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COURSE BROCHURE

Advanced Recruitment Analytics and Hiring Funnel Metrics Training Course

30 November – 11 December 2026
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Recruitment Analytics and Hiring Funnel Metrics Training Course

Ref: 932_35235 **Date:** 30 November – 11 December 2026 **Location:** Casablanca **Fees:** 6800 GBP

Recruitment Analytics and Hiring Funnel Metrics is a 2-week advanced training course for recruitment analysts and talent acquisition specialists who measure how candidates move from first contact to accepted offer, and it ends with each participant building a recruitment analytics dashboard. Hiring leaders now expect evidence on which sources, assessments and stages produce lasting hires. Jupiter Prime Training delivers this course for analysts who turn applicant tracking records into hiring decisions.

Why Recruitment Analytics Matters Now

Three forces shape recruitment analytics today: applicant tracking systems that capture every candidate event, hiring managers who ask for proof rather than anecdote, and finance teams that question every sourcing contract. An organisation that reads its hiring funnel well fills roles sooner, spends advertising budgets on channels that convert and keeps new joiners beyond probation. One that reads it badly repeats costly campaigns and defends selection steps with no predictive value. The course rests on ISO 30414, the international guideline for human capital reporting, alongside established validation methods for selection assessments.

Who Gains Most from Recruitment Analytics

- Specialists who extract and clean applicant tracking data for hiring reports
- Talent acquisition partners who advise hiring managers on vacancy pipelines
- Sourcing leads who allocate budgets across job boards, referrals and agencies
- Assessment owners who select and maintain interviews, tests and work samples
- Reporting analysts who prepare hiring scorecards for senior leadership

A talent acquisition function that sends its sourcing, assessment and reporting members together gains most, because they leave with one shared set of funnel definitions.

Recruitment Analytics Capabilities

Participants move from counting applications to explaining why candidates convert, stall or withdraw at each hiring stage.

- Calculate stage conversion, yield and drop-off rates across the hiring funnel — vacancy pipeline forecasts for hiring managers
- Weigh sourcing channels on cost, speed and hire quality — advertising and agency budget allocation
- Specify quality of hire indicators linked to probation and performance outcomes — talent acquisition leadership
- Test the predictive validity and adverse impact of selection methods — assessment owners and employee relations
- Build time to fill and cost per hire models with consistent definitions — finance partners and workforce planners
- Communicate funnel findings through a dashboard and narrative — executives approving hiring investment

Key Recruitment Analytics Terms

- Hiring funnel — the sequence of stages from application to accepted offer, measured by the number of candidates entering and leaving each stage.
- Yield ratio — the share of candidates at one stage who progress to the next, used to forecast how many applicants a vacancy needs.
- Quality of hire — a composite measure of how well new joiners perform and stay, usually combining performance ratings, retention and hiring manager feedback.
- Time to fill — the elapsed days between approval of a vacancy and acceptance of an offer by the chosen candidate.
- Predictive validity — the strength of the statistical relationship between scores on a selection method and later job performance.
- Adverse impact — a markedly lower selection rate for one candidate group than another, signalling that an assessment step needs review.

Recruitment Analytics Day by Day

Day 1: The Hiring Funnel as a System

- Funnel Stage Mapping — Where Candidate Volume Is Lost
- Applicant Tracking Event Logs — Which Records Reflect Real Candidate Behaviour
- Stakeholder Map of Hiring Decisions — Who Owns Each Conversion Point
- ISO 30414 Recruitment Metrics — Which Hiring Measures Leadership Reports
- Analytics Maturity Assessment — Choosing Descriptive or Predictive Ambitions

Day 2: Clean and Consistent Hiring Data

- Requisition and Candidate Data Dictionary — Agreeing Shared Metric Definitions
- Duplicate and Missing Record Rules — Trusting Pipeline Counts
- Candidate Privacy Principles — Limiting Personal Data in Reports
- Spreadsheet and Query Extraction Patterns — Repeatable Monthly Data Pulls
- Data Quality Scorecard — Deciding When Figures Are Fit to Publish

Day 3: Conversion and Velocity Metrics

- Stage Conversion and Yield Ratios — Setting Applicant Volume Targets
- Time to Fill Versus Time to Hire — Separating Process From Market Delay
- Stage Ageing Analysis — Finding Bottlenecks in Interview Scheduling
- Offer Acceptance and Withdrawal Rates — Reviewing Offer Competitiveness
- Requisition Load per Recruiter — Balancing Desk Capacity

