The Highway to Data-driven Recruitment

Big data analytics platforms integrates and analyses different data sources such as resume databases, social media profiles, employment records and job applications.

The landscape of recruitment and talent acquisition process has changed drastically in the recent years. Recruiters search for the right resumes lying in the company, on job portals or from recruitment agencies. However, both organisations and candidates often face dissatisfaction with the hiring process as the data sources are not updated or consistent. In future, this will no longer be the case as recruiters will have an access to big data analytics platforms that will provide real-time collective talent intelligence.

The data-driven big data analytics platforms, available as SaaS (Software as a Service), integrates and analyses different data sources such as online resume databases, social media profiles, records of employment, and even scanned business cards and job applications. The platform with a modern and innovative web front-end functions as an intelligence engine for searching the right talent that matches combination of external and internal variables for smarter hiring.

How big data analytics platform enables smarter recruiting

• Finding a right profile: Recruiters can now collect and aggregate publicly available data, in particular from social media networks such as Facebook, Twitter and myriad other sites for details that point to prospects.

• Finding a similar profile: If a particular candidate isn't currently available to join your company, the platform helps the organisation finds another candidate with a similar profile in no time.

• Finding willingness of employees to change: A recruiter can evaluate whether prospects are currently looking out for jobs and based on individual user behaviour, the platform can predict the willingness to change a job based on candidate's frequent visits to job sites or updates on his/her profile. It makes easier and faster for HR representatives to approach and get the right candidate on board.

• Finding effectiveness of job postings: Recruiters can easily analyse the success and failure of job posting on various digital media channels. The platform can recommend a go-forward plan by strategically positioning your jobs where it can work best. This helps HR to accurately track and predict the outcome of investment in online talent acquisition strategy.

The magic behind the curtains

The USP or secret sauce of big data platforms is a sophisticated data enrichment (aka ETL) process which not only ingests and blends huge amounts of data from various sources (volume, variety, velocity and veracity) but applies NLP (Natural Language Processing) for entity extraction and building semantic associations and geo-coding besides de-duplication and smart filtering.

This enriched, semantically-linked data, thus brought into a centralised database is apt for performing effective mining from the front-end, thereby significantly increasing the efficacy of the talent acquisition team.

Here is a step-wise process explaining how the platform works:

• Data Acquisition & Integration: The solution aggregates publicly available data from different sources and more than 100 million data points from discussion boards, business social networks, and other public sites.

• Information Delivery: The solution offers on demand processing of high volume (in TB) data and delivers information to dashboard that offers deep data exploration for recruiters and advanced predictive analytics for statisticians to expedite the hiring.

• Data Analytics: The analytics engine helps HR teams to nail down the list of suitable job candidates through profiling of millions of contacts.

---

*The article is authored by **Manish Soota** – VP, Pre-sales & Solutions and **Nupur Patel**, Technical Writer at **CIGNEX Datamatics***