

# World Layoffs

---

AN ANALYSIS OF GLOBAL LAYOFFS BETWEEN 2020-2023.

Author: Collins Ikiara

Date: February, 2025

# CONTENTS

---

- Project Overview
- Data Cleaning
- Exploratory Data Analysis (EDA)
- Key Insights
- Layoffs By Industry
- Trends in Layoffs Over Time
- Layoffs By Stage of Funding
- Countries with the Most Layoffs
- Additional Analysis
- Companies with 100% layoffs
- Companies with the most total layoffs

# PROJECT OVERVIEW

---

This project analyzes global layoffs across various industries and companies. The data highlights the impact of layoffs on employees, companies, and industries. The main goals are to:

- Identify trends in layoffs across **time, regions, and industries.**
- Quantify the severity of layoffs and understand their correlation with factors such as **funding stage.**
- Provide actionable insights through visualizations and statistical analyses.

# DATA CLEANING

---

The data cleaning process involved the following steps:

1. **Removing Duplicates:** A staging table was created, and duplicate records were removed to maintain data integrity.
2. **Handling Null Values:** Key columns such as ***total\_laid\_off*** and ***industry*** were carefully imputed or cleaned to avoid skewing analyses.
3. **Standardization:** Date formats and text columns were standardized for consistency.
4. **Column Selection:** Unnecessary columns were dropped for a cleaner dataset.

# EXPLORATORY DATA ANALYSIS (EDA)

---

The EDA process included the following:

1. Data Loading:

- The **layoffs\_staging2.csv** cleaned dataset was used.

2. Layoffs By Industry:

- Correlation between **industry** and **total\_laid\_off**.

3. Trends in Layoffs over Time:

- Layoffs By **Month**.
- Layoffs By **Year**.

4. Layoffs By Stage of Funding:

- Correlation between **stage** and **total\_laid\_off**.

