**Freelance Job Analysis on Upwork**

**Project Title**

**Upwork Freelance Jobs Analysis Dashboard**

**Dataset Introduction**

The dataset used for this project contains freelance job postings on Upwork for **February 2024**. It includes details such as **job titles**, **project types** (hourly or fixed price), **hourly rate ranges**, **project budgets**, and **country locations**. The dataset aims to give a clear snapshot of the freelance job landscape on one of the world’s largest freelancing platforms.

**Methodology**

* **Data Cleaning & Preparation:**  
  Unnecessary columns were removed, hourly rate ranges were averaged to get a single hourly rate, and budget values were cleaned for outliers.
* **Binning:**  
  Hourly rates and budgets were binned into meaningful ranges for clearer visual grouping.
* **Visualization:**  
  A Power BI dashboard was built with interactive slicers, pie charts, column charts, maps, and treemaps.  
  The design was customized to reflect Upwork’s brand colors for an engaging user experience.

**Dashboard Explanation**

The final dashboard consists of **two main pages**:  
**Overview Page:**

* **KPIs** for average hourly rate, average budget, and total job count.
* Charts for:
  1. **Jobs vs Budget**
  2. **Jobs by Hourly Rates**
  3. **Jobs by Country**
  4. **Project Type Split (Hourly vs Fixed Price)**
  5. **Map visual** showing the global distribution of freelance jobs.

**Detailed Job Types Page:**

* Focuses on **job titles and categories**.
* **Treemap** visualizes the top job types.
* **Bar chart** shows top job titles split by project type.
* **Slicers** allow users to filter by job type and category.
* KPIs for average hourly rate, average budget, and total jobs for the selected category.

**Key Insights**

* **Hourly vs Fixed Price:**  
  A majority of jobs are hourly projects, reflecting a preference for flexible working.
* **Average Hourly Rates:**  
  Most jobs offer an average hourly rate between $0–$5 and $5–$20, with only a small proportion above $50/hour.
* **Budgets:**  
  Fixed price projects are mostly in the lower budget ranges, with outliers up to $1M.
* **Top Countries:**  
  The US, UK, India, and Australia are among the top contributors for freelance job postings.
* **Popular Job Types:**  
  Design & Creative jobs such as **Logo Design**, **Graphic Design**, and **Website Design** dominate the market.

**Recommendations**

* **Freelancers:**  
  Should focus on in-demand areas like design, graphics, and simple web tasks to tap into the highest volumes.
* **New Freelancers:**  
  Can target lower hourly rate ranges to build a portfolio and get started.
* **Businesses/Agencies:**  
  Could explore niche categories with less competition and higher budgets.

**Conclusion**

This dashboard gives aspiring freelancers clear, data-backed insights into what services are in demand, where the clients are located, and what pay ranges to expect.  
It serves as an excellent portfolio project to showcase skills in **data cleaning, visualization, dashboard design, and actionable storytelling** using Power BI.