Candidate Drop-Off Analysis
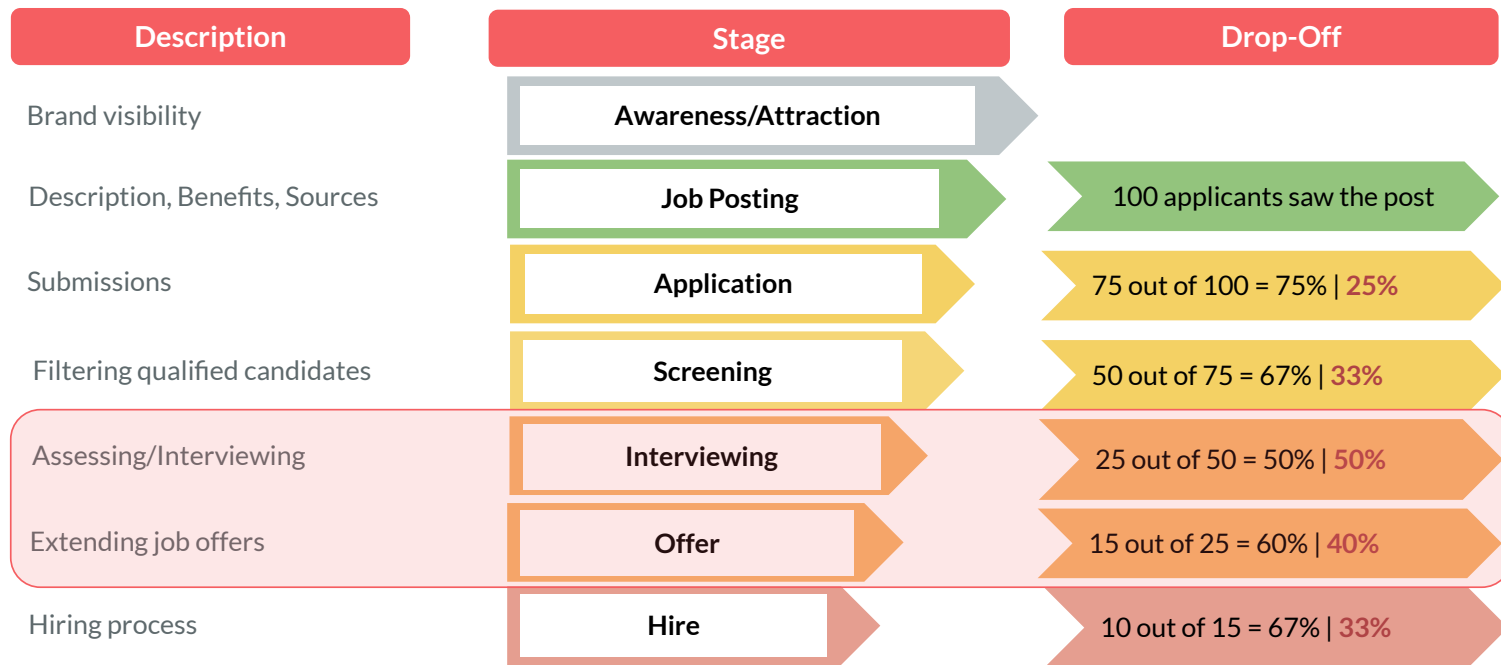## *Optimizing the Hiring Funnel*

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Originally developed for an interview exercise. All data handling, structure, and recommendations are my own work.

Optimizing the Hiring Funnel

Analyzing 100 candidates who saw the job post revealed key areas for improvement.

Description	Stage	Drop-Off
Brand visibility	Awareness/Attraction	
Description, Benefits, Sources	Job Posting	100 applicants saw the post
Submissions	Application	75 out of 100 = 75% | 25%
Filtering qualified candidates	Screening	50 out of 75 = 67% | 33%
Assessing/Interviewing	Interviewing	25 out of 50 = 50% | 50%
Extending job offers	Offer	15 out of 25 = 60% | 40%
Hiring process	Hire	10 out of 15 = 67% | 33%

ML models can forecast candidate drop-off probability at each stage.

Insights and Recommendations

This cohort helped us uncover misalignment between the job description and candidate profile, and suggested that our filtering criteria may be excluding qualified applicants.

Critical Drop-off Rate >= 50%

- Urgent Bottlenecks at key stages: Interview & Offer

1. Screening to Interview: 50% drop off
Actions:
- Revise job description for **clarity and relevance.**
- Evaluate filters and pre-interview tests to ensure **transparency and fairness.**

2. Interview to Offer: 40% drop off
Actions:
- Align interviews with job expectations to **build trust**.

Moderate Drop-off Rate 30 - 49%

- Friction points: Screening & Hire

1. Application to Screening: 33% drop off
Actions:
- Review selection criteria to **avoid excluding qualified talent.**

2. Offer to Hire: 33% drop off
Actions:
- Improve offer **clarity and timing**.

Low Drop-off Rate < 30%

- Relative healthy stages (Application)

Post to Application: 25% drop off

Actions:
- Streamline the application flow to **boost engagement.**

From Analysis to Prediction

Anticipate drop-off risk and prescribe actions to improve funnel progression. Here are some ML-Driven Recommendations:

Classification

Predict which candidates are most likely to drop off.

Clustering

Segment candidates by behavior (e.g., fast responders vs. slow responders).

Optimization

Recommend targeted interventions (e.g., automated reminders, recruiter touchpoints).

Outcome: Reduce leakage, increase candidate conversion, and strengthen hiring efficiency.