Data Analyst Skills Bootcamp

Cambridge Spark

Bogdana Kostadinova

February 2024

There is one consistent theme that emerges in any interaction between clients, suppliers, internal teams and stakeholders in any business and organisation.

The critical role of information and its expression, presentation, and communication.

At the heart of every piece of information lies data - its analysis and interpretation.

The quality of data directly impacts the quality of information, and the quality of analysis determines the value this information brings.

UK Job Market Analysis

as per LinkedIn Data from January 2024

Digital reality:

The AI era is no longer a fiction you read about in a book or watch in a movie. It is here and now and is already changing the world we live in and the way we work.
Every person and organisation is prepared to a different level for this and responds differently to these changes.

Problem Statement:
How is the UK job market responding to the emergence of the AI era, particularly in terms of the demand for digital skills in 2024?

Hypothesis

The UK job market will experience a high surge in demand for digital skills due to industry transformations and the emergence of new job categories.

- **What source of data? –** LinkedIn- one of the most used professional networking platforms with millions of job postings.

- **What dataset?** - the analysis is based on the *"1.3M LinkedIn Jobs & Skills in 2024"* dataset from www.Kaggle.com.

- **How to find it?** – via the link: **1.3M Linkedin Jobs & Skills (2024) (kaggle.com)**.

- **Why this dataset?** - reliable source of information with the highest quality rating (10.00).

The original dataset includes data for the UK, US, Canada and Australia in 2024; however, the analysis was narrowed down to the UK market only.

