

pro touch

HR ANALYTICS

ELEVATE YOUR CAREER AND DRIVE
BETTER BUSINESS RESULTS WITH OUR
COMPREHENSIVE HR ANALYTICS
COURSE, WHERE WE WILL BE GIVING
YOU THE TOOLS TO TURN DATA INTO
ACTIONABLE INSIGHTS

www.protouchpro.com

INTERNATIONAL ACCREDITATION



Protouch is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP[®] or SHRM-SCP[®]



The use of this official seal confirms that this Activity has met HR Certification Institute's[®] (HRCI[®]) criteria for recertification credit pre-approval.



Protouch is Authorized Training Provider for International Association of Business Analytics Certification

LEARNING MODULES



1

HR Analytics
Practitioner
(Excel)

2

HR Analytics
Advance
(Python)

3

Data
Visualisation In
Tableau

PRO TOUCH ADVANTAGE

**100% PRACTICAL CASE-
BASED LEARNING**

**LIFE TIME PLACEMENT
SUPPORT**

**MAXIMUM NUMBER
OF CASES (35) AND
PROJECTS (4)**

**6 MONTHS POST
PROGRAMME ACCESS
AND SUPPORT**

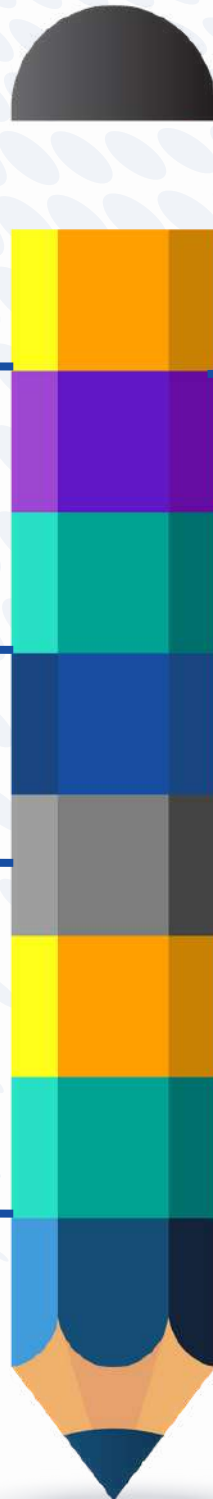
**BUILDING ANALYTICAL
MINDSET**

STUDY MATERIAL

**3 International
Certifications in One
Programme**

**EXTRA RECORDED
SESSIONS**

**KNOWLEDGE SHARING
SESSIONS, PROJECT
PRESENTATIONS AND
REVIEWS**



INTERNATIONAL CERTIFICATES



HR ANALYTICS **OVERVIEW**

People run businesses and HR has always been about people. Given the rapid digital transformation in the organizations, classic approaches are not sufficient in getting the required result in the long run. Hence the need for data-driven decision making has become essential. HR Analytics also known as people analytics or talent analytics, can play a vital role, helping companies understand employees better and map their behavioral trends.



ABOUT THE COURSE

In this course, we start from a simple topic of calculating mean and move on to complex subjects such as text analytics. As a result, we cover comprehensive HR analytics from statistics to machine learning techniques. As part of this programme, you will learn to source, analyse, and visualize HR data to inform decisions and recommendations. It will help you determine the business impact and return on investment associated with HR initiatives



By the end of this program, you will have developed the strategic and systematic measures necessary to excel in HR analytics.

TOP TRENDS IN HR ANALYTICS

- HR analytics can help in 80% increase in recruiting efficiency, 25% rise in business productivity and 50% decreases in attrition rate as per McKinsey Research.
- 75% of companies believe in the importance of human resource analytics, according to Deloitte report.
- Over 70% of executives are making strides to integrate data into everyday decision-making processes.

