



LinkedIn **TOP SKILLS** 2016

udacity: Data Foundation Nanodegree



Interpretation of Data Visualization (LinkedIn top skills 2016)

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As LinkedIn is the professional social networking and millions of employers are on this platform to hire talented gigs. According to data, job applications spike on LinkedIn in October. So chances are someone you know is thinking about landing a new gig. That's why today, this will reveal the Top Skills of 2016.

It is broke down globally and in 14 countries:



Insight 1: Statistical Analysis and Data Mining is growing exponentially

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As the world of digitalization is increasing, digital data is also increasing day by day and to analyze that data companies are moving to professional intellects. It is proven by this data also as **Statistical Analysis and data mining** holds the **2nd rank globally**. It gives an insight to the newcomers that how much industry is in need of data professionals and how to shape their career as data professionals.

Insight 2: End of SEO/SEM Marketing ERA

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While marketing skills like marketing campaign management, SEO/SEM, and channel marketing were in high demand earlier years, things have changed. In 2016 Marketing campaign management dropped completely off the list. It shows newcomers that demand for marketing skills is slowing because the supply of people with marketing skills has been enough in the market and it also shows that people preparing for this field should divert their run into some other field.

Below shows the highlighted visualization of SEO/SEM rank in different countries and globally:



It is on **rank 9 globally** and It's not even there in **USA and India**, So Aspirants who want to work in these two countries should be cautious about this area of profession.

Insight 3: Data Presentation can be coming future

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Data Presentation proves itself, as statistical analysis and data mining is increasing because they are directly proportional these days. People demand better understanding of data in simple forms so that it can be understood better so its more about **“Don’t tell me just show me”**. This field can take better ranking in the future.

Evidence of the insight 3 is given below with **global ranking 8** and **ranking 9 in United Kingdom**:


