HR Recruitment Tracker Dashboard Report

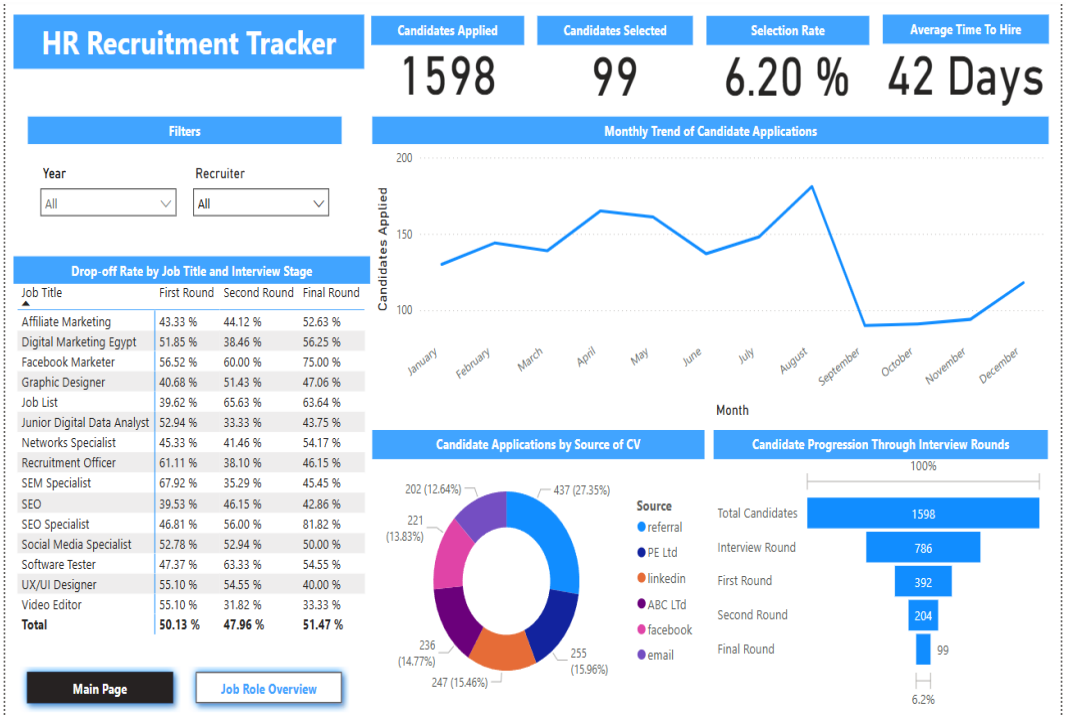
Table of Contents

Executive Summary:

This project presents a comprehensive HR analytics dashboard developed using Power BI and DAX to analyze recruitment performance across job roles. It visualizes application and hiring trends, identifies bottlenecks, and highlights performance gaps in the recruitment pipeline.

Key Features:

- Monitor application trends
- Evaluate recruiter performance
- Analyze candidate drop-off by stage and job role
- Assess time-to-hire efficiency
- Understand source effectiveness



Objective:

The objective of the HR Recruitment Tracker project is to analyze recruitment data over a 3-year period, focusing on identifying key performance indicators (KPIs) to evaluate the effectiveness of the recruitment process. This includes tracking candidate progression, drop-off rates, and time-to-hire, as well as creating interactive data visualizations using Power BI to support data-driven decision-making.

Project Architecture:

The project architecture follows a structured data pipeline consisting of:

- Data Ingestion: Importing data from HRData.xlsx into Power BI.
- Data Transformation: Data cleaning, formatting, and structuring using Power Query.
- Data Modelling: Establishing relationships between tables, including a Date Dimension Table.
- KPI Calculation: Implementing custom DAX measures for recruitment metrics.
- Visualization and Reporting: Creating interactive reports with line charts, bar charts, slicers, and buttons.
- Analysis and Insights: Extracting meaningful insights based on KPI evaluation.

Data Source and Preparation:

Data for this project is sourced from the HRData.xlsx file, containing candidate information, job roles, interview stages, and recruitment outcomes over three years.

Key Data Preparation Steps:

- Data Cleaning: Removal of duplicates, handling missing values, and standardization of column names.
- Data Transformation: Conversion of date columns to proper date data type and formatting numeric fields.
- Date Dimension Table: Includes year, month, day, quarter, and week fields for time-based analysis.
- Data Model: Establishing relationships between the Recruitment and Date Dimension tables, using job titles and candidate names as primary identifiers.

