

Report Title - Recruitment Insights Dashboard: Data-Driven Hiring Trends & Applicant Analysis

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Abstract

This project was developed as part of a data analytics initiative to evaluate and improve recruitment strategies using dashboard tools like Google Looker studio and CRM platforms. The insights presented are based on applicant tracking data and aim to support data-driven hiring decisions. The report reflects independent analysis and dashboard development conducted by the author, Aman Patel, for presentation to stakeholders and HR teams.

Recruitment Insights Dashboard – Executive Summary

This report presents a comprehensive analysis of recent recruitment data. It focuses on key performance indicators (KPIs), application trends, candidate preferences, and hiring funnel insights. The goal is to provide strategic recommendations for enhancing the overall recruitment process.

1. Key Performance Indicators (KPIs)

- **Total Applicants:** 979
 - **Average Experience:** 4.88 years
 - **Referral Rate:** 49.85%
 - **Offer Rate:** 1.94%
 - **Jobs Posted:** 11
 - **Companies Participated:** 21
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2. Education Distribution

Breakdown of applicants by their highest educational qualification:

- Graduate
- Postgraduate
- Diploma Holders
- Others

(You can include a bar or pie chart here for visual impact)

3. Applicants by City

Top cities from which candidates applied:

- Jaipur – 112

- Hyderabad – 105
- Chandigarh – 104
- Kolkata – 102
- Delhi – 100

This data supports region-specific hiring campaigns.

4. Job Type Preferences

Candidates applied most for:

- Full-Time – 215
- Contract – 198
- Part-Time – 194
- Internship – 173

Understanding this helps in aligning job offerings with applicant expectations.

5. Total Applications by Job Role

Top 5 job roles by number of applicants:

1. Sales Manager – 109
2. UI/UX Designer – 109
3. Product Manager – 104
4. DevOps Engineer – 101
5. HR Executive – 99

These insights can guide future job postings and resource planning.

6. Most Used Job Portals

Where applicants found and applied to jobs:

- LinkedIn – 218
- Glassdoor – 202
- Internal – 198
- Naukri – 191
- Not Specified – 171

This insight helps optimize job posting strategies.

7. Notice Period Range

Candidates' notice periods:

- Immediate Joiners
- 15 Days
- 30 Days
- 60+ Days

(Include a bar chart here to show distribution)

8. Work Mode Preferences

Work mode choices among applicants:

- Remote – 34.5%
- On-site – 33.3%
- Hybrid – 32.2%

Remote preference dominates, indicating demand for flexible job structures.

9. Top Companies Applied To

Applicants mostly applied to:

- Amazon – 64
- Deloitte – 60
- PwC – 58
- Infosys – 58
- BYJU'S – 55

(...and others)

Can guide competitive benchmarking and employer branding efforts.

10. 📊 Most Reported Skills

Frequent skills listed by applicants:

- UI/UX tools: Figma, Adobe XD, Wireframing, Prototyping
- Tech: Programming, Data Structures
- Sales & Marketing: Sales Strategy, Planning, Digital Marketing
- HR: Recruitment, Onboarding

Use this insight to assess talent fit and update JDs accordingly.

11. 📉 Application Status by Job Applied

Application breakdown by job shows:

- High number of rejections
- Moderate number under review
- Small portion selected or interviewed

Analyzing funnel drop-off can help improve selection efficiency.

12. Application Status Comparison (Overall %)

- Rejected: Highest portion
- Interview Scheduled: Second most common
- Others: Under review, shortlisted, selected

Recommendation: Capture rejection reasons in the future for sharper insights.

13. Total Selections by Job Role

Most selections came from roles like:

- UI/UX Designer
- HR Executive
- Product Manager
- Software Engineer

(Include actual numbers if available)

