

Case Study | People Analytics - Data Science & Reporting Analyst (2066988)

Question 4

Cameron's Email

Hi,

We're kicking off a working group focused on our recruiting efforts and want to be sure those conversations are informed by our recruiting data. Could you put something together that helps to answer the following questions?

- 1) How are candidates progressing through the recruiting process in different departments?
- 2) Which Application Sources are the most/least effective?
- 3) When considering only candidates who came from Career Fairs or Campus Events, is there a statistically significant difference year-over-year in the rate at which candidates in this group advanced from New Application to In-House Interview? We are particularly interested in how these high-cost sources change over time.

Feel free to add anything else you think is relevant; also interested in your thoughts on the data itself.

Cameron

Response

Hi Cameron,

Of course, please see the responses inline below and attached PDFs.

- 1) How are candidates progressing through the recruiting process in different departments?

[See attached 'Q1' for how applicants moved through each recruiting stage per department and the respective conversion rate.](#)

- [Engineering: PhD candidates are more likely to progress to a phone screening at 59%, but less likely to receive an offer \(11%\) compared to Masters/JD \(26%\) and Bachelors \(31%\) candidates.](#)

- Finance: Of the 82 Masters/JD candidates, only 6% (5 candidates) received a phone screen and no offers were accepted.
- IT: No offers were extended to Masters/JD candidates. The pipeline for Bachelors candidates is relatively high with a 69% phone screen to In-House interview conversion rate and with a 73% offer acceptance rate.
- Operations: There is a high offer acceptance rate of 83% for Bachelors candidates as compared to 14% for Masters/JD and 26% for PhDs.
- Product: Of the 77 PhD candidates that did an In-House Interview, only 9% (7 candidates) received an offer.
- Sales: Candidates with a Bachelors and candidates with a Masters/JD progress similarly while candidates with a PhD are less likely to accept an offer at 19% versus 44% for Masters/JD and 65% for Bachelors.

2) Which Application Sources are the most/least effective?

See attached 'Q3' for the visualization of applicants progressing through each stage funnel per application source.

The most effective application source is Campus Events which resulted in 51 offers sent and 31 offers accepted (acceptance rate of 60%). While the least effective was from Internal Referrals, with only 1/25 offers accepted (acceptance rate of 0.04%) from 2016-2018.

3) When considering only candidates who came from Career Fairs or Campus Events, is there a statistically significant difference year-over-year in the rate at which candidates in this group advanced from New Application to In-House Interview? We are particularly interested in how these high-cost sources change over time.

See attached 'Q2'.

After analyzing the data and performing pairwise chi-squared tests to evaluate differences year-over-year, there is no significant statistical difference. In the tests, the rate at which applicants advanced from New Application to In-House Interview over the years were consistent with what would be expected by chance.

Overall, we have robust and diversified recruiting pipelines particularly for Campus. We could improve on funnel conversion for candidates with graduate degrees and on understanding factors causing variations in offer acceptance across departments.

Best,
Candidate ID 2066988