Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

DEVELOPMENT

Training Course on People Analytics

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Training Course on People Analytics

Development • 5 Days Intensive • Accredited Certification

Course Overview

Training Course on People Analytics equips participants with the essential knowledge and practical skills to harness the power of data, transforming raw HR information into actionable insights that drive organizational performance and foster a thriving workplace culture.

Key Skills & Software Tools Covered

HR Analytics • Data Analysis • Talent Management • Decision Making

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Training Course on People Analytics

Introduction

In today's dynamic business environment, organizations are increasingly recognizing the strategic imperative of leveraging data to optimize their most valuable asset: their people. People Analytics, a rapidly evolving field at the intersection of human resources, statistics, and technology, empowers organizations to make informed decisions about talent acquisition, development, engagement, and retention. This comprehensive training course equips participants with the essential knowledge and practical skills to harness the power of data, transforming raw HR information into actionable insights that drive organizational performance and foster a thriving workplace culture. By mastering data-driven HR strategies and understanding key HR metrics, professionals can unlock hidden patterns, predict future trends, and ultimately contribute to significant business impact.

This intensive program delves into the core concepts and methodologies of People Analytics, providing a robust foundation for both beginners and those looking to enhance their existing analytical capabilities. Participants will gain hands-on experience in collecting, cleaning, analyzing, and visualizing HR data, utilizing industry-standard tools and techniques. The curriculum emphasizes the ethical considerations and strategic implementation of People Analytics initiatives, ensuring that data insights are translated into meaningful organizational improvements. By the end of this course, attendees will be proficient in identifying key talent analytics, developing predictive HR models, and effectively communicating data-driven recommendations to stakeholders, fostering a culture of evidence-based decision-making within their organizations.

Course Duration

5 days

Course Objectives

This training course aims to equip participants with the following key skills and knowledge:

- Understand the fundamental principles and strategic importance of People Analytics in modern organizations.
- Identify and define key HR metrics and KPIs relevant to various organizational functions.
- Master the techniques for HR data collection and cleaning from diverse sources.
- Apply various statistical analysis methods to extract meaningful insights from HR data.
- Utilize data visualization tools and techniques to effectively communicate findings.
- Develop predictive models for talent management, such as employee turnover and performance.
- Understand the ethical considerations and data privacy regulations in People Analytics.
- Learn how to measure the impact of HR interventions using data-driven approaches.
- Develop strategies for implementing People Analytics initiatives within their organizations.
- Leverage AI and machine learning in HR for advanced analytics and automation.
- Understand the role of HR technology platforms in enabling People Analytics.
- Apply sentiment analysis techniques to understand employee feedback and engagement.
- Develop skills in storytelling with data to influence stakeholders and drive action.

Organizational Benefits

- Improved talent acquisition and reduced hiring costs through data-driven candidate selection.
- Enhanced employee retention by identifying factors influencing turnover and implementing targeted interventions.
- Increased employee engagement through understanding drivers of satisfaction and addressing concerns proactively.
- Optimized learning and development programs based on skills gap analysis and performance data.
- Better workforce planning and forecasting of future talent needs.
- Data-backed performance management systems that are fair and objective.
- Identification of high-potential employees and development of effective succession plans.
- Improved organizational efficiency and productivity through data-informed decision-making.
- Enhanced diversity and inclusion initiatives by monitoring relevant metrics and identifying areas for improvement.
- Stronger alignment of HR strategy with overall business goals through quantifiable insights.

Target Participants

- HR Managers
- HR Business Partners
- Talent Acquisition Specialists
- Learning and Development Professionals
- Compensation and Benefits Analysts
- HR Analysts
- Business Leaders.
- Consultants.

Course Outline

Module 1: Foundations of People Analytics

- Introduction to People Analytics: Definition, Scope, and Evolution.
- The Strategic Importance of Data-Driven HR in Today's Business Landscape.
- Understanding Different Types of HR Data: Structured vs. Unstructured.
- Ethical Considerations and Data Privacy in People Analytics Initiatives.
- Building a Data-Driven HR Culture within the Organization.

Module 2: Identifying and Defining Key HR Metrics

- Understanding the Difference Between Metrics, KPIs, and Analytics.
- Identifying Relevant HR Metrics Aligned with Business Objectives.
- Exploring Key Metrics Across the Employee Lifecycle (Attraction, Development, Retention).

- Establishing Benchmarks and Setting Meaningful Targets for HR Metrics.
- Best Practices for Selecting and Prioritizing HR Metrics.

Module 3: HR Data Collection and Management

- Identifying Various Sources of HR Data (HRIS, Surveys, Performance Systems).
- Techniques for Data Collection, Cleaning, and Preprocessing.
- Ensuring Data Quality, Accuracy, and Completeness.
- Understanding Data Integration and Data Warehousing Concepts.
- Leveraging HR Technology Platforms for Data Management.

Module 4: Statistical Analysis for HR Professionals

- Introduction to Basic Statistical Concepts (Mean, Median, Mode, Standard Deviation).
- Understanding Correlation and Regression Analysis in HR Context.
- Applying Hypothesis Testing to HR-Related Questions.
- Introduction to Statistical Software and Tools for HR Analysis.
- Interpreting Statistical Output and Drawing Meaningful Conclusions.

Module 5: Data Visualization and Storytelling in HR

- Principles of Effective Data Visualization for HR Reporting.
- Choosing the Right Charts and Graphs to Communicate HR Insights.
- Utilizing Data Visualization Tools (e.g., Tableau, Power BI).
- Developing Data-Driven Narratives and Presenting Findings to Stakeholders.
- Creating Compelling HR Dashboards for Monitoring Key Metrics.

Module 6: Predictive Analytics in Talent Management

- Introduction to Predictive Modeling Concepts and Techniques.
- Building Predictive Models for Employee Turnover and Retention.
- Forecasting Future Talent Needs and Identifying Potential Skills Gaps.
- Predicting Employee Performance and Identifying High-Potential Individuals.
- Ethical Considerations in Using Predictive Analytics for HR Decisions.

Module 7: Implementing and Measuring the Impact of People Analytics

- Developing a Strategic Roadmap for Implementing People Analytics Initiatives.
- Identifying Key Stakeholders and Building Cross-Functional Collaboration.
- Measuring the ROI of People Analytics Projects and Demonstrating Value.
- Establishing Feedback Loops and Continuously Improving People Analytics Processes.
- Overcoming Common Challenges in Implementing People Analytics.

Module 8: Advanced Topics and Future Trends in People Analytics

- Introduction to AI and Machine Learning Applications in HR.
- Utilizing Natural Language Processing (NLP) for Sentiment Analysis of Employee Feedback.
- Exploring Social Network Analysis (SNA) for Understanding Organizational Dynamics.
- Understanding the Role of Big Data in People Analytics.
- Future Trends and Innovations Shaping the Field of People Analytics.

Training Methodology

This training program will employ a blended learning approach, incorporating:

- Interactive lectures and presentations with real-world case studies.
- Hands-on exercises and practical application of tools and techniques.
- Group discussions and collaborative problem-solving activities.
- Individual assignments and projects to reinforce learning.
- Access to relevant resources and templates for practical implementation.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-people-analytics to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.