

## PROYECT 1 MARKETING ANALYTICS

LinkedIn revealed the Top Skills of 2016 that employers needed in candidates for 2017. The list revealed several trends about the global job market in that moment including technology domination.

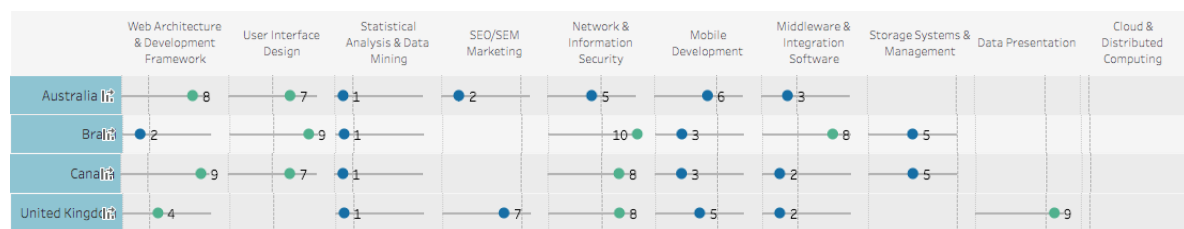
To see the most demanded skills globally I clicked on Global (the first row) on the dashboard. The data shows that Cloud and Distributed Computing was the most demanded skill in 2016 by rank followed by Statistical Analysis and Data Mining which ranked second and Web Architecture and Development Framework which ranked third.



For those looking for work, it is important to know the countries with the best opportunities. In order to get this information, I extracted three number per country:

- # skills whose demand is above the global mean,
- # skills whose demand is equal to the global mean,
- # skills whose demand is below the global mean.

Then, I organized from major to minor each list of numbers finding in the first data column that the countries with the highest demand for these skills over the mean are Australia with 5 out of 10 skills, Brazil, Canada, and United Kingdom 4 out of 10 skills.



It is also important for them to know what skills are most in demand. For that I extracted the same numbers as in the previous section, but this time by skill.

- # countries whose demand is above the global mean,
- # countries whose demand is equal to the global mean,
- # countries whose demand is below the global mean.

then I organized from major to minor each list of numbers finding in the first data column that the skills whose demand per country exceeds the global average are:

- SEO / SEM marketing 8 from 14 countries above average.
- Statistical analysis and data mining 7/14 countries above the average.
- Mobile development 6/14 countries above average.

