JOB PORTAL ANALYSIS

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1. Project Overview:

The goal of this analysis was to assess how many individuals and companies registered on the job portal, how many people are employed, and identify areas for improvement to increase user interaction and interest in the website. The dashboard was designed to present key metrics that would allow us to understand the current state of registrations, job roles, and employment status while providing insights into how to increase engagement on the platform.

2. Data Cleaning and Preparation:

1. **Data Merging:**
   - Multiple sheets were merged to create a unified dataset, establishing relationships across fields like Employee ID, Company Name, Job Roles, Education Level, and Salary Range.
2. **Handling Missing Values:**
   - Fields with missing data, especially in columns like Promotion, Employee Tenure, and Job Security, were either filled with "NA" where appropriate or excluded from calculations where necessary.
3. **Data Sources:**
   - Multiple Excel files containing information such as employee IDs, job roles, company names, designations, salary ranges, and education levels were integrated into the Tableau dashboard.
   - Some fields contained 'NA' values, which were handled through filtering and data cleansing processes to ensure accurate analysis.

3. Dataset Relationship:

- **Employee Id**, **Experience**, **Company Ratings**, **Education**, and **Key skills** were connected based on common fields such as **Personal Information**.
- A relationship map was created to visualize the flow of data, which allowed seamless integration of information from different datasets.

The image below shows the data relationships mapped in Tableau, highlighting connections between multiple data sources.

