicate insights clearly.
- Develop a more strategic approach to HR management.

Work Impact

- Improve workforce planning and talent management decisions.
- Enhance employee performance and engagement strategies.
- Strengthen alignment between HR and business objectives.
- Increase the overall effectiveness of HR initiatives.

Training Methodology

This program combines theory with practical application to ensure meaningful results. Methods include:

- Interactive sessions and guided discussions.
- Case studies based on real HR scenarios.
- Hands-on exercises in data analysis and visualization.
- Group activities focused on problem-solving and insights generation.
- Demonstrations of tools used in HR analytics.

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Beyond the Course

By the end of the program, participants will be able to:

- Design and implement HR metrics aligned with business goals.
- Create clear and impactful reports for stakeholders.
- Apply predictive analytics in workforce planning.
- Use data effectively to demonstrate HR's value and impact.

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