5. Countries with the Most Layoffs

- Correlation between **country** and **total\_laid\_off**

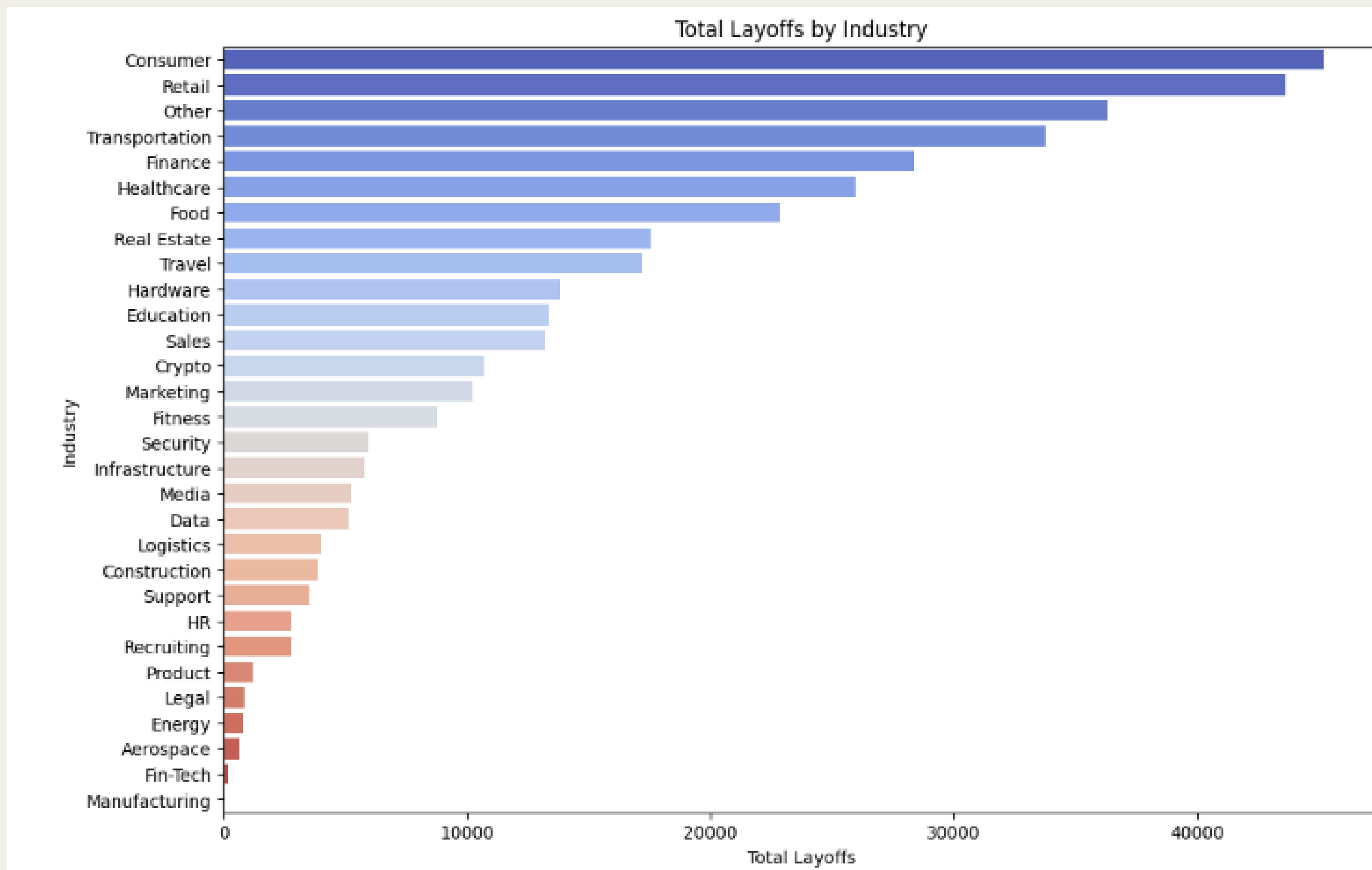
6. Additional Insights:

- Companies with 100% layoffs were identified.
- Top companies with the highest total layoffs were listed.