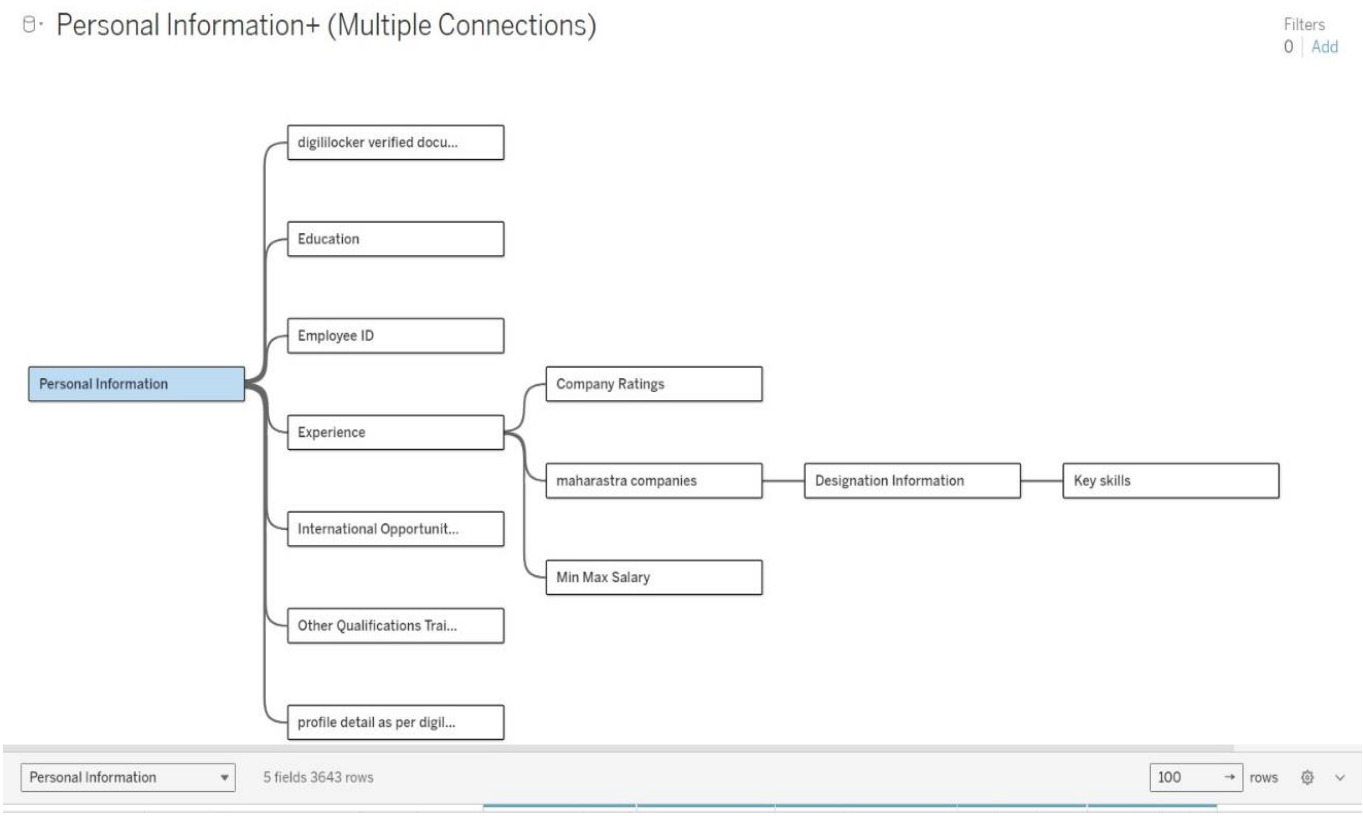


Fig 3.1: Data Relationship

4. Visualization:

1. Key Metrics Overview (Top Table Section):

- **Registration**: Displays the total number of individuals registered on the platform (**634 registrations**).
- **Total Companies**: Highlights the number of companies using the portal (**21 companies**).
- **Total Designation**: Shows the number of unique job designations available (**22 designations**).
- **Total Departments**: Illustrates the number of different departments (**25 departments**).
- **Minimum Salary**: The lowest salary recorded on the platform (**₹114,000 annually**).
- **Maximum Salary**: The highest salary recorded on the platform (**₹2,400,000 annually**).

Purpose: These metrics give a snapshot of the portal's activity and set the foundation for a deeper understanding of user engagement.