USING THE EMPLOYEE DATA TO MAKE DECISIONS ON

- Manpower Planning, Hiring and Recruitment
- Training and Talent Development
- Employee Retention
- Employee Satisfaction and Engagement
- Performance Appraisals
- Promotions and Compensation
- Diversity and Inclusion

You Will Learn



Applied Statistics right from scratch.



Analytics use cases in Employee Life cycle.



Converting HR Metrics to Analytics.



Learn analytics on Excel, Python and Tableau



Steps involved in Data Preparation.



Concepts of Feature Engineering.

You Will Also Learn

- ▶ Identify a Business Problem
- ▶ Statistical Model Building
- ▶ Concept of Machine Learning
- ▶ Supervised and Unsupervised Learning Techniques
- ▶ Different types of Charts and Plots
- ▶ Predicting Outcomes



LEARNING JOURNEY

1

BUSINESS ANALYTICS FOUNDATION

- Analytics Overview
- Understanding Business Problem
- Data Driven Decisions
- Analytics Modelling

2

DESCRIPTIVE ANALYTICS

- Statistics Overview (Central tendency, variability and shape)
- Sampling Methods
- Exploratory Analysis

3

INFERENTIAL ANALYTICS

- Selection of Test
- Hypothesis Testing
- Correlation, T/Z - Test, ANOVA
- Evaluation & Conclusion

4

PREDICTIVE ANALYTICS

- Feature Engineering
- Linear Regression
- Time Series Analysis
- Predictive Simulation
- Break Even Analysis

5

OPTIMIZATION MODELS

- Decision Modelling
- Building an Optimization Model

6

DECISION MODELLING

- Comparing Decisions in Uncertain Settings
- Decision Trees and Decision Modelling

HR ANALYTICS PRACTITIONER

TOOL USED: MS EXCEL

STATISTICAL TOOLS USED

Rank and Percentile, Descriptive Statistics, Histogram

Correlation, Covariance, Paired t-test, t-test unequal variance Anova

Z test Linear regression, Moving Average, Exponential Smoothing

ANALYSIS METHODS

Descriptive Analytics

Inferential Analytics

Predictive Analysis

CASE STUDIES ON

- Training
- Performance
- Promotion
- Compensation
- D & I
- Productivity
- Campus Hiring
- Manpower Planning
- Talent Acquisition

HR ANALYTICS PRACTITIONER

TOPICS COVERED

- Introduction to HR Analytics and Key Matrices
- Problem Solving Frameworks
- Statistical Modelling
- Understanding Business Problem
- Data Discovery, Collection & Preparation
- Hypothesis Formulation and Testing
- Descriptive Statistics and Generating Insights



- Inferential Analytics using Analysis Tool Pack
- Hypothesis Testing With Analytics Tests
- Introduction to Machine Learning
- Predictive and Time Series Analysis
- Forecasting Techniques
- ROI Analysis

HR ANALYTICS ADVANCED

TOOL USED: MS EXCEL, PYTHON

ANALYSIS METHODS COVERED

- Descriptive Analytics
- Inferential Analytics
- Predictive Analysis

STATISTICAL TOOLS USED

- Linear Regression
- Logistics Regression
- Text Analysis
- Clustering

CASE STUDIES ON

- Salary Increment
- Employee attrition
- Text Analysis
- Job Fitment



HR ANALYTICS

ADVANCED

TOPICS COVERED

- Basic Programming in Python
- Understanding Important Libraries in Python
- Linear and Logistic Regression
- Types of Data, Data Directory and Validate Data
- Statistics - Univariate and Bivariate
- Data Cleaning and Feature Engineering - Variable Creation and Transformation



- Supervised and Unsupervised Learning - Clustering
- Inferential Analysis of Categorical Data using Chi-Square
- Text Analytics
- Model Simulation and Adjustments

TABLEAU **SKILLS**

1

DASHBOARD FUNCTIONALITY

- Filter and Highlight
- Navigations
- Parameters
- Switching Measures
- Parameters: Global Filter
- Dashboard Visual
- Dashboard Functionality
- Storyboards