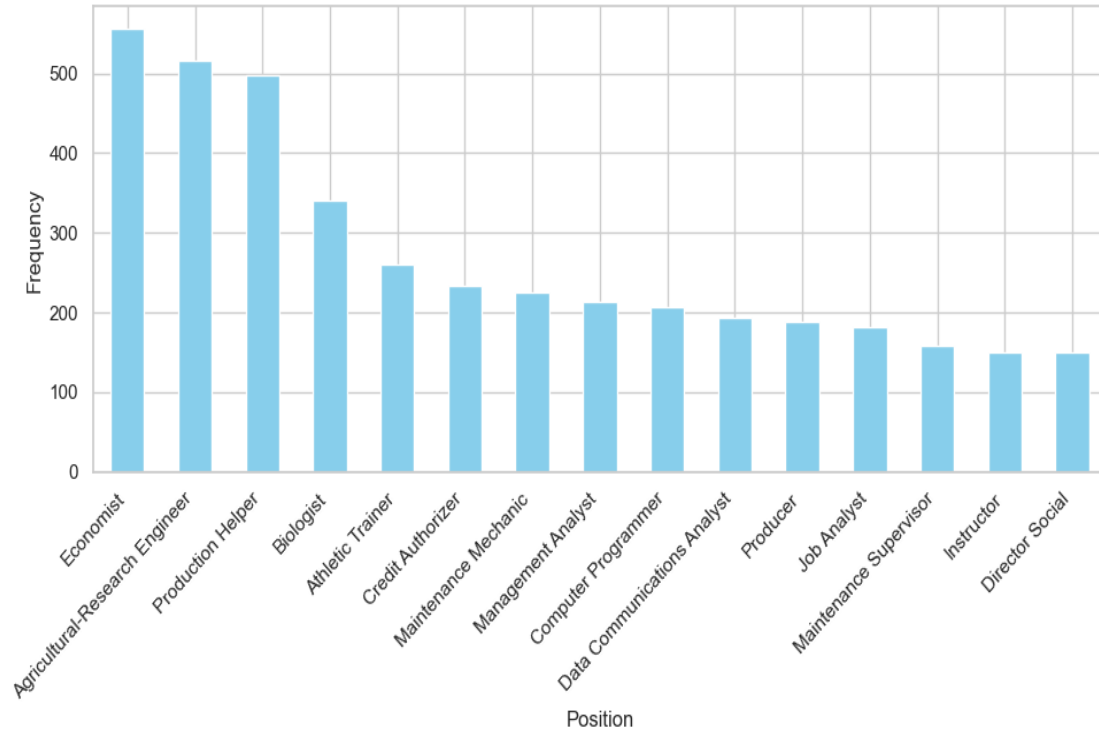Data reveals that data-related jobs constitute 11.6% of the UK job market.
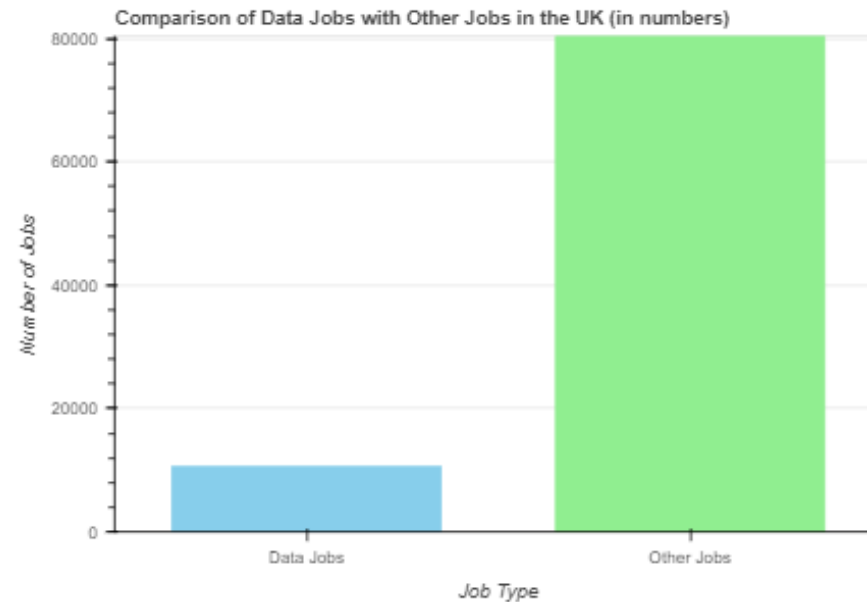