Petra Huszti - Recruitment Analytics

The Company
Company ABC is a mid-sized international software company with roughly 30,000 employees across 8 countries. They are known for having a diverse workforce, creating reliable products, and providing excellent customer service.

This recruitment dashboard provides a comprehensive insight into recruitment processes through various KPIs, such as the number of positions, total applicants, and time-to-fill and time-to-hire metrics. The analysis breaks down salary differences across business units and includes data on offer acceptance rates and hired rates by source. The charts and visualizations help identify trends and patterns, allowing the HR team to optimize recruitment strategies and resource allocation effectively.

RECRUITMENT ANALYTICS DASHBOARD

BU

| Data | HR | IT | Marketing | Pénzügy | Sales |

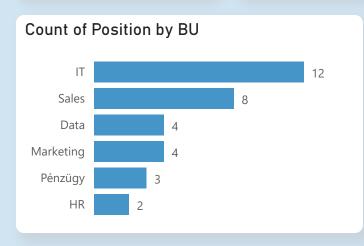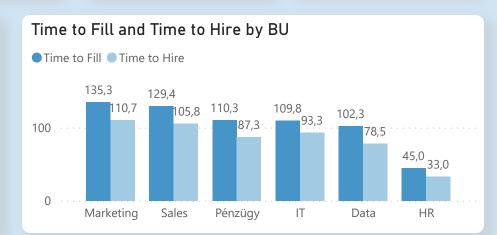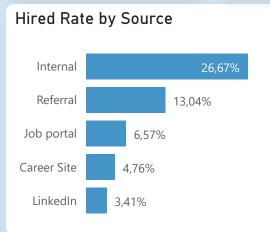| **33**	**390**	**11,8**	**110,5**	**89,7**	**79%**
Number of Positions	Total Applicants	Avg Applicants / Posit…	Time to Fill	Time to Hire	Offer Acceptance Rate

Count of Position by BU

- IT — 12
- Sales — 8
- Data — 4
- Marketing — 4
- Pénzügy — 3
- HR — 2

Time to Fill and Time to Hire by BU

● Time to Fill ● Time to Hire

BU	Time to Fill	Time to Hire
Marketing	135,3	110,7
Sales	129,4	105,8
Pénzügy	110,3	87,3
IT	109,8	93,3
Data	102,3	78,5
HR	45,0	33,0

Hired Rate by Source

- Internal — 26,67%
- Referral — 13,04%
- Job portal — 6,57%
- Career Site — 4,76%
- LinkedIn — 3,41%

Recruiter N...

- Bálint
- Cintia

Count of Applicant by Gender

Gender ● Female ● Male

Male: 9, 36, 3, 4, 3, 4, 18, 26, 4
Female: 1, 21, ... 1

2023 jan. — 2023 júl. — 2024 jan.

Count of Applicant by Status Category

- Dropout — 263
- Dropped out — 70
- Hired — 23
- Screen — 20
- Offer rejected — 6
- Interview — 5
- Offer — 3

Salary Difference by BU

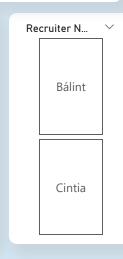- Data — 21%
- Pénzügy — 9%
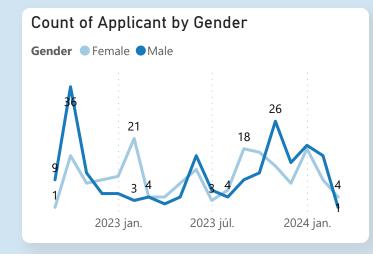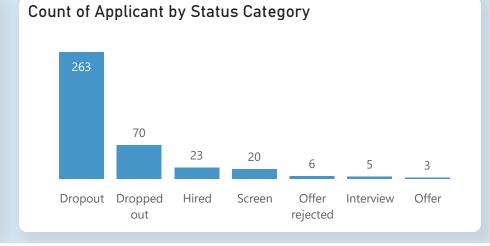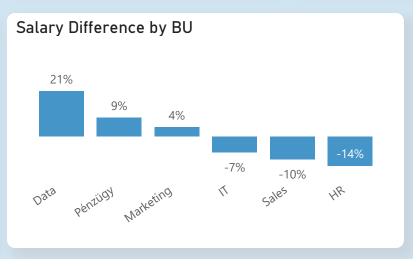- Marketing — 4%
- IT — -7%
- Sales — -10%
- HR — -14%

Recruitment KPIs

Average Applicants Per Position
On average, 11.82 applicants applied for each position. This KPI helps to understand how much interest there is for different positions.

Number of Positions
The dashboard shows that there are 33 positions being recruited for. This is divided by different business units. IT is leading with 12 positions.

Total Applicants
A total of 390 applicants applied for the different positions. These numbers come from various sources, such as internal referrals, job portals, career sites, and LinkedIn.

Time to Fill
This metric shows how long it took to fill a position from the job posting date to the first working day. We calculate the time between the Job Posting Date and Hire Date. It helps measure recruitment efficiency. For example, it took 135 days on average to fill marketing positions.

Time to Hire
This KPI measures the time from the job posting to the offer acceptance. It helps see how quickly candidates accept job offers. In HR, it took 33 days for an offer to be accepted.

Salary Difference by BU
This visual shows the salary differences across business units. Data pays 21% more on average, while HR offers 14% less than the average.

Offer Acceptance Rate
The offer acceptance rate is 79%, meaning 79% of job offers were accepted by candidates, there is a good rate.

Recruitment KPIs

Count of Applicants by Gender
This chart shows the number of applicants by month and gender. The number of male and female applicants is nearly equal, indicating balanced interest from both genders in the job positions over the analyzed period.

Count of Applicants by Status Category
This shows how many applicants were hired or dropped out. The dropout category is the highest with 263 applicants.

Hired Rate by Source
This KPI shows where hired employees come from. Internal sources lead with a 26.67% hire rate, followed by referrals at 13.04%.

Recommendations for improvement

Reduce recruitment time
Implementing automated systems and digital interviews can help speed up the process.

More competitive salary structures
To reduce salary differences, it could be useful to improve the compensation policy in less competitive business units.

Optimize recruitment sources
Internal sources dominate in hiring (26.67%). Increasing this further can reduce external recruitment costs and strengthen internal career opportunities.