

## FAANG LAY-OFFS



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**School year : 2022/2023**

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# INTRODUCTION

Problem, Solution,  
Requirements, Planning

# Problem & Idea



# Solution

More than 91,000 workers in the U.S. tech sector have been laid off in mass job cuts so far in 2022.

Many People are currently worried about their current position.



Create an online platform that gives you the probability of getting laid off based on LinkedIn Profile



# Functional requirements

**Guest**

Linkedin Profile → Obtain probability of Layoff

**User**

Authentication → Linkedin Profile  
↓  
Obtain probability of Layoff → Getting other suitable job Offer

# Non Functional requirements

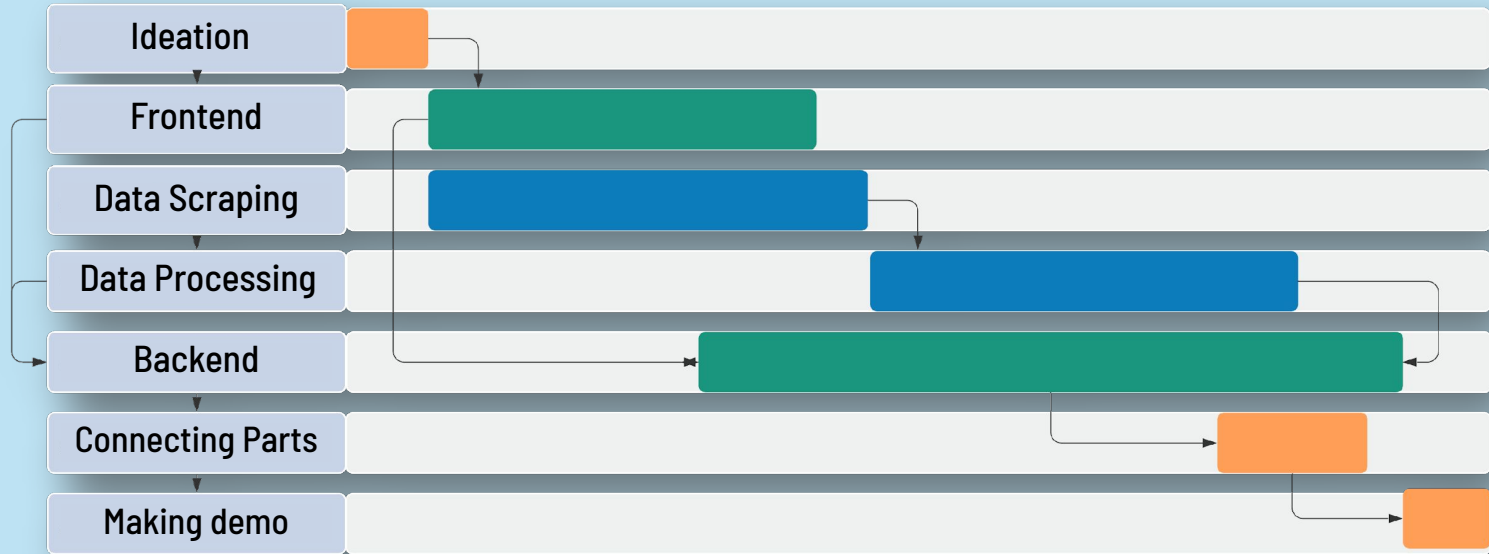
Confidentiality

Easy-to-use

Progressive Change

Adaptability

# Planning





# ARCHITECTURE

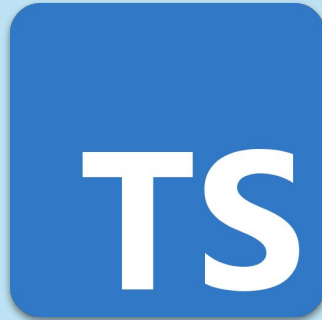
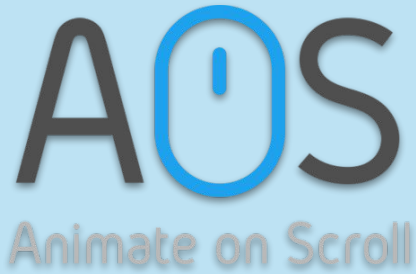
Frontend, Backend, Data  
Collection, Machine Learning



