

D'Anchor Finance Recruitment Intelligence & Workforce Analytics

Power BI Case Study Report

P & P Ventures (Simulated)

Tool: Microsoft Excel

Dataset: Workforce Dataset - 2312 Job Posting (2024-2026)

Dashboards: 3 Interactive Dashboards with Slicers

Date: May 2026

Disclaimer: This is a synthetic dataset created for educational purposes; it does not represent a real company or actual data.

1. Introduction

This case study documents the end-to-end development of the D'Anchor Finance Recruitment Intelligence Power BI report, produced as part of the 30 Days Data Analytics Challenge. The project involved analysing a comprehensive finance recruitment dataset spanning 2,312 job postings across six countries between 2024 and 2026, transforming raw data into three interactive Power BI dashboards that answer three strategic business questions.

- Business Questions

Each dashboard was designed to answer a specific strategic question:

Dashboard	Strategic Question
Finance Hiring Overview	How did global finance hiring perform between 2024 and 2026?

Dashboard	Strategic Question
Compensation & Skills Breakdown	What does it take to land a finance role — and what does it pay?
Hiring Performance Overview	How efficiently are roles being filled across industries?

- Dataset Overview

The dataset comprised 2,312 finance job postings from 2,192 unique companies across 6 countries with 33 data columns covering job details, compensation, candidate metrics, recruiter performance and company information.

Attribute	Detail
Dataset Name	Finance Recruitment Intelligence & Workforce Analytics
Total Records	2,312 job postings
Time Period	2024 — 2026
Countries	Nigeria, South Africa, USA, United Kingdom, UAE, Canada
Industries	8 (Banking, Consulting, FinTech, Insurance, Investment, Manufacturing, Retail, Telecommunications)
Job Titles	12 distinct finance roles
Columns	33 attributes per record
Data Type	Synthetic dataset generated for analytical challenge purposes

2. Methodology & Data Preparation

- Tools Used

Tool	Purpose
Microsoft Power BI Desktop	Dashboard development, DAX measures, visualisations
Power Query (M Language)	Data cleaning, transformation and unpivoting
DAX	Calculated measures and KPI formulas
Microsoft Azure Maps	Geographic job distribution visualisation
Excel	Initial data exploration and validation

- Data Cleaning Steps

The following transformations were applied in Power Query before loading into Power BI:

- Removed duplicate records using Job ID as the unique key
- Filled null values in Certification Required column with 'Not Required'
- Split the Required Skills comma-separated column into rows to create a separate Skills Table
- Applied Trim, Clean and Capitalize
- Each Word transformations to the Skills column to standardise values
- Removed null and blank rows from the Skills Table after splitting
- Created a Salary Mid calculated column: $(\text{Salary Min} + \text{Salary Max}) / 2$

- Validated data types, and converted date columns from text to Date type
 - Created a relationship between Skills Table and main dataset via Job ID (Many-to-One)
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- Data Model

The final data model consisted of two tables:

Table	Rows	Key Column	Purpose
CLEANED	2,312	Job ID	Main Dataset, all KPIs and visuals
Skills Table	~23,000	Job ID	Unpivoted skills for frequency analysis

The two tables are connected via a Many-to-One relationship on Job ID, ensuring KPI measures on the main CLEANED table remain accurate while skills analysis runs independently off the Skills Table.

3. DASHBOARD 1: Finance Hiring Overview

Strategic Question: *How did global finance hiring perform between 2024 and 2026?*

- Key Performance Indicators

2,312	2,192	467,612
Total Job Postings	Total Hiring Companies	Total Applicants

6.07 yrs	1.02
Avg Experience Required	Open vs Closed Ratio

- Visualisations & Findings

- Job Title Distribution

Data Analyst leads demand with 212 postings but the range across all 12 roles is only 43 postings (212 vs 169 for Treasury Analyst), confirming no single role dominates the market. A navy-to-light-blue gradient was applied to the bar chart to reinforce visual hierarchy without misrepresenting the data.

