

A blue and yellow banner with the text "BLACK FRIDAY" in white and "25% OFF" in black.

People Data & Business Insights

Online Certification Program



An overview

of what you can expect from this program

Turn people data into business insight

Businesses today look to HR for informed people recommendations and strategic insights. As an HR professional, you need to be able to understand and communicate insights from people data. Without the skills to interpret or analyze the right information, your metrics won't tell a clear story.

The People Data & Business Insights Certificate Program gives you the confidence to work with HR data through a business-first lens. Through practical work in Excel, Power BI, and essential HR analytics frameworks, you'll demonstrate HR's impact and position yourself as the data-driven partner leaders rely on to make evidence-based decisions.

	Type	Online self-paced learning
	Language	English (including subtitles)
	Duration	30 hours
	Access	12 months
	Structure	3 courses + capstone project / 14 modules
	Testing	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI, HRPA & SHRM credits	
	Reading materials & bonus content	
	30-day money back guarantee	

Learn in-demand skills

and take your career to the next level

Learning objectives



Data literacy

Build data literacy to analyze and interpret HR data with confidence.



HR metrics and analytics frameworks

Apply HR metrics and analytics frameworks to connect people data to strategy.



Excel and Power BI dashboards

Effectively communicate people insights using HR dashboards in Excel and Power BI.



Evidence-based decisions

Translate complex HR data into compelling stories that drive evidence-based decisions.

The perfect fit for

This course is for HR professionals who want to become confident, data-driven partners. It's the right course for you if you'd like to focus on building data literacy to translate HR metrics into clear business insights, influence decisions, and showcase HR's impact on performance to elevate your strategic credibility.

Curriculum structure

Practical. Comprehensive. Game changing.