2

CHART TYPES

- Text Tables
- Heat Maps
- Highlight Tables
- Symbol Maps
- Filled Maps
- Pie Charts
- Bar Charts
- Stacked Bars
- Side by Side Bars
- Dual Axis Charts
- Tree Maps
- Scatter Plots
- Area Charts
- Box and Whisker
- Histogram
- Bullet
- Bubbles
- Control Charts

3

TABLEAU ESSENTIALS

- Connecting Data
- Level of Detail
- Dashboards and Stories
- Pivots and Hierarchies
- Bins and Groups
- Calculated Fields
- Data blends and Joins
- Trend line and Time series
- Clustering and Grouping
- Filters
- Formatting

TOOLS



Optional Tools



TESTIMONIALS


 **Ian Machado**
Local Guide · 7 reviews · 10 photos

★★★★★ 3 weeks ago **NEW**

Positive: Professionalism, Value

I had applied for the Tableau Certification Course with them . And I have successfully completed it with a lot of knowledge on Tableau and a proper Guidance from Rahul Sethi (Founder) . It was an live and very Interactive Session where you get an proper practice on the Dashboard, Data cleaning, Storytelling . Would Highly Recommend you for the once who are eagerly looking for learning Tableau.

 3


 **Sana Akhtar**
2 reviews


★★★★★ 5 weeks ago **NEW**

Completed HR Analytics Certification From ProTouch.

I enjoyed while doing this course. This has given the exposure to HR Analytics related topics and helped me to understand what metrics are involved to perform the HR Analytics and how to deal with the problems.


I must say our Trainer Prasad sir is an awesome teacher and guidances from Rahul Sir is truly appreciated.Special thanks to Rinki for all the support and cooperation.

 2

 **Saif Malik**
2 reviews


★★★★★ 5 weeks ago **NEW**

I had a fantastic experience with Protouch training classes for the HR Analytic Post Graduate Certification Course, which provided me with in-depth knowledge of the analytical aspects of HR. Parul Ma'am was an excellent tutor who listened to every point brought by the pupils during the training session. I had a fantastic time creating the assignment. Thank you so much for your advice, Mr. Rahul sir. Special thanks to my counsellor B.Preeti, who was an unwavering support throughout my training. Protouch has one of the top teams for training and offers excellent placements across India. I personally advise anyone interested in pursuing a certification degree in management, HR, or data analytics. Protouch, Thank You So Much 🙏

 **betsy daniel**
3 reviews

★★★★★ 3 weeks ago **NEW**

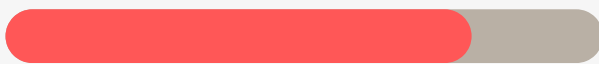
It was a great experience, glad I opted for this particular institute. Earlier I was a bit concerned as I am not from Mathematical background so I thought it would be difficult but with mentors like Parasad Sir it's possible. I personally recommend the institute.
You will get great mentors, very supportive staff, all the skills that you require to kick start your journey.

 3

LIFETIME PLACEMENT SUPPORT

Our dedicated Placement Team is working 'day-in, day-out' to provide you with the genuine job opportunities from the moment you enroll with us. Our alumni are working with the top companies and organizations, allowing us to deliver handpicked job opportunities right to you.

