Real-time Data Visualizationt For an HR Department

How the development and implementation of 10+ custom Power BI dashboards empowered an enterprise software company to switch from a reactive hiring paradigm to a proactive one and decrease the time to fill a vacancy by **21%**.

Team: Data Engineer, BI Analyst, QA Specialist, Project Manager

Challenge

*instinctools constantly hires different types of developers, DevOps, QA specialists, business analysts and project managers. They can be recruited into the company's staff or as contributors to a particular project.

For the past 3 years, *instinctools has grown by 30%, which, at some point, caused mixed feelings among the stakeholders. As undeniably great as rapid growth is, it also creates the necessity for better awareness of the recruiting efforts.

Real recruiting has nothing to do with copying-and-pasting the vacancies and waiting peacefully for tons of applications. Real recruiting is about channel efficiency and productivity of both individual recruiters and the whole team. The biggest mistake that a recruiter can make is flying blind.

Listening to your gut or following your instincts might have a point just to a certain extent. When a company's future is on the line, instincts must be complemented with strategy. Hence, *instinctools hiring team required high-quality recruitment analytics to make truly informed, data-driven decisions.

Although at the start of the project the company had been using Huntflow - a professional CRM for recruiters, its built-in analytics wasn't informative and detailed enough to meet the company's needs.

What head-scratches did we have?



Quick and well-thought-out decision-making was impossible, so time to fill increased and candidates were oftentimes poached by competitors.



The correlation between recruiters' efforts and results wasn't vivid.



The head of recruiting couldn't see the whole picture on the department performance and wasn't able to plan the hiring process accurately.



The lack of offer acceptance analytics got in the way of understanding what influenced candidates' decisions and what could be improved.



One of the greatest and simplest ways to gain easy access to real-time data is to implement business intelligence tools. Modern technologies allow for the data analyses in larger volumes and at a higher speed.

Because *instinctools uses Power BI for their internal analysis, we decided to integrate data from Huntflow with this system. Every 24 hours all the data from Huntflow is sent to the cloud storage, which Power BI connects to for further analysis and visualization.

The solution was gradually developed in close collaboration both with the head of recruiting and the CEO.

During the project, we managed to narrow a tremendous amount of data down to the important metrics. In total, 10+ dashboards were made to provide top- notch analytics for the company's different roles.

Here are some of the dashboards that *instinctools recruiting managers use:



Overview provides a bird's eye view of the company's recruiting processes.



Efficiency measures recruiting efforts against the number of candidates that have accepted the offers. The statistics clearly show whether these numbers align with the goals recruitment has right now and whether their targets will be met in future at this capacity.



Vacancy overview is an operational report on all the currently open positions. The data represented on this dashboard keeps recruiters and heads of units in sync regarding vacancy states and hiring priorities.



Recruiting conversion rate provides insights into the value and effectiveness of *instinctools' recruiting process. This dashboard describes hiring efficiency in terms of efforts of a particular recruiter on each vacancy: offer acceptances/declines and acceptance/ declines dynamics in the timeframe. Such an approach is essential to determine the room for improvement for each recruiter individually and hone their performance.



Sources reveals which sourcing platforms (job boards, the company's career page, employee referrals, etc.) are the most effective. With this operational KPI, recruitment managers can better understand their recruiting expenditures, stop using futile channels and switch to the ones that bring in really interested and qualified candidates.



Vacancies/Details visualizes the speed at which the candidates move down the funnel. Apart from that, it's possible to look through the information on each candidate.

Γ	Π
	IJ

Offers contains dynamic reports on sources and channels of hire, interviews, offer acceptance rate (OAR), and, last but not least, declines, which are the other side of the OAR coin. Understanding what keeps talent from saying "yes" to the offer has given an opportunity to improve the hiring process and other aspects within the company that influenced candidates' decision.

Time to fill measures the amount of time it would take to locate and hire a potential new employee. The process begins with a requisition being approved by a company and extends to the point when the offer is accepted by the candidate. Essentially, it gives managers the opportunity to understand how long it takes to fill a job position and, thus, helps them plan hiring better. These metrics also serve as a warning when the hiring process takes too long. Within the dashboard, there's a possibility to filter out the data by areas of expertise, location and timeframe. Most importantly, reviewing time to fill analytics helps predict how long it will take a candidate to accept the offer and, as a result, increases the chances of them starting to work on a project on time.