• 6 MODULES

Strategic HR Metrics

• 4 MODULES

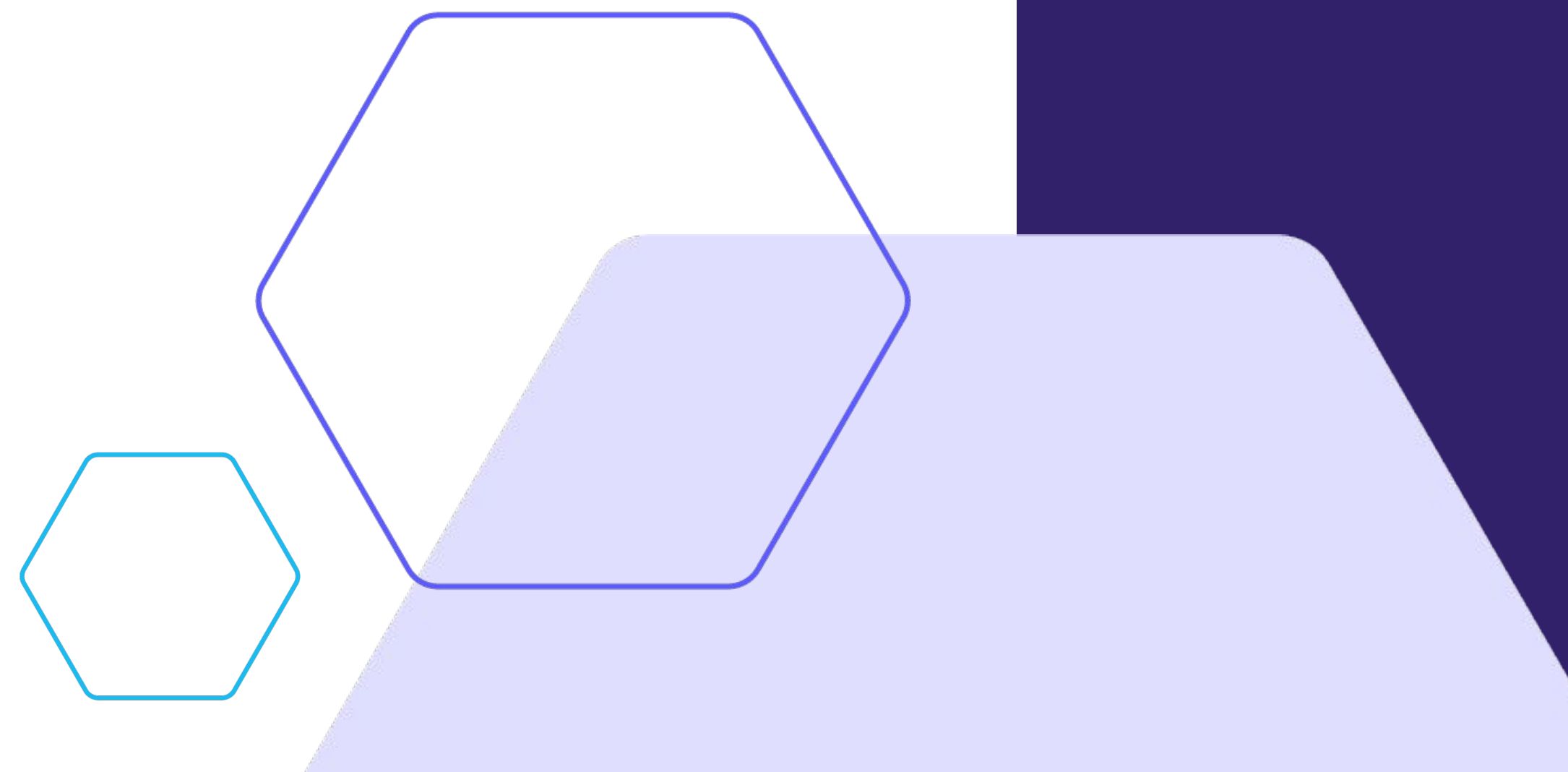
HR Data Analyst

• 1 MODULE

HR Dashboards in Power BI

• 1 MODULE

Capstone Project



A detailed look

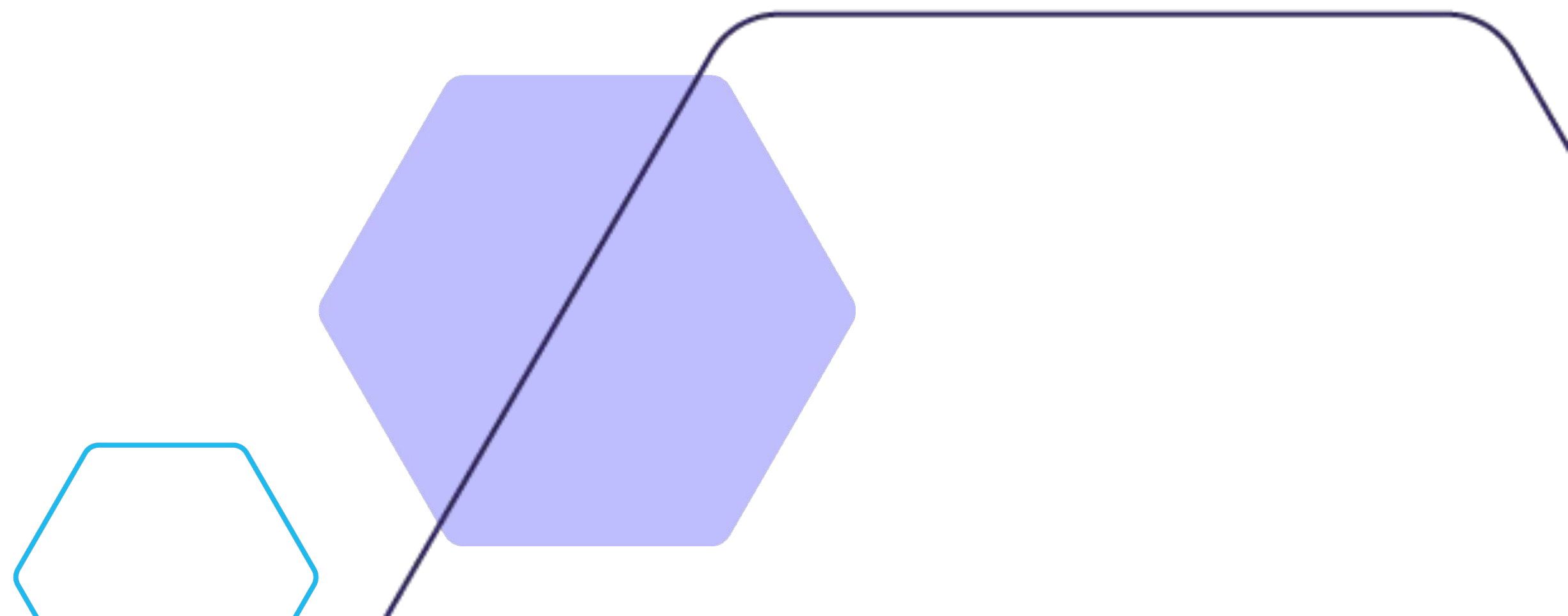
at the curriculum and modules

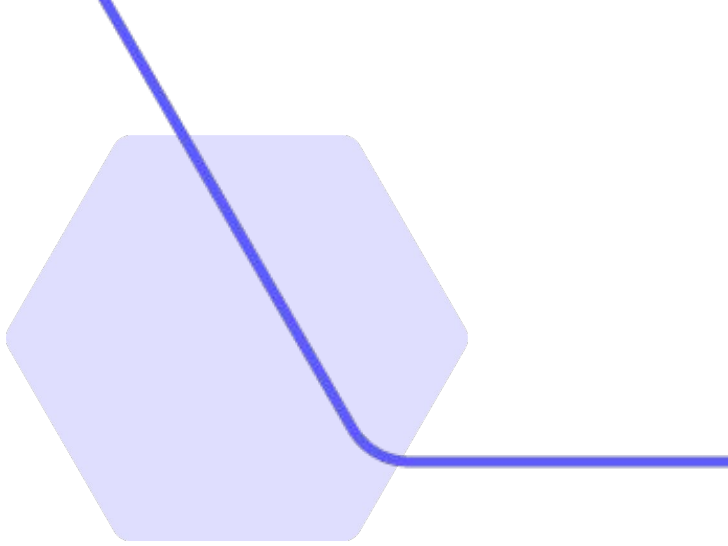
6 MODULES

Strategic HR Metrics

Build the confidence and analytical mindset and skills to identify, interpret, and implement the HR metrics, HR KPIs, and HR OKRs that help your organization achieve its goals. This course takes you from understanding foundational HR metrics to mastering tools that turn data into business insight. You'll validate HR data, apply frameworks like the HR Value Chain, and learn to use HR scorecards to communicate HR's impact with clarity and credibility.

- **Introduction to HR Metrics**
- **Reading HR Dashboards**
- **Using the HR Value Chain to Drive Business Impact**
- **HR KPIs and OKRs for Measurable Impact**
- **Communicating Performance with HR Scorecards**
- **Creating a Data-Driven HR Culture**





4 MODULES

HR Data Analyst

In this hands-on course, you'll learn how to prepare clean HR data, use formulas and pivot tables to analyze trends, and uncover the drivers behind key workforce outcomes. Perform an employee turnover analysis with a unique, provided data set and real-world business questions, building your confidence in HR metrics, interpreting results, and generating insights stakeholders can trust.