# FRONTEND

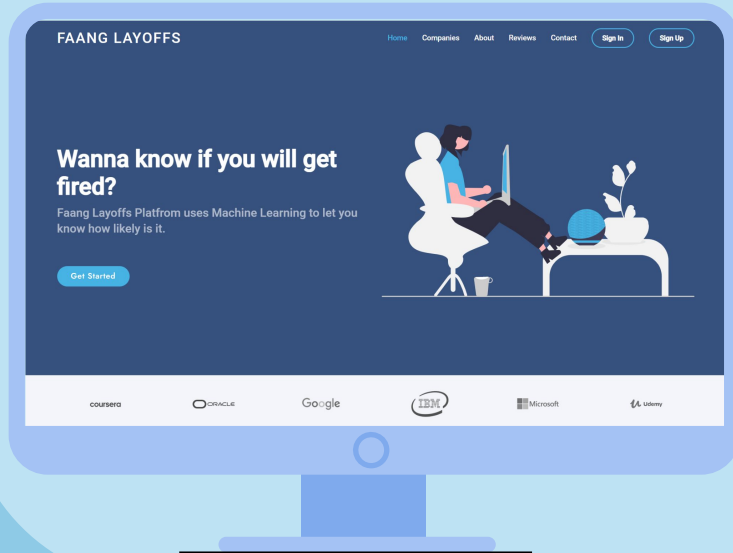
Development Tools, Interfaces ...

# Frontend Technologies

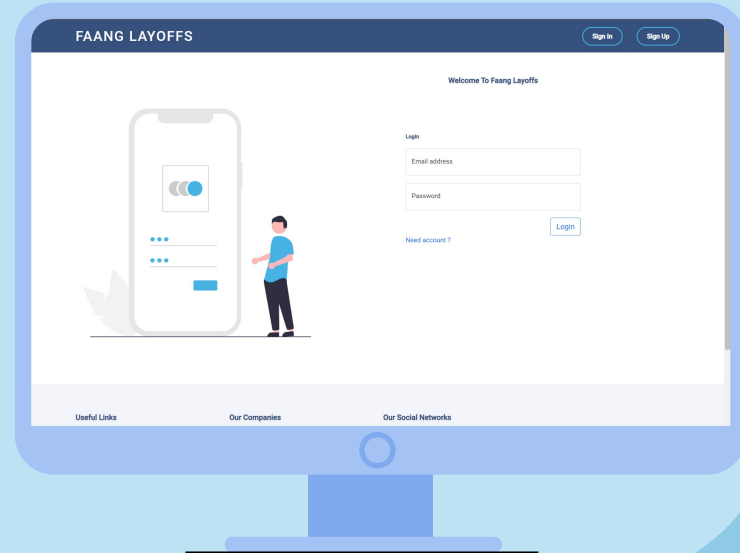


# User Interface

## Landing Page



## Login Page





# BACKEND

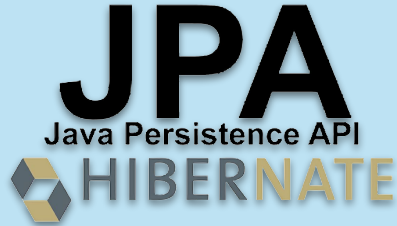
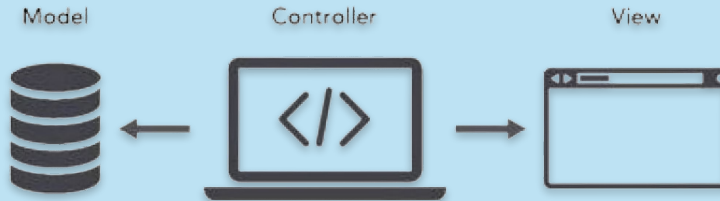
Development Tools, Architecture...

