BLACKBIRD FOR TRAINING

People Analytics for HR Certification Program

9 – 13 August 2027
Baku (Azerbaijan)



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Ref: 3255445_341864 **Date:** 9 – 13 August 2027 **Location:** Baku (Azerbaijan) **Fees:** 5200 GBP

Introduction

Organizations across the Middle East and North Africa are witnessing rapid transformations in workforce dynamics, operational structures, and leadership expectations. As competition intensifies and business environments become more data-dependent, human resources functions can no longer rely solely on intuition or traditional decision-making methods. Instead, they need meaningful insights derived from accurate, sophisticated analysis of workforce data. This shift toward evidence-based HR management makes people analytics an indispensable capability for modern institutions.

The People Analytics for HR Certification Program provides a structured, strategic, and practical learning journey tailored for executives, team leaders, HR specialists, project managers, and professionals across various sectors—such as oil and gas, financial services, telecommunications, government organizations, human resources, marketing, and sales. It is designed for individuals seeking to advance their decision-making capabilities, improve organizational performance, and build data-driven HR strategies that respond effectively to current and future workforce needs.

This certification equips participants with essential analytical tools and frameworks that help them interpret workforce data, uncover patterns, predict future trends, and translate insights into actionable HR strategies. From analyzing performance indicators to forecasting turnover and improving employee engagement, the program empowers HR leaders to elevate institutional effectiveness, enhance talent management, and align HR decisions with broader organizational goals.

Course Objectives

- Understand the foundations and strategic value of people analytics.
- Collect and structure HR data effectively to support analytical insights.
- Analyze performance indicators, engagement levels, absenteeism, and turnover.
- Interpret data using structured tools and methodologies.
- Connect analytical insights to organizational strategy and workforce planning.
- Develop data-driven decision-making capabilities within HR functions.
- Design meaningful HR performance indicators aligned with institutional goals.
- Improve talent acquisition, development, and retention using analytical evidence.
- Evaluate the impact of HR policies through comprehensive data analysis.
- Build long-term HR strategies using predictive analytics and future-focused modeling.



Course Outlines

Day One: Introduction to People Analytics

- Definition and scope of people analytics in modern HR.
- Differences between traditional HR practices and data-driven HR.
- Types of workforce data and how to manage them.
- The role of analytics in supporting organizational strategy.
- Building reliable HR databases for deeper insights.
- Challenges in HR data analysis and how to address them.

Day Two: Data Collection and HR Performance Indicators

- Methods for collecting HR data from internal systems and surveys.
- Key metrics are used to evaluate performance and engagement.
- Designing effective HR performance indicators.
- Common data collection errors and best practices to avoid them.
- Identifying workforce behavioral patterns.
- Creating a foundational HR analytics model.

Day Three: Data Analysis and Interpretation

- Techniques for analyzing performance, engagement, turnover, and absenteeism.
- Identifying correlations and understanding workforce trends.
- Translating analytical findings into managerial decisions.
- Behavioral analysis and modeling employee patterns.
- Determining the factors influencing retention and loyalty.
- Building structured HR analytical reports for decision-makers.

Day Four: Applying Analytics to Improve Organizational Performance

- Using analytical findings to design training and development strategies.
- Strengthening workplace culture using data-based insights.
- Designing improvement programs grounded in analytical evidence.
- Addressing operational challenges through scenario-based analysis.
- Reviewing HR policies and evaluating their effectiveness.
- Practical exercises to enhance analytical thinking.



Day Five: Strategic Workforce Planning Using Analytics

- Designing long-term HR strategies supported by predictive insights.
- Developing workforce plans based on future skill and capacity needs.
- Linking people analytics results to organizational objectives.
- Comprehensive review of program outcomes and participant learning.
- Formulating recommendations for strengthening HR processes.
- Creating a final analytical project applicable to real work environments.

Why Attend This Course? Wins & Losses!

- Strengthen HR decision-making through evidence-based insights.
- Improve talent management, performance, and workforce planning.
- Develop advanced analytical capabilities applicable immediately.
- Understand workforce behavior and the drivers of engagement and retention.
- Enhance the strategic value of HR within the organization.
- Reduce operational risks by improving the accuracy of HR decisions.
- Improve productivity and employee satisfaction using targeted interventions.
- Build a foundation for future-focused HR strategies.

Conclusion

The People Analytics for HR Certification Program provides an essential pathway for HR professionals and leaders who wish to elevate their impact through analytical excellence. By combining analytical tools with practical application, the program enables participants to transform raw workforce data into meaningful insights that support informed decision-making, strengthen organizational performance, and improve talent-management outcomes.

The program equips professionals to forecast workforce trends, design strategic HR plans, evaluate policy effectiveness, and build initiatives that enhance employee engagement and productivity. In an increasingly competitive and rapidly evolving labor market, people analytics stands as a critical capability for institutions seeking to remain agile, efficient, and strategically aligned.

By incorporating data-driven methodologies into HR functions, organizations can achieve stronger results, reduce uncertainty, and build sustainable strategies that support long-term success.