- Geographic Distribution

Nigeria accounts for 35.7% of all global postings nearly 2.5x the next largest market. This is the most striking geographic finding and is prominently highlighted in the map title: 'Nigeria Drives Global D'Anchor Hiring.'



- Employment Type & Work Mode

Both employment type and work mode split almost exactly 33% each, Full-Time/Contract/Internship and Onsite/Hybrid/Remote respectively. This remarkable balance is the central narrative of Dashboard 1 and is captured in the chart titles.
- Department Count by Year

All eight departments peaked in hiring activity in 2025, with a consistent decline into 2026. This trend is visible across every department simultaneously, confirming a market-wide pattern rather than an industry-specific shift.
- Dashboard Story Finance Hiring Overview

Key Insight

 - Finance hiring is booming and surprisingly balanced, no single role, work mode or employment type dominates.
 - Nigeria alone accounts for 1 in 3 global postings making it the world's most active finance hiring market in this period.
 - All departments peaked in 2025, hiring is cooling across the board in 2026.

4. DASHBOARD 2: Compensation & Skills Breakdown

Strategic Question: *What does it take to land a finance role, and what does it pay?*

- Key Performance Indicators

£94.75K Avg Max Salary	£59.31K Avg Min Salary	£77.03K Avg Salary Midpoint
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202 Avg Applicants per Job	81.1% % Requiring Cert.	4.0 / 5 Avg Recruiter Rating
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- Salary Analysis

Salary Distribution by Job Title

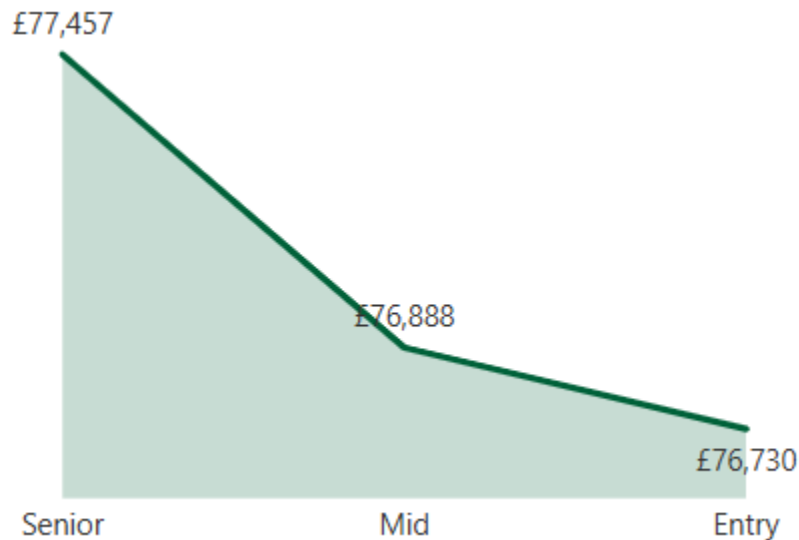
FP&A Analyst commands the highest average salary while Internal Auditor sits at the bottom, but the total spread across all 12 roles is only £3,668. This salary compression is the central insight of Dashboard 2: employers price for skills, not job titles.

Job Title	Avg Mid Salary	Rank
FP&A Analyst	£78,456	1
Tax Analyst	£78,426	2
Credit Analyst	£78,082	3
Data Analyst	£77,784	4
Business Analyst	£77,683	5
Accountant	£77,592	6
Finance Manager	£77,365	7

Job Title	Avg Mid Salary	Rank
Treasury Analyst	£77,136	8
Financial Analyst	£76,166	9
Risk Analyst	£75,473	10
Investment Analyst	£75,325	11
Internal Auditor	£74,788	12

- Salary by Experience Level

A key finding that challenges conventional wisdom: Mid and Entry level professionals earn identical salaries. Only reaching Senior level delivers a meaningful pay increase. This confirms that experience alone does not drive salary in finance, skills and certifications are the real differentiators at junior levels.