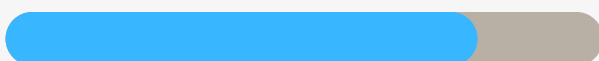
SALARY BAND



3 TO 5 LACS



5 TO 8 LACS

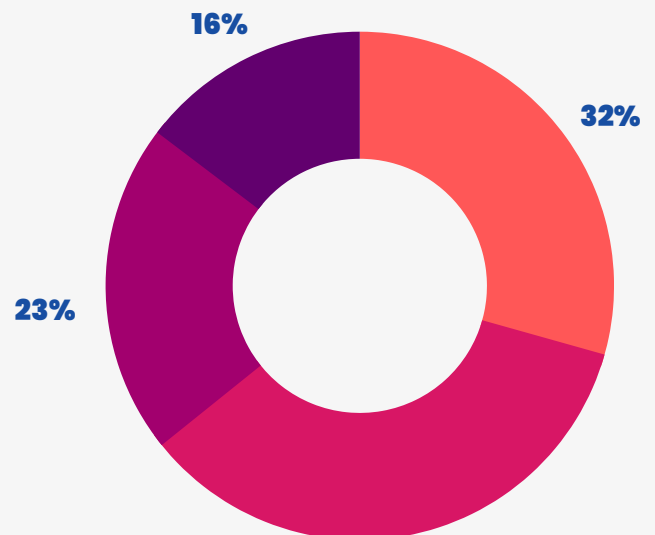


8 TO 15 LACS



15+LACS

PARTICIPANT SPLIT



- Fresher**
- 1 to 5 years experience**
- 5 to 10 years experience**
- 10+ experience**

PRO TOUCH ALUMNI



SAMSUNG



Happy pet. Happy You.



DCB BANK



genpact adani



पावरग्रिड
POWERGRID



RECOGNITIONS

Protouch, is recognized as one of the 10 Best Startups in Corporate Training, Education Excellence Award and Indian Achievers' Award for Training Excellence among many others. These awards emphasize the exceptional accomplishments of the company and its noteworthy contributions to the enhancement of executive education and training.





Rahul Sethi is a corporate professional with over 25 years of experience. He is a globally recognized thought leader and has been listed among the top 200 in his field.

He is an awardee for education excellence and has been trained by the International Association of Business Analytics.

His wealth of experience and expertise make him a valuable asset to any organization.

Rahul Sethi

**Corporate Trainer |
Leadership Coach**



PROTOUCH

About us

Protouch is one of the most admired talent transformational and reskilling organisations enabling sustainable business and organisational culture impact. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance leadership development across the organisation. It is providing 360 degree training solutions from entry-level to senior management. It imparts highly engaging corporate trainings, workshops and coaching services with a clear focus on results while developing holistic learning for the participants.

Protouch reskilling institute works extensively in the area of skill enhancement and youth employability. Hundreds of young professionals every year accelerate their careers by undertaking its wide range of certification programmes. These programmes are delivered through 100% practical approach by an experienced team of industry experts.

Protouch has successfully partnered with Times Group through which it provides executive education for working professionals from premium management institutes.

Protouch training programmes and its alums of the reskilling center has been widely recognized across various respectable forums and organisations.

CERTIFICATION PROGRAMMES




pro touch

HR GENERALIST

STAND OUT IN A CROWD WITH YOUR PRACTICAL ABILITIES AS AN HR GENERALIST

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CORPORATE TRAINER & FACILITATOR CERTIFICATION

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ELEVATE YOUR CAREER AND DRIVE BETTER BUSINESS RESULTS WITH OUR COMPREHENSIVE HR ANALYTICS COURSE, WHERE WE WILL BE GIVING YOU THE TOOLS TO TURN DATA INTO ACTIONABLE INSIGHTS

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TRAIN THE TRAINER POSH

LEARN BEST PRACTICES FROM EXPERTS FOR PREVENTING AND ADDRESSING SEXUAL HARASSMENT IN THE WORKPLACE

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CERTIFIED PRACTITIONER COACH

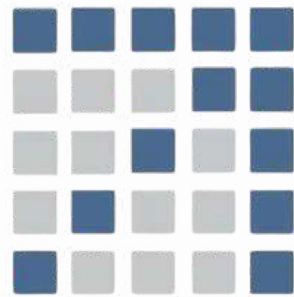
BE AN INTERNATIONAL CERTIFIED PROFESSIONAL COACH TO FAST TRACK OR KICKSTART YOUR COACHING JOURNEY

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SELF PACE PROGRAMMES



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