**Company: Talent Intuition**

**Contact: Alison Ettridge**

**Briefly describe the idea or problem and discuss why this project is relevant and timely.**

Talent Intuition helps companies make better informed strategic decisions. They offer a combination of tools for sourcing external talent data as well as bespoke people intelligence consultancy. Talent Intuition researchers deliver bespoke people intelligence projects that focus on building external intelligence around people. Whether that be to engage with new skills and capabilities, to engage with and interact with diverse talent or to identify acquisition targets.

This research aims to combine external talent data and business intelligence to help businesses shape strategy, reduce risk and gain a competitive edge. It will look to utilise the latest advanced technologies to manipulate millions of data points and thousands of sources to help better understand talent supply and demand both nationally and internationally.

**What are the specific aims of this project?**

The project in linked to ongoing work for the concept “competitor watch”. A goal is to develop the ability to build out scorecards over hiring activities and teams in competitors – named and picked by our clients – so that they can see how they could gain a competitive edge (from a talent point of view) over their direct competitors.

This is a deeper way of exploring competitors for skills, competitors in locations and competitors across sectors. To 'watch' what is changing, see which companies are changing and to feed this into clients. For example, if accompany stops hiring one skill and suddenly starts hiring another, does that mean they are pivoting their business? OR, if a company take sup real estate in a new location, what impact could this have, OR, if an industry is moving to a completely remote environment permanently, what impact does this have on a competitor's ability to hire? So 'watching' these elements and tracking trends and changes over time could be exciting.

**What specific methodologies/skills/software are most important for this project?**

This project will require the analysis of unstructured text data and NLP approaches.

Python will be used for analysis.

Technically there are some challenges around:

* Company taxonomies
* Sector taxonomies
* Getting / scraping demand data direct from corporates or removing agency data from Stratigens demand data sources to strip out duplication
* Trend line analysis
* Looking at sector wide trends and pulling insights from news articles
* Big data and the fact that the ask could be any skill in any sector anywhere

**Do you envisage any barriers that may impact on the objectives of this project? For example, availability or access to data based on the current pandemic/working from home.**

Data is not sensitive but is large so will be stored on university server and accessed via remote log in.

This would incorporate looking at both supply data (as per Stratigens from the company) but also improved demand (job advertisement) data.

**Are there any eligibility requirements to undertake this work?**

None.

**Is the project suitable for a part-time student?**

Yes.