

OPTIMIZING RECRUITMENT STRATEGIES FOR TECH STARTUPS

Leveraging Data Insights for Effective Hiring



By Sneha Patil

PROJECT SCOPE AND METHODOLOGY

Analyzing Recruitment Sources and Strategies



Objective
Identify the Best Recruitment Source

Methodology
Data analysis of candidate sources and recruitment strategies

Approach
Utilized exploratory data analysis (EDA) techniques

Data Sources
Internal recruitment data and historical performance metrics

Tools
Python, Data Visualization Libraries

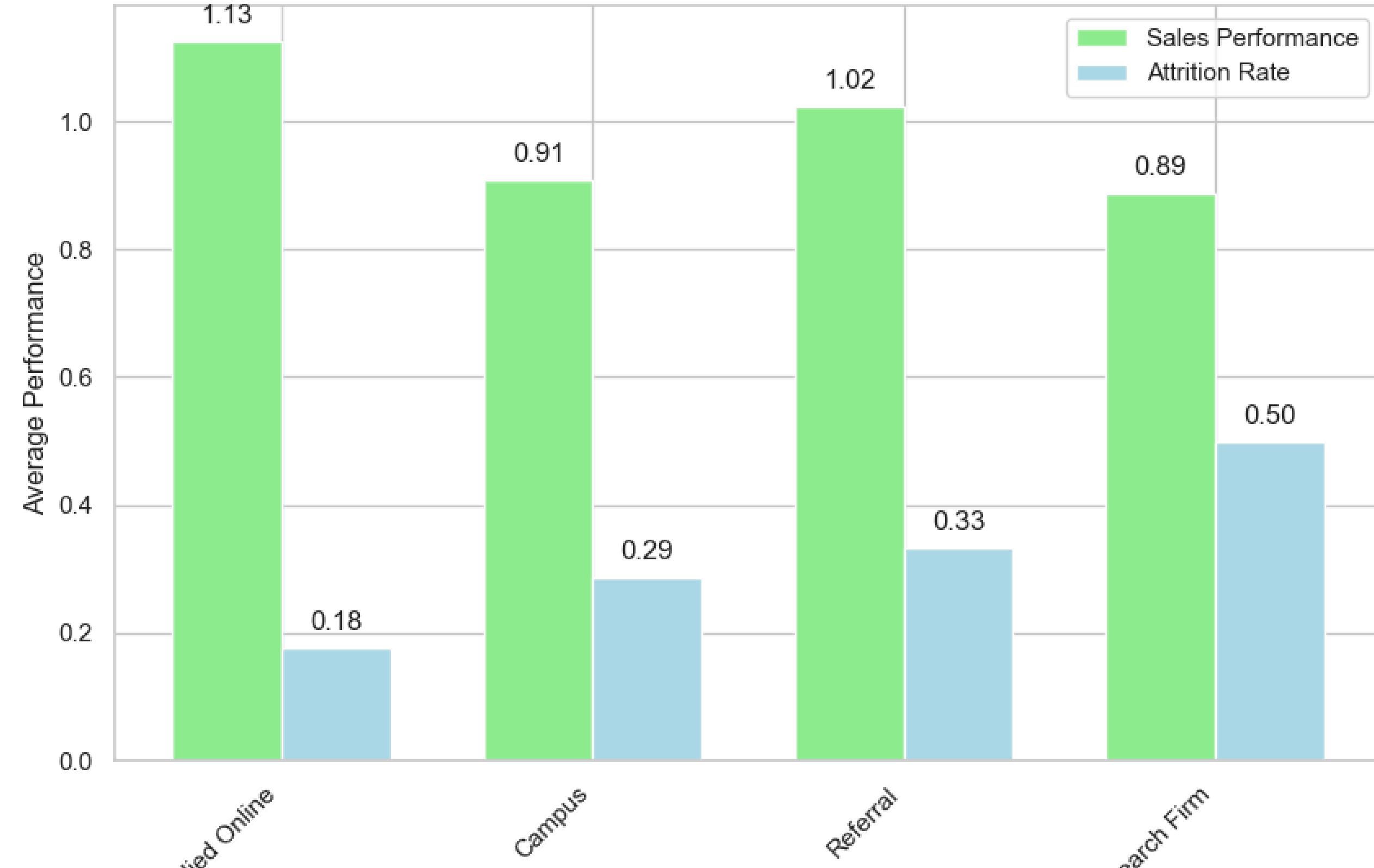
Outcome 
Insights to optimize recruitment efforts and improve hiring outcomes