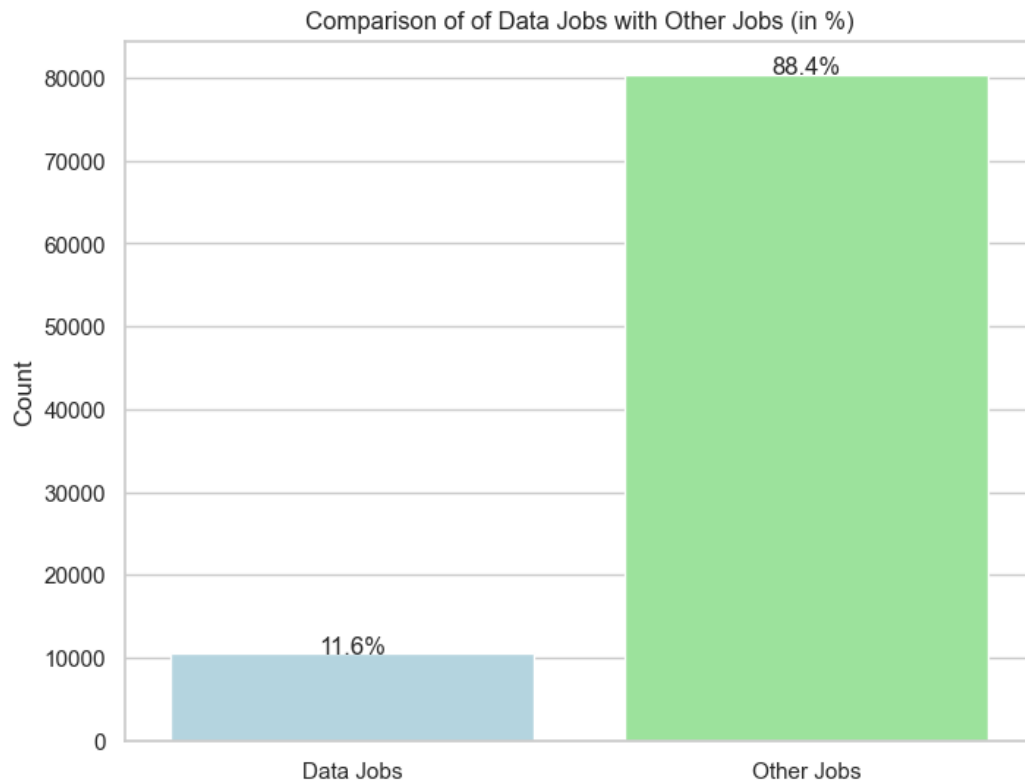
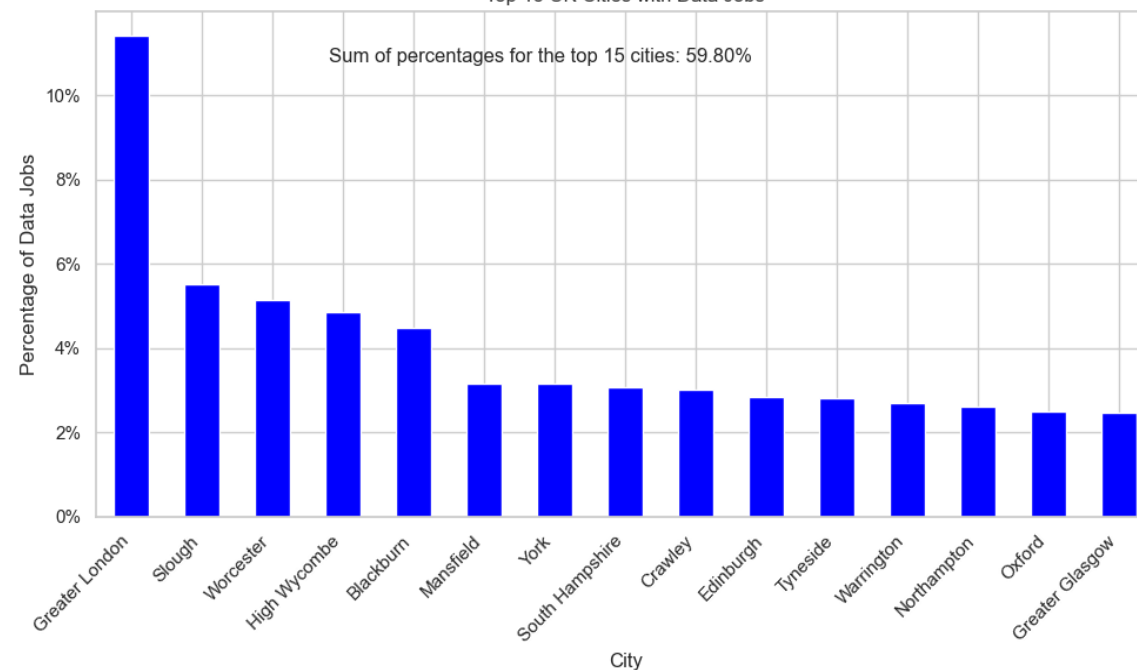There is a wide variety of data roles across different industries.