# Key Insights

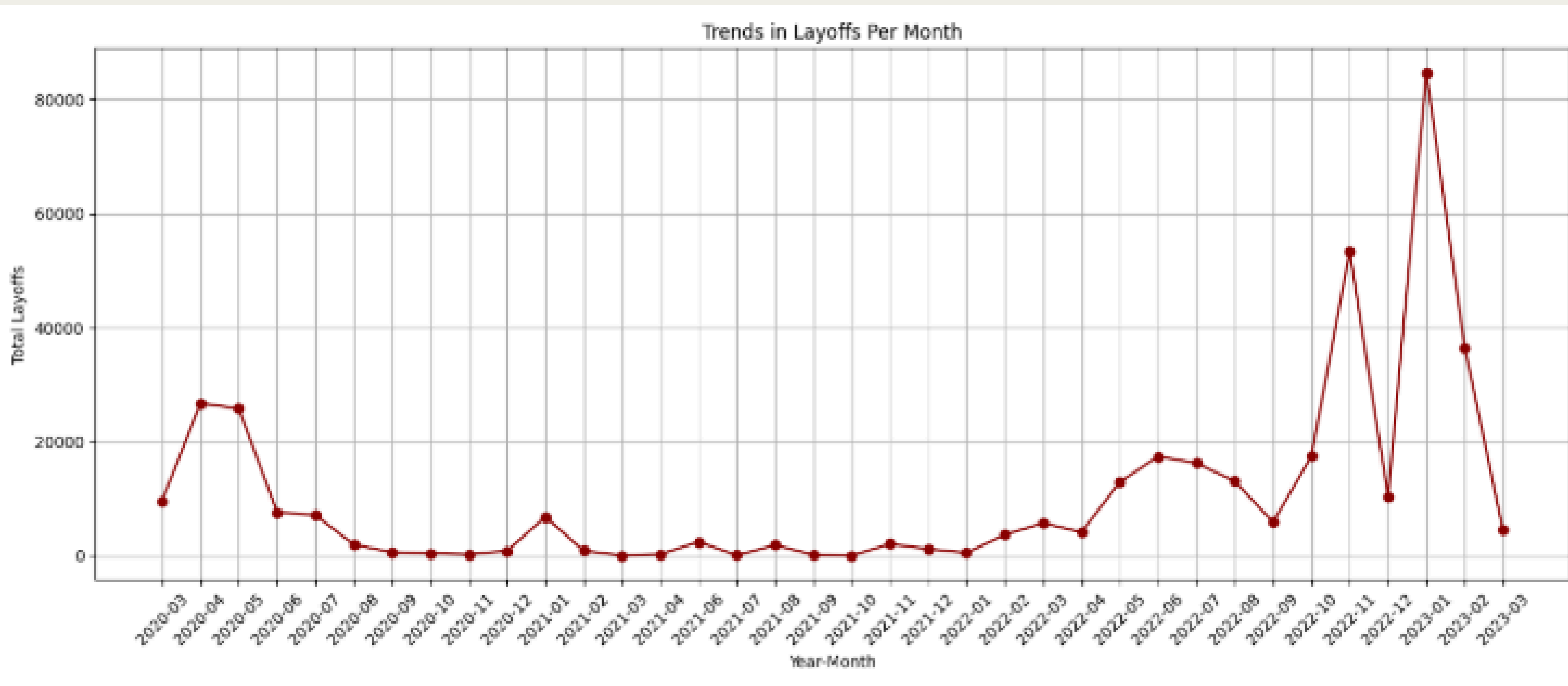
---

# LAYOFFS BY INDUSTRY



- Industries like **Consumer** and **Retail** experienced the highest number of layoffs, whereas **Fin-tech** and **Manufacturing** were among those that experienced the least.

