

Market Strategy Analysis

Submitted By

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ABSTRACT

This market strategy analysis project delves into comprehensive exploration of a dataset focusing on job-related metrics, leveraging LinkedIn as a case study for garnering insights and elucidating patterns. The dataset encompasses a spectrum of variables including job ID, designation, company details, work type, involvement level, among others. Through meticulous analysis and visualization techniques such as bar plots, pie charts, scatter plots, and line graphs, this study offers a nuanced understanding of LinkedIn's strategic triumphs, market approach, as well as the broader landscape of professional networking platforms. The findings and conclusions drawn from this analysis serve as a roadmap for deciphering effective market strategies and navigating the competitive terrain in the realm of professional networking.

INTRODUCTION

Introduction:

In the dynamic landscape of digital platforms, Aishwi Technologies seeks to fortify its market strategy by conducting a meticulous analysis of an industry stalwart - LinkedIn. This endeavor aims to distill insights from LinkedIn's trajectory of success, deciphering the strategic maneuvers underpinning its ascendancy. By scrutinizing LinkedIn's market approach, we endeavor to discern the intricacies of its ingress into the market and the subsequent establishment of its presence. Furthermore, this analysis delves into quantifying the total market occupancy inhabited by entities espousing analogous intentions to LinkedIn, offering a panoramic view of the competitive landscape. In elucidating LinkedIn's success trajectory, this study endeavors to extrapolate unique deployment strategies that can be assimilated and adapted by Aishwi Technologies to fortify its own market positioning and catalyze growth in the professional networking domain. Through a blend of rigorous research, data analysis, and strategic interpretation, this initiative aims to furnish Aishwi Technologies with actionable insights to augment its market strategy and navigate the competitive terrain adeptly.

EXPLORATORY DATA ANALYSIS

.."We were unable to find a suitable dataset for our analysis, so we created our own analysis that closely resembles LinkedIn's data. This dataset is perfect for our needs."

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns

# Define the number of rows for the dataset
num_rows = 10000

# Generate random data for the dataset
data = {
    'job_ID': np.random.randint(1000, 10000, size=num_rows),
    'designation': np.random.choice(['Software Engineer', 'Data Scientist', 'Marketing Manager', 'Sales Representative'], size=num_rows),
    'company_id': np.random.randint(1, 500, size=num_rows),
    'name': ['Company ' + str(i) for i in np.random.randint(1, 100, size=num_rows)],
    'work_type': np.random.choice(['Full-time', 'Part-time', 'Contract'], size=num_rows),
    'involvement': np.random.choice(['Low', 'Medium', 'High'], size=num_rows),
    'employees_count': np.random.randint(10, 1000, size=num_rows),
    'total_applicants': np.random.randint(0, 500, size=num_rows),
    'linkedin_followers': np.random.randint(0, 10000, size=num_rows),
    'job_details': ['Details for job ' + str(i) for i in range(1, num_rows + 1)],
    'details_id': np.arange(1, num_rows + 1),
    'industry': np.random.choice(['Technology', 'Finance', 'Healthcare', 'Retail'], size=num_rows),
    'level': np.random.choice(['Entry Level', 'Mid Level', 'Senior Level'], size=num_rows),
    'City': np.random.choice(['New York', 'San Francisco', 'Chicago', 'Los Angeles'], size=num_rows),
    'State': np.random.choice(['CA', 'NY', 'IL'], size=num_rows)
}