# Backend Technologies



# Backend Architecture

## MVC





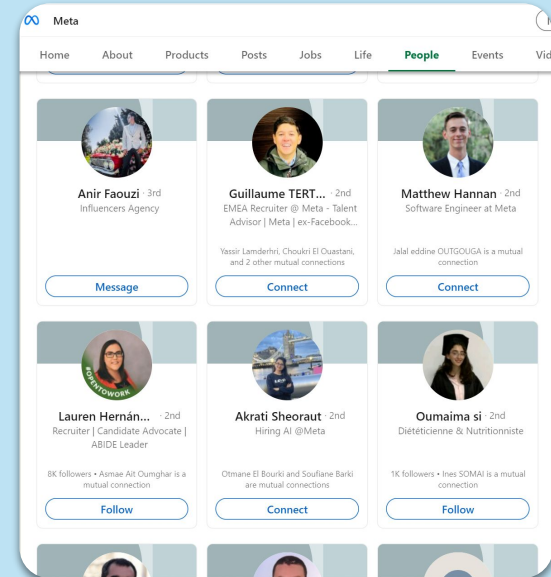
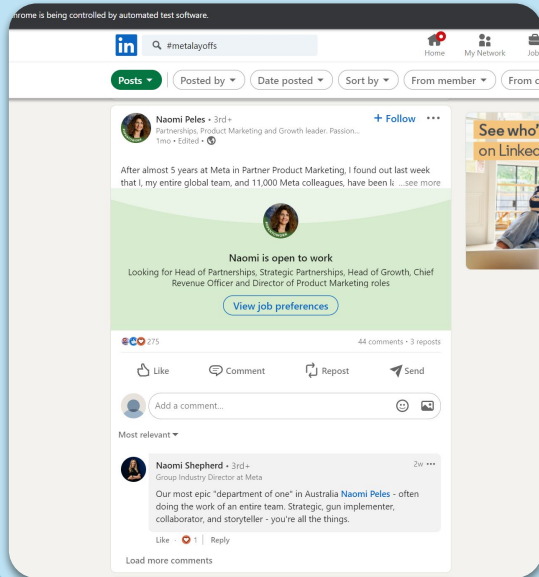
# MACHINE LEARNING

Data Scraping, Data Processing,  
Model Building...

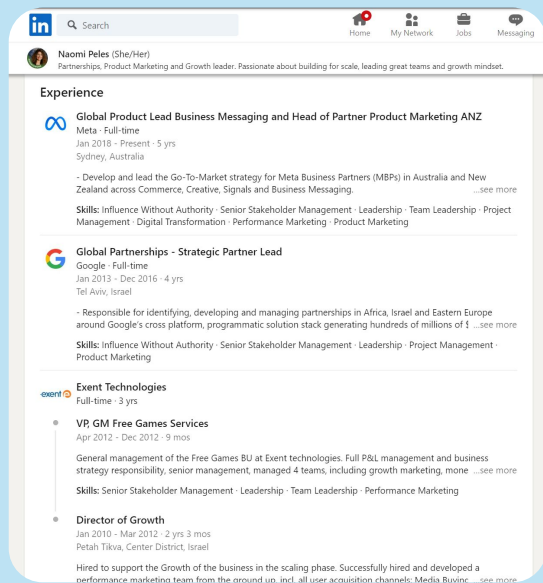


# Data Scraping

DATA SOURCE



# Data Preparation



**Naomi Peles (She/Her)**  
Partnerships, Product Marketing and Growth leader. Passionate about building for scale, leading great teams and growth mindset.