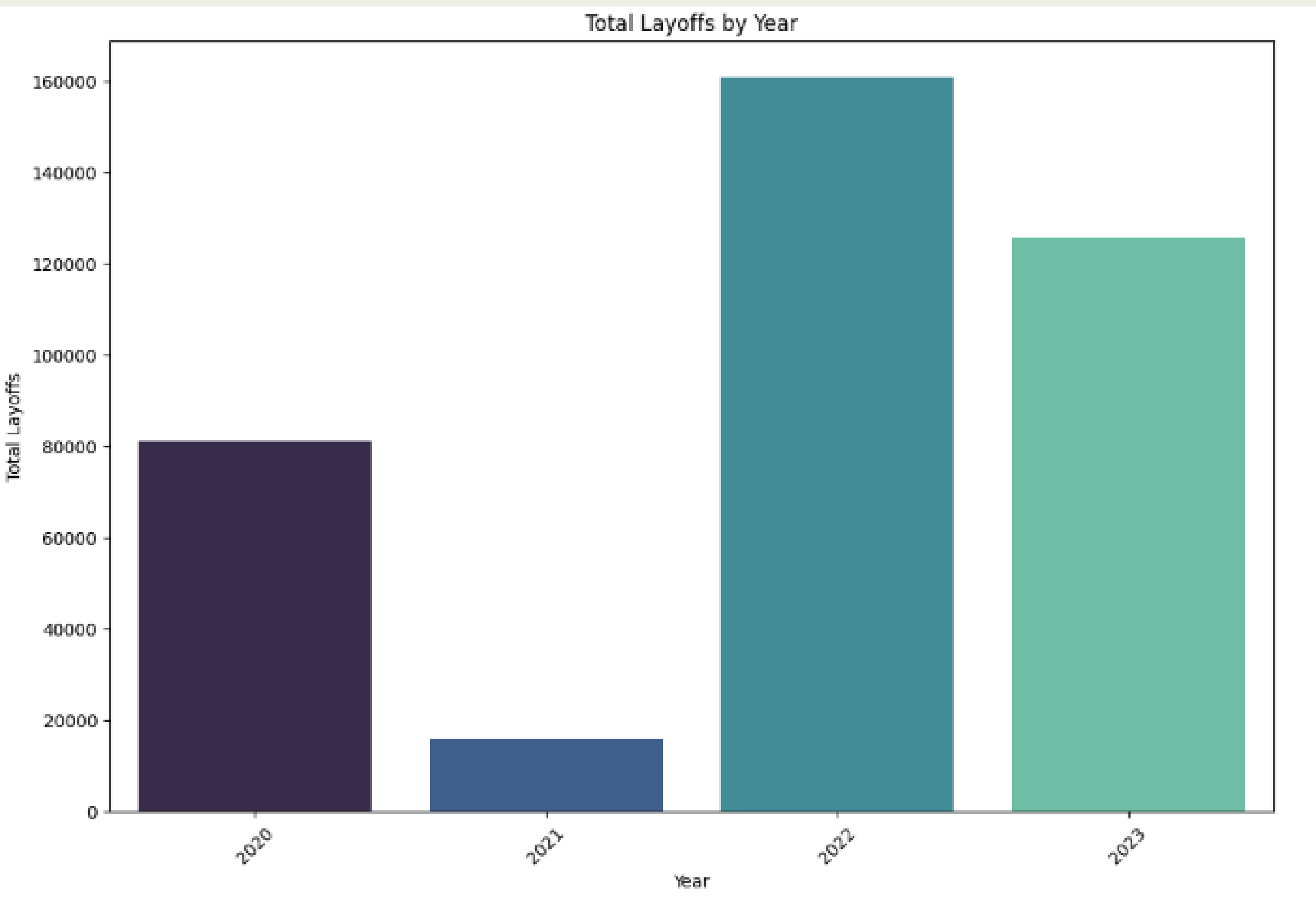
# TRENDS IN LAYOFFS OVER TIME (MONTHLY)



- Trends in layoffs show a spike in **early 2020**, just around the time the **COVID-19 pandemic** started, and later on toward the **end of 2022 and early 2023**, with the peak month for layoffs coming in **January 2023**.