However, a significant portion **(59.8%)** of the data jobs is concentrated in only **15 locations** in the UK.

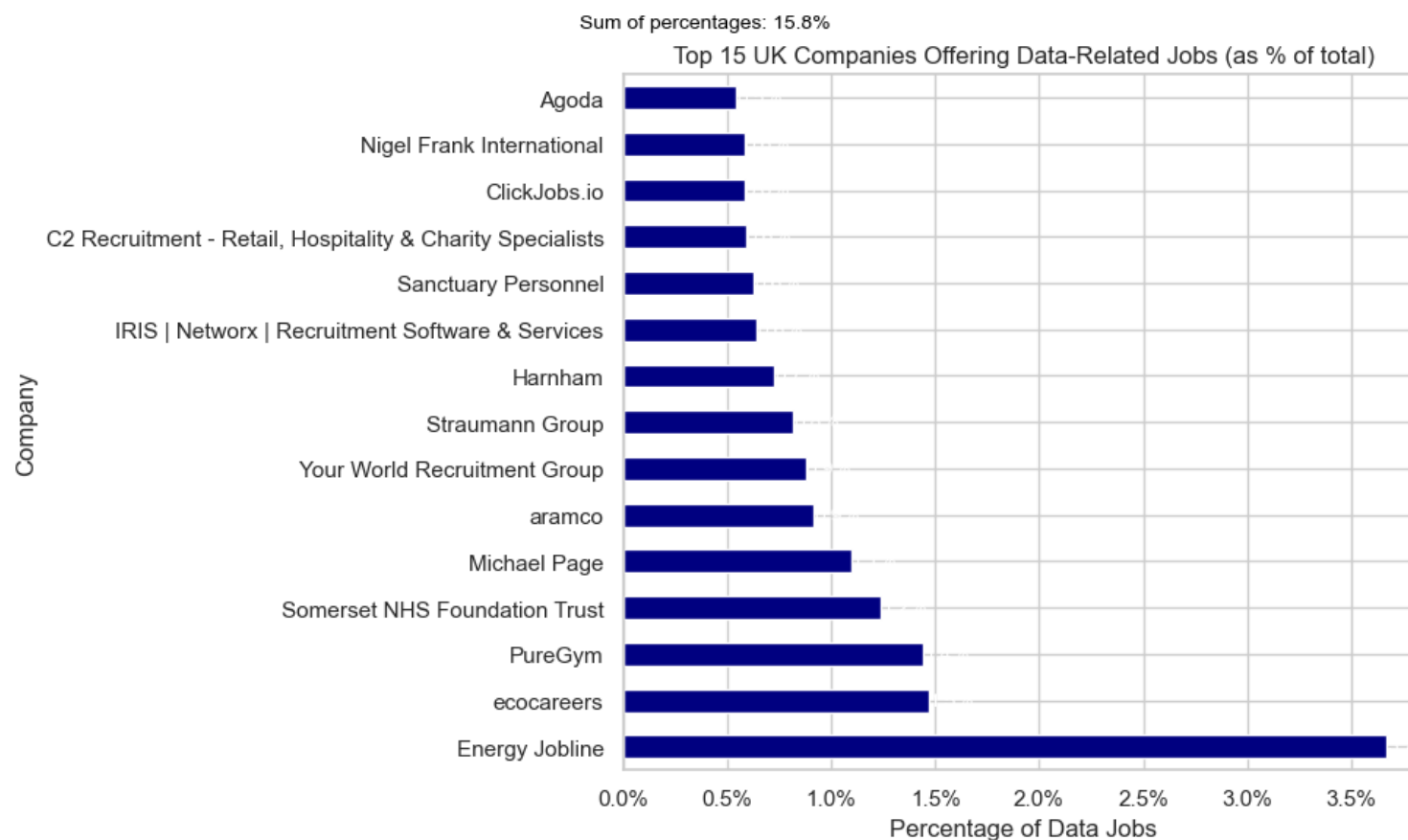This highlights potential disparities in access to opportunities.

Top 15 Companies for Data-related jobs

15.82% of the data related jobs are attributed to **15 top companies**.

This also raises the question about potential disparities in access to opportunities.

Sum of percentages: 15.8%

Top 15 UK Companies Offering Data-Related Jobs (as % of total)

Apprenticeships and Internships opportunities

Only **1.03%** of data jobs are offered as apprenticeships or internships.