Recommendations

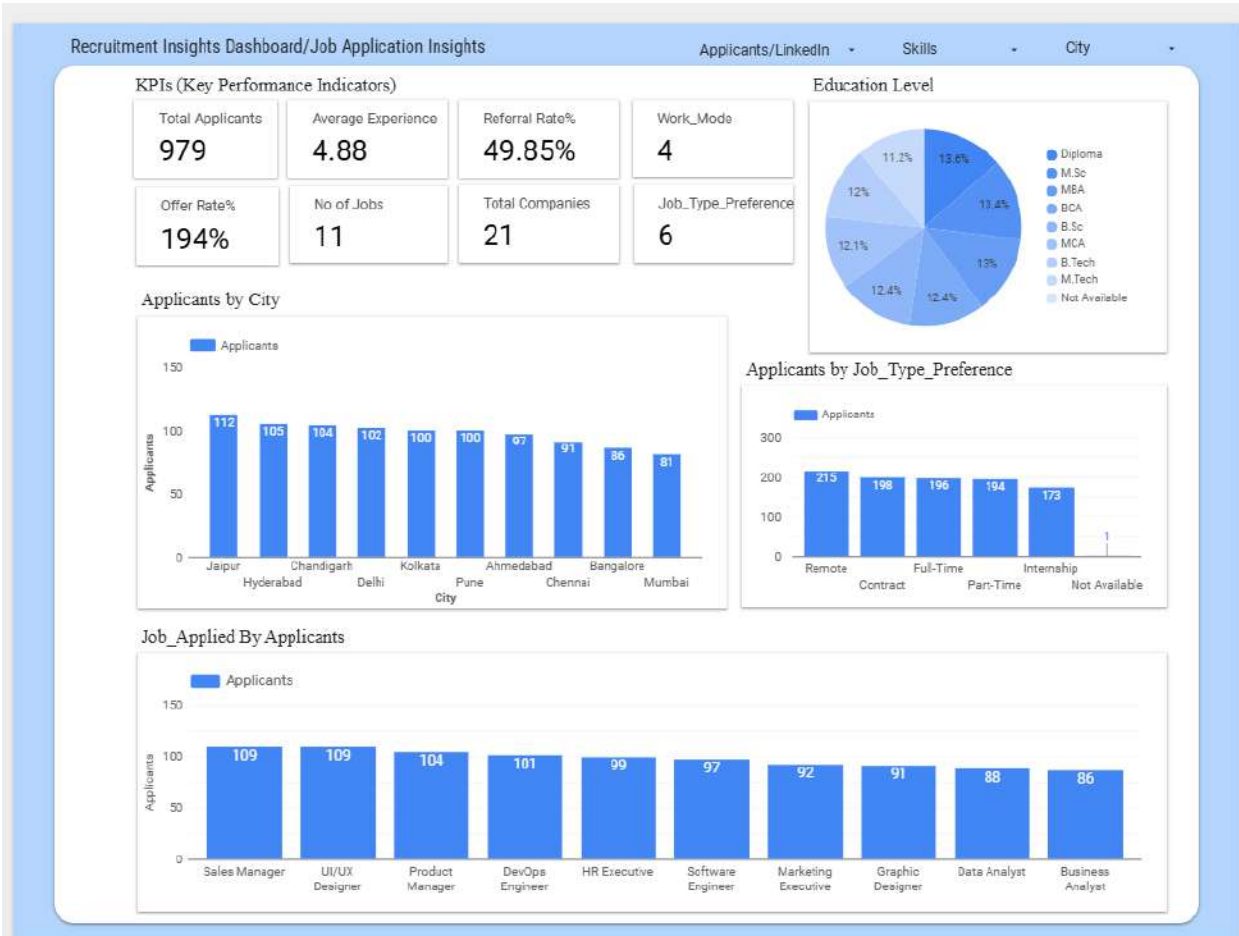
1. **Review the Offer Funnel:** With a low offer rate of 1.94%, investigate reasons for rejection and improve screening or alignment in the interview process.
 2. **Double Down on Top Portals:** Prioritize LinkedIn and Glassdoor for job promotions.
 3. **Leverage Remote Flexibility:** Increase remote/hybrid opportunities to match preferences.
 4. **Target High-Applicant Cities:** Jaipur, Hyderabad, and Chandigarh offer strong applicant pools.
 5. **Tailor Roles to Popular Skills:** Align job descriptions with top-reported skills.
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JOB SEEKER APPLICATION TRACKER DASHBOARD & REPORT