- Skills & Tools Analysis

Most Frequently Required Skills - After splitting and cleaning the Required Skills column in Power Query, Excel emerged as the most demanded skill at 853 mentions appearing in 36.9% of all postings. The

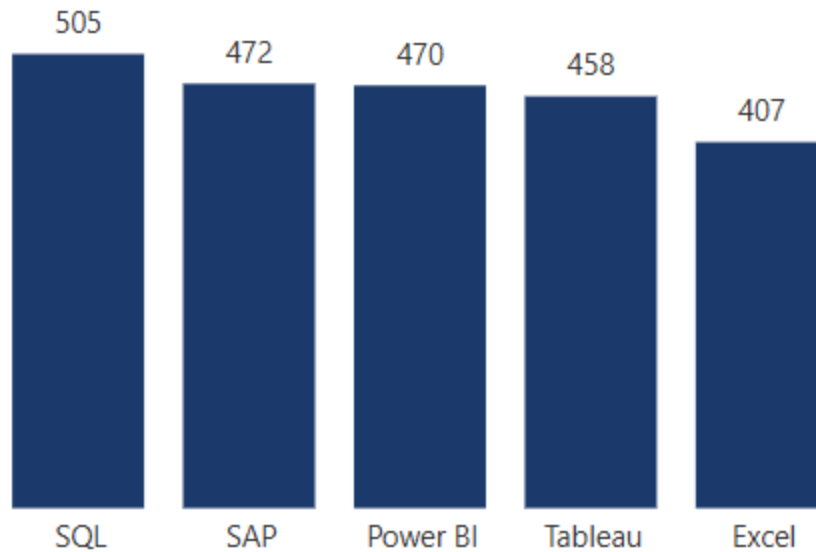
top 10 skills cluster tightly between 33% and 37%, suggesting finance employers expect a versatile multi-skill toolkit rather than deep specialisation in one area.

Rank	Skill	Mentions	% of Postings
1	Excel	853	36.9%
2	Budgeting	848	36.7%
3	Python	841	36.4%
4	Forecasting	814	35.2%
5	Financial Modeling	813	35.2%
6	Tableau	808	35.0%
7	Power BI	800	34.6%
8	SQL	800	34.6%
9	SAP	786	34.0%
10	Data Visualization	762	33.0%

Note: The Required Skills column contained comma-separated multi-skill values per row. Power Query was used to split into rows, apply Trim/Clean/Capitalize transformations, and remove nulls before analysis.

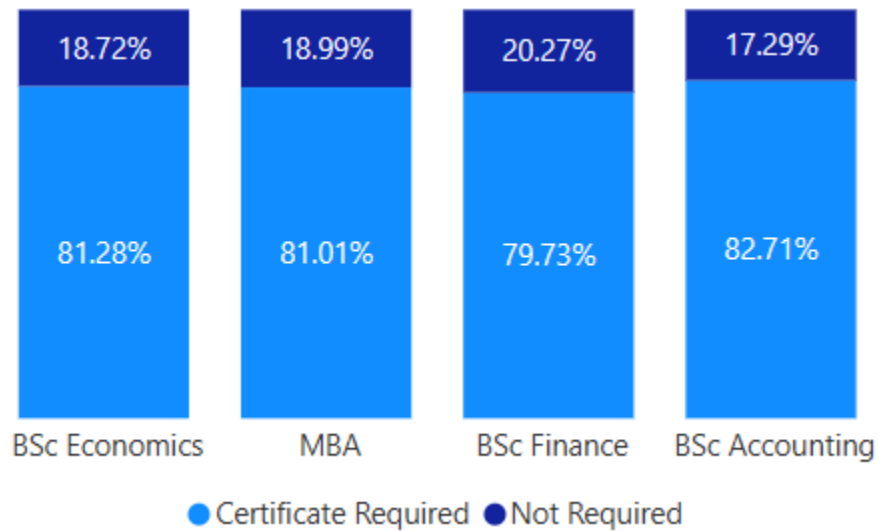
- Most In-Demand Finance Tools

When analysed at the primary tool level (Finance Tool Required column), SQL leads at 505 postings confirming that while Excel dominates overall skill demand, SQL is the primary analytical engine finance roles are built around.