Comparison of Data Jobs and Apprenticeships/Internships in Data
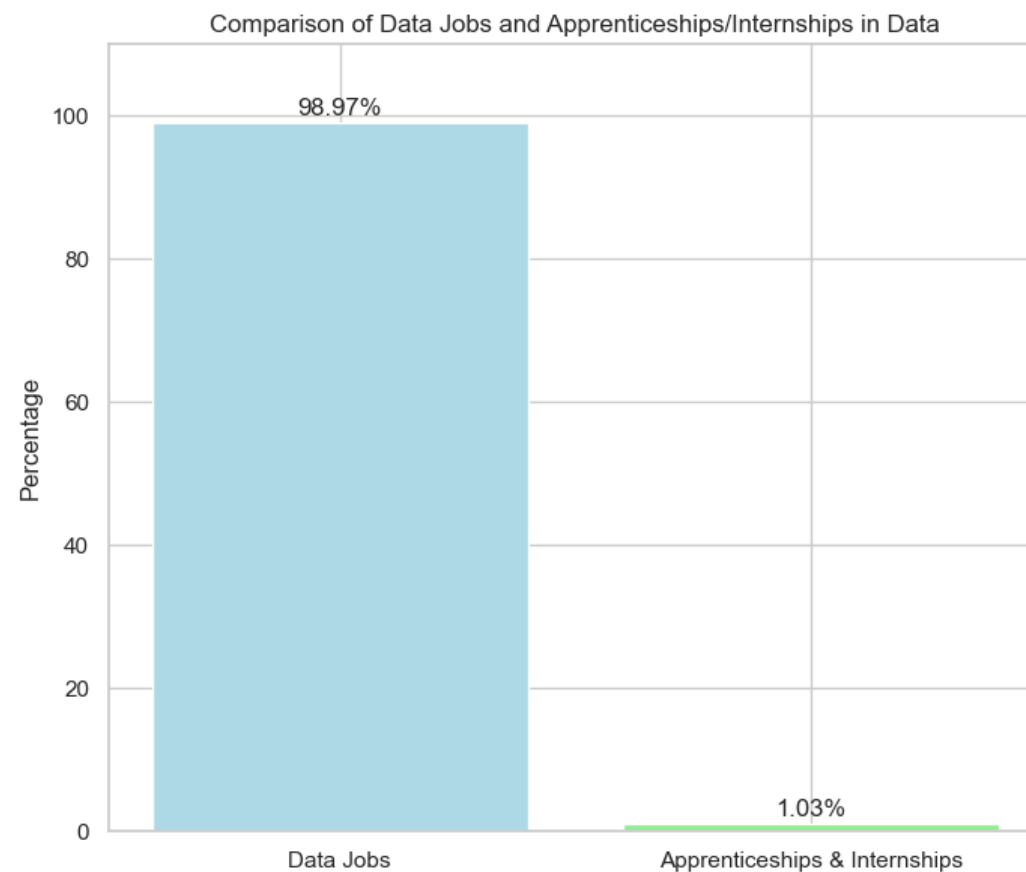
Re-framing the problem statement:
Does the job market provide enough opportunities and flexibility for upskilling to meet the future demands of digitalization?

Key message:
Despite the increasing demand for digital skills, accessibility and inclusivity in job opportunities remain critical factors in addressing workforce development needs.

Resolution:
Enhancing accessibility to digital skill development opportunities, promoting inclusivity in hiring practices, and providing flexible upskilling initiatives for people with different level of experience in this area.

Resolutions:
Development of targeted upskilling programs accessible to individuals from diverse backgrounds and level of experience.

Create inclusive pathways for individuals to enter and succeed in digital professions.

Encourage a workplace culture of continuous learning and professional development.

Establish metrics and benchmarks to track progress towards closing the digital skills gap and increasing the employee readiness.

Recommendations: conducting further research on alternative job platforms and exploring the dynamics of the job market to gain a comprehensive understanding of emerging trends and potential skills gaps. This approach will provide valuable insights for the evolving demands of the digital economy.

Conclusion

The goal of the exploration of the UK data job market in 2024 was to identify how the job market responds to the surge in the rapid advancement of digitalization.

The analysis uncovered opportunities for initiatives for digital skill development and the need for flexibility and inclusivity.