

Improved Reporting and Workforce Planning at an Indian Private Sector Bank

ABOUT CLIENT

- A private sector bank in India, offering a wide range of banking products and services tailored to corporate, SME, and individual customers.
- With over 6,000 branches and 15,000+ ATMs/cash recycling machines, the bank ensures its services are accessible across multiple channels, including mobile banking, internet banking, and phone banking.

PROBLEM STATEMENT

When sat for the first round of discussion, the client highlighted their struggles with monitoring and analyzing user engagement, marketing performance, and audience growth due to fragmented data spread across platforms like LinkedIn, ConvertKit, and Google Analytics. Key issues identified were:

Dashboard Migration and Enhanced Reporting:

- The bank was facing significant challenges with the functionality and integration of its existing Tableau dashboards. As their business grew and evolved, the dashboards no longer aligned with their needs. They lacked real-time data refresh capabilities, leading to delayed decision-making among stakeholders.

Visibility into HR and Recruitment Metrics:

- They also struggled with limited visibility into their HR and recruitment processes, making it difficult to optimize these areas effectively. Without actionable insights into HR metrics such as application volumes, rejection rates, and workforce stability, the bank was unable to make data-driven decisions to improve recruitment outcomes or strengthen its HR strategy.

SOLUTION

Our team focused on migrating the client's dashboards from Tableau to Power BI, improving reporting capabilities, and optimizing performance.

Tableau to Power BI shift:

- We migrated the bank's reporting platform from Tableau to Power BI, ensuring a smoother user experience while meeting the evolving needs of the business. This shift enabled stakeholders to access real-time insights, speeding up decision-making processes.

Custom Analytics Solution:

- Our team designed a custom HR and recruitment analytics solution to track critical HR metrics, including application volumes, rejection rates, and workforce stability. This enabled the bank to gain deeper visibility into its HR processes, which previously lacked data-driven decision support.

Predictive Analysis:

- To help the bank stay ahead of workforce trends, we integrated predictive analytics to uncover future workforce needs and market opportunities. This proactive approach supported more accurate recruitment forecasting and better workforce planning.

Scalable Reporting Framework:

- We implemented a flexible, scalable reporting framework capable of adapting to the organization's growing needs. This ensured that the bank would be able to accommodate future data requirements without requiring major overhauls to the system.

Data Governance and Security Guidelines:

- To ensure the integrity of the data, we established strong data governance practices, ensuring the accuracy, reliability, and confidentiality of HR and recruitment data throughout the migration and reporting process.

TECHNICAL IMPLEMENTATION

Our team took a structured approach to optimize data handling and reporting for HR and recruitment metrics, utilizing the following technical solutions:

