

# ASSESSING SKILL DEMAND DYNAMICS IN DATA & IT (2015–2024)

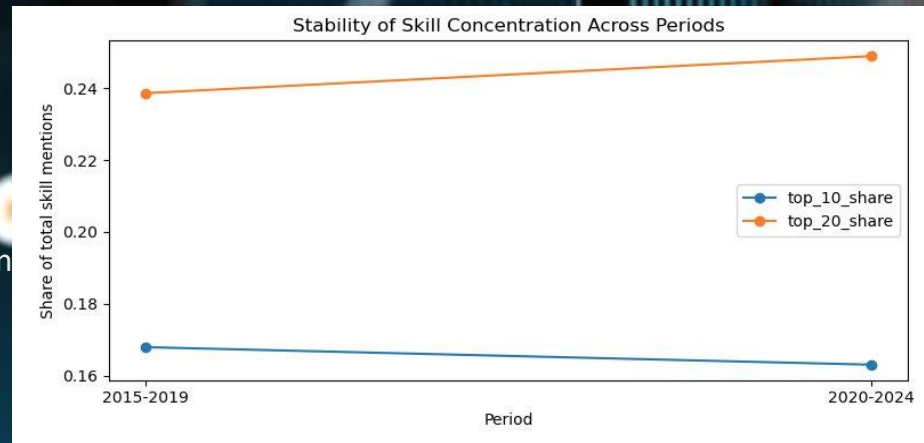
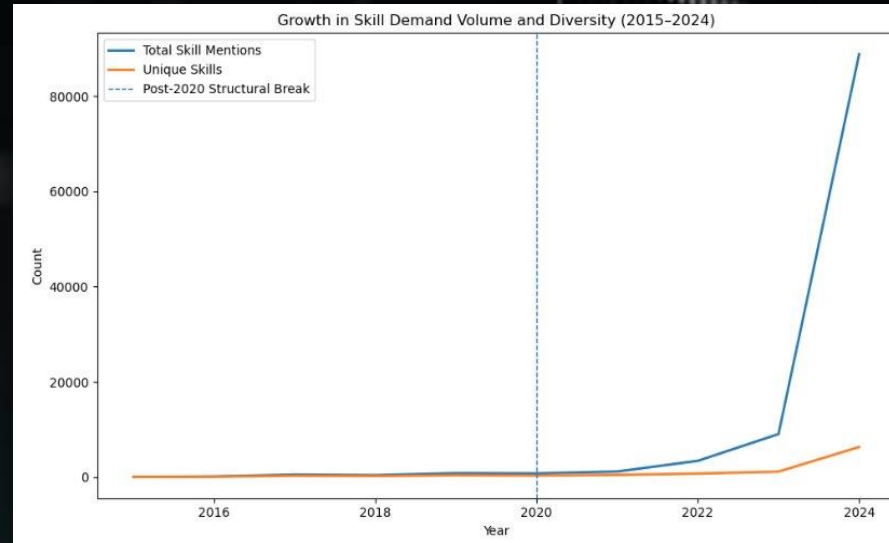
## From Stability to Fragmentation

### BUSINESS CONTEXT

Understanding how skill demand evolves in Data & IT roles is critical for workforce planning, hiring strategies, and reskilling decisions. As digital transformation accelerates, organizations face increasing uncertainty around which skills to prioritize and how specialization reshapes the labor market.

### ANALYSIS

- Skill demand remains stable until 2019
- Post-2020 period shows accelerated diversification
- Growth driven by expansion of niche skills
- Core skills persist despite market change



### KEY METRICS

- Years: 2015–2024
- Job postings: ~13,700
- Skills analyzed: ~4,200
- Market: Data & IT roles

### LIMITATIONS

- Job postings reflect intent, not employment
- Skill naming heterogeneity
- Descriptive, not causal

### KEY TAKEAWAY

Skill fragmentation reflects market expansion and diversification rather than increasing role complexity, requiring adaptive hiring and continuous upskilling strategies.