**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# EFFECTIVE PEOPLE ANALYTICS

*"Leveraging Workforce Data for Smarter Talent Decisions and Strategic HR Impact"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 18 – 22 May 2026 | Dubai, UAE | USD 3495 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

As organizations strive to build agile, data-driven HR functions, people analytics has emerged as a powerful tool to drive strategic decisions. By transforming HR data into actionable insights, organizations can improve hiring, performance, engagement, and retention outcomes.

This hands-on training equips HR professionals, analysts, and business leaders with the frameworks, tools, and techniques to turn people data into competitive advantage. Participants will learn to define key metrics, build analytical models, use dashboards, and influence decision-makers through evidence-based insights.

## Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals and business value of people analytics
- Develop and interpret HR dashboards and workforce metrics
- Apply analytics to solve talent challenges such as attrition and productivity
- Use Excel and visualization tools to build simple analytical models
- Connect HR insights with business strategy and executive decision-making
- Build a roadmap to embed analytics into HR processes

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

## Why Attend

- Bridge the gap between HR practices and business outcomes using data
- Learn a structured framework for workforce analytics projects
- Gain practical experience with tools, metrics, and predictive techniques
- Understand how to communicate HR insights to decision-makers
- Enhance your career as an HR Business Partner or Analyst

## Target Audience

This program is designed for:

- HR Managers, Business Partners, and HR Analysts
- Talent Management and Organizational Development professionals
- People Analytics and Workforce Planning teams
- Data Analysts working in HR or talent functions
- Line managers who use HR data in people decisions

## Individual Benefits

Key competencies that will be developed include:

- Analytical thinking applied to workforce data
- Effective visualization and dashboarding of people metrics
- Linking people insights to performance and engagement
- Problem-solving using HR datasets
- Storytelling and influence through HR analytics

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved workforce decision-making using evidence, not intuition
- Greater alignment between HR strategy and organizational goals
- Stronger HR reporting and transparency
- Reduced attrition and enhanced employee performance through insight
- A scalable roadmap for implementing people analytics in HR operations

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – HR analytics concepts, trends, and frameworks
- Case Studies – Real-world analytics use cases in HR
- Workshops – Build and interpret dashboards and metrics
- Peer Exchange – Share analytical challenges across HR teams
- Tools – Excel models, HR KPI dashboards, analytics templates

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

## Course Outline

**Training Hours: 7:30 AM – 3:30 PM** Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

**Day 1: People Analytics Foundations**

- Module 1: Introduction to People Analytics (07:30 – 09:30) • Why analytics matters in HR today • Types of people analytics: descriptive, predictive, prescriptive
- Module 2: Key Metrics and KPIs (09:45 – 11:15) • Turnover rate, time to fill, absenteeism, engagement score
- Module 3: Data Quality and Integrity (11:30 – 01:00) • Data sources in HR systems, cleaning and validating data
- Module 4: Workshop – Building a Metric Library (02:00 – 03:30) • Select relevant KPIs for participants' own organizations

**Day 2: Tools, Dashboards, and Visualization**

- Module 5: Using Excel for People Analytics (07:30 – 09:30) • Functions, pivot tables, and trend analysis
- Module 6: Dashboard Design and Visual Best Practices (09:45 – 11:15) • Building charts and dashboards that tell a story
- Module 7: HR Data Storytelling (11:30 – 01:00) • Translating numbers into business-relevant narratives
- Module 8: Workshop – Build a Sample HR Dashboard (02:00 – 03:30) • Participants construct their first HR analytics dashboard

**Day 3: Workforce Planning and Predictive Models**

- Module 9: Forecasting Talent Needs (07:30 – 09:30) • Headcount, succession, and skills forecasting
- Module 10: Predictive Models in HR (09:45 – 11:15) • Turnover prediction, flight risk scoring, and retention modeling
- Module 11: Workforce Segmentation and Clustering (11:30 – 01:00) • Groupings by performance, behavior, and tenure
- Module 12: Workshop – Build a Simple Predictive Model (02:00 – 03:30) • Using sample data to predict attrition risk

**Day 4: Using Analytics to Solve HR Challenges**

- Module 13: Linking Analytics to Business Problems (07:30 – 09:30) • Talent acquisition, engagement, diversity, and productivity
- Module 14: Case Study – Attrition Analysis (09:45 – 11:15) • Root cause analysis of employee turnover
- Module 15: Actionable Insights and Decision Support (11:30 – 01:00) • Presenting recommendations to senior leaders
- Module 16: Workshop – Build a People Analytics Business Case (02:00 – 03:30) • Create and present a use-case to solve an HR challenge

**Day 5: Implementing People Analytics Strategy**

- Module 17: Building an Analytics Roadmap (07:30 – 09:30) • People, process, platform, and governance
- Module 18: Change Management for Analytics Adoption (09:45 – 11:15) • Engaging HR and business users to adopt analytics
- Module 19: Measuring ROI and Analytics Maturity (11:30 – 01:00) • Analytics maturity models and progress tracking
- Module 20: Final Workshop – HR Analytics Implementation Plan (02:00 – 03:30) • Design an actionable plan to launch people analytics in the workplace

## Certification

Participants will be awarded a Certificate of Completion in Effective People Analytics, validating their ability to interpret HR data, design metrics and dashboards, apply predictive tools, and contribute to data-informed workforce decisions.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

| | | |
|---|---|---|
| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

**Follow us:** **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

*© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.*