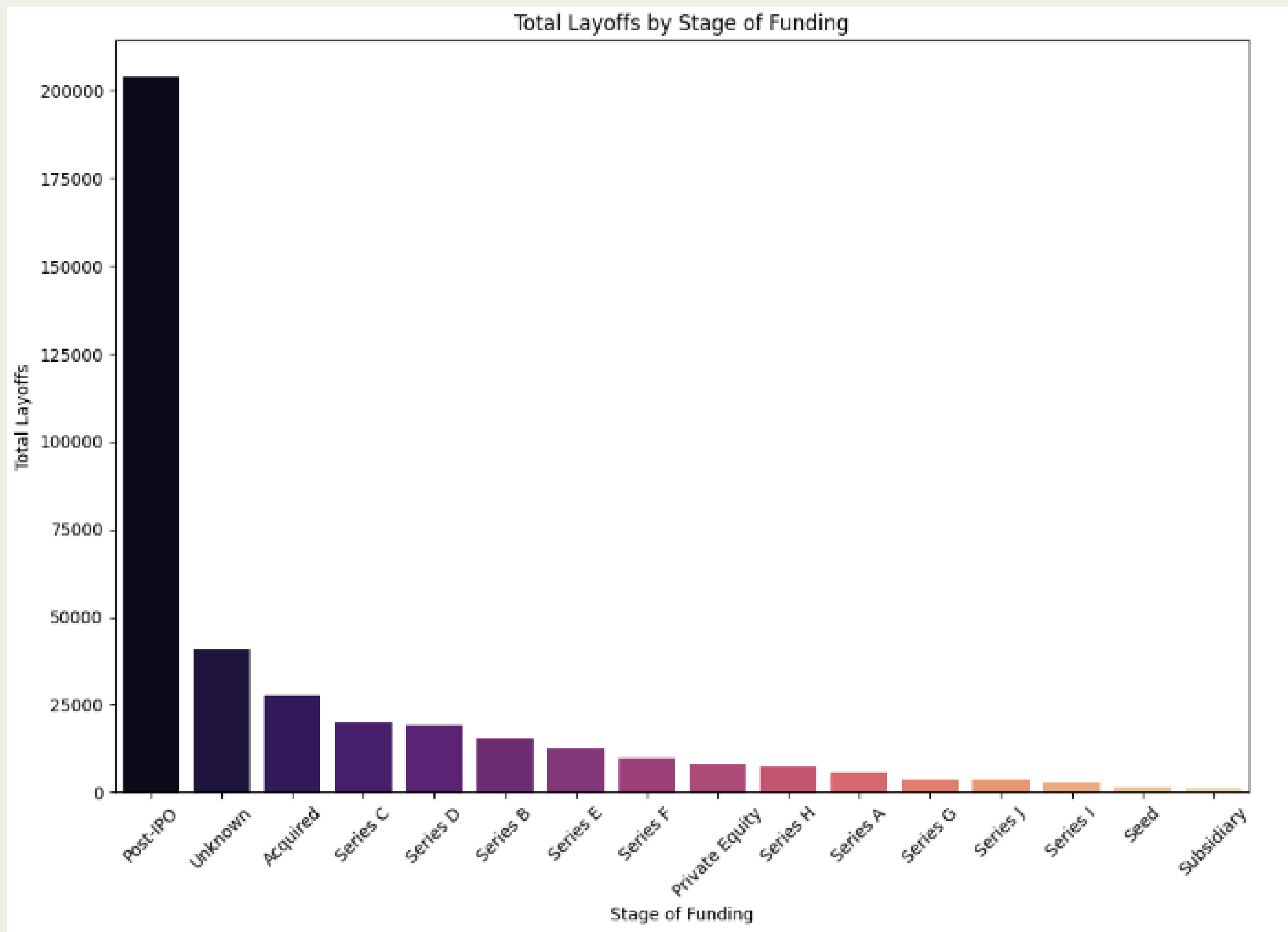


# TRENDS IN LAYOFFS OVER TIME (YEARLY)



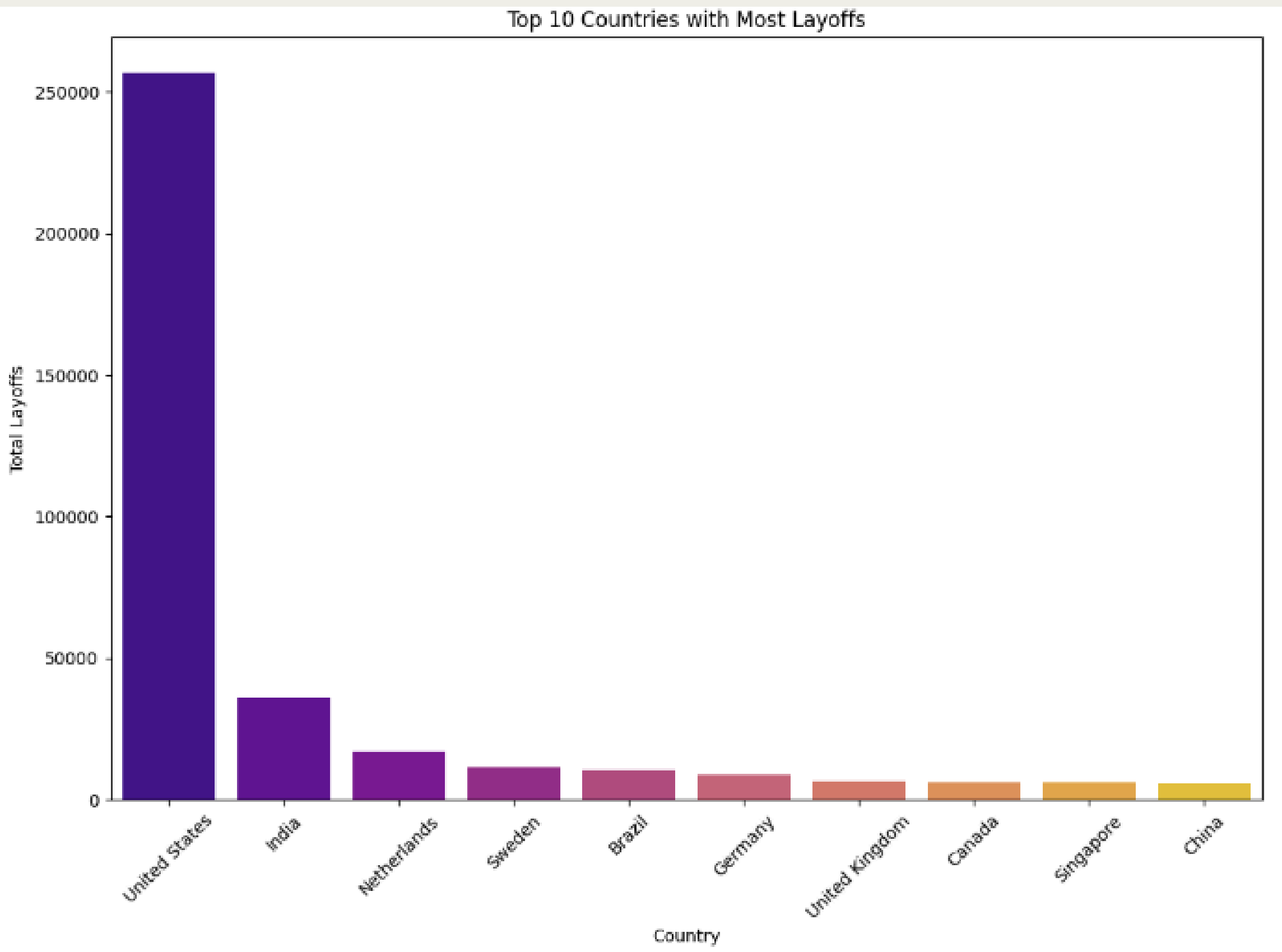
Yearly, **2022** had the highest layoffs, with **2023** coming as a close second, even though it only factors in **3 months of data!** This could indicate that 2023 is well on its way to **surpass** the previous year in the amount of layoffs.

# LAYOFFS BY STAGE OF FUNDING



- Companies at the **Post-IPO** stage of funding experienced a **significant** amount of layoffs, showing vulnerabilities for companies at this stage, with other stages experiencing **relatively moderate** layoffs in comparison.

# COUNTRIES WITH THE MOST LAYOFFS



- Layoffs were concentrated in countries like **United States** and **India**, with significant layoffs recorded in the U.S compared to other countries.