Day 4: Sourcing Channel Performance

- Source of Hire Attribution — Crediting Channels Fairly
- Channel Conversion Comparison — Ranking Job Boards, Referrals and Agencies
- Employee Referral Yield — Deciding Referral Incentive Levels
- Agency Performance Scorecard — Renewing or Ending Supplier Agreements
- Talent Pool Reactivation Rates — Reusing Silver Medallist Candidates

Day 5: Cost per Hire Modelling

- Internal and External Cost Components — Building a Defensible Cost Base
- Cost per Hire by Channel and Role Family — Targeting Budget Cuts
- Cost of Vacancy Estimation — Arguing for Faster Hiring
- Recruitment Budget Variance Tracking — Explaining Overspend to Finance
- Recruitment Return on Investment Cases — Justifying New Sourcing Tools

Day 6: Measuring Quality of Hire

- Quality of Hire Index Design — Choosing Weighted Outcome Indicators
- Probation Pass and Early Attrition Rates — Spotting Mismatched Hires
- Hiring Manager Satisfaction Surveys — Capturing Structured Feedback
- New Joiner Performance Linkage — Connecting Hiring Data to Appraisals
- Ninety Day Retention Cohorts — Comparing Intake Groups Over Time

Day 7: Selection Validity and Fairness

- Predictive Validity Coefficients — Retaining or Dropping Assessment Steps
- Structured Interview Score Analysis — Calibrating Interviewer Panels
- Adverse Impact Ratio Checks — Reviewing Group Selection Rates
- Assessment Reliability Measures — Trusting Test Scores Across Cohorts
- Candidate Experience Survey Analysis — Reducing Avoidable Withdrawals

Day 8: Forecasting and Pipeline Planning

- Hiring Demand Forecasts — Linking Requisitions to Workforce Plans
- Pipeline Coverage Ratios — Starting Sourcing Before Vacancies Open
- Seasonal Hiring Patterns — Timing Graduate and Volume Campaigns
- Scenario Models for Hiring Freezes — Advising Leaders on Trade-Offs
- Regression for Time to Fill Drivers — Explaining Delay by Role Factors

Day 9: Visualising and Reporting Hiring Insight

- Dashboard Layout Principles — Matching Views to Executive Questions
- Funnel and Cohort Chart Selection — Showing Movement Without Distortion
- Recruitment Scorecard Narratives — Turning Metrics Into Recommendations
- Hiring Manager Self-Service Views — Reducing Ad Hoc Report Requests
- Reporting Cadence and Ownership — Keeping Metrics Current After Launch

Day 10: Practising the Recruitment Analytics Dashboard

- Funnel and Velocity Panel Build — Applying Conversion Metrics to Live Cases
- Sourcing and Cost Panel Build — Applying Channel and Cost Models
- Quality and Validity Panel Build — Applying Outcome and Fairness Checks
- Peer Challenge of Dashboard Findings — Testing Conclusions Before Release
- Recruitment Analytics Dashboard Completion — Presenting Hiring Recommendations

Applying Recruitment Analytics After the Course

- Run a stage conversion and ageing review of open requisitions and agree two bottleneck fixes with hiring managers.
- Score each sourcing channel on cost per hire and ninety day retention, then propose a reallocation of the next quarter's advertising spend.

Recruitment Analytics Questions FAQ

What is recruitment analytics and why does it matter now?

Recruitment analytics is the measurement of how candidates move through hiring stages and how well hires perform. It matters now because leaders expect evidence on sourcing spend, selection quality and hiring speed before approving budgets.

Which roles gain most from recruitment analytics and hiring funnel metrics?

Recruitment analysts, sourcing leads, assessment owners and talent acquisition partners gain most. Each uses funnel, channel and quality of hire measures to advise hiring managers and justify recruitment budgets with figures rather than impressions.

How does recruitment analytics differ from a general people analytics course?

Recruitment analytics concentrates on the hiring funnel, from requisition to accepted offer and early retention. A general people analytics course covers engagement, pay and turnover across the whole workforce, with less depth on sourcing channels and selection validity.

What do you bring back from recruitment analytics training?

You bring back a working dashboard covering funnel conversion, sourcing cost, quality of hire and selection fairness. You also return with agreed metric definitions and validity checks that your talent acquisition colleagues can reuse each month.

Recruitment Analytics: The Way Forward

The recruitment analytics dashboard first informs where the next hiring budget goes: which channels to fund and which assessment steps to keep. Talent acquisition leaders, hiring managers and finance partners read it together. After its first monthly cycle, the quality of hire weighting deserves a second look, since early retention and performance data will show which indicators truly predict lasting success.