

The book cover features a minimalist design with large, overlapping geometric shapes. A bright yellow triangle is positioned in the top right corner, while a grey triangle occupies the bottom right corner. The remaining space is white. The title is centered in the white area, and the author's name is placed within the grey triangle.

GLOBAL LAYOFFS ANALYSIS

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Objective

- To explore and analyze global layoffs through data cleaning, exploratory analysis (EDA), and visual storytelling using SQL and Tableau.

Dataset Source

- **Sourced from:** Github
- **Format:** .xlsx file with raw data
- **Contains:** Company , Industry , Date , Avg Percentage layoff , Layoff event , Country, etc.

Tools & Technologies Used

- **SQL** – Data cleaning, transformation, and analysis
- **Excel** – Initial data exploration and result export
- **Tableau** – For visual dashboards and insights
- **GitHub** – Version control and project hosting
- **Google docs/Word** – For Documentation

Exploratory Data Analysis (EDA)

Average Layoff Percentage Per Company

- Calculated average workforce reduction per company

Companies with Multiple Layoffs

- Identified firms that laid off employees multiple times

Top 10 Companies with Highest Layoffs

- Ranked by total number of affected employees

Total Layoffs by Country

- Detailed breakdown by total layoffs per country

Total Layoffs by Industry

- Visual trend of layoffs across sectors

Top 10 Most Affected Country-Industry Pairs

- Combined analysis showing which industries suffered the most in which countries

First vs Last Layoff Comparison

- Timeline comparison of layoffs from first reported case to last

Monthly Layoff Trends

- Graph showing fluctuations month-wise

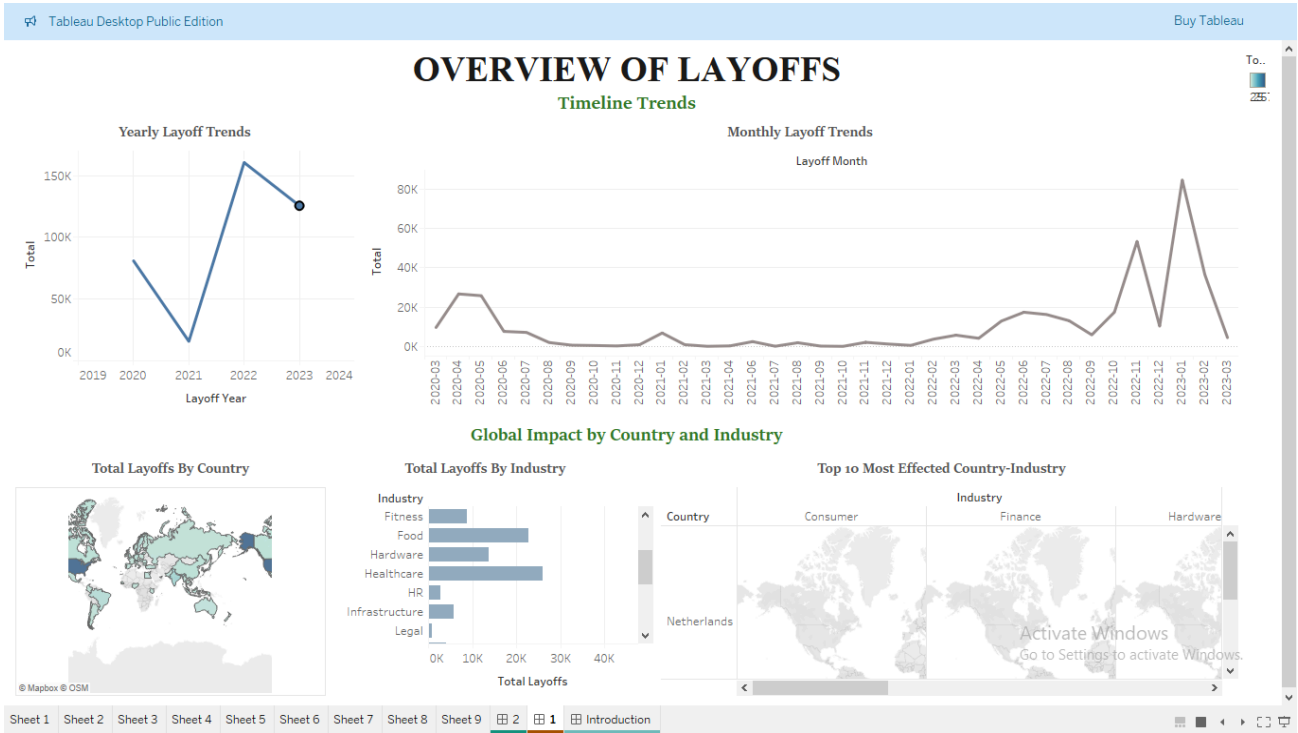
Yearly Layoff Trends

- Year-over-year comparison from 2020 to 2024

Key Insights

- **Amazon , Booking.com , Dell , Ericsson , Google , Meta , Microsoft , Philips , Salesforce , Uber** are the top 10 companies with highest number of layoffs.
- Significant layoff spikes were observed in **April 2020, January 2021, June 2022, and January 2023**. These months mark **key periods of workforce reduction**, likely driven by global events, post-pandemic restructuring, and strategic realignments across industries.
- The **Consumer Industry** experienced the **most significant number of layoffs**, surpassing even tech-specific sectors.
- Overall, the year **2022 experienced the highest total layoffs**, suggesting a widespread impact across industries globally.

Tableau Dashboard Overview



Click the image to open the full interactive dashboard on Tableau Public.