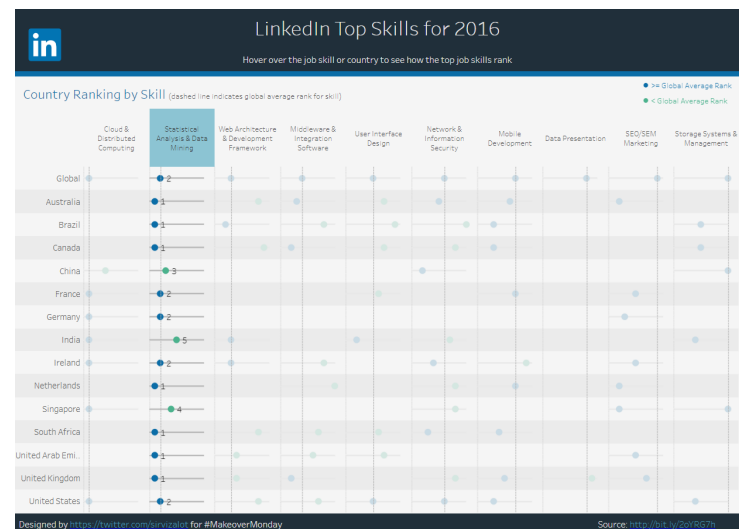
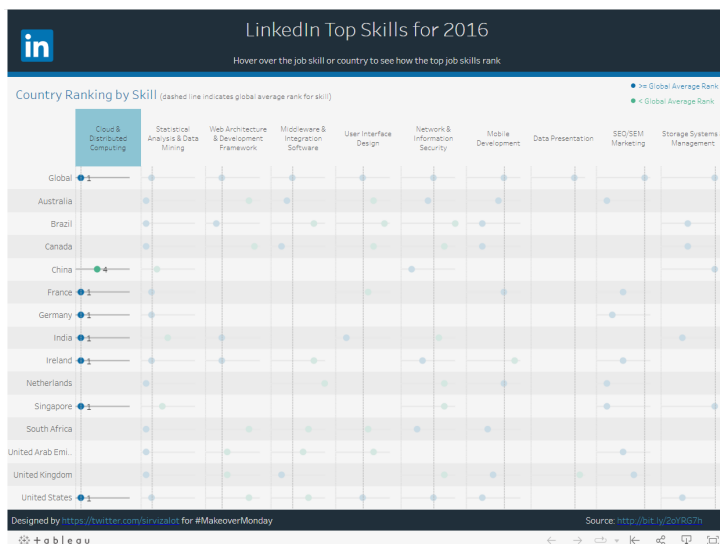
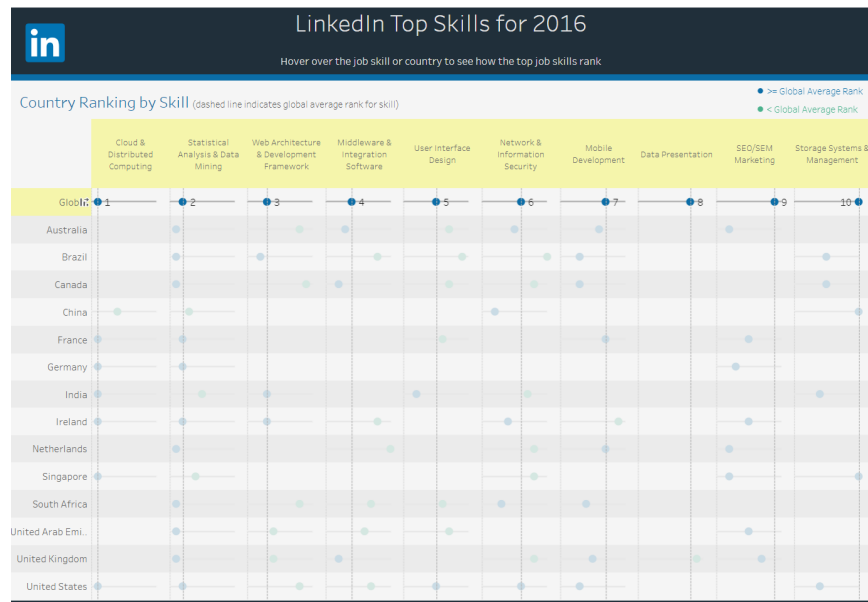
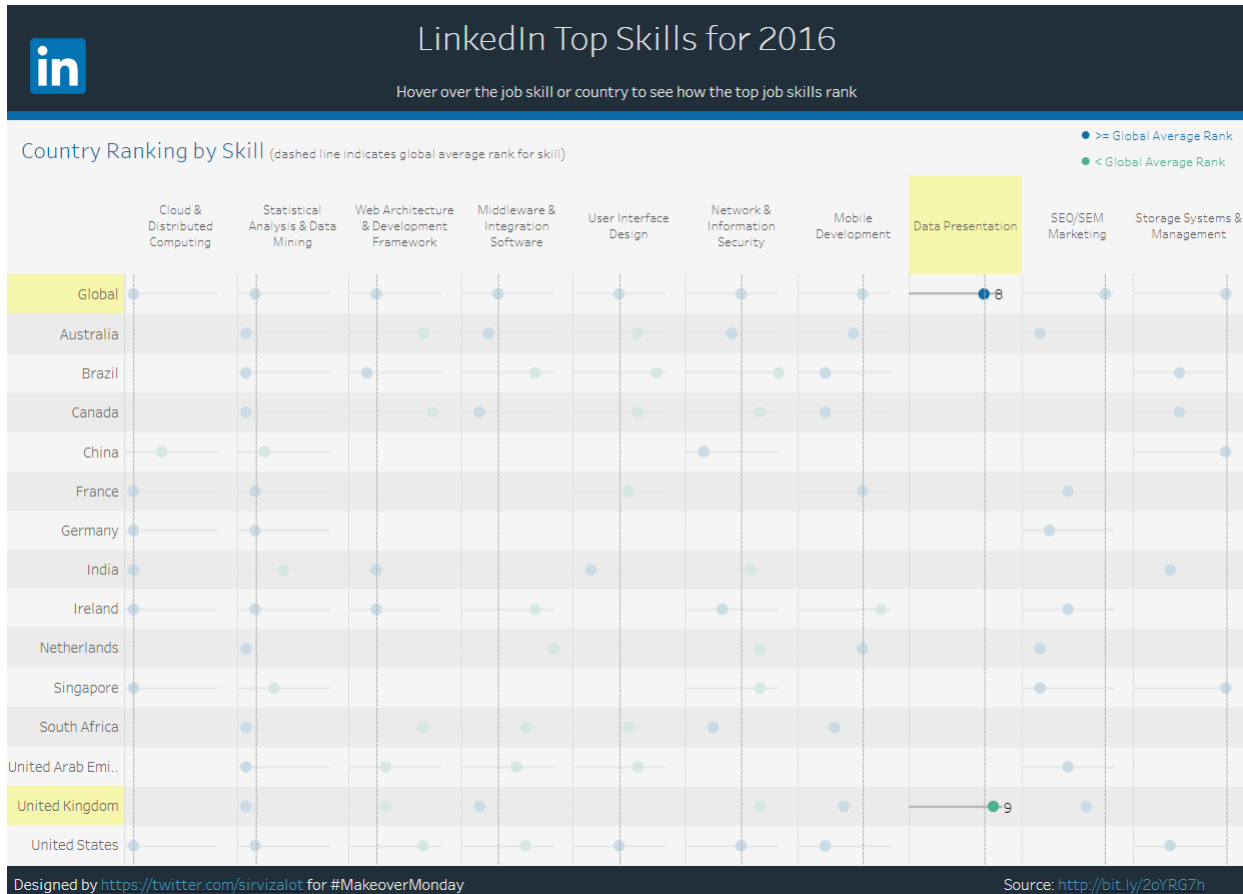