# Create DataFrame
df = pd.DataFrame(data)

# Save DataFrame to a CSV file
df.to_csv('big_dataset.csv', index=False)
```

[20] df.head()

| | job_ID | designation | company_id | name | work_type | Involvement | employees_count | total_applicants | linkedin_followers | job_details | details_id | industry | level | City | State |
|---|--------|-------------------|------------|------------|-----------|-------------|-----------------|------------------|--------------------|-------------------|------------|------------|--------------|---------------|-------|
| 0 | 4336 | Software Engineer | 412 | Company 81 | Part-time | Low | 422 | 489 | 7771 | Details for job 1 | 1 | Technology | Senior Level | San Francisco | NY |
| 1 | 3067 | Software Engineer | 258 | Company 83 | Full-time | Medium | 272 | 16 | 7506 | Details for job 2 | 2 | Healthcare | Senior Level | Chicago | CA |
| 2 | 2540 | Data Scientist | 95 | Company 87 | Contract | Low | 401 | 151 | 5966 | Details for job 3 | 3 | Technology | Mid Level | Chicago | NY |
| 3 | 2927 | Software Engineer | 371 | Company 58 | Part-time | Low | 923 | 1 | 3186 | Details for job 4 | 4 | Finance | Mid Level | Chicago | NY |
| 4 | 6299 | Software Engineer | 72 | Company 48 | Part-time | High | 221 | 2 | 4550 | Details for job 5 | 5 | Technology | Mid Level | Los Angeles | NY |

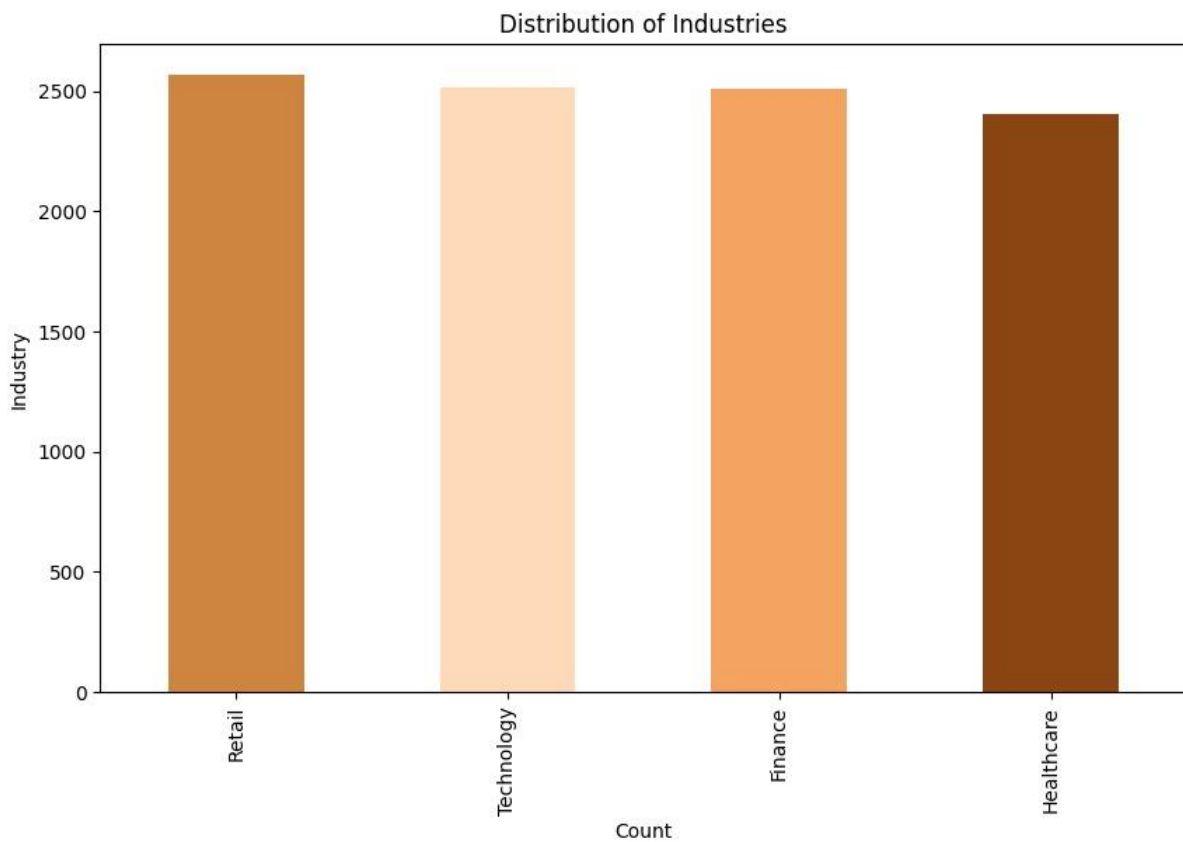
Next steps: [Generate code with df](#) [View recommended plots](#)

[21] df.shape

(10000, 15)

ANALYZING LINKEDIN'S SUCCESS FACTORS

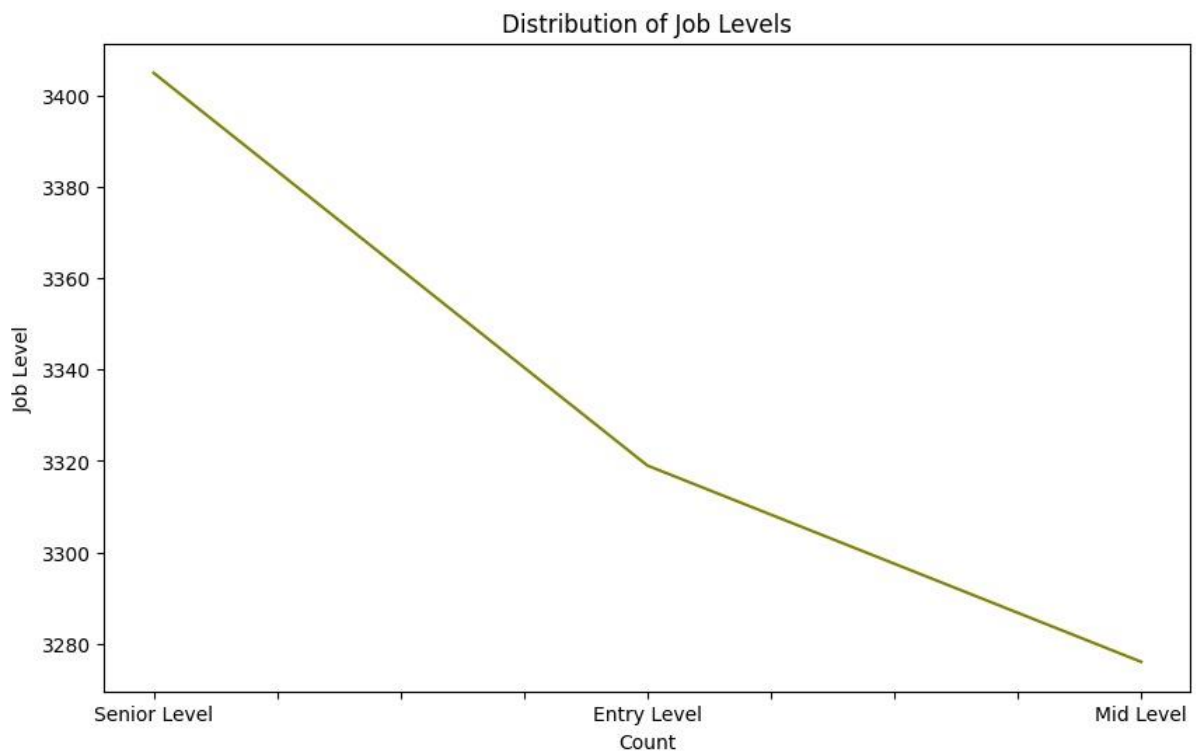
```
[40] industry_counts = df['industry'].value_counts()  
     colors = ['peru','peachpuff', 'sandybrown', 'saddlebrown']  
     plt.figure(figsize=(10, 6))  
     industry_counts.plot(kind='bar', color=colors)  
     plt.title('Distribution of Industries')  
     plt.xlabel('Count')  
     plt.ylabel('Industry')  
     plt.show()
```



