

SHRM People Analytics Specialty Credential

Talent is the most valuable investment in any organization, yet people decisions often rely on instinct over insight. With today's data-rich workplaces, HR professionals can leverage analytics to drive smarter business decisions. Earning the SHRM People Analytics Specialty Credential equips you to analyze real-world challenges, uncover key insights, and communicate data-driven recommendations with confidence. Lead with data—start your journey today.



How to earn the [SHRM People Analytics Specialty Credential](#)

Take an eLearning Prerequisite Course	Attend an Instructor Led Program	Complete Two eLearning Courses	Take and Pass an Assessment
<ul style="list-style-type: none">• People Analytics: Foundations of Data Literacy	<ul style="list-style-type: none">• People Analytics: Taking Data-Driven Action Program	<ul style="list-style-type: none">• Understanding Your People Data• The Metrics Behind People Analytics	<ul style="list-style-type: none">• People Analytics Knowledge Assessment

After successfully completing all learning components and passing the assessment, you'll earn the SHRM People Analytics Specialty Credential, along with a certificate of achievement and a digital badge. SHRM-certified professionals will also receive 22 PDCs toward recertification. Showcase your accomplishment by adding your credential to your resume, email signature, and social media profiles to boost your credibility and highlight your commitment to the profession.

Learning Curriculum

Prerequisite Course (eLearning)

Title: People Analytics: Foundations of Data Literacy

Ready to get started in people analytics? This module is your first step toward mastering the foundational knowledge you need to thrive in this data-driven field. Whether you are brand new to people analytics or seeking to expand your expertise, this module will introduce you to key terms, concepts, and real-world applications used by analytics professionals. Plus, we'll provide actionable strategies for upskilling your team and empowering others within your organization to leverage people analytics effectively.

Learning Objectives

- Understand the Language of Data Analytics: Get comfortable with the common terms and jargon used by data scientists and analysts, enabling you to communicate with clarity and confidence.
- Build Your Data Literacy Foundation: Gain essential skills in data literacy, empowering you to interpret and make sense of analytics in everyday business decisions.
- Broaden Data Literacy Across Your Organization: Learn practical methods to enhance data skills within your team, helping your organization become more agile and informed through data.

Instructor Led Program (in-person or live online)

Title: People Analytics: Taking Data-Driven Action

Talent is an organization's greatest investment—yet too many people decisions are made without data-driven insights. This interactive course empowers you to change that. You'll learn how to develop and implement a people analytics plan that drives real impact. Explore the analytics maturity model, discover how strategic partnerships can enhance your organization's analytics capabilities, and gain the confidence to take a leadership role in using data to influence key business decisions. Elevate your organization's workforce strategy and provide decision-makers with the insights they need to succeed.

Program Objectives:

- Identify organizational problems that can be addressed through people analytics
- Explore quantitative and qualitative tools and methods
- Analyze a sample data set using the people analytics project framework
- Use storytelling to elevate organizational insights

eLearning Components

Title: People Analytics: Understanding Your People Data

The *Understanding Your People Data* module will guide you through the world of both quantitative and qualitative data from a people analytics perspective. Discover when and why each type of data is most useful and how to combine them for a more comprehensive understanding of key topics. You'll also engage with an interactive example that showcases how to analyze people data using both approaches for deeper insights.

Learning Objectives

- Differentiate Between Quantitative and Qualitative Data: Learn to clearly distinguish between these two types of data and understand the methods used to analyze them effectively.
- Identify the Right Data for Key People Issues: Gain the skills to choose the most relevant data types when tackling common people-related challenges.
- Combine Data for a Holistic View: Master the art of integrating both qualitative and quantitative data to gain a more complete understanding of people issues within your organization.

Title: People Analytics: The Metrics Behind People Analytics

Metrics play a crucial role for HR professionals, enabling them to tackle organizational challenges both tactically and strategically. By pinpointing human capital issues, HR teams can track trends, assess performance, and make data-driven decisions. The insights gathered from key HR metrics not only help optimize HR processes but also align HR efforts with broader business strategies and goals.

Learning Objectives

- Explore Key HR Metrics: Understand the common HR metrics used in talent acquisition, employee engagement, retention, employee value and performance tracking, training and development, and overall HR efficiency.
- Leverage People Analytics Metrics: Gain hands-on experience in applying people analytics metrics to measure and enhance organizational performance.
- Interpret and Combine Metrics: Learn how to calculate, combine, and analyze multiple HR metrics to gain deeper insights into people data and drive meaningful change.