RAW DATASET OF EMPLOYEES

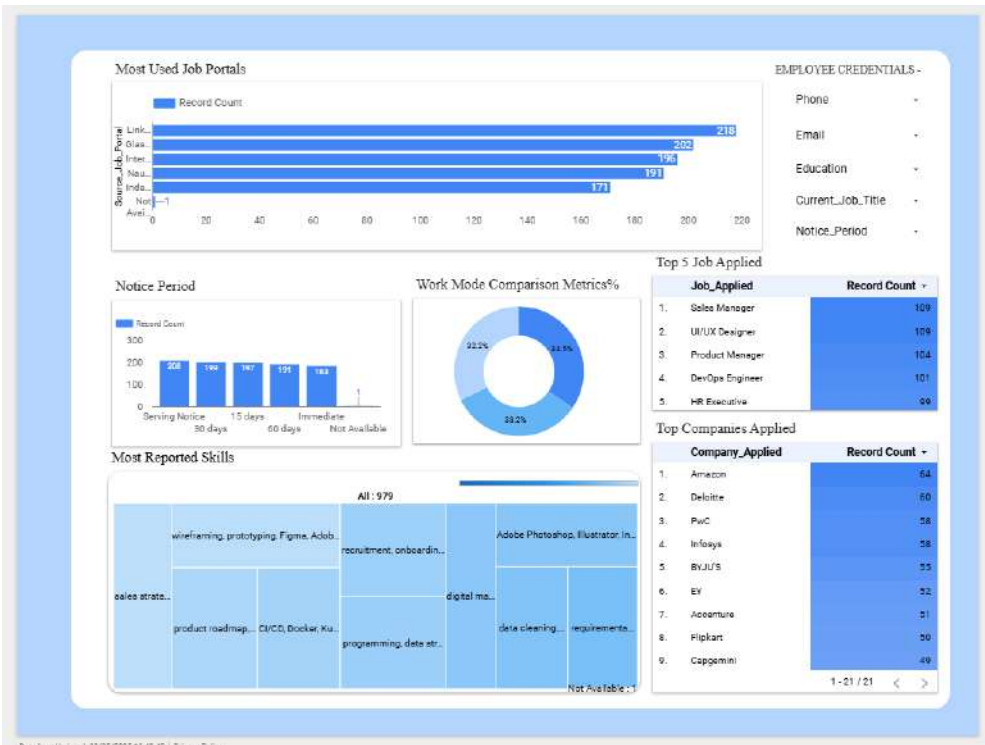
ID	Name	Email	Phone	City	Education	Experience	Job Title	Company	Job Type	Skills	Education Level	City
1	John Taylor	john.taylor@company.com	9876543210	Hyderabad	B.Tech	5	Software Engineer	ABC Corp	Full Time	Java, Python, JavaScript	B.Tech	Hyderabad
2	Sarah Smith	sarah.smith@company.com	9876543211	Hyderabad	B.Tech	3	Software Engineer	XYZ Corp	Full Time	Python, JavaScript, React	B.Tech	Hyderabad
3	David Brown	david.brown@company.com	9876543212	Hyderabad	B.Tech	7	Software Engineer	DEF Corp	Full Time	Java, Python, JavaScript	B.Tech	Hyderabad
4	Emily White	emily.white@company.com	9876543213	Hyderabad	B.Tech	4	Software Engineer	GHI Corp	Full Time	Python, JavaScript, React	B.Tech	Hyderabad
5	Michael Green	michael.green@company.com	9876543214	Hyderabad	B.Tech	6	Software Engineer	JKL Corp	Full Time	Java, Python, JavaScript	B.Tech	Hyderabad
6	Olivia Black	olivia.black@company.com	9876543215	Hyderabad	B.Tech	2	Software Engineer	MNO Corp	Full Time	Python, JavaScript, React	B.Tech	Hyderabad
7	James Grey	james.grey@company.com	9876543216	Hyderabad	B.Tech	8	Software Engineer	PQR Corp	Full Time	Java, Python, JavaScript	B.Tech	Hyderabad
8	Ava Blue	ava.blue@company.com	9876543217	Hyderabad	B.Tech	1	Software Engineer	STU Corp	Full Time	Python, JavaScript, React	B.Tech	Hyderabad
9	Noah Yellow	noah.yellow@company.com	9876543218	Hyderabad	B.Tech	9	Software Engineer	VWX Corp	Full Time	Java, Python, JavaScript	B.Tech	Hyderabad
10	Isabella Purple	isabella.purple@company.com	9876543219	Hyderabad	B.Tech	3	Software Engineer	YZA Corp	Full Time	Python, JavaScript, React	B.Tech	Hyderabad

