TALENT ENGINEERING ACADEMY

Recruitment Funnel Analytics

PRACTICE WORKBOOK

Build trustworthy hiring metrics, interpret bottlenecks and avoid misleading comparisons.

PATHWAY	Recruitment AI, Data and Systems
LEVEL	Practitioner
EDITION	2026.09
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Free learning. Practical work. Better recruitment.

An education initiative by Vitae.

WORKBOOK GUIDE

Build something useful as you learn.

This workbook turns the course into a practical piece of work you can review, refine and adapt. Print it, annotate it digitally, or use the prompts in your preferred notes tool.

YOUR COURSE DELIVERABLE

A recruitment metric dictionary and decision dashboard specification.

How to use this workbook

01 Work through the course lessons in order, then complete the matching workbook prompts.

02 Use fictional or properly authorised information. Do not add candidate or client confidential data.

03 Compare your decisions with the self-review guidance. Revise assumptions, gaps and unclear ownership.

04 Keep the finished workbook as evidence of your learning and as a starting point for real work.

BEFORE YOU START

Talent Engineering Fundamentals, or equivalent recruitment experience.

Course page: https://talentengineering.org/courses/recruitment-funnel-analytics

PART 1

Plan your course deliverable.

Use these planning pages to define what you are producing before you work through the lesson exercises. Return to them as your thinking develops.

WORKSHEET 01

Decision and metric definition

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 02

Numerator, denominator and event times

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 03

Cohort and exclusions

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 04

Open cases and missing data

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 05

Segment and uncertainty

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 06

Action owner and review cadence

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

PART 2

Apply each lesson.

Each exercise is designed to turn the lesson into evidence of practice. Complete the task, then use the guidance to challenge your first answer.

LESSON 01 / 04

Define events before metrics

YOUR PRACTICE TASK

Define seven hiring events and the unit of analysis for each.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

One team counts interview scheduled as interview completed while another counts attendance. Their conversion rates cannot be compared until the event definition is aligned.

SELF-REVIEW GUIDANCE

Include a rule for rescheduling and non-attendance. A scheduled event is not completed evidence. State how missing timestamps will be reported rather than silently excluded.

LESSON 02 / 04

Measure flow and waiting separately

YOUR PRACTICE TASK

Calculate stage waiting times for five fictional cases, including one still open and one cancelled.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A report shows a lower average hiring time after several difficult vacancies were cancelled. The interpretation must disclose the cancellations rather than claiming that the process became faster for comparable roles.

SELF-REVIEW GUIDANCE

Report completed-case statistics separately from open-case age and cancellations. Explain the start and end events. Do not treat excluded difficult cases as evidence of improvement.

LESSON 03 / 04

Diagnose bottlenecks with context

YOUR PRACTICE TASK

Investigate a fictional queue using inflow, outflow and three case notes.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

Twelve applications wait for review because a hiring manager changed the brief, not because the recruiter stopped working. The action resolves requirements before adding reminder automation.

SELF-REVIEW GUIDANCE

Identify at least two plausible explanations and the next evidence needed. If the process is unstable, describe the trend rather than presenting a steady-state formula as a precise prediction.

LESSON 04 / 04

Report decisions, not decorative numbers

YOUR PRACTICE TASK

Write a one-page dashboard specification with five metrics and two decision rules.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A weekly report recommends fixing brief approval because repeated rework explains most observed delay. It includes the affected case count, an alternative explanation and a two-week pilot, rather than merely colouring a time metric red.

SELF-REVIEW GUIDANCE

For every metric, identify the action it can inform and its limitation. Include at least one quality guardrail and one measure of unfinished work.

FINAL REVIEW

Strengthen the work before you use it.

Review the completed workbook as one connected piece of work. The strongest deliverables are internally consistent, explicit about limitations and clear about who decides what happens next.

- [ ] The work distinguishes facts, evidence, assumptions and open questions.
- [ ] Decisions have named owners, dates and review points.
- [ ] Measures connect to the outcome rather than activity alone.
- [ ] Risks, accessibility needs, privacy considerations and limitations are visible.
- [ ] The next action is specific enough for another person to follow.
- [ ] The finished deliverable can be explained in plain language.

FINAL CHANGES AND NEXT ACTIONS

FURTHER READING

Continue with trusted sources.

These sources support further study. A reference does not imply endorsement. Check the current official rules and obtain appropriate professional advice for real legal, financial or regulated decisions.

CIPD: Recruitment

Professional context for the recruitment lifecycle.

https://www.cipd.org/uk/knowledge/factsheets/recruitment-factsheet/

MIT: Little's formula and queueing systems

Technical background for interpreting work in progress, throughput and flow time.

https://web.mit.edu/urban_or_book/www/book/chapter4/4.4.html

ABOUT THIS WORKBOOK

Original educational scenarios. Practical work is self-directed and is not independently assessed. Adapt any method to your context with appropriate review.

Talent Engineering Academy is an education initiative by Vitae.