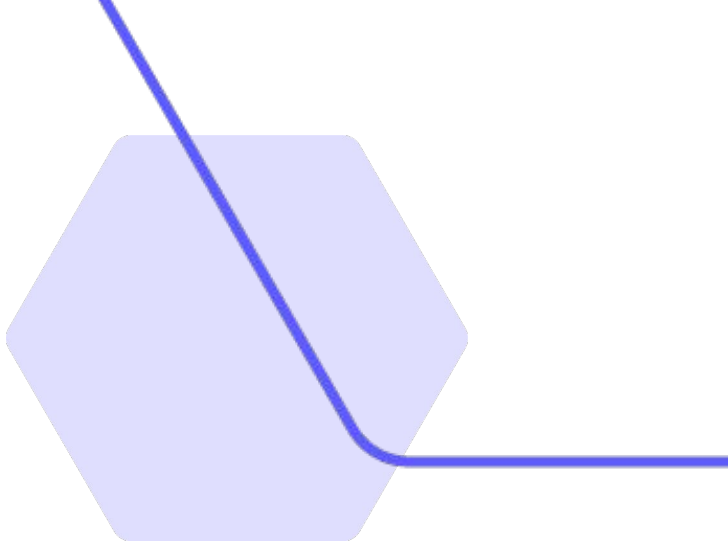
4 MODULES

HR Dashboards in Power BI

Learn how to connect and transform large amounts of data into intelligent, actionable insights. Master the foundations of Power BI by working through a practical case including a unique, provided data set that gives you hands-on experience with HR data visualization, interactive reports, and advanced HR dashboards with permission levels to manage stakeholder access.

- **Preparing and Manipulating Data**
- **Using VLOOKUP and Data Visualization**
- **Dashboarding in Excel**
- **Interactive Case Study: Employee Turnover**

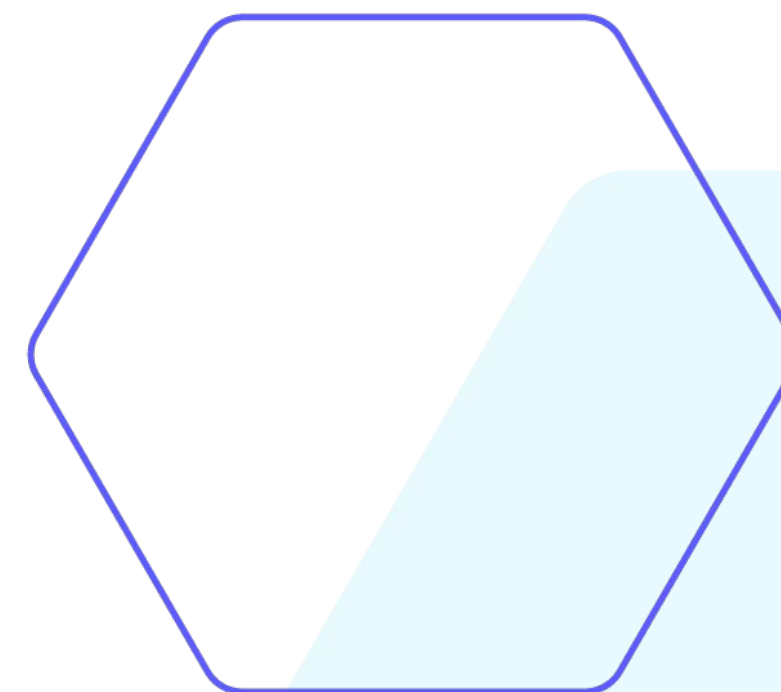
- **Building a Strong Power BI Foundation**
- **Data-Driven Absence Reporting in Power BI**
- **Turning Data into Actionable Reports**
- **From Insights to Action: Publishing Power BI Reports**



1 MODULE

Capstone Project

It's time to put your new skills to work. You will build a custom HR dashboard or report from scratch using a dataset provided by AIHR, with the aim to create impactful visualizations that tell a compelling story.



Proven online learning for Human Resources Professionals



and 6
others



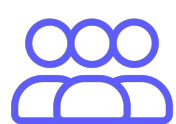
Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies



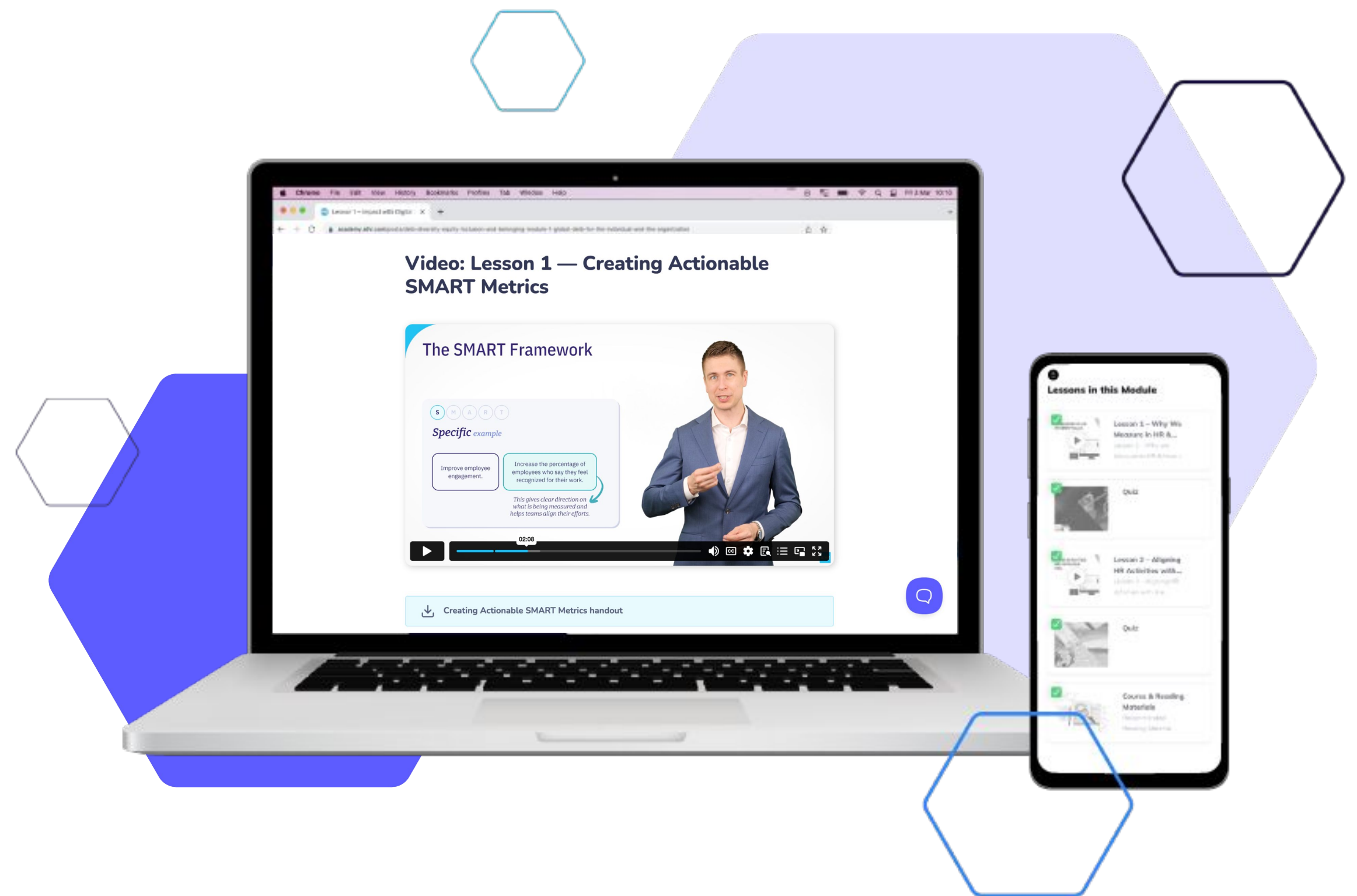
Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.