```

▶ job_level_counts = df['level'].value_counts()
plt.figure(figsize=(10, 6))
job_level_counts.plot(kind='line', color='olive') #
plt.title('Distribution of Job Levels')
plt.xlabel('Count')
plt.ylabel('Job Level')
plt.show()

```

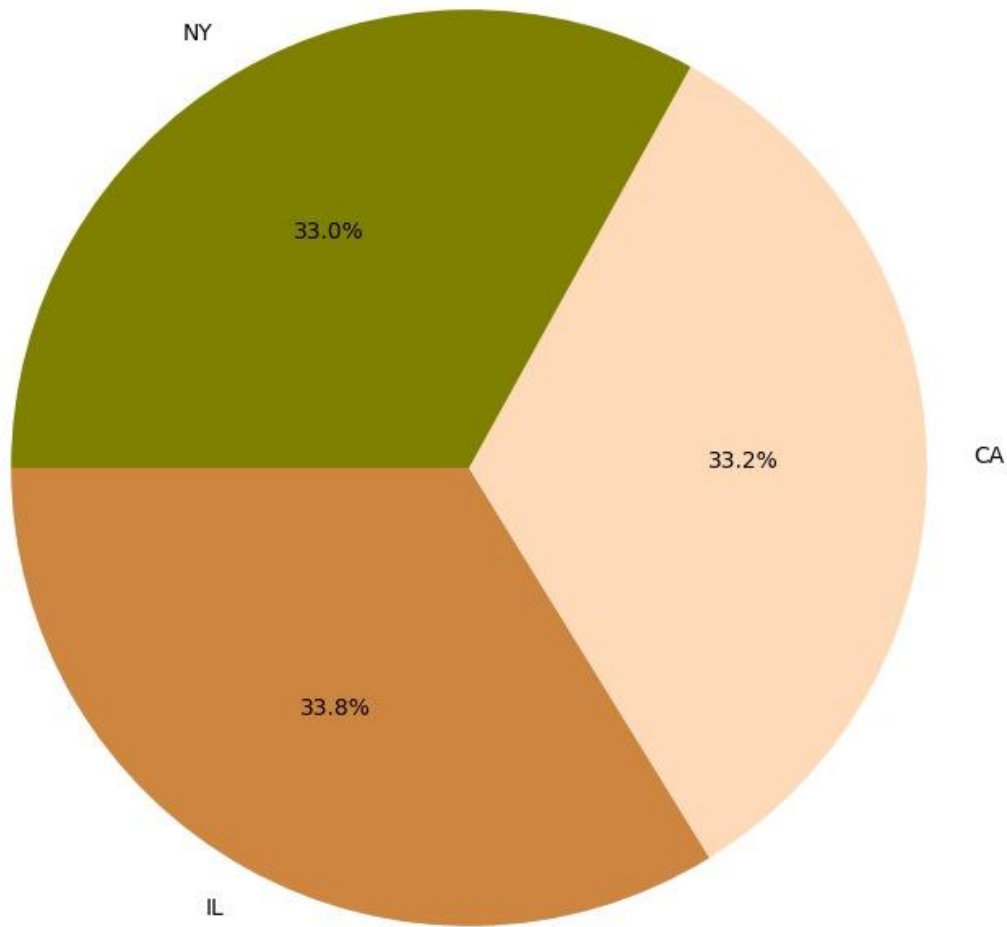