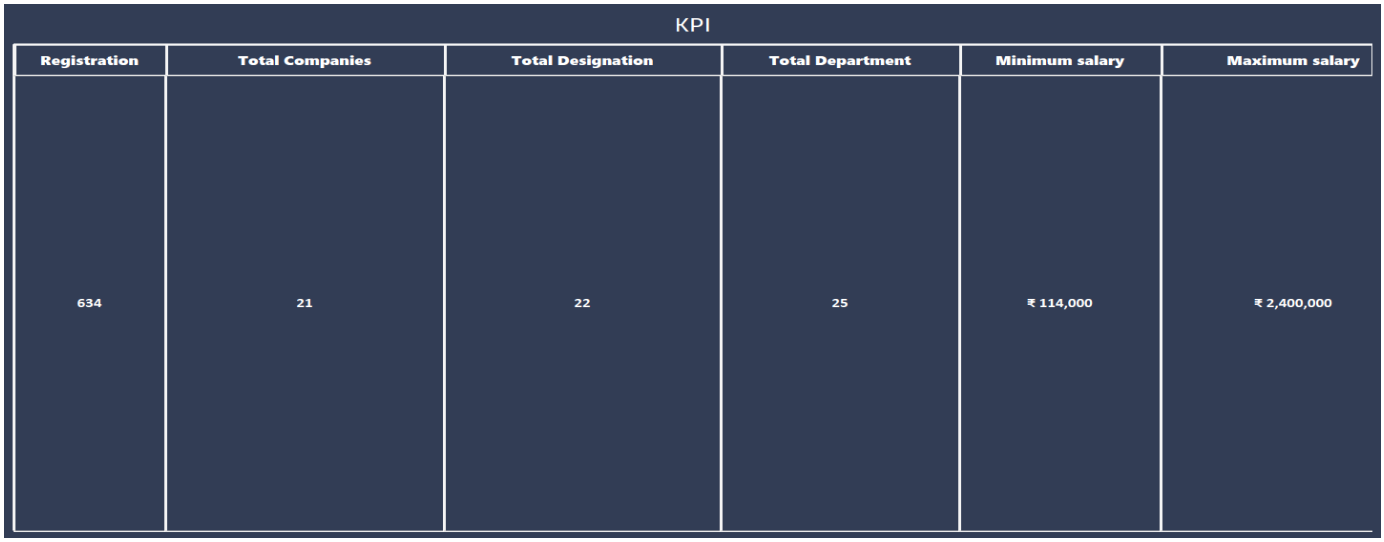


Fig 4.1.1: Key Matrix Overview

2. Employment Status (Pie Chart):

- **Employed**: 28.15% of users are currently employed.
- **Self-Employed**: 2.02% of users have opted for self-employment.
- **Unemployed**: A large percentage (62.71%) remain unemployed.
- **Na**: 7.01% of user did not update their employment status.

Purpose: This chart highlights the overall employment distribution and helps identify areas where more job opportunities are needed to convert unemployed users into employed ones.

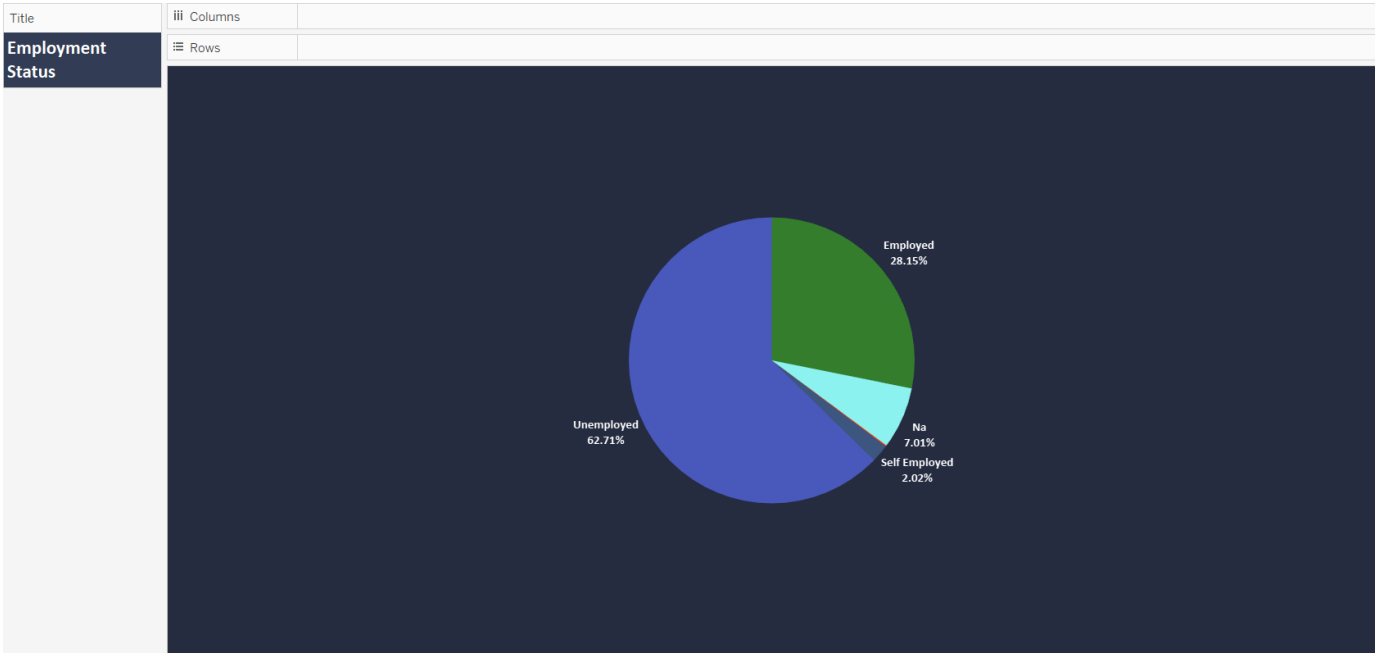


Fig 4.2.1: Employment Status (Pie Chart)

3. Gender Distribution (Bar Chart):

- **Male**: 461 male users are registered.
- **Female**: 178 female users are registered.

