# Freelancer Performance & Forecasting Dashboard – Final Report

## 1. Project Objective

To analyze freelancer earnings, ratings, and client retention across multiple platforms, and to forecast future performance metrics including earnings, hourly rates, and job success rates.

## 2. Data Overview

• Data Source

• Data Size

• Timeframe

• Key Columns: Job Category, Platform, Experience Level, Client Region, Earnings (USD), Hourly Rate, Success Rate, Rehire Rate, Client Rating.

## 3. Tools Used

• Tableau – Dashboard creation & forecasting

• Excel – Data cleaning & preprocessing

## 4. Key Findings (Updated Metrics)

• Total Earnings: $9,784,255

• Average Success Rate: 75.0%

• Average Client Rating: 4.0 / 5

• Average Rehire Rate: 44.6%

• Average Hourly Rate: $52.6

• Top Earning Categories: Graphic Design, App Development, and Customer Support dominate earnings share.

• Experience Impact: Intermediate freelancers hold the largest share of hourly rate earnings (34.0%).

• Platform Insights: Upwork shows the highest rehire rate for experts (22.6%), while Toptal leads in beginner retention (21.5%).

## 5. Forecast Insights (Dec 2024 – Oct 2025)

• Earnings: Expected to stabilize around $403,691/month by August 2025.

• Hourly Rate: Predicted to be ~$4,333 (Monthly) by October 2025.

• Success Rate: Slight decline from 6.379 to 5.964 expected over the period.

## 6. Recommendations (Measurable)

• Increase Rehire Rate: Target a +5% improvement by focusing on client follow-ups and retention strategies.

• Skill Upskilling: Invest in training for high-demand categories (e.g., Web Development, App Development) to boost hourly rates by at least $5 within 12 months.

• Platform Optimization: Allocate 20–25% more effort on platforms with higher rehire and hourly rates (e.g., Upwork, Toptal).

• Client Rating Improvement: Aim to improve average rating from 4.0 to 4.3 within a year by enhancing client communication and delivery timelines.

## 7. Limitations

• Dataset uses historical & simulated data for forecasting.

• No seasonal adjustment for external market factors.

## 8. Conclusion

The dashboard offers a comprehensive view of freelancer performance and future projections, helping freelancers and platforms identify improvement areas, forecast revenue, and optimize resource allocation.