

# HR ANALYTICS: EMPOWERING SMART WORKFORCE DECISIONS

ICMA|COE  
Centre of Excellence

 **MAY 20, 2025**  
 **MOVENPICK HOTEL, KARACHI**



## COURSE OBJECTIVES

*This course helps participants to:*

- Identify and interpret key HR financial and operational metrics for strategic decision-making
- Quantify HR's impact on organizational performance using factual, data-driven approaches
- Benchmark HR practices to achieve and exceed industry standards
- Design and implement data-driven HR practices tailored to organizational needs
- Select and evaluate HR metrics that reveal operational efficiency and workforce effectiveness

## COURSE CONTENTS

- Talent Acquisition Analytics – Optimize hiring with data
- Talent Retention Analytics – Predict and reduce turnover
- L&D Analytics – Measure training impact
- Career & Leadership Analytics – Track growth and potential
- Engagement Analytics – Boost morale with insights
- Workforce ROI Analytics – Maximize cost and productivity

## WHO SHOULD ATTEND

- Human Resource Officers / Managers
- HR Professionals
- HR Audit & Compliance Managers
- Team Lead HR
- Group Head HR
- Administration Managers

## DURATION

1 Day – 8 Learning Hours

## INVESTMENT AMOUNT

**Investment Fee : PKR 35,000**

**\* Individual & Group Discounts Available**

## CONTACT US

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<https://shorturl.at/nRJ6G>



## COURSE CONTENTS

### Module 1: Talent Acquisition Analytics

- Understand and measure key recruitment metrics, including Time-to-Hire, Cost-per-Hire, and Source of Hire.
- Analyze candidate pipelines to enhance recruitment efficiency and identify bottlenecks.
- Develop and interpret recruitment dashboards utilizing Microsoft Excel.

### Module 2: Talent Retention Analytics

- Track and interpret employee turnover rates to diagnose organizational health.
- Utilize data analytics to predict potential employee attrition.
- Design retention strategies informed by data insights.

### Module 3: Learning & Development Analytics

- Conduct comprehensive training needs assessments using data-driven methods.
- Evaluate the impact and effectiveness of training programs.
- Calculate the Return on Investment (ROI) for learning and development initiatives.

### Module 4: Career and Leadership Growth Analytics

- Monitor career progression paths and succession planning initiatives through analytics.
- Identify and nurture high-potential HiPo employees using structured frameworks.
- Create career tracking and leadership development dashboards in Excel.

### Module 5: Workforce Cost, Productivity & ROI Analytics

- Analyze comprehensive workforce cost structures including salaries, benefits, and other direct costs.
- Measure employee productivity and financial contribution (e.g., revenue per employee).
- Benchmark workforce performance and create comparative visual analytics.

### Action Plan Exercise:

Each participant will formulate a personalized 3-point action plan to drive HR analytics initiatives within their organizations, with peer and trainer feedback.

## TRAINER'S PROFILE



**Dr. Samina Qasim**  
Senior Assistant Professor  
Bahria University Karachi Campus

Dr. Samina Qasim is a corporate trainer, consultant, and licensed life coach with a Ph.D. in Human Resource Management. She's currently a Senior Assistant Professor at Bahria University and also a member of the Society for Human Resource Management (SHRM) in the United States.

As the CEO of SQ Training and Consulting, she has the privilege of training over 2000 participants. Her vision is to foster positive cultures in organizations, where employees are engaged, and businesses grow and thrive.

She believes in the power of persistence and creating lasting value. Dr. Samina Qasim is on a mission to empower professionals through training and development, keep them motivated, and equip them with the latest knowledge of their field.



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## INVESTMENT AMOUNT & DISCOUNTS

**Investment Fee : PKR 35,000**

| Early Bird Discount - I | Early Bird Discount - II | Group Discounts        | Corporate Partner Discount |
|-------------------------|--------------------------|------------------------|----------------------------|
| 10%                     | 5%                       | 15%                    | 25%                        |
| Valid till May 8,2025   | Valid till May 12,2025   | Valid till May 16,2025 | Valid till May 16,2025     |

### Notes:

- 1) Tax will be applied to the invoice
- 2) Training fee includes : handouts, certificates of participation, luncheon and refreshments

**Last Date Of Registration: May 16, 2025**

## SCAN TO REGISTER



**With Best Regards,**  
**Sumreen Noman Ansari**  
**Director ICMA - Centre Of Excellence**  
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