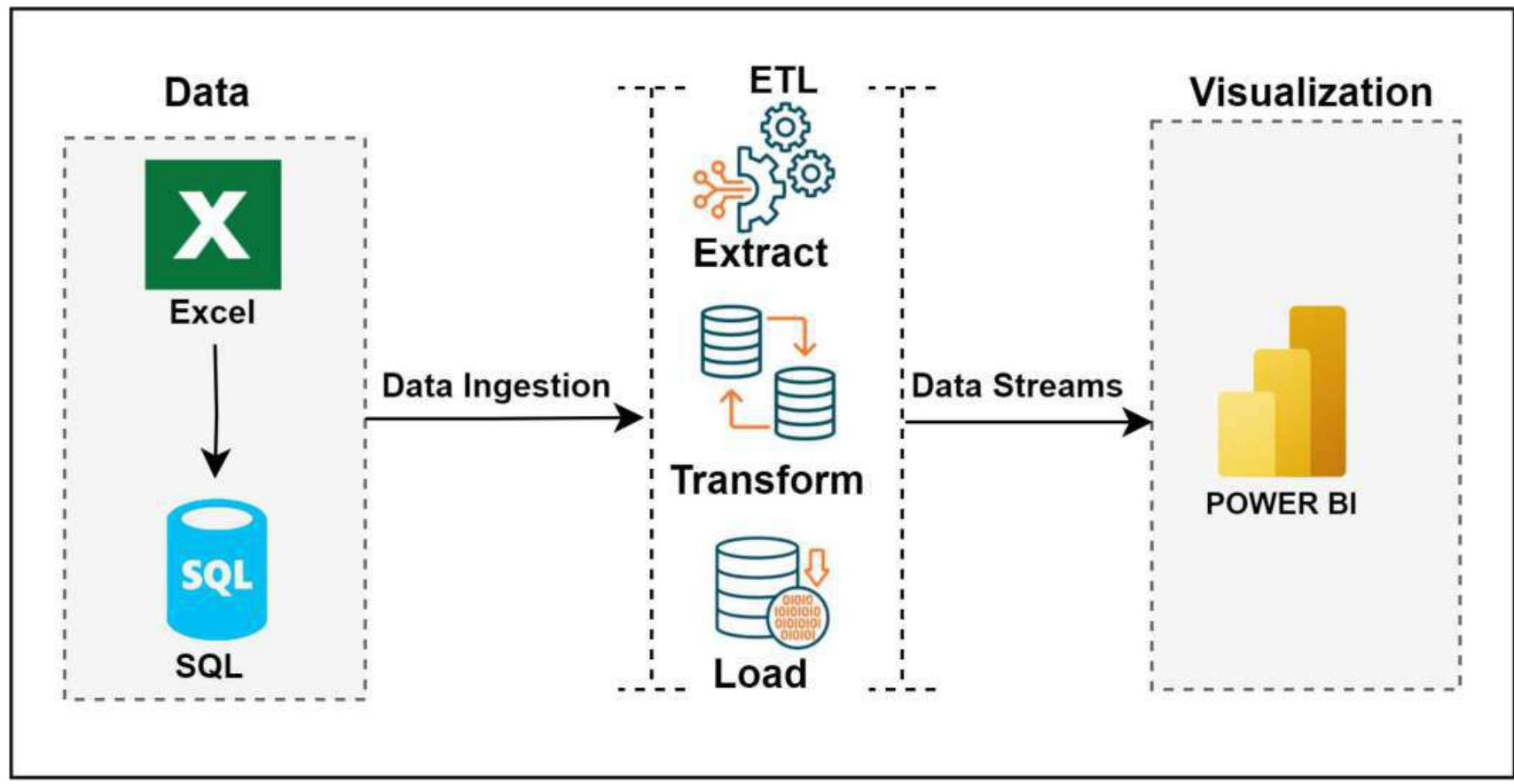
Data Extraction (SQL, Excel): We connected to SQL databases and Excel files to extract relevant data, ensuring comprehensive HR and recruitment metrics, including applications, qualifications, and workforce stability, were captured.

ETL (Extract, Transform, Load): We used Power Query in Power BI and other ETL frameworks to clean, standardize, and transform the raw data into a usable format for accurate reporting and analysis.

Data Modeling: A relational data model was built within Power BI, linking tables with appropriate relationships and keys to ensure seamless and accurate data flow across all reports.

Visualization in Power BI: Our team developed interactive, real-time dashboards that visually represented key HR and recruitment metrics, such as application trends, rejection rates, and workforce stability KPIs, enhancing decision-making.

Deployment and Security: The dashboards were published to the Power BI Service for organization-wide access, with role-based access controls in place to maintain data security and compliance.



BUSINESS IMPACT

Improved Reporting Efficiency:

Reporting time was reduced by 45%, enabling stakeholders to access insights much faster and make decisions in a more timely manner.

Enhanced Data Visibility:

Visibility into HR and recruitment metrics increased by 60%, providing detailed insights into application trends, rejection rates, and workforce stability, along with demographic breakdowns such as gender, age group, and location.

Optimized Recruitment Process:

Our solution identified and analyzed 50% more unique talent attributes, aiding better-hiring decisions and strategic workforce planning. Recruitment KPIs were optimized, improving the interview and shortlisting processes.

Scalability and Adaptability:

The new reporting framework was designed with scalability in mind, enabling the addition of new metrics and data sources with 40% less effort, allowing the bank to keep pace with future business needs.

Better Forecasting Accuracy:

With the integration of predictive analytics, the bank achieved a 25% improvement in forecasting accuracy for recruitment and workforce trends, ensuring a robust and proactive talent pipeline.

By switching from Tableau to Power BI, the client gained better reporting, deeper insights into HR and recruitment, and the ability to make data-driven decisions. Predictive analytics, real-time data, and interactive dashboards improved efficiency, optimized recruitment, and helped manage workforce trends. This solution offers immediate value while ensuring scalability for future business needs, positioning the client to navigate the banking industry with a more strategic, data-driven workforce management.

Industry

Financial Services & Banking

Services Used

- Business Intelligence (BI)
- Data Analytics
- ETL
- Power BI

Region

India

Function/Department

Human Resources (HR)

Engagement Model

End to End Project Lifecycle Management