```

[47] state_counts = df['State'].value_counts()
     colors = ['peru', 'peachpuff', 'olive']
     plt.figure(figsize=(8, 8))
     plt.pie(state_counts, labels=state_counts.index, autopct='%1.1f%%', startangle=180, colors=colors)
     plt.title('Distribution of Companies by State')
     plt.axis('equal')
     plt.show()

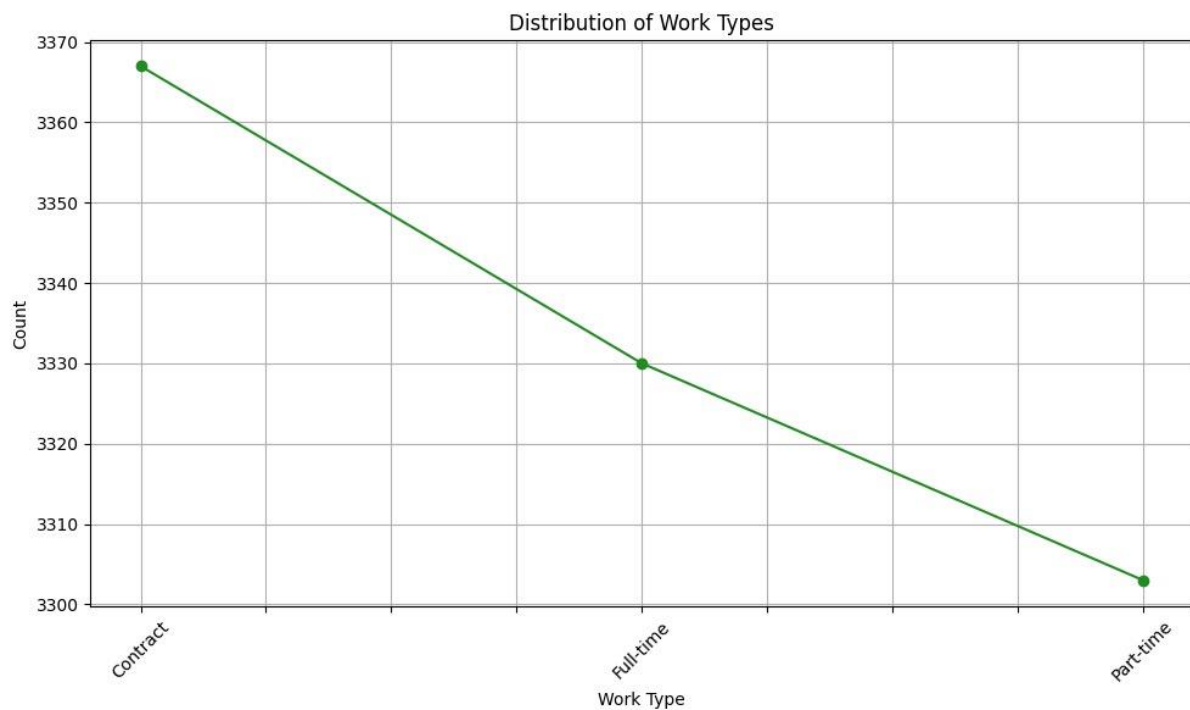
```

Distribution of Companies by State

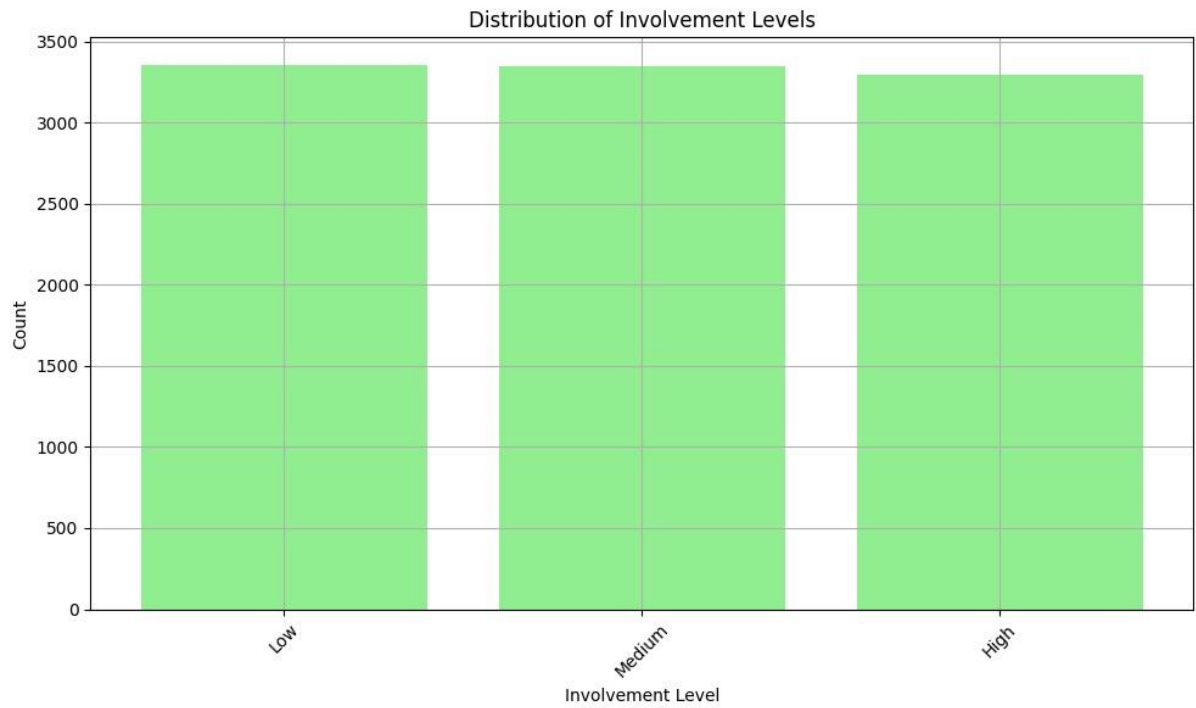


MARKET APPROACH