Traditionally, talent acquisition teams focus on tactical or efficiency metrics such as time to hire or number of hires made over a given period. These recruiting metrics are useful insofar as they help to observe inefficiencies and opportunities to improve the hiring process; but they're reactive rather than proactive or predictive—and they certainly don't matter to executives as much as they matter to recruiters. The key figures for C-levels are strategic – the ones that are directly linked to business outcomes. The dashboards that the CEO usually looks through are Overview, Vacancy funnel, Offers, and Time to fill.

Value

Now that the recruiting department has the power of data at hand, they understand better how the organization is attracting talent and can improve on it. With flexible, expandable analytics sliced and diced according to their specific needs, recruiters got a clear picture of the talent pipeline, which shows the path of every candidate from every source through every stage of the hiring process.

The numbers speak for themselves – thanks to considerable insights into the recruitment, Instinctools started to fill the positions 21% faster than it used to. Moreover, the diligent analysis of salary expectations allowed the C-levels to make the necessary adjustments to the wage scale.

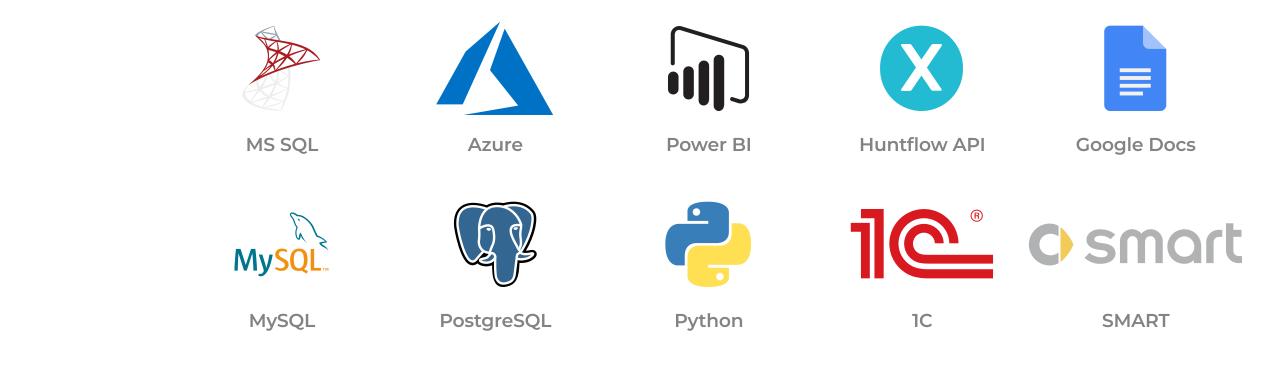
transparency in hiring and, ergo, make it possible to plan the company's capacity. Currently, not only can the executives adjust salaries to match the market, they can also track the trends in expertise, react to them in no time, and plan the start of customer projects more reliably since they know how much time it takes to fill a particular position.

Overview	📋 2020/Q2 - 2021/Q1 🔍		
V Efficiency	Q 31	^a 175	⁸ 28K
Time funnel	Vacancies	Offers	Candidates
2) Recruiters	Vacancies Offer /	Acceptance Sources of offers	Efforts by countries
🕙 Time to fill	Closed protections Acces		· Bark
Vacancies/Overview	Open	etermivies • VK	Befans Betanis
Q Vacancies/Funnel			
🖗 Vacancies/Details	Active vacancies increase	Candidates increase	Acceptance/decline dynamics Effo/Cvs Effo/Hine
Sources		4	
Differs			
	2x10 2x00 Refer 2000 Tube 3mm keller ande 2000 Aler 2110 Sette Falle Aler Mar Jahr Jahr Ang Sela 2011 Kito Die 2am Falle Mar	land agan anna man Ann Son Son Ann San Ann Ann Ann Ann Ann Ann Ann Ann Ann A	aloop aloop and anno young been pope and aloop and aloop and and and and an approximate and aloop and aloo
	Efforts VS Offers & Hired Offers Accepted Efforts	All → Hired (3M) • ≒All → Hird (3M) • ≒ GV → Hird (3M)	Acceptance/decline dynamics Accepted Gradetermined Declined
	Julium	40%	
		-04 8000 0000 0000 9000 9000 9000 9000 9000	2013123 202024 202024 20202

