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FREELANCEGIG ANALYTICS

Comprehensive Analysis of Gig Economy

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-- Business Introduction --

FreelanceGig Analytics is a data-driven company focused on analyzing trends in the gig economy. The company provides insights into freelancer earnings, job success rates, and market trends across various platforms. By analyzing freelancer performance and earnings, FreelanceGig Analytics helps businesses, freelancers, and policymakers make informed decisions.

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-- PROBLEM STATEMENT --

The Gig economy is growing rapidly, with freelancers working across various platforms. However, freelancers and clients often struggle to predict earnings, job success rates, and demand for certain skills. There is a need for data-driven insights to forecast freelancer earnings and job trends.

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-- Rationale for Project --

- Analyze freelancer job trends,
- Assess freelancer earnings.
- Identify key success factors.
- Forecast freelancer earnings
- Develop interactive dashboards.

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-- Data Dictionary --

Table 1	Freelancer Details
Freelancer_ID	Unique identifier for each freelancer
Job_Category	Type of freelance work (e.g., Web Development, Data Entry)
Platform	Freelancer platform (e.g., Fiverr, Upwork)
Experience_Level	Beginner, Intermediate, or Expert
Client_Region	Region of the client (e.g., Asia, USA, Europe)
Payment_Method	Mode of payment (e.g., Mobile Banking, Crypto)

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-- Data Description --

Table 2	Job & Earnings Data
Freelancer_ID	Unique identifier for each freelancer
Job_Completed	Number of jobs successfully completed
Earnings_USD	Total earnings in USD
Hourly_Rate	Freelancer's hourly rate in USD
Job_Success_Rate	Percentage of successful jobs completed
Client_Rating	Average client rating (1-5 scale)
Job_Duration_Days	Number of days taken to complete a job
Project_Type	Fixed or Hourly
Rehire_Rate	Percentage of clients who rehired the freelancer
Marketing_Spend	Amount spent on marketing ($)

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--Project Plan—

Data Importation into Tableau	• Import two separate tables (Freelancers Table and Jobs Table). • Ensure correct data types for each column.
Joining Tables	• Use Freelancer_ID as the common key. • Perform an inner join to combine freelancer details with job data.
Creating Charts	• Earnings vs. Job Category: Identify which freelance categories earn the most. • Job Success Rate by Platform: Compare success rates of freelancers across platforms. • Hourly Rate vs. Experience Level: Analyze whether experienced freelancers earn higher hourly rates.
Creating Dashboards	• Freelancer Performance Dashboard: Visualize job success rate, client ratings, and rehire rate. • Earnings Forecasting Dashboard: Predict future freelancer earnings based on historical data.
Recommendations	• Identify high-paying freelance categories. • Suggest the best platforms for different experience levels. • Forecast earnings trends to help freelancers make better career decisions.

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--Deliverables—

Data Cleaning and Processing

- Dataset Cleaning
- Table Joining

Tableau Dashboard

- Relevant KPIs
- Apply Slicers

Reporting

- Power Point Slide
- Dashboards
- Recommendations