

Linked in

## DATA ANALYSIS

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Years Only

All

Title

All

15

Total Experience

7

Total Endorsement Re...

30

All Skills

4

Total Degrees

3

Total Certificates

7

Total Publications

77

Total Connections

### Projects

All

Skill Name	Total Endorsement
C++	7
Higher Education	7
Lecturing	7
Physics	7
Science	7
<b>Total</b>	<b>49</b>

### Geo Location and Zip Code

Zip Code 500031



### Total Endorsement Recieved and Total Endorsement Given

● Total Endorsement Recieved ● Total Endorsement Gi...



### Total Year by Title and Company Name

Title and Company Name

● Increase ● Decrease ● Total ● Other



# LINKEDIN DATA ANALYSIS

The objective of this project is to leverage Power BI to analyze LinkedIn data, extract meaningful insights, and create interactive visualizations for recruiters. The analysis refers about the user generated content available on and collected from social media platform, LinkedIn. This data includes data such as user profiles, job postings, company information, industry trends, employee skills and LinkedIn connections.

# KPIs

1. Top 10 skills with endorsements.
2. Total endorsements received and given.
3. Experience with company name and year
4. Filter by year, titles and projects.
5. Location
6. Certifications
7. Publications
8. Connections
9. Degrees

# Loading Data into Power BI

Cleaning and transforming data in Power BI is a crucial step to ensure that your analysis is accurate and meaningful.

Below are general steps you might take when cleaning linkedIn data in Power BI.

Connect to Data Source

Open Power BI Desktop. Click on "Get Data" and select the data source where your linkedIn data is stored (e.g., Excel, CSV, Database).

Navigator window-Select the option 'Transform' to transform data before loading it into Power BI

Load Data: Load the linkedIn data into Power BI.

Preview Data: Once loaded, preview the data to understand its structure, and identify any issues

# Data Cleaning Process

Remember that specific steps may vary based on your data and analysis goals. Adjust these steps according to the unique characteristics of the linkedIn data you are working with.

Once you select Transform Option will Redirect to Power Query Editor.

Now understand the data and select the steps accordingly.

1. Handle Missing Values: Identify and handle any missing values in the dataset.
2. Remove Duplicates: Check for and remove any duplicate rows to avoid redundancy
3. Data Types: Verify that each column has the correct data type formatted correctly.
4. With the column selected, go to the "Transform" tab
5. Click on "Replace Values" from the "Text Column" group for replacing values in both Genres column , Rating Column and Production Country Column

# Data Cleaning Process

6. Click on "Replace Values" from the "Text Column" group for replacing values in  
Genres column  
Rating Column and  
Production Country Column
7. In the "Replace Values" dialog box, you'll have two fields: "Value to Find" and "Replace with."
8. In the "Value to Find" field, enter '[' & "'" (the square bracket & single quote character).
9. In the "Replace with" field, enter the character N/A or text you want to replace the square bracket with.
10. Rename column age certification as Rating.
11. Rename columns to make them more understandable and user-friendly.

# DAX Formula Used

- Top Skills = SUMMARIZE('Endorsement\_Received\_Info', 'Endorsement\_Received\_Info'[Skill Name], "Unique Endorsers", COUNTAX('Endorsement\_Received\_Info', 'Endorsement\_Received\_Info'[Endorser First Name]))
- Total Certificates = COUNTA(Certifications[Name])
- Total Connections = COUNTA(Connections[First Name])
- Total Degrees = COUNTA(Education[Degree Name])
- Total Endorsement Given = COUNTA(Endorsement\_Given\_Info[Endorsee First Name])
- Top Endorser = COUNTX(Endorsement\_Received\_Info, Endorsement\_Received\_Info[Endorser First Name])

# DAX Formula Used

- Total Endorsement Recieved = COUNTA(Endorsement\_Received\_Info[Endorser First Name])
- Total Experience = SUM(Positions[Total Year])
- Total Year = YEAR(Positions[Finished On])-YEAR(Positions[Started On])
- Years Only = YEAR(Positions[Started On])
- No of Projects = COUNTA(Projects[Title])
- Total Publications = COUNTA(Publications[Name])
- All Skills = COUNTA(Skills[Name])



# Data Visualization

Slicer Visual : Click on the “Slicer” icon in the Visualizations pane to add a slicer visual to your report.

In the "Fields" pane, drag and drop

1. Project
2. Year
3. Title

# Data Visualization

Card Visual : Click on the "Card" icon in the Visualizations pane to add a Card visual to your report.

In the "Fields" pane, drag and drop

1. Total experience
2. Endorsement given
3. Endorsement received
4. All skills
5. Certifications
6. Publications
7. Total connections

# Data Visualization

Donut Chart : Click on the “Donut Chart” icon in the Visualizations pane to add a Donut chart visual to your report.

In the “values” pane, drag and drop

1. Total Endorsement received and Endorsement given.

# Data Visualization

Map : Click on the “Map” icon in the Visualizations pane to add a map visual to your report.

In the “Location” pane, drag and drop Geo location and in legend add zip code.

# Data Visualization

Water fall Chart: Click on the “water fall Chart” icon in the Visualizations pane to add a X-Axis and Y-Axis in visual to your report.

In the “ X=Axis ”pane, drag and drop

1. Title

In the “ Y=Axis” pane, drag and drop

1. Total year

# Data Visualization

Table : Click on the “Table” icon in the Visualizations pane to add a table visual to your report.

In the “column” pane, drag and drop

1. Skill Name
2. Total Endorsement