



EXPLORATORY DATA ANALYSIS & NATURAL LANGUAGE PROCESSING

PROBLEM CIA engaged Trust Insights to help increase the quality and quantity of the job applicants for their open positions. Specifically, Trust Insights was asked to determine the disconnect between the job postings and the applicants.

PEOPLE Trust Insights worked with the Director of Digital Media and learned that CIA (on behalf of their clients) was not finding the right applicants for the open positions.

PROCESS Trust Insights started with exploratory data analysis (EDA) of the recorded interviews and the job postings. Using natural language processing (NLP), Trust Insights pieced together the discrepancies between what candidates were asking versus what benefits the job postings listed. Trust Insights reviewed 12,000 recruiter calls and 5,000 job postings.

PLATFORM Trust Insights used Otter.ai to transcribe recruiter calls into plain text for processing, then performed unsupervised machine learning to extract key themes and topics from the text with custom-written natural language processing code.

PERFORMANCE Using the data provided by CIA and natural language processing, Trust Insights learned that candidates wanted to know about time off and pay-per-mile, whereas the job postings were only listing CDL driver requirements. Once the recruiters adjusted their language, they saw an overall **92% increase in qualified candidates across all clients.**

Using Exploratory Data Analysis and Natural Language Processing methods, Trust Insights was able to determine that candidate cared about time and home and pay scales.

Trust Insights highlighted this insight to CIA and they were able to work with recruiters to adjust the job postings, increasing their overall applications by 92%.

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