Purpose: Understanding the gender demographics of the portal can help in designing specific campaigns to attract more users from underrepresented groups (in this case, female job seekers).

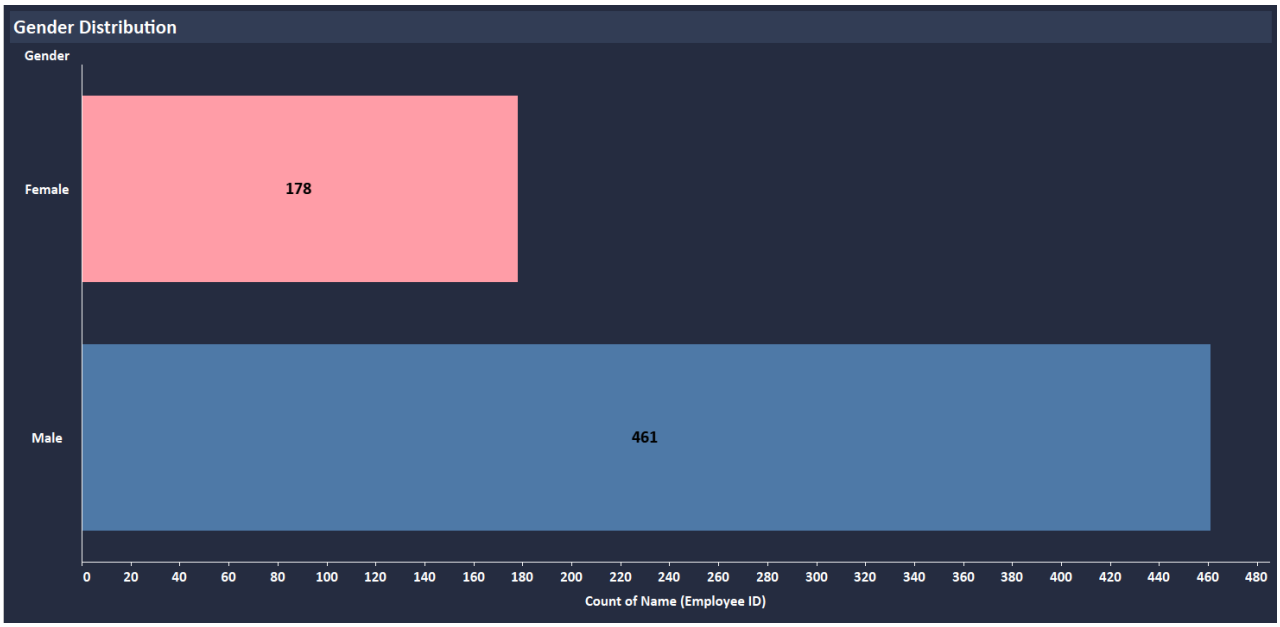


Fig 4.3.1: Gender Distribution Bar Chart

4. Education Level (Pie Chart):

Provides a breakdown of the education level of registered users, showing that the majority (60.25%) are graduates, with a small percentage having a PhD or specialized degrees.

Purpose: The education chart offers insight into the qualifications of the user base, which can be helpful for targeting specific types of companies or job postings based on the available talent pool.