Practitioner community & coach

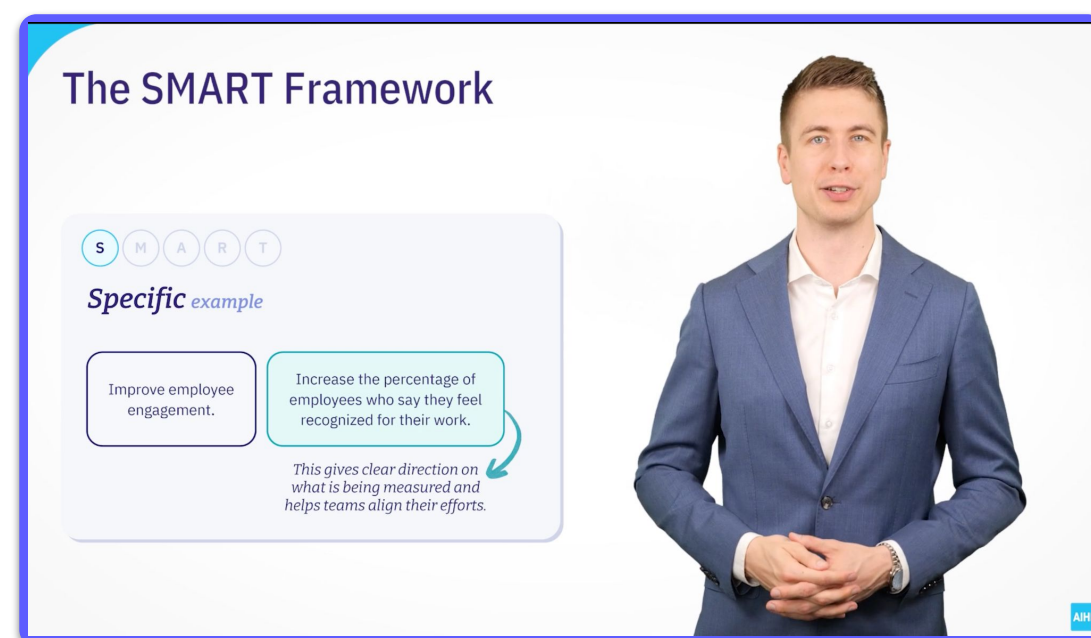
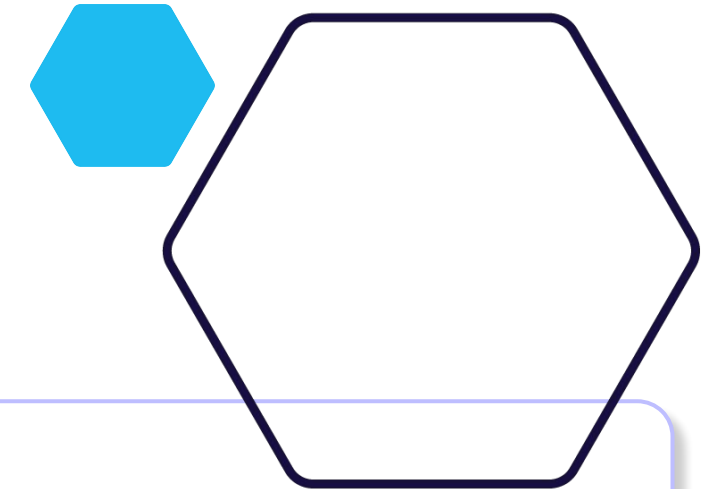
Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.



AIHR is an approved provider with the HR Certification Institute (HRCI®), a pre-approved provider with the Human Resources Professional Association (HRPA), and recognized by the Society for Human Resource Management (SHRM) for PDCs.

