Data Analysis Working Document – Steps 1–3

Team INUA – Draft v1

# Step 1: Understand the Problem

Problem Statement (Refined):  
A significant number of African youth face chronic unemployment due to a mismatch between the education system and the digital economy’s evolving demands, further compounded by limited access to internet, career guidance, and job opportunities—especially in underserved regions.

McKinsey Framework:

* - What: Youth unemployment driven by digital skill gaps and infrastructure disparities.
* - Why: Lack of targeted training, unreliable access to tools/platforms, and limited visibility into the job market.
* - Where: Africa (with emphasis on both urban and rural disparities).
* - Who: Youth aged 18–30, especially recent graduates or school leavers.

# Step 2: Identify Relevant Data

We aim to test hypotheses based on structural and psychological barriers using the following guiding questions:

Hypotheses to Validate/Refute:

1. H1: Youth lack access to quality internet and devices to pursue digital work.

2. H2: The skills taught in schools don’t align with freelance or tech-sector needs.

3. H3: Psychological barriers (e.g., low confidence, unclear career paths) hinder motivation.

4. H4: There’s a growing number of online jobs, but youth aren’t positioned to access them.

# Maslow’s Hierarchy of Needs Application

To contextualize H3, we explore how unmet needs across Maslow’s levels impact youth readiness for employment:

* - Physiological/Safety: Basic needs like food, shelter, and stable internet access.
* - Belonging: Social exclusion from digital ecosystems.
* - Esteem: Repeated job rejection affects confidence.
* - Self-Actualization: Without skill alignment or career pathways, youths can’t realize their full potential.

# Step 3: Obtain the Data

Key Sources for Data Collection:

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| Source | What It Provides |
| World Bank Data | Youth unemployment, internet access, school enrollment by region |
| ITU | Digital inclusion & connectivity indexes by country |
| ILO | Employment by age, gender, sector |
| Statista | Trends in gig economy, edtech access, freelance platforms usage |
| Afrobarometer | Survey data on perceptions of opportunity, fairness, digital use |

# Next Actions

* - Finalize which hypotheses we want to focus visualizations around.
* - Each member pulls at least one relevant data source for the shared sheet.
* - Align on top 2–3 stats we will visualize for impact and storytelling.