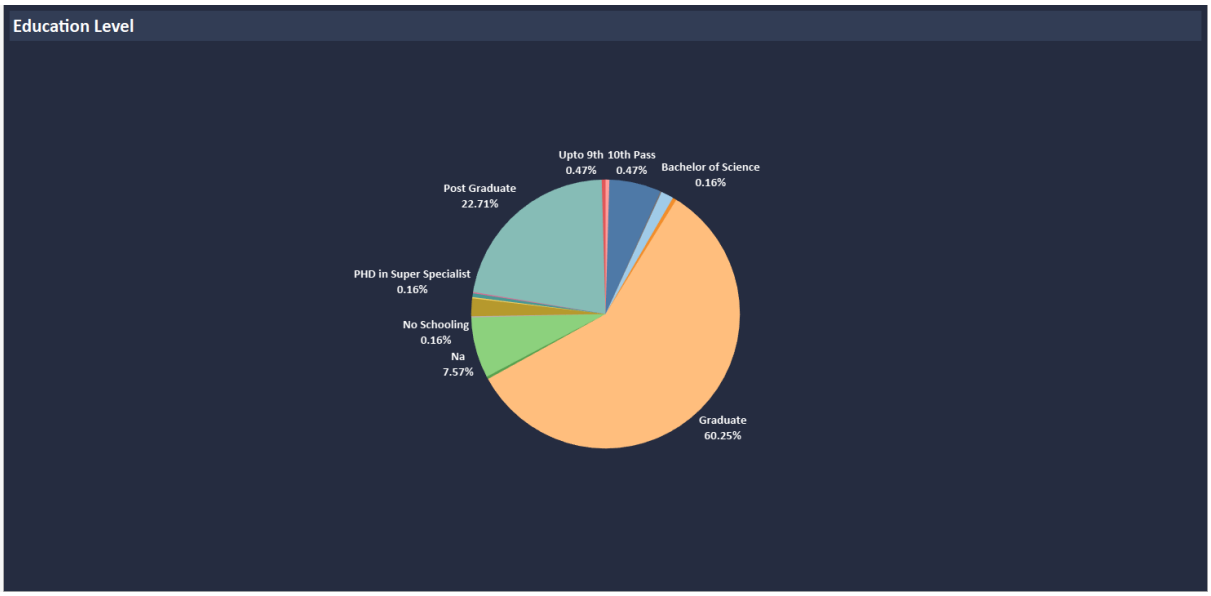


Fig 4.4.1: Education level (Pie Chart)

5. Job Roles in Companies (Bar Chart):

Company-wise breakdown: Displays the number of job roles available in each company, with TCS, Capgemini, and Cisco offering the highest number of roles.

Purpose: Helps users easily navigate the opportunities available at different companies and may attract more job seekers to register by showcasing high-demand companies.