The demand for SEO/SEM Marketing has dropped since 2015. Based on a passage from an article posted in 2016 states that SEO/SEM Marketing skills are a highly in-demand skill, however, due to a high supply of individuals with the SEO/SEM Marketing skill the demand for them has decreased (Fisher, 2016). From the dashboard I hovered over Global to highlight the ranking of the top skills in 2016 and as the article states SEO/SEM Marketing still ranks 9th place while Middleware & Integration Software now holds 4th place where SEO/SEM Marketing once placed.



The article goes on to state how Cloud & Distributed Computing ranks 1st place (Fisher, 2016) which looking at the dashboard is true, however, in terms of popularity, Statistical Analysis & Data Mining are more valued as depicted in the dashboard. It has a rank in every country whereas Cloud & Distributed Computing only ranks in 7 countries out of the 14 listed.



Lastly the least in-demand skill out of the 10 depicted in the dashboard is Data presentation. Its ranking globally is number 8, and its only demand is within the United Kingdom. Referencing back to the article (Fisher, 2016) this low demand for Data presentation skills shows that not only do employers want you to show them the data but they also would like you to have the skills to explain the data that you presenting which is why Statistical Analysis & Data Mining holds 2nd place.

## References

Fisher, C. (2016, October 20). *LinkedIn Unveils The Top Skills That Can Get You Hired In 2017, Offers Free Courses for a Week*. Official LinkedIn Blog. Retrieved August 3, 2023, from <https://blog.linkedin.com/2016/10/20/top-skills-2016-week-of-learning-linkedin>