Get a sneak peek

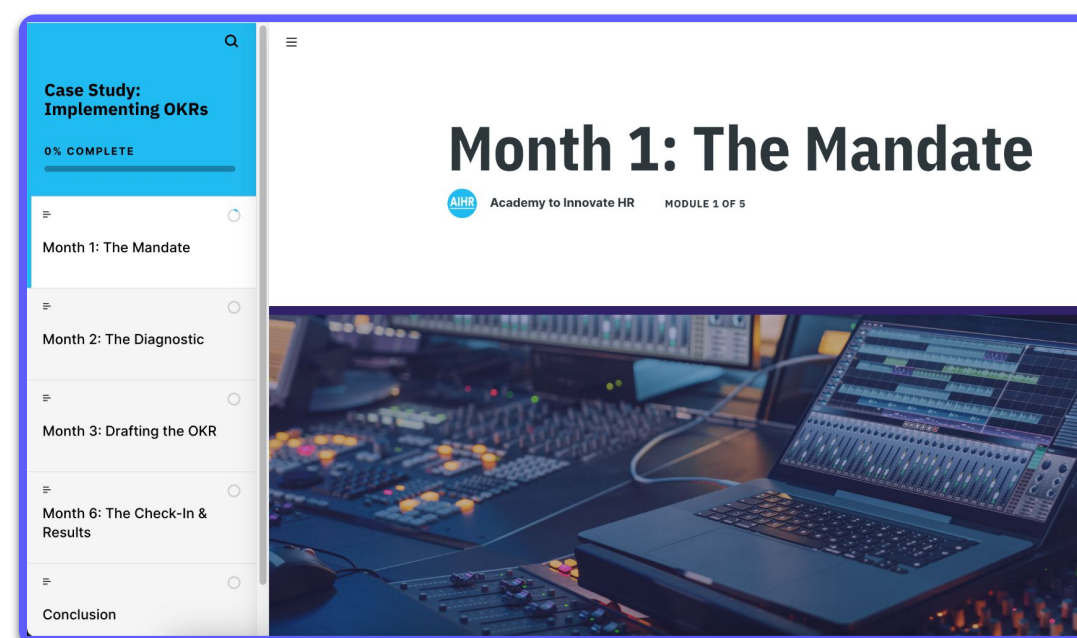
of lessons and course materials



Engaging video lessons

Learn at your own pace with bite-sized, pre-recorded lessons by leading HR experts.

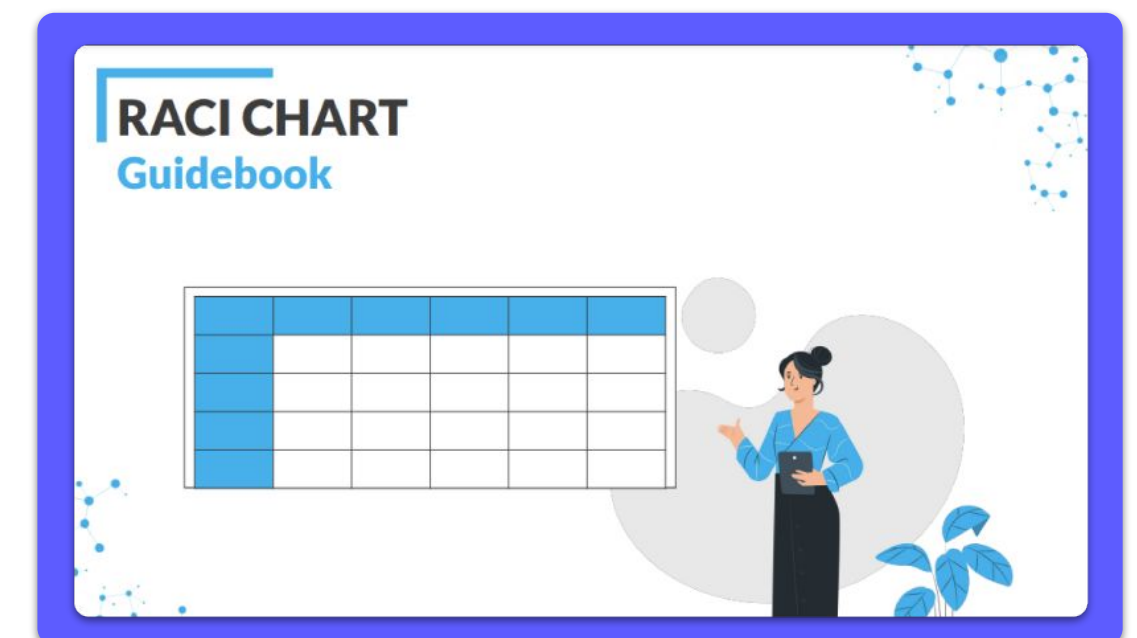
[Watch preview lessons](#)



Interactive case studies

Turn your new knowledge into practical skills with a range of practical activities.

[Do the case study](#)



Downloadable templates

Save time and effort with a library of grab-and-go templates, guides, checklists, and more.

[Tour the library](#)

Grow your skill set

Enroll today

- ✓ Go to www.AIHR.com
- ✓ Select your program and click the Enroll button
- ✓ Fill out your (company) billing address and payment details
- ✓ Create your student account
- ✓ Happy learning!



Customers give us an average rating of 8.9 out of 10.

AIHR is the place to learn the skills you need to advance your career and remain relevant in the ever-changing digital human resources landscape. We offer the most comprehensive curriculum of HR courses and certifications available worldwide and are a proud supplier of over 175 Fortune Global 500 companies.



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