EVALUATION OF RECRUITMENT SOURCES

Understanding Sales Performance and Attrition Rates

Sales Performance and Attrition Rate by Recruiting Source

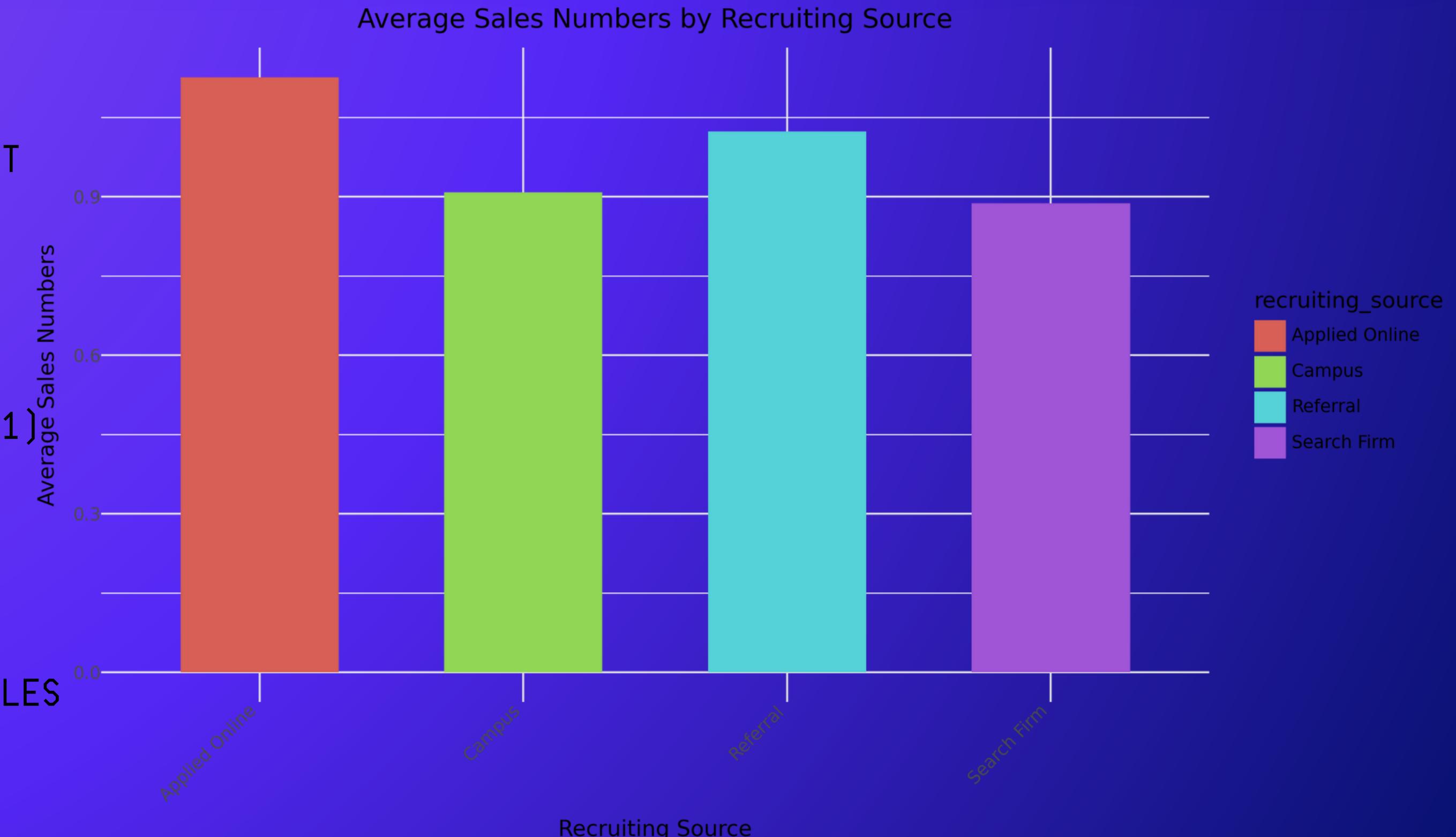


SALES PERFORMANCE BY RECRUITMENT SOURCE

Key Findings and Insights

INSIGHTS:

- APPLIED ONLINE: HIGHEST SALES NUMBERS (1.13)
- CAMPUS: SLIGHTLY LOWER SALES PERFORMANCE (0.91)
- REFERRAL: GOOD SALES PERFORMANCE (1.02)
- SEARCH FIRM: LOWEST SALES PERFORMANCE (0.89)



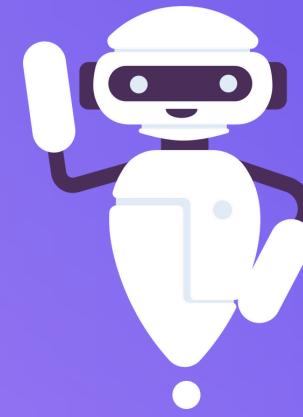
ATTRITION RATES BY RECRUITMENT SOURCE

Understanding Employee Retention



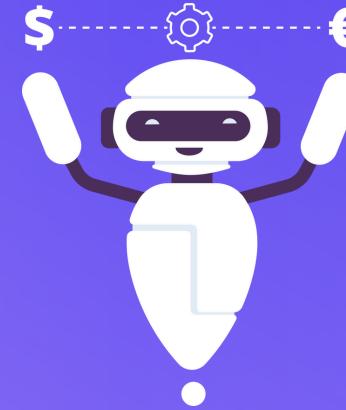
STRATEGIC RECOMMENDATIONS

Enhancing Recruitment Effectiveness



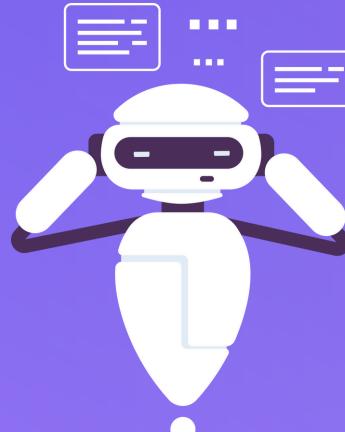
01

**INVEST IN
ONLINE
RECRUITMENT**



02

**SUPPORT
CAMPUS AND
REFERRAL
HIRES**



03

**REVIEW
SEARCH FIRM
STRATEGIES**

FINAL CONCLUSIONS

Identifying the Optimal Recruitment Source

01

Applied Online: Optimal source with low attrition
and high sales

02

Strategic Takeaways: Enhance online
recruitment, improve other sources

NEXT STEPS AND ACTION PLAN

Implementing Recommendations for Success



Implementation Plan:
Outline steps for
implementing
recommendations



Monitoring and
Evaluation: Establish
metrics for tracking
success



Future Research:
Identify areas for
further analysis and
improvement

THANK YOU!

