**Summary**

**Approach to data creation and data cleaning:**

* The data file sample staffing data a csv file. It had two messy columns; ‘Misc note’ and ‘candidate id’ which had to be dropped before loading the data to power bi so to prevent contamination of other columns as Csv files have that tendency.
* After loading the data, in power query, I performed some cleaning; current stage column had inconsistent data which was standardized by creating a new custom column “Current stage filled”, using if else.
* Also, a large number of blank cells in stage column had corresponding offer date, join dates, offer value etc., as per which the current stage filled column blank values were updated. The remaining blank values in stage column were replaced by “Unknown”. Later I filtered this value for clarity in Funnel Chart.
* Stage order table created and merged/joined with sample staffing data, to give the different stages in Current stage filled column a particular hiring order e.g. Screening -1, L1 -2 etc. And in the funnel chart it was using with the sort by column option i.e. one column was sorted based on the contents of other.
* Also used Split Column by lower case to upper case option in power query for Client Name column, then merged them back. For Revenue forecast, added a dummy data table, and used it for forecasting revenue.

**Key Insights:**

Offer to Join Ratio (50.7%): Only about half of the candidates who receive an offer join.

Recommendation: Address reason for offer declines, review the competitiveness of CTC offered, experience appreciated.

Candidate funnel:

* Funnel stages show count of candidates whose final or current stage is that value.
* 74 candidates were screened,52 had L2 as their final stage,32 were dropped anywhere along the way,72 were offered roles but did not necessarily join i.e.; it only captures those who stopped at "Offered".
* Significant mid stage drop-off: A steady decline is visible from Screening/L1(74/64), to L2(52) and Final (54), which suggests increasing filtering during interviews.

Recommendations:

There should be focus on optimizing candidate experience and conversion in mid-process stages (L1, L2, Final)

to reduce attrition and increase the total number of candidates progressing to offer and join statuses. There should

be detailed exit/interview feedback to address any mid-funnel bottlenecks.

Recruiter Performance:

Sourcing numbers are high, but offer and join conversions are much lower for each recruiter (e.g., Karan Malhotra sourced 91 but only 16 joined).

Recommendation**:** Provide targeted training among recruiters. Introduce incentives for not just sourcing but successful joins.

Revenue by Client: Edu World and Fin Edge contribute most ($1.26M, $1.25M), while Tech Nova and Retail Sphere are comparatively low.

Recommendation: Engagement with top clients for continued growth should be deepened and focus on development for clients with lower revenue contribution.

Revenue forecast for Dummy Data:

Revenue forecast shows an upward forecast trend but monthly revenue fluctuates significantly.

Recommendation: Stabilize recruitment and onboarding pipelines to convert forecasted revenues to actuals.