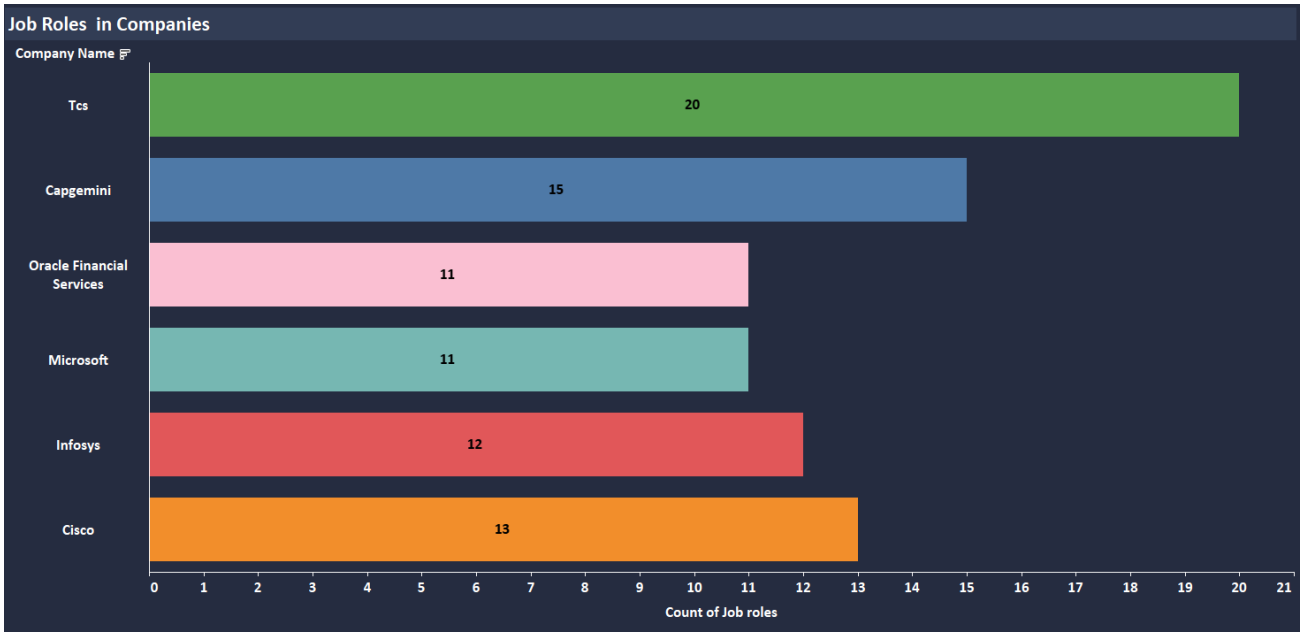


Fig 4.5.1: Job Roles in Companies (Bar Chart)

6. Registration for International Opportunities (Map View):

A geographical view showing the distribution of users registered for opportunities abroad, particularly in regions like Europe, South Asian countries, and the US.

Purpose: This visualization provides an international perspective, showing where users are looking for opportunities and helping in attracting companies from these regions to list on the portal.

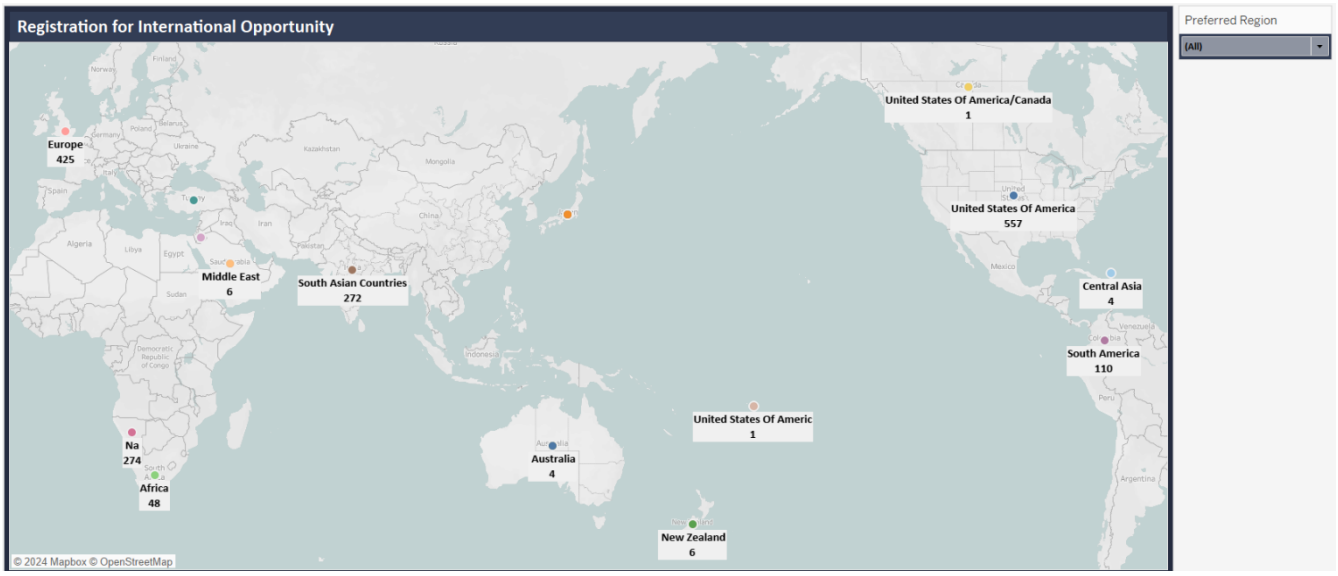


Fig 4.6.1: Registration for International Opportunities (Map View):

7. Company Details (Table):

This table shows the benefits, employee tenure, promotion cycles, and ratings for each company.