DASHBOARD-1 KPI'S+DEMOGRAPHICS

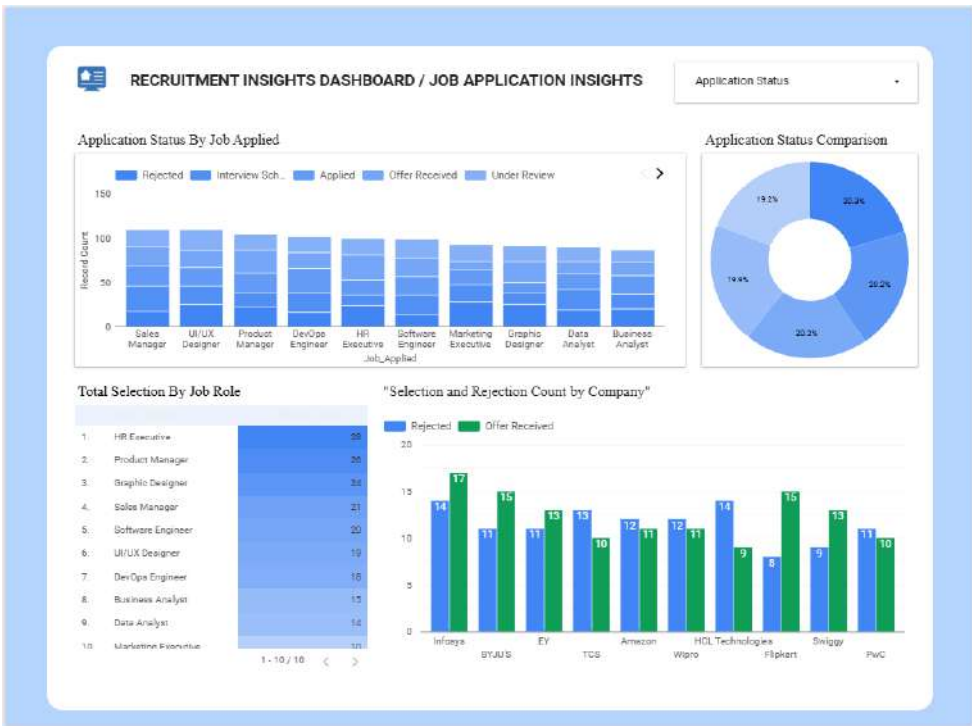


JOB SEEKER APPLICATIN TRACKER DASHBOARD & REPORT

DASHBOARD-2 JOB APPLICATION METRICS



DASHBOARD-3 COMPARISON, STATUS, OUTCOME METRICS





HR-Specific Insights (People Operations, Sourcing, and Policy Focused)

1. Referral Rate

Why it matters:

High referral rates (49.85%) indicate that employees are actively recommending others — showing high engagement. HR can further strengthen internal referral programs or incentivize them.

2. Most Used Job Portals

Why it matters:

Knowing that LinkedIn, Glassdoor, and Internal referrals drive most applications helps HR decide where to spend the recruitment budget and where to optimize job postings.

3. Application by Job Type Preference

Why it matters:

HR can see the preference distribution between full-time, part-time, internships, and contract roles. It helps in aligning job offerings with market demand.

4. Applicants by City

Why it matters:

Shows talent hotspots. HR can plan location-specific campaigns or job fairs to attract regional talent where interest is high (e.g., Jaipur, Hyderabad).

5. Notice Period Range

JOB SEEKER APPLICATION TRACKER DASHBOARD & REPORT

Why it matters:

Knowing the notice periods helps HR plan onboarding timelines and ensure smooth transitions without gaps.

6. Education Distribution

Why it matters:

Provides insights into the qualification levels of applicants. HR can adjust minimum eligibility in job descriptions or target institutions accordingly.

7. Most Reported Skills

Why it matters:

Identifies the current talent pool's capabilities. HR can fine-tune job requirements or create upskilling partnerships based on in-demand and available skills.

8. Work Mode Comparison

Why it matters:

The shift toward remote/hybrid preference helps HR shape flexible work policies and better promote roles with such options.

9. Rejection vs Selection by Company

Why it matters:

If one company is rejecting disproportionately more candidates, HR needs to review if the job descriptions or screening criteria are too strict.



Manager-Specific Insights (Team Leads, Hiring Managers – Role Fit, Hiring Quality)

1. Top 5 Job Roles Applied

Why it matters:

Managers can see which roles are attracting attention. If key roles have low interest, job descriptions might need updates or better promotion.

2. Application Status by Job

Why it matters:

Helps hiring managers track the funnel — how many candidates are being reviewed, shortlisted, or rejected — role-wise.

3. Application Status Comparison (%)

Why it matters:

Provides a quick visual to understand whether rejections are too high or interviews are progressing as expected.

4. Total Selection by Job Role

Why it matters:

Shows which roles are getting closed and which are stuck. Managers can realign hiring efforts if key positions remain unfilled.

5. Top Companies Applied

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Why it matters:

Gives insight into employer branding. If more candidates apply to brands like Amazon or Deloitte, your organization might need to work on employer perception.

6. Selection & Rejection Count by Company

Why it matters:

Reveals pipeline health. High rejections with no hires may indicate misalignment between job posting and candidate expectations.

7. Offer Rate

Why it matters:

Helps managers track how many interviews are converting to offers — a low offer rate (1.94%) could indicate unrealistic expectations or poor interview conversion.

DATASET LINK-

<https://docs.google.com/spreadsheets/d/1qNJyYZaWBDRMck7y8wpGmdW2G1OVJHIJ2Xyl7hC8WBM/edit?usp=sharing>

PROJECT LINK - <https://lookerstudio.google.com/reporting/143ff6b3-d54c-4589-9275-cc0d1839e69b>

SUBMITTED BY Aman Patel

SUBMITTED TO upDt education technology private limited Raipur.