SQL - 505 - 21.8%, SAP - 472 - 20.4%, Power BI - 470 - 20.3%, Tableau - 458 - 19.8%, Excel - 407 - 17.6%

- Education & Certification Requirements**
 81.1% of all finance roles require professional certification, meaning a degree alone is insufficient for the majority of positions. The Education & Certification Requirements clustered bar chart visualises both dimensions simultaneously, showing that each education type has a consistent certification requirement of approximately 80%.



Certification	Count	% of Certified Roles
ACCA	490	26.1%
ICAN	470	25.0%
CFA	470	25.0%
CPA	446	23.8%
Not Required	436	18.9%

- Dashboard Story Compensation & Skills

Key Insight

- Your job title matters less than your skillset, only a £3,668 gap separates the highest and lowest paying finance roles.
- Mid and Entry level professionals earn identical salaries, only Senior level unlocks a meaningful pay increase.
- Excel leads overall skill demand at 853 mentions but SQL is the primary tool finance roles are built around.
- Without professional certification, 4 in 5 finance roles are out of reach, ACCA and CFA dominate requirements.

5. DASHBOARD 3: Hiring Performance Overview

Strategic Question: *How efficiently are roles being filled across industries?*

Key Performance Indicators

33 days Avg Time to Hire	240K Total Interviews	13K Total Hired Candidates
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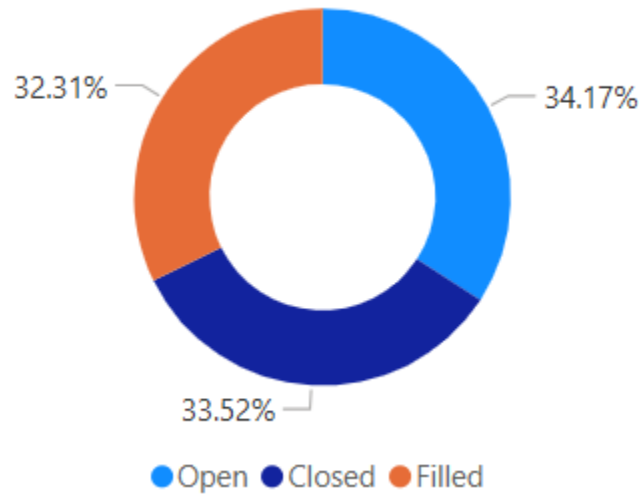
32%	4.0 / 5
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Hiring Success Rate	Avg Company Rating
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- Hiring Efficiency Analysis

- Hiring Status Breakdown

The three hiring statuses split almost equally, Open (34.17%), Closed (33.52%) and Filled (32.31%). The 32% fill rate means 2 in 3 roles remain unfilled, representing a significant pipeline efficiency gap across the finance recruitment market.



- Industry Time to Hire

Conditional formatting was applied to the Time to Hire bar chart using a red/amber/green colour scale, immediately showing which industries hire efficiently and which face bottlenecks. Retail is the slowest at 33.9 days while Investment moves fastest at 30.9 days.

Industry	Avg Time to Hire	Colour Signal
Retail	33.9 days	● Slowest

Industry	Avg Time to Hire	Colour Signal
Manufacturing	33.8 days	● Slow
Insurance	33.7 days	● Slow
FinTech	33.6 days	● Average
Consulting	33.4 days	● Average
Banking	31.9 days	● Fast
Telecommunications	31.8 days	● Fast
Investment	30.9 days	● Fastest

- Industry Performance Table

A consolidated Industry Performance Table was developed to replace two separate visuals (Industry vs Hiring Activity and a recruiter table), providing a complete industry profile in a single view. Conditional formatting on the Avg Time to Hire column reinforces the efficiency story visually.

Industry	Total Jobs	Filled	Avg. Time to Hire	Avg. Salary
Manufacturing	307	90	33.8	£76,172
Retail	303	99	33.9	£76,315
FinTech	297	86	33.6	£77,785
Consulting	295	91	33.4	£80,095
Telecommunications	291	114	31.8	£74,886
Banking	280	90	31.9	£75,823
Investment	278	87	30.9	£78,076
Insurance	261	90	33.7	£77,119

Notable finding: Telecommunications records the highest fill rate at 39% (114 filled out of 291 total), directly correlating with its fastest time-to-hire. This provides concrete evidence that hiring speed drives pipeline conversion success.