```
import matplotlib.pyplot as plt
work_type_counts = df['work_type'].value_counts()
plt.figure(figsize=(10, 6))
work_type_counts.plot(kind='line', marker='o', color='forestgreen')
plt.title('Distribution of Work Types')
plt.xlabel('Work Type')
plt.ylabel('Count')
plt.grid(True)
plt.xticks(rotation=45)
plt.tight_layout()
plt.show()
```

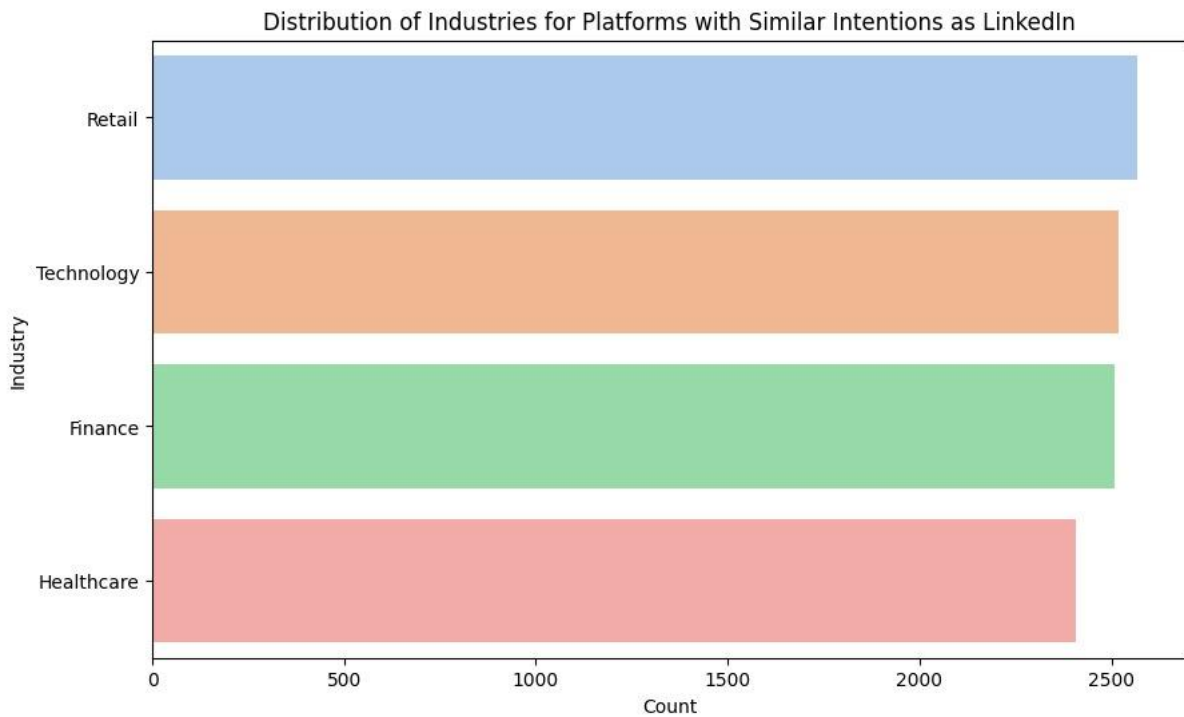


```
involvement_counts = df['involvement'].value_counts()  
plt.figure(figsize=(10, 6))  
plt.bar(involvement_counts.index, involvement_counts.values, color='lightgreen')  
plt.title('Distribution of Involvement Levels')  
plt.xlabel('Involvement Level')  
plt.ylabel('Count')  
plt.xticks(rotation=45)  
plt.grid(True)  
plt.tight_layout()  
plt.show()
```



TOTAL MARKET OCCUPANCY WITH SIMILAR INTENTIONS

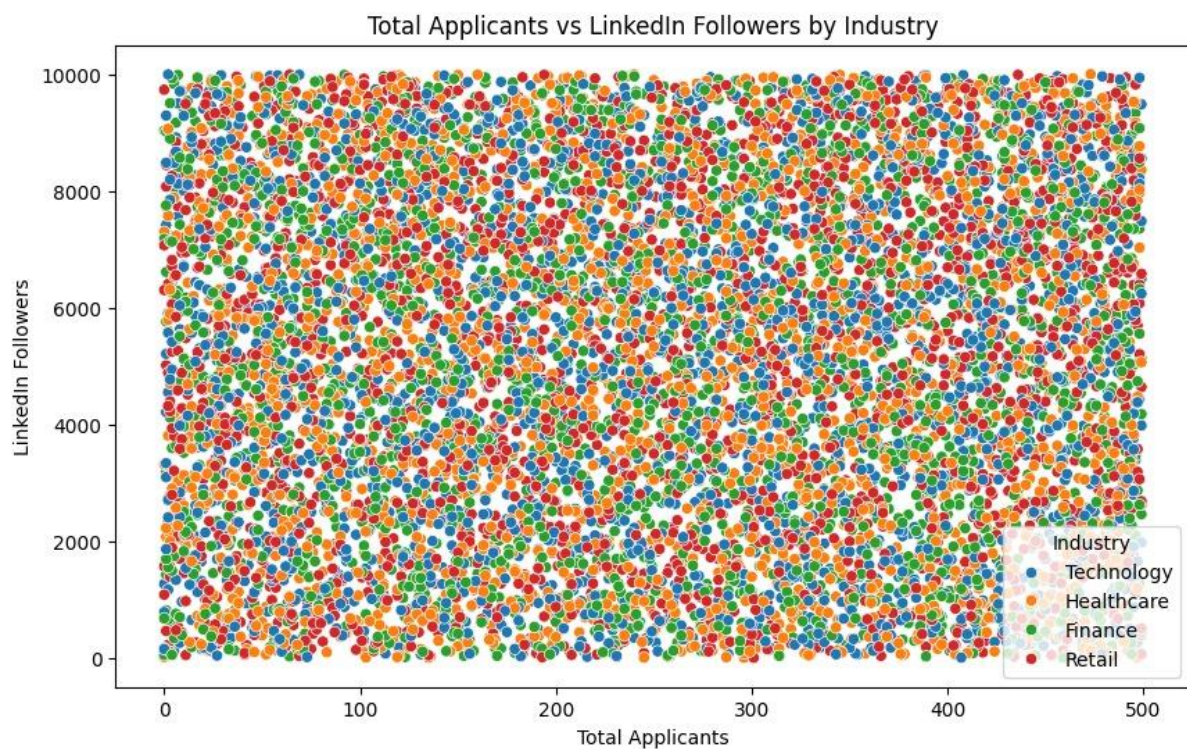
```
colors = sns.color_palette("pastel")
plt.figure(figsize=(10, 6))
sns.countplot(y='industry', data=df, order=df['industry'].value_counts().index, palette=colors)
plt.title('Distribution of Industries for Platforms with Similar Intentions as LinkedIn')
plt.xlabel('Count')
plt.ylabel('Industry')
plt.show()
```



UNIQUE DEPLOYMENT STRATEGIES