# Additional Analysis

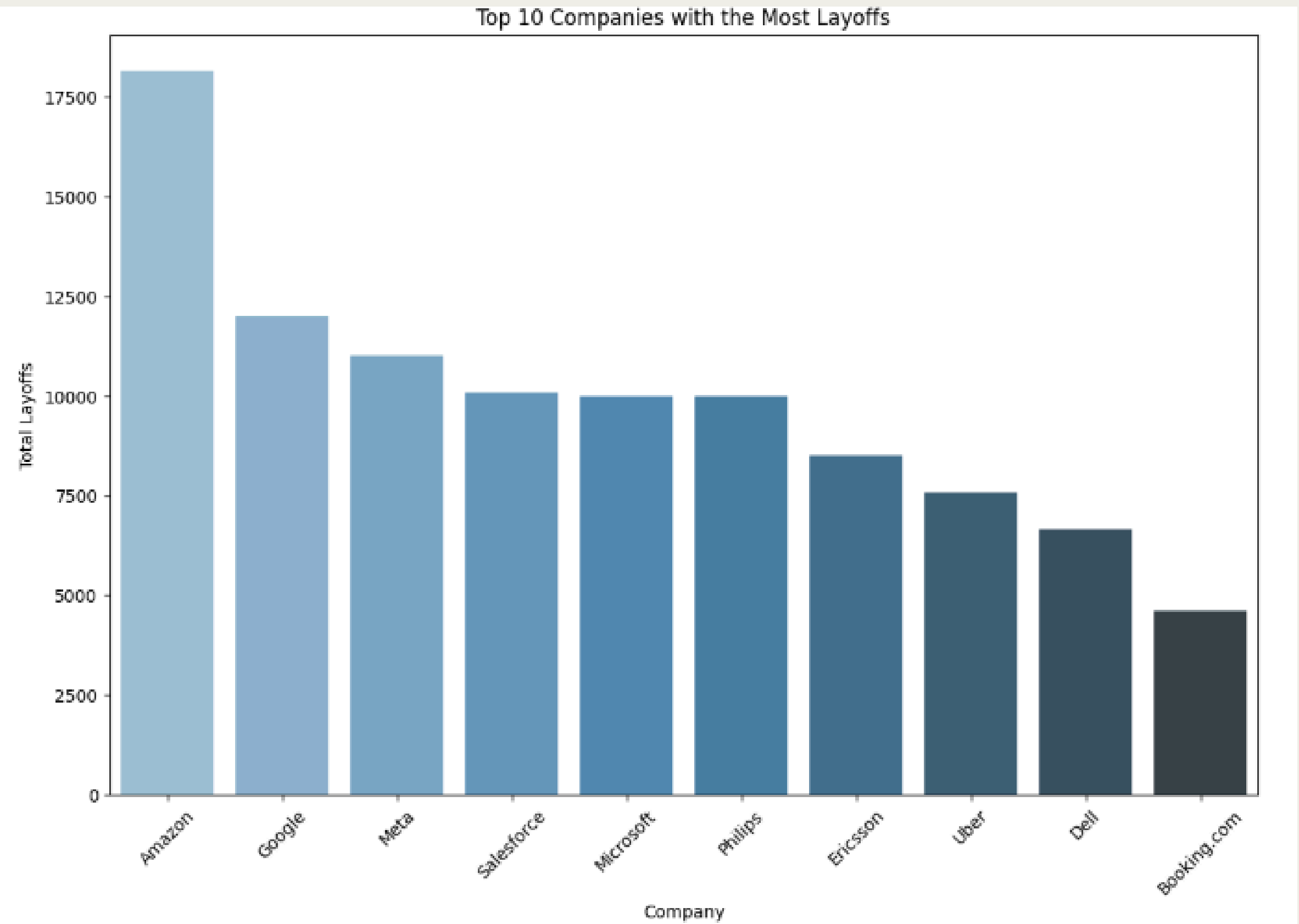
---

# COMPANIES WITH 100% LAYOFFS



- Companies with 100% layoffs were identified as shown by the **WordCloud**. There were **116 companies** that went out of business during this period

# COMPANIES WITH THE MOST TOTAL LAYOFFS



- Among companies that didn't go out of business, **Amazon** led with the highest total layoffs, with **Google** coming in at a slightly distant second.

# Recommendations

---

- **Support Vulnerable Sectors:** Focus on providing support and funding to industries most affected by layoffs, especially during economic downturns.
- **Monitor Company Funding Stages:** Monitor companies at specific funding stages for early signs of mass layoffs. Especially companies at the Post-IPO stage.
- **Geographic Focus:** Policymakers should provide region-specific support, especially in countries with high layoff rates.
- **Improve Data Collection:** More granular data on employee roles and layoff reasons can enhance predictive models for future workforce planning.

# Thank you!

---

Author: Collins Ikiara

Date: February, 2025