Data Modelling and Relationships:

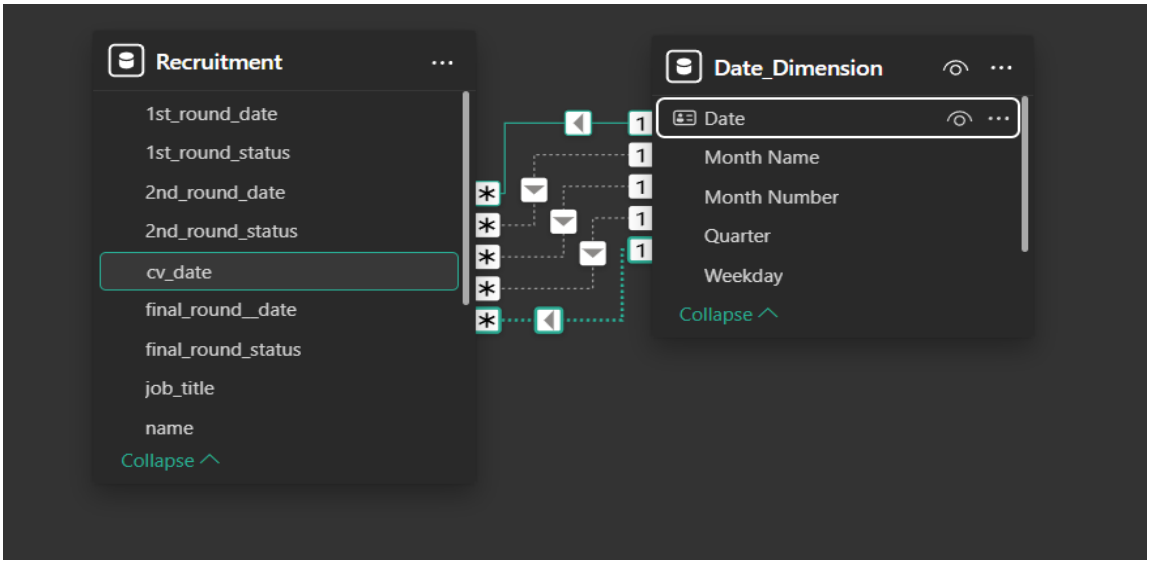
The data model follows a star schema consisting of:

- Fact Table: Recruitment – Contains transactional hiring records.
- Dimension Table: Date Dimension – Supports time-based slicing and aggregation.

Relationships:

- One-to-many (1:*) from Date Dimension to multiple date fields in Recruitment, including:
    - CV Date
    - 1st Round Date
    - 2nd Round Date
    - Final Round Date
    - Selection Date

Active and inactive relationships are managed using DAX formulas to enable multiple relationship paths. The data model is optimized for query performance and structured to facilitate accurate data analysis.



Implementation of KPIs:

DAX measures are implemented to derive recruitment metrics, including:

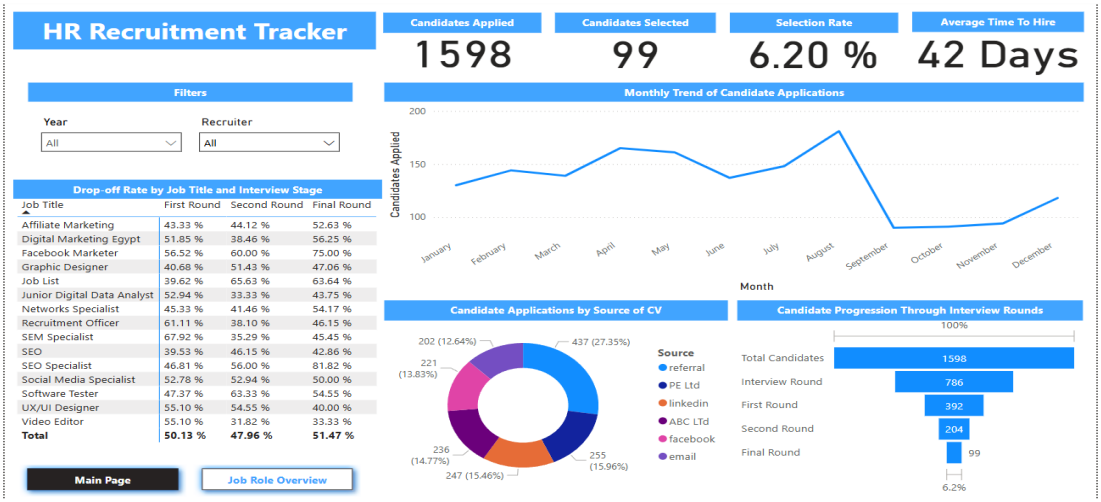
- Total Candidates Applied: Total number of applicants.
- Selection Rate: Percentage of candidates selected.
- Drop-off Rate: Percentage of candidates who did not proceed to the next round.
- Average Time to Hire: Duration from CV submission to the final selection date.
- Stage-wise Selection Rate: Conversion rate at each recruitment stage.
- Average Selection Per Recruiter: Insight into recruiter efficiency.
- Applications by Job Title: Applications grouped by job title.

