

# The Impact of Data Analytics on IT Consulting for Talent Acquisition in Chennai

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## ABSTRACT

This disquisition explores how data analytics is converting gift accession strategies within Chennai's IT consulting sector. In an sedulity driven by digital invention, enterprises are increasingly integrating predictive analytics, AI, and data visualization tools to enhance recovery effectiveness and alignment between gift and places. Conducted in collaboration with J2B Global, this study used a structured questionnaire and statistical analysis via SPSS to examine hiring issues, hand perceptions, and cost-effectiveness. The findings confirm that analytics improves hiring speed, candidate quality, and strategic planning. This paper emphasizes the part of data- driven recovery in icing competitiveness and long-term organizational success.

## INTRODUCTION

In moment's competitive and dynamic IT sedulity, gift accession is no longer about filling vacancies but about securing professionals who align with the strategic vision of the association. Traditional recovery styles are being replaced by data-informed approaches that work artificial intelligence (AI), machine knowledge (ML), and predictive analytics. In Chennai, a major IT mecca in India, consulting enterprises are swiftly espousing analogous tools to optimize hiring processes and match chops with design conditions.

Associations are increasingly turning to real- time dashboards, AI- powered netting, and analytics platforms that help HR armies identify trends, cast staffing requirements, and enhance pool planning. These tools not only reduce time- to- hire and cost- per- hire but also promote diversity, cultural fit, and hand retention. This study investigates how IT consulting enterprises in Chennai are strategically coverlet data analytics into recovery practices and the palpable impacts observed in functional issues.

**KEYWORDS:** Data analytics, gift accession, IT consulting, predictive analytics, recovery effectiveness.

## OBJECTIVES

### Primary objective

- To assess the cumulative effect of data analytics on IT consulting enterprises in terms of gift hiring.

### Secondary objects

- To study the use of data analytics in IT consulting in gift recovery.
- To assess how predictive analytics improves hiring and decision- making effectiveness.
- To study cost savings and process improvement through fact- predicated hiring.

## METHODOLOGY

This study adopts a quantitative approach using a structured questionnaire distributed via Google Forms. The sample includes 120 HR professionals and analytics-affiliated workers in Chennai- predicated IT consulting enterprises. The disquisition used descriptive statistics, chi-square tests, correlation, and regression analyses via SPSS.

The questionnaire comprised 30 multiple- choice questions covering analytics tools in hiring, delicacy in decision- timber, diversity practices, and hand retention. Data analysis aimed to identify significant trends and validate the impact of analytics on recovery processes.

## HYPOTHESIS

### HYPOTHESIS 1

H1: Data analytics has a significant positive effect on the gift hiring process in IT consulting enterprises.

H0: Data analytics has no significant effect on the gift hiring process in IT consulting enterprises.

### HYPOTHESIS 2

H1: Predictive analytics significantly improves both the delicacy and the speed of hiring opinions in IT consulting enterprises.

H0: Predictive analytics does not significantly meliorate hiring delicacy or decision- making effectiveness.

## LIMITATIONS OF THE STUDY

This study is limited to IT consulting enterprises in Chennai, which may not represent trends in other regions. The sample size of 120 repliers may not completely capture the diversity of opinions across the assiduity. As the data was collected through tone- reported checks, there's a possibility of bias in responses. The study also did not explore the effectiveness of specific analytics tools or platforms in detail. Being cross-sectional in nature, it may not reflect long- term impacts or evolving trends in gift accession.

## FINDINGS AND SUGGESTIONS

- 71.6 affirmed their associations use analytics in recovery.
- 63.3 indicated active use of analytics in hiring processes.
- Predictive analytics (33.3) and AI- driven netting (29.2) were the most valued tools.
- 62.5 felt that analytics bettered hiring delicacy.
- Regression analysis vindicated a significant positive impact  $B = 0.922$ ,  $p < 0.001$ .
- Correlation analysis showed strong positive connections ( $r = 0.978$ ,  $p < 0.001$ ) between faster decision- making and bettered hiring delicacy.
- Main benefits included hastily hiring (35), better matching (34.2), and lower hiring crimes (30.8).
- Walls included high performance cost (34.2) and lack of professed labour force (29.2).

### Suggestions

- Invest in upskilling HR armies on analytics tools.
- Address algorithmic bias through soluble AI.
- Prioritize candidate data security.

- Develop dashboards for real- time hiring criteria.

## CONCLUSION

This study reveals that data analytics plays a vital part in converting IT consulting recovery in Chennai. By integrating predictive tools and AI into hiring workflows, enterprises achieve better quality hires, hastily decision- timber, and bettered alignment with business pretensions. Strategic performance of analytics not only supports inclusivity and effectiveness but also provides a competitive edge in the gift request. Future success in IT recovery lies in associations' capability to harness data perceptivity to make high- performing armies.

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