**Experience**

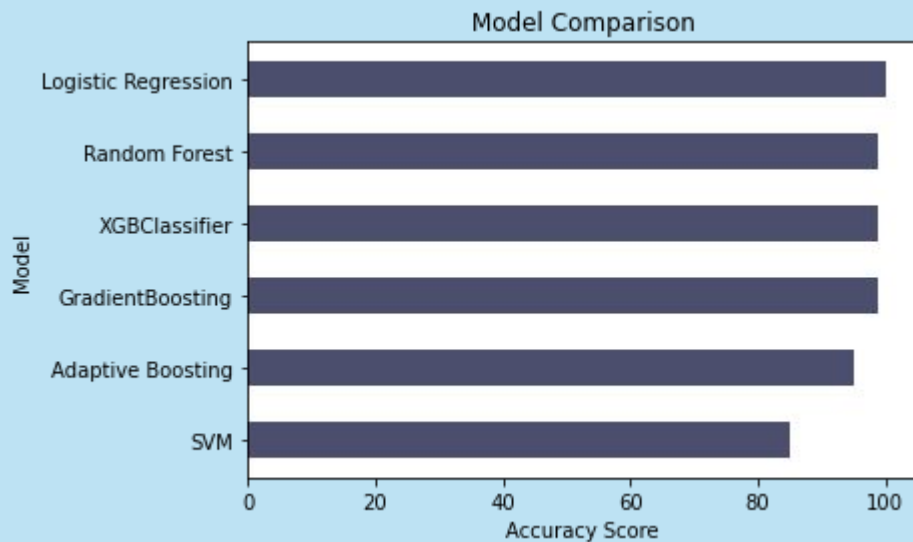
- Global Product Lead Business Messaging and Head of Partner Product Marketing ANZ**  
Meta - Full-time  
Jan 2018 - Present - 5 yrs  
Sydney, Australia  
- Develop and lead the Go-To-Market strategy for Meta Business Partners (MBPs) in Australia and New Zealand across Commerce, Creative, Signals and Business Messaging.  
**Skills:** Influence Without Authority - Senior Stakeholder Management - Leadership - Team Leadership - Project Management - Digital Transformation - Performance Marketing - Product Marketing
- Global Partnerships - Strategic Partner Lead**  
Google - Full-time  
Jan 2013 - Dec 2016 - 4 yrs  
Tel Aviv, Israel  
- Responsible for identifying, developing and managing partnerships in Africa, Israel and Eastern Europe around Google's cross platform, programmatic solution stack generating hundreds of millions of \$ ...see more  
**Skills:** Influence Without Authority - Senior Stakeholder Management - Leadership - Project Management - Product Marketing
- Event Technologies**  
Full-time - 3 yrs
  - VP GM Free Games Services**  
Apr 2012 - Dec 2012 - 9 mos  
General management of the Free Games BU at Event technologies. Full P&L management and business strategy responsibility, senior management, managed 4 teams, including growth marketing, more ...see more  
**Skills:** Senior Stakeholder Management - Leadership - Team Leadership - Performance Marketing
  - Director of Growth**  
Jan 2010 - Mar 2012 - 2 yrs 3 mos  
Petah Tikva, Center District, Israel  
Hired to support the Growth of the business in the scaling phase. Successfully hired and developed a performance marketing team from the ground up, incl. all user acquisition channels. Media Buine ...see more



data							
	Name	Headline	Location	Company	Company_Months	Work_Months	Laidoff
0	Jillian James	Software Engineer	Nevada	Meta	38	273	False
1	Daniel Nguyen	Software Engineer	Arizona	Meta	141	213	False
2	Samantha Robertson	Project Manager	Minnesota	Meta	138	341	False
3	Antonio Hernandez	Data Engineer	Maryland	Meta	134	213	False
4	Sarah Whitney	Data Analyst	Indiana	Meta	193	337	False
...	...	...	...	...	...	...	...
1847	Sabrina Harris	Product Manager	Washington	Meta	204	233	False
1848	Chelsey Meyer	Data Scientist	Kentucky	Meta	224	296	False
1849	Patrick Ray	Data Engineer	Washington	Meta	192	205	False
1850	Julia Harris	Program Manager	Michigan	Meta	36	97	True
1851	Amy Stanley	Data Scientist	Maine	Meta	156	289	False

1852 rows × 7 columns

# Model Building



## Accuracy Score

Logistic Regression: 99.6%

Random Forest: 98.92%

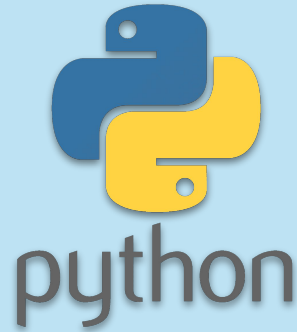
XGBClassifier: 98.65%

Gradient Boosting: 98.65%

Adaptive Boosting: 94.88%

SVM: 84.91%

# Machine Learning Technologies



# DEMO

Watch live Demo! 

# CONCLUSION

Scraping is 🙄 hard

But Spring is fun 😄

**Thanks  
for your  
attention!**