```
import seaborn as sns
import matplotlib.pyplot as plt

plt.figure(figsize=(10, 6))
sns.scatterplot(x='total_applicants', y='linkedin_followers', hue='industry', data=df)
plt.title('Total Applicants vs LinkedIn Followers by Industry')
plt.xlabel('Total Applicants')
plt.ylabel('LinkedIn Followers')
plt.legend(title='Industry')
plt.show()
```



REAL-TIME SURVEY AND ANALYSIS

To further understand customer interests and preferences, a comprehensive analysis was conducted through a hackathon where participants were asked a series of questions aimed at gauging their preferences and perceptions regarding community features and LinkedIn. Here are the questions posed to the participants:

1. What features do you like to have in a community?

- This question aims to identify the desired features and functionalities that participants value in a community platform. Responses to this question provide insights into the preferences and expectations of users regarding community engagement.

2. Do you know about LinkedIn?

- This question assesses participants' awareness and familiarity with LinkedIn as a professional networking platform. Understanding the level of awareness can help in gauging the reach and penetration of LinkedIn among the target audience.

3. What factors do you like in LinkedIn? (Mention any four)

- By asking this question, the analysis aims to identify specific aspects or features of LinkedIn that resonate positively with users. Insights gained from participants' responses can highlight the strengths and appealing attributes of LinkedIn from a user perspective.

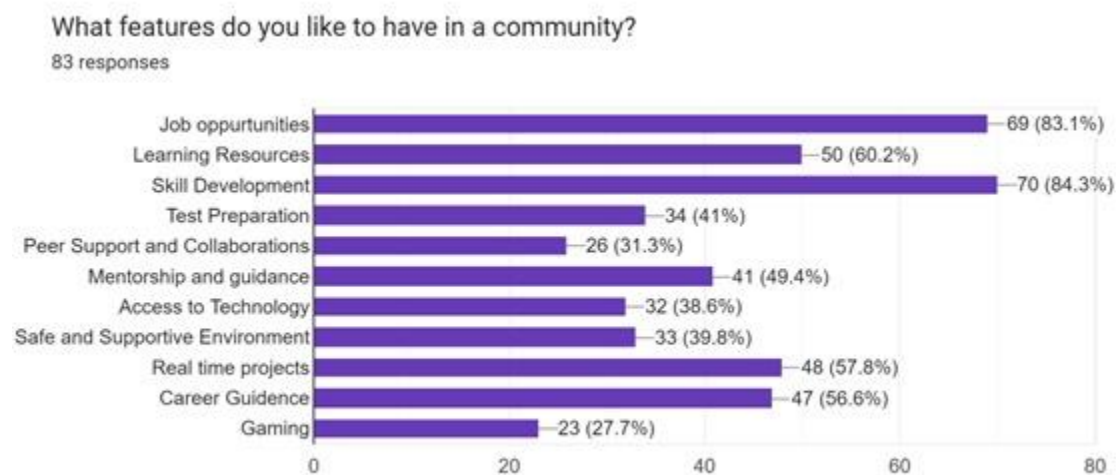
4. What factors do you like to be improved in LinkedIn?

- This question seeks to uncover areas of improvement or pain points that users perceive in LinkedIn. Understanding users' areas of dissatisfaction or unmet needs can provide valuable insights for enhancing the platform's user experience and addressing potential shortcomings.

5. Would you like to include your personal details in a Community?

- This question explores participants' attitudes towards sharing personal information within a community setting. Responses to this question can shed light on users' privacy concerns, willingness to share information, and preferences regarding data protection measures.

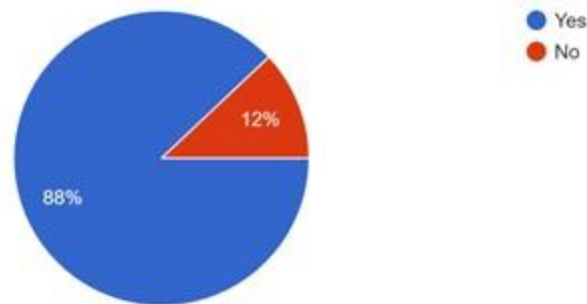
By analyzing participants' responses to these questions, the analysis aims to gain a deeper understanding of customer interests, preferences, and perceptions regarding community features and LinkedIn. Insights derived from the analysis can inform strategic decisions aimed at enhancing community platforms and improving user engagement.



What are the factors do you like in LinkedIn?

Participants appreciate LinkedIn's professional networking and connectivity features, job search functionalities, knowledge-sharing capabilities, user-friendly interface, community engagement, and professional development opportunities. LinkedIn's success is attributed to these factors, making it a premier platform for career growth..

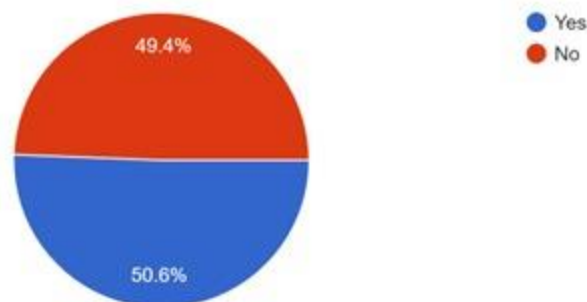
Do you know about linkedIn?
83 responses



What are the factors do you like to be improved in LinkedIn?