нтфлоу	Time Funnel						
rview	🛗 2020/Q2 - 202)	/Q1 🤟	💿 Russia, Belarus 🗠	Q Va	icancles 🔗		
ciency	Vac Offer -> CV			inte	rviewed -> Offer		
e funnel				42.3	3284	409% 35.8% 35.8%	
ruiters	26% 27% 27	* 24% 21% 22%	3604 20% 20% 20% 20% 31%		41.5% 32.4%	36.4N 49.28 Lins	29,7%
e to fill			38%	ine .			25.4%
ancies/Overview	CV → Interview			offe	r > Hired (3M)		
ancies/Funnel	224 142	-Su	56% 55%			100	
ancies/Details	499) 44	42% 44%	ANA THE PAR		27% 27% 24%	21% 22% 27% 28% 28% 28%	23% 18% 72%
rces							
ars	Interview -> Inter	viewed		All, 0	2V → Hired (3M) 33.8%	40.9%	
	87.3% 85.5% 84.5%	10.0% 7%	83.05 g3.5% 77.8%	644X 2.82	304% 2.66% 2.56% 2.46%	3005 3440 2900	076 2548 2.60% 2.66%
	Year Quarter	2019/03	%Avg to state coversion	Efforts	2019/Q4	%Avg to state coversion	Efforts
	CV Analysis	342	35.07%	3420	338	21.22%	3380
							990
	Hired	25	2.77%	750	33	2.22%	
	Interview	163	17.04%	4890	344	927%	4320
	Interview Interviewed	163 142	17.04% 15.04%	4890 25560	344 137	927% 856%	4320 24660
	Interview Interviewed Not interested	163 142 180	17.04% 15.04% 19.47%	4890 25560 900	144 137 232	9.27% 8.66% 15.37%	4320 24660 1160
	Interview Interviewed Not interested Offer	163 142 180 48	17.04%. 15.04%. 19.47%. 5.09%	4890 25560 900 2880	344 337 232 47	927% 866% 15.37% 336%	4320 24660 TI60 2820
	Interview Interviewed Not interested	163 142 180	17.04% 15.04% 19.47%	4890 25560 900	144 137 232	9.27% 8.66% 15.37%	4320 24660 1160
	Interview Interviewed Not interested Offer	163 142 180 48	17.04%. 15.04%. 19.47%. 5.09%	4890 25560 900 2880	344 337 232 47	927% 866% 15.37% 336%	4320 24660 TI60 2820
	Interview Interviewed Not interested Offer Offer declined	163 142 180 48 21	17.04% 15.04% 19.47% 5.09% 2.32%	4890 25560 900 2880 420	344 137 232 47 14	927% 866% 15.37% 3.16% 0.87%	4320 24660 1160 2820 280