- Dashboard Story
 - Hiring Performance
 - Key Insight
 - Only 1 in 3 finance roles gets filled, a significant pipeline efficiency gap exists across all industries.
 - Retail takes the longest to hire at 33.9 days while Investment closes roles fastest at 30.9 days.
 - Telecommunications stands out with the highest fill rate at 39%, proving faster hiring directly drives better pipeline conversion.
 - Consulting commands the highest salaries at £80K but attracts fewer postings than Manufacturing premium pay does not guarantee high volume hiring.

6. Key Findings Summary

Dashboard 1 - Finance Hiring Overview

- 2,312 finance roles posted across 6 countries from 2,192 unique companies
- Nigeria accounts for 35.7% of global postings the dominant finance hiring market
- Employment type, work mode and job roles all split equally at ~33% each
- All departments peaked in hiring activity in 2025 cooling in 2026
- 202 applicants compete for every single finance job posting

Dashboard 2 - Compensation & Skills

- Only a £3,668 salary gap exists across all 12 finance roles employers pay for skills not titles
- Mid and Entry level professionals earn identical salaries Senior level unlocks the pay premium
- Excel leads skill demand at 853 mentions; SQL is the primary tool at 505 postings

- 81.1% of roles require professional certification, ACCA leads at 26.1% of certified roles
- BSc Finance has the highest certification requirement at 82.71%

Dashboard 3 - Hiring Performance

- Only 32% of finance roles are successfully filled 2 in 3 remain unfilled
- Average time to hire is 33 days across all industries
- Telecommunications achieves the highest fill rate at 39%, correlating with fastest hiring at 31.8 days
- Consulting pays the most at £80,095 but does not lead in hiring volume
- Retail and Manufacturing are the slowest industries to close roles
- Speed of hiring directly correlates with fill rate success

7. Strategic Recommendations

For Hiring Organisations

- Reduce time to hire below 32 days, Telecommunications demonstrates that speed directly improves fill rates
- Invest in employer branding the data shows 202 applicants per posting, yet only 32% of roles get filled, suggesting a screening and selection efficiency problem
- Prioritise Nigeria as a talent market 35.7% of global postings originate here, indicating a strong and growing talent pool
- Align compensation to skills not seniority the £3,668 salary compression signals that the market values capability over experience at junior levels

For Finance Professionals

- Invest in Excel, Python and SQL these three skills appear in over 36% of all postings each
- Obtain professional certification before applying 81% of roles require it and ACCA/CFA carry the highest demand

- Consider Consulting and Investment sectors for premium compensation both pay above the £77K market average
- Do not wait for a promotion to Senior before upskilling Mid and Entry salaries are identical, meaning skills progression is the fastest route to a pay increase

For Recruitment Teams

- Study Telecommunications' hiring model a 39% fill rate with the fastest average time-to-hire represents a genuine best-practice benchmark
- Focus pipeline building on Retail and Manufacturing departments both post the highest volumes but take the longest to hire
- Standardise certification screening early in the process with 81% of roles requiring certification, filtering at application stage reduces wasted interview cycles

8. Conclusion

This case study demonstrates how a structured Power BI analytics approach can transform a 2,312-row recruitment dataset into a coherent three-dashboard intelligence report. By anchoring each dashboard to a specific strategic question, applying rigorous data cleaning in Power Query, developing robust DAX measures, and designing for storytelling rather than data display, the D'Anchor Finance Recruitment Intelligence report delivers actionable insights across three critical dimensions: market demand, compensation and efficiency.

The most significant finding that Telecommunications achieves both the fastest hiring and the highest fill rate provides a concrete, data-driven recommendation that transcends the dataset itself: in finance recruitment, speed is not just a convenience, it is a competitive advantage.

The report was developed over the course of the 30 Days Data Analytics Challenge Week 2, demonstrating proficiency in Power BI desktop, Power Query data transformation, DAX measure development, data storytelling, and professional dashboard design.