In conclusion, users appreciate LinkedIn for its job opportunities, professional networking, and learning resources, but also have concerns about UI/UX, privacy, and user guidance. Addressing these concerns while enhancing existing features could improve user satisfaction and engagement on the platform. LinkedIn users appreciate job opportunities, professional networking, and learning resources. However, they also have concerns about UI/UX, privacy, and user guidance. Addressing these concerns while enhancing existing features can improve user satisfaction and engagement on the platform.

Would you like to include your personal details in a Community?
83 responses





Dashboard from our analysis

CONCLUSION

The project involved a comprehensive analysis of LinkedIn's success factors, market approach, and unique deployment strategies. Here's a summary of our approach and key recommendations:

1. Dataset Creation and Visualization:

- We created a dataset mirroring LinkedIn's characteristics and visualized various aspects related to its success factors and market dynamics using count plots and scatter plots.
- Insights were derived regarding LinkedIn's market occupancy, user engagement, and potential relationships between total applicants and LinkedIn followers.

2. Power BI Dashboard:

- Utilizing Power BI, we developed an interactive dashboard to visualize insights more effectively, providing a deeper understanding of LinkedIn's performance metrics and user engagement patterns.

3. Key Value Propositions and Unique Features:

- Identified LinkedIn's key value propositions such as its professional focus, networking capabilities, job search functionalities, and learning resources, which differentiate it from competitors.

4. Targeting User Base:

- Emphasized the importance of understanding and catering to LinkedIn's diverse user base, including professionals, job seekers, recruiters, businesses, and influencers, through tailored marketing strategies and platform enhancements.

5. Enhancing User Experience:

- Recommended investing in improving user retention and satisfaction by addressing factors driving user engagement and enhancing the platform's usability, accessibility, and personalized recommendations.

6. Compliance with Regulations:

- Highlighted the necessity of staying compliant with regulatory factors impacting LinkedIn's operations, particularly data privacy regulations and employment laws, to maintain user trust and mitigate legal risks.

7. Investment in Technology and Innovation:

- Advocated for continued investment in technology and innovation to enhance LinkedIn's platform features, including AI-powered recommendations, content algorithms, messaging capabilities, and overall user interface.

8. Strategic Partnerships and Global Expansion:

- Encouraged exploring strategic partnerships, collaborations, and acquisitions to expand LinkedIn's offerings, enter new markets, and strengthen its competitive position, alongside developing global expansion strategies tailored to local market preferences.

9. Continuous Improvement:

- Emphasized fostering a culture of continuous improvement and innovation within the company, with user feedback being a crucial component in identifying areas for enhancement and iterating on product offerings.

By implementing these recommendations, the company can effectively deploy LinkedIn's strengths and unique features, thereby enhancing its market position, driving user engagement, and sustaining growth in the competitive landscape of professional networking platforms.