Хантфлоу	Recruiters					
Overview	🗎 2020/Q2 - 202	21/Q1 U	Recruiters V			
Efficiency	Funnel			Offer acceptance	Acceptance/Decline dyr	namics
Time funnel	Customera		Decosi Itar	Accepted Considered Declined	Accepted Considered	t • Declined
Recruiters	CY Analysis Head		2150 (224.9%)			
) Time to fill	Interview		1140 (070),2700			
Vacancies/Overvlew	Interviewed		2330(260.6%)		101 101 102 103 103 103 103 103 103 103 103 103 103	10 2010 2020 2030 0 1 AGZ QS Q4 7
Vacancies/Funnel	Offer Offer deckined		87 (06.4%)	Recruiting efforts (time)	ş	20 Recruiters 💛
Vacancies/Details	Rejection CV Vecancy add		1849 (8773%) 1829 (1829-0144)			
	Vecancy offer		11/12 (0.02010)			
Sources	Start work		168 (1+3.5%)	1071 - 2071 - 2070 - 2077 - 2071 - 2071 344 - 2051 - 444 - 445 - 445 - 445	100 JUS 410 JUS -	
	Dechno		- was star (1971)	Jun Hen Mai Apr May Ar Ar	100 100 100 100 100 10	a the solo solo
Offers	Decline		766 (584.7%)	Jan een Mai Ayr Hoj kun ke	and and the serve the	2 24 50 100
0ffers	Decime hfCndID	Efforts	766 (594.7%) Name	Jas en sua Ay sua Jas Ja Position	Log was be was be	Efforts
] Offers		Efforts 8700	-			
0ffers	hfCndiD		Name	Position	Count of hfCndiD	Efforts
) Offers	hfCnd1D 2175860	8700	Name Marilyn Herwitz	Position + 7A (Minsk)	Count of hfCndiD 67	Efforts 2015
) Offers	hfCnd1D 2175860 2175859	8700 8700	Name Marilyn Herwitz Leo Levin	Position + TA (Minsk) + SEO-cneциалист	Count of hfCndtD 67 64	Efforts 2015 580
) Offers	HfCndID 2175860 2175859 2175861	8700 8700 8700	Name Marilyn Herwitz Leo Levin Roger Dorwart	Position + TA (Minsk) + SEO-oneusanisct + Senior BA	Count of hfCndiD 67 64 63	Efforts 2015 580 375
) Offers	hfCndiD 2175860 217589 217589 2175861 2175856	8700 8700 8700 5030	Name Marilyn Herwitz Leo Levin Roger Dorwart Emery Carder	Position + TA (Minsk) + SEO-oneuwanwor + Senior BA + Bysranrep	Count of hfCndiD 67 64 63 63	Efforts 2015 580 375 2020
) Offers	hifandiD 2175860 217589 217589 2175861 2175856 485999	8700 8700 8700 5030 1730	Name Marilyn Herwitz Lee Levin Roger Dorwart Emery Carder Alena Baptista	Position + TA (Minsk) + SED-cneujuanuet + Senior BA + Byaranrep + Junior Project Manager	Count of hRCndiD 67 64 63 63 63 63	Efforts 2015 560 375 2020 1095
) Offers	HfCndiD 2175860 2175869 2175961 2175856 4858999 4782162	8700 8700 8700 5030 1730	Name Marilyn Herwitz Leo Levin Roger Dorwart Emery Carder Alena Buptista Gretchen Culhane	Position • TA (Minsk) • SED - специалист • Senior BA • Byvrantep • Junior Project Manager • Senior Java Development	Count of NCndiD 67 64 63 63 63 60 58	Efforts 2015 580 375 2020 1095 855
) Offers	hfCndiD 2175860 2175861 2175861 2175866 4858999 4782162 4313208	8700 8700 8700 5030 1730 1050 1040	Name Marilyn Herwitz Leo Levin Roger Dorwart Emery Carder Alena Baptista Gretchen Culhane Alfrede Vaccaro	Position	Count of hiCndiD 67 64 63 63 63 60 58 58	Efforts 2015 580 375 2020 1095 655 610
) Offers	HEChallD 2175860 2175861 2175861 2175866 4858999 4782162 4313208 4027049	8700 8700 8700 5030 1730 1050 1040 755	Name Marilyn Herwitz Leo Levin Roger Dorwart Emery Carder Alena Baptista Gretchen Culhane Alfrede Vaccaro Ryan George	Position + TA (Minsk) + SED-oneuxanixct + Senior BA + Sysramep + Junior Project Manager + Junior Blockchain Development + Junior Blockchain Development + Junior Markiting Manager	Count of hfCndiD 67 64 63 63 63 60 58 57 53	Efforts 2015 580 375 2020 1095 655 610 1265
) Offers	HiCndiD 2175860 2175869 2175861 2175861 4958999 4792162 4313208 4027049 4753676	8700 8700 5030 1730 1050 1040 755 740	Name Marilyn Herwitz Lee Levin Roger Dorwart Emery Caeder Alena Buptista Gretchen Culhane Alfrede Vaccaro Ryan George Jaxson Philips	Position Position TA (Minsk) SED-cneuvanwor Senior BA Bysramep Junior Project Manager Senior Java Development Junior Blockchain Development Junior Markiting Manager UVUX and Graphic Designer	Count of hRCndiD 67 64 63 63 60 58 58 57 53 53	Efforts 2015 580 375 2020 1095 605 610 1265 870

Technologies



Do you have a **similar project idea**?

Contact us — and we will estimate your projects costs for free!

CONTACT US



instinctools.com

contact@instinctools.com