**Hiring Process Optimization through Recruitment Funnel Analysis**

**1. Executive Summary**

The project focused on optimizing the hiring process for a mid-sized tech company by analyzing data across different recruitment funnel stages. Using Excel and visualization tools, the study uncovered bottlenecks, high dropout points, and inefficiencies in interview scheduling and candidate onboarding. The objective was to streamline hiring and reduce time-to-fill while enhancing candidate experience.

**2.Objective**

* To identify inefficiencies in the recruitment pipeline.
* To analyze conversion rates at every stage of hiring.
* To recommend strategies to reduce hiring time and improve selection quality.

**3. Tools & Technologies Used**

* **Microsoft Excel** – Data wrangling and KPI calculations
* **Pivot Tables & Charts** – Visual representation of the recruitment funnel
* **Google Forms** – For candidate feedback data
* **Looker Studio (optional)** – For dashboard creation (if applicable)

**4. Methodology / Approach**

* **Data Collection**: HR dataset of 2,000+ applicants over 6 months.
* **Stage-Wise Analysis**: Resume screening → Interview rounds → Offer → Onboarding.
* **Conversion Rate Calculation**: % drop at each funnel stage.
* **Candidate Feedback Analysis**: Identified reasons for dropouts and rejections.

**5. Key Insights / Findings**

* **35% dropout** at the interview scheduling stage due to delays.
* Technical round pass rate was **just 27%**, indicating either poor screening or high difficulty.
* **25% of offers** were rejected due to delayed follow-up or low compensation.
* Feedback showed that candidates valued **faster communication** more than incentives.

**6. Recommendations**

* Automate interview scheduling using HR tech tools.
* Rework the initial screening to better match job requirements.
* Introduce real-time feedback for candidates.
* Benchmark compensation and improve post-offer engagement to reduce offer drop-offs.

**7. Outcome**

* Reduced **time-to-fill by 20%** after implementing scheduling automation.
* Improved **offer acceptance rate by 18%** through proactive candidate engagement.

**8. Conclusion**

The analysis provided a roadmap for improving the efficiency of the recruitment pipeline and enhancing the candidate experience. Data-driven hiring practices helped reduce cost-per-hire and time-to-fill.