Data Visualization and Reporting:

Dashboard Pages:

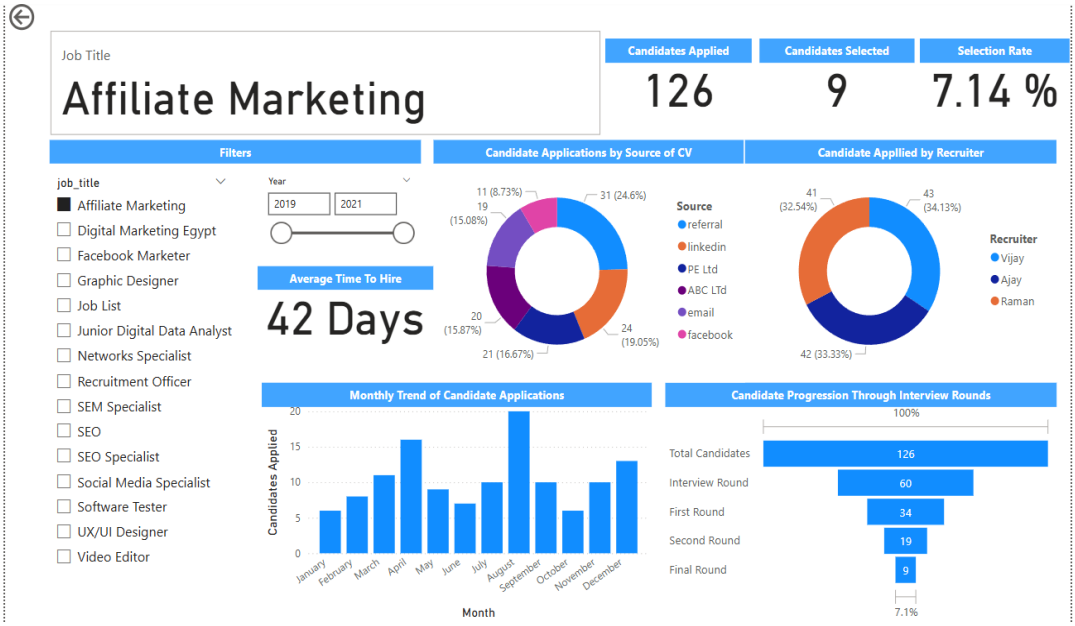
Main Dashboard – Global Recruitment Overview:

- Filters for year and recruiter
- KPIs: Applications, Selections, Selection Rate
- Monthly trend and funnel visualization
- Source distribution pie chart



Job Role Overview – Granular Insights:

- Filter by job title
- Role-specific metrics and visuals
- Recruiter-wise and source-wise application split
- Funnel chart and time-to-hire metric



Key Visuals Created:

- Line Chart: Candidate applications over three years, segmented by month and year.
- Bar Chart: Number of candidates selected by job role.
- Funnel Chart: Recruitment funnel showing drop-off rates.
- KPI Cards: Key metrics such as Total Candidates, Average Time to Hire, and Selection Rate.
- Slicer and Filter Panels: Dynamic filtering by job title, recruiter, and date, enabling targeted analysis.

Analysis and Insights:

Key Insights:

- Selection Efficiency: 6.2% selection rate overall, with Affiliate Marketing showing a 7.1% rate. Major drop-off observed between interview and 1st round.
- Time to Hire: Average of 42 days, indicating a standardized process but potential areas for optimization.
- Source Effectiveness: LinkedIn (27%) and Referral (12%) are the top sourcing channels.
- Drop-off Analysis: SEO Specialist experiences an 81.82% drop in the final round, while Graphic Designer shows a 63.64% drop rate.
- Recruiter Performance: Sourcing is balanced across recruiters Ajay, Raman, and Vijay, though conversion rates vary.

Strategic Recommendations:

- Drop-offs: Investigate rejection criteria, improve screening
- Time to Hire: Reduce delays between rounds, automate communication
- Recruiter Efficiency: Track recruiter KPIs like conversion and time
- Source Optimization: Promote high-performing sources
- Seasonality Trends: Align hiring plans with high-application months

Skills Demonstrated:

- Data Modeling: Star schema, relationships
- Advanced DAX: KPIs, formatting, logic
- Power BI Design: Slicers, visuals, interactivity
- Insight Delivery: From data to strategic action
- Professional Reporting: Layout, filtering, storytelling

Conclusion:

The HR Recruitment Tracker project effectively demonstrates how Power BI can be leveraged to analyze recruitment data and derive actionable insights. The implementation of KPIs, interactive visuals, and data-driven analysis provides HR stakeholders with a comprehensive view of recruitment performance and potential areas for improvement.