

## **Big Data in HR: Making Decision Accurately**

- Do you know how to leverage big data to make smarter and more accurate HR decisions?
- Have you explored how big data can transform HR functions such as strategic planning, recruitment, incentives, promotion, and even retrenchment?
- Would you like to gain the skills to apply big data in HR for better forecasting and workforce insights?

### **Introduction**

Big data is transforming the way organisations operate, and HR is no exception. The sheer volume, speed, and complexity of workforce data require new tools and approaches to turn information into actionable insights. By harnessing big data, HR professionals can go beyond intuition and make decisions that are accurate, strategic, and forward-looking. This program introduces participants to the practical application of big data in HR, from recruitment and talent development to incentives, promotions, and retrenchment. Participants will learn how analytics and forecasting can improve workforce planning, reveal management blind spots, and answer critical questions about productivity, attrition, and leadership potential. Companies that embrace big data in HR not only reduce costs through improved processes but also increase revenue by building stronger, more engaged workforces. By mastering these skills, HR professionals can position themselves as strategic partners who drive organisational success through evidence-based decision-making.

### **Program Objectives**

This program aims to:

- Expose the participants on the application of big data in HR
- Enable participants to make decisions with big data.

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Apply HR data strategically
- Draw meaningful charts to summary data according for decision making
- Perform decision making accurately with Big Data analytic

### **Methodology**

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

### Who Should Attend?

Human resource personnel, Marketing personnel, Financial personnel, Senior Management, and anyone who would like to use big data to make accurate business decisions.

### Program Outline

Day One	
Time	Program
9:00am - 10:30am	<p><b>Introduction &amp; Overview of Big Data</b></p> <p>The huge “<i>volume</i>” of data generated, with such tremendous “<i>velocity</i>” (speed of transactions), and “<i>variety</i>” (different types and formats), it poses massive challenges to store and organize these data for analysis – to provide information for efficient operations. In HRM recruitment and selection – job description, candidate application, and in some cases, profile assessment, candidates selected, interview feedback, a job offer (include market data on compensation and benefits package). Learning and development – TNA (training needs analysis including skill gaps), list of training provided and evaluation, personal and career development plan.</p>
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	<p><b>Application of Big Data in HR</b></p> <p>Big Data applications – profile assessment for job application matching and TNA, which would provide information for learning and development planning. Market data includes compensation and benefits packages offered for different occupations and professions, for benchmarking and retention strategies. Big data also helps in leadership development and succession planning. In addition, big data is important for career and personal development, including matching personal aspirations with organisation growth plans.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p><b>HR Big Data Trend</b></p> <p>Neither big data nor technology will ever fully take the place of a</p>

	skilled HR professional, but both can help better inform decision making and increase productivity. The participants would identify the trend that concerns HR and big data to ensure the application provides impact to the organisation.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<p><b>People Data</b></p> <p>People data, also known employee data, can be defined as datasets describing people in organizations. People data is information and insight that an organization has available on its various pools of people collected from any one of their systems such as HRIS, payroll, benefits, workforce management system or talent management system.</p>
<b>Day Two</b>	
<b>Time</b>	<b>Program</b>
9:00am - 10:30am	<p><b>People Analytics</b></p> <p>People analytics, also known as talent analytics or HR analytics, refers to the method of analytics that can help managers and executives make decisions about their employees or workforce. People analytics applies statistics, technology and expertise to large sets of talent data, which results in making better management and business decisions for an organization. People analytics is a new domain for most HR departments. Companies are looking to better drive the return on their investments in people. The old approaches to gut feel are no longer sufficient.</p>
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	<p><b>Big Data and workforce Analysis</b></p> <p>Workforce analytics is an advanced set of data analysis tools and metrics for comprehensive workforce performance measurement and improvement. While people analytics focuses on the personnel aspect, workforce analytics focuses on the workforce on a slightly larger scale. Workforce analytics can be measured in a number of ways – whether it be company-specific measurements, measurements across an entire industry, an examination of a group of jobs, or something else, the data applied to analytics is dynamic. It analyzes recruitment, staffing, training and development, personnel, and compensation and benefits, as well as standard ratios that consist of time to fill, cost per hire, accession rate, retention rate, add rate, replacement rate, time to start and offer acceptance rate.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p><b>Big Data and HR Analytics</b></p> <p>Learn how to take a data-driven approach to manage people at work and make better decisions. Through this course, you'll be able to</p>

	develop an in-depth understanding of how HRs at cutting-edge companies use sophisticated data analysis to make better decisions on matters like recruitment, performance evaluation, leadership, hiring and promotion, job design, compensation, and collaboration.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<p><b>Career Management</b></p> <p>To deal with career management in the organization, Big Data is helpful in quantitatively analyzing all the information that we can get of employees, including their interest on the job, the promotion will, professional experience and performance, career planning books and other data. It is, therefore, important for enterprises to combine traditional career management with automated career management so that they can provide personalized career guidance for employees and reduce employee turnover</p>