Insights Report: Job Analytics Project

Objective

The aim of this project is to analyze job trends across various dimensions, including industries, locations, companies, job roles, and applicants using a combination of SQL queries and other analytical tools.

Key Findings

1. Overall Job Distribution

- **Total Jobs**: 500 job postings were analyzed.

- **Top Cities for Jobs**:

  o The top cities with the highest number of job postings include **Gurugram**, **Pune**, **Mumbai** and **Bengaluru**.

  o These cities account for 52% of all job postings.

- **Job Distribution by Industry**:

  o **IT Services, Computer Software and Management Consulting** emerged as the top three industries, collectively contributing to 34.4% of job postings.

  o Industries like **Architecture & Planning** and **Apparel & Fashion** had limited representation.

2. Applicants and Demand

- **Average Applicants per Job**: Each job posting received an average of **119 applicants**.

- **Cities with the Highest Demand**:

  o **Gurugram** saw the most significant applicant activity, with over **10,076 total applicants**, with most applicants targeting roles in the **Management Consulting** Sector.

  o **Bengaluru** followed closely, with most applicants targeting roles in the **IT** sector.

- **Industries with High Demand**:

  o The **Market Research & Insurance** industry had the highest average number of applicants per job (**200 applicants per job**).

  o The **Entertainment and Hospitality** industry, despite having fewer job postings, showed an unusually high demand for specific roles.

3. Job Roles

- **Popular Job Roles**:

  - The top job roles include **Manager**, **Analyst**, and **Engineer**.

  - **Entry-level & Mid-Senior level positions** dominated the job market, accounting for 30% and 38% of total postings respectively.

4. Company Insights

- **Top Companies by Postings**:

  - Companies such as **PwC India**, **KPMG India**, **Indigo, Wipro** led in job postings.

  - Smaller companies (<200 employees) were mostly from Human Resources or Staffing & Recruiting Industry.

- **Application Rates**:

  - Companies with higher follower counts i.e., PWC, KPMG and Wipro tended to attract more applicants per job.

  - A few smaller companies stood out by having more applicants despite having fewer followers.

5. Industry-Specific Trends

- **Industry with Director-Level Jobs**:

  - **Staffing & Recruiting** , **Hospitality** and **Computer Software** had the highest number of director-level roles.

- **Industries Hiring Small Companies**:

  - In the **Human Resources** and **Staffing** & **Recruiting** sectors, companies with fewer than 200 employees dominated.

6. Advanced Insights

- **Correlation Between Company Size and Applicants**:

  - Smaller companies (<200 employees) averaged **55 applicants per job**, while larger companies (>1,000 employees) attracted **141 applicants per job**.

- **High Applicant Engagement**:

  - **Shreeji Industries** achieved an engagement rate of **40%.**

- **Demand by Employment Type**:

  - Full-time roles were most in-demand across all industries.