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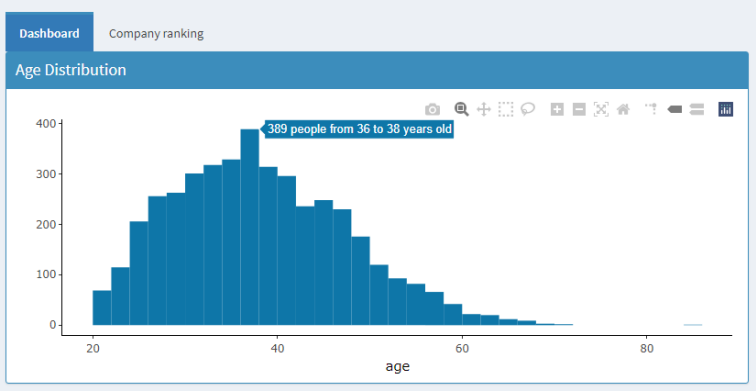
Report dashboard: https://cleoganne.shinyapps.io/LinkedIn_Australia/

An objective of this project was to investigate the job market in Australia. This study seeks to obtain data which will help to address human resource deployment strategy. My interest in this area developed while I was searching for a job in global market. In terms of most people rely on Linkedin as a job searching and hiring approach, I was curious to know how a hiring manager can utilize the Linkedin data to maximize efficient of talent acquisition. This report begins by drawing the picture of user persona. It will then go on to examine the assumptions like “if people with premium account tend to change their job more often”, “if an appropriate job duration should last more than 2 years”, etc. Apart from the above, there was a remarkable outcome that we could also discover the employee turnover ranking on Linkedin. I will simply explain how to manipulate the dashboard and show some analysis application for your reference in following:

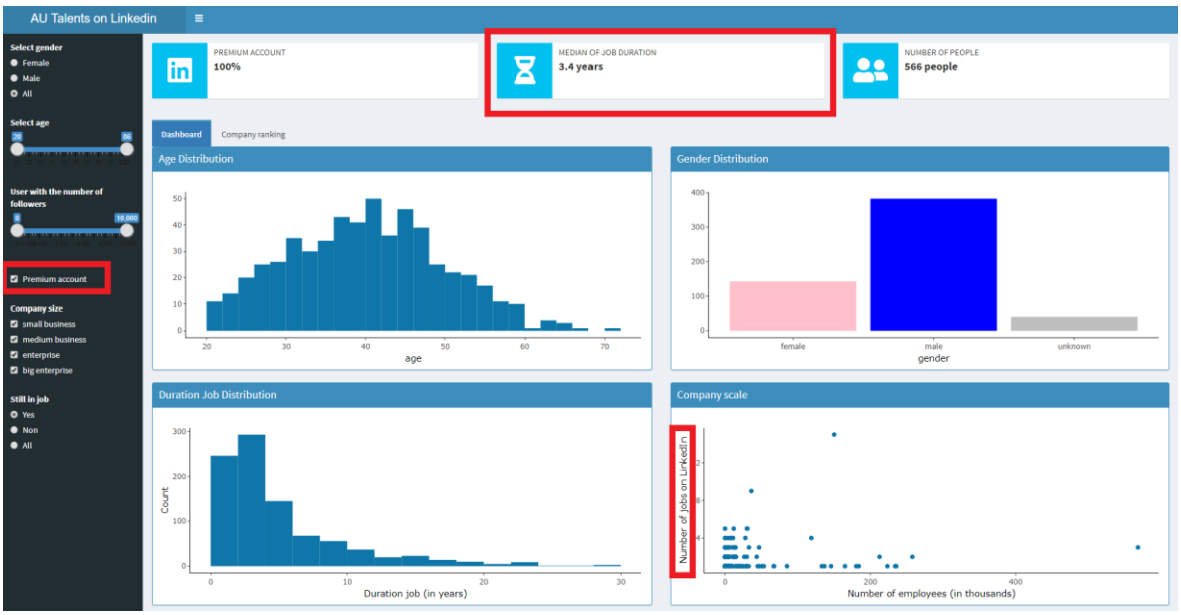
To see the latest gender distribution, using the left filter to select people who are still in a job (I would recommend always keep the “Still in job” option in yes to have the up-to-date data.)

Surprisingly, there was a huge gender gap showing men were still the major workforce. The labor force of male was two times more than female recently.

Regarding all the graphs on the dashboard, while shifting the mouse to the graph, the data label would display synchronously. For instance, we could see that the major age range was around 30 to 42, and the peak was at 36 to 38 years old. The talent distribution could be the reason why Linkedin was recognized as the most popular platform to find a senior job role.



The text boxes on the top could interact with the filters. Considering the job duration, when we checked the premium account, this result was somewhat counterintuitive. The premium members were as stable as others. Besides, we could even look where those people work for.

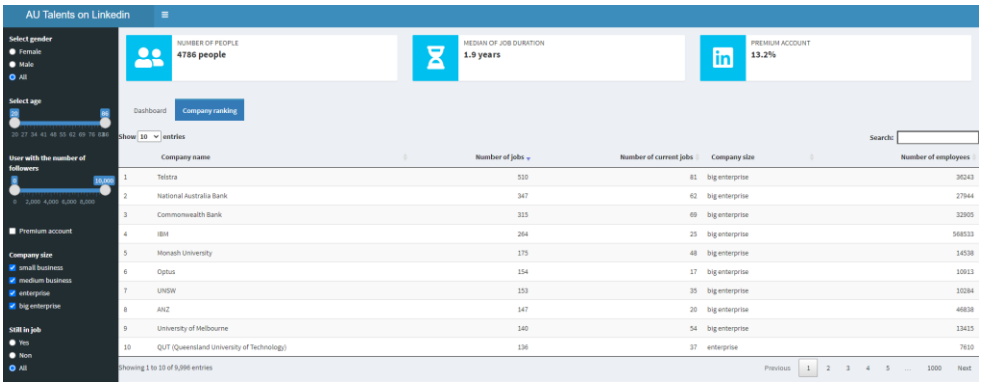


Here is the clarification about company scale this graph. “Number of employees” referred to company’s provided data, company page managers could state the number whatever they want. And “number of jobs on Linkedin” was the count of people put a certain company in their experience. A company in the big enterprise category was defined by the “Number of employees”, but it might not have a significant figure in “number of jobs on Linkedin”.

Moving to the second page, company ranking. The table could be sorted by variables included “Number of jobs”, “Number of current jobs”, “Company size”, “Number of employees”, to see the hiring momentum. Combining with the left sliders, we could have the insight differentiated by company size, age generation preference (select age), gender preference (select age).

Definition reference

Number of jobs: the count of people mentioned a certain job role in their experience.
Number of current jobs: the count of people was still in a certain job.
Company size: small business 0~50 people, medium business 51~1000 people, enterprise 1001~10000 people, big enterprise 10001 people ~ max.
Number of employees: figures came from company itself.



The above was the introduction and showcase, I hope it was clear enough. Shall you have any questions, please feel free to reach out to me: cleo.ganne@gmail.com. Thank you for your reading!