Purpose: Provides job seekers with valuable company information, which could increase user trust and interaction with the platform when they see details like job security, tenure, and promotions.

Table

Name Of Compa..	Benefits	Employee tenure	Promotion	Rating
Accenture	Yes	4-5 years	Performance reviews typically conducted annually.	4.1
		Na	Performance reviews typically conducted annually.	41
Hexaware Technologies	Yes	4-5 years	Annual performance reviews.	3.8
		Na	Annual performance reviews.	72.1
IBM India	Yes	4-5 years	Annual reviews, with mid-year checks.	4
		Na	Annual reviews, with mid-year checks.	36
KPIT Technologies	Yes	4-5 years	Annual reviews.	4
		Na	Annual reviews.	36
Wipro	Yes	4-5 years	Annual or bi-annual promotions based on performance reviews.	3.7
		Na	Annual or bi-annual promotions based on performance reviews.	51.8
Zensar Technologies	Yes	4-5 years	Annual reviews.	4.1
		Na	Annual reviews.	36.9

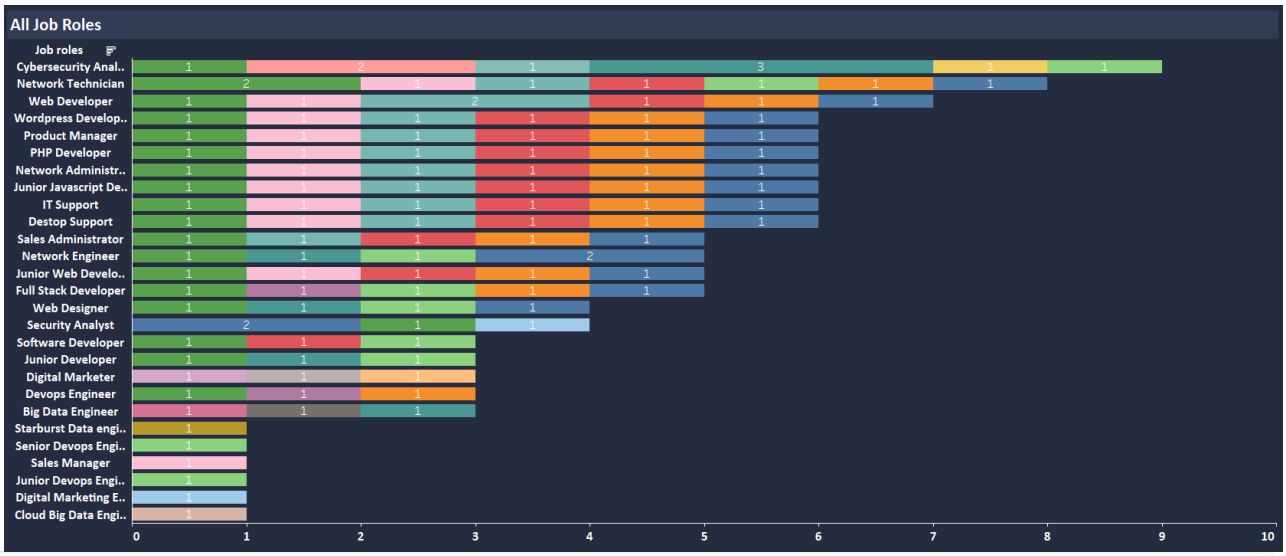
Fig 4.7.1: Company Details (Table)

8. All Job Roles & Salary Distribution (Dashboard 2):

A detailed breakdown of all job roles available and the minimum/maximum salary for each company, which helps users understand salary expectations for different positions.

Purpose: Assists job seekers in identifying potential roles that align with their skill set and salary preferences.

Fig 4.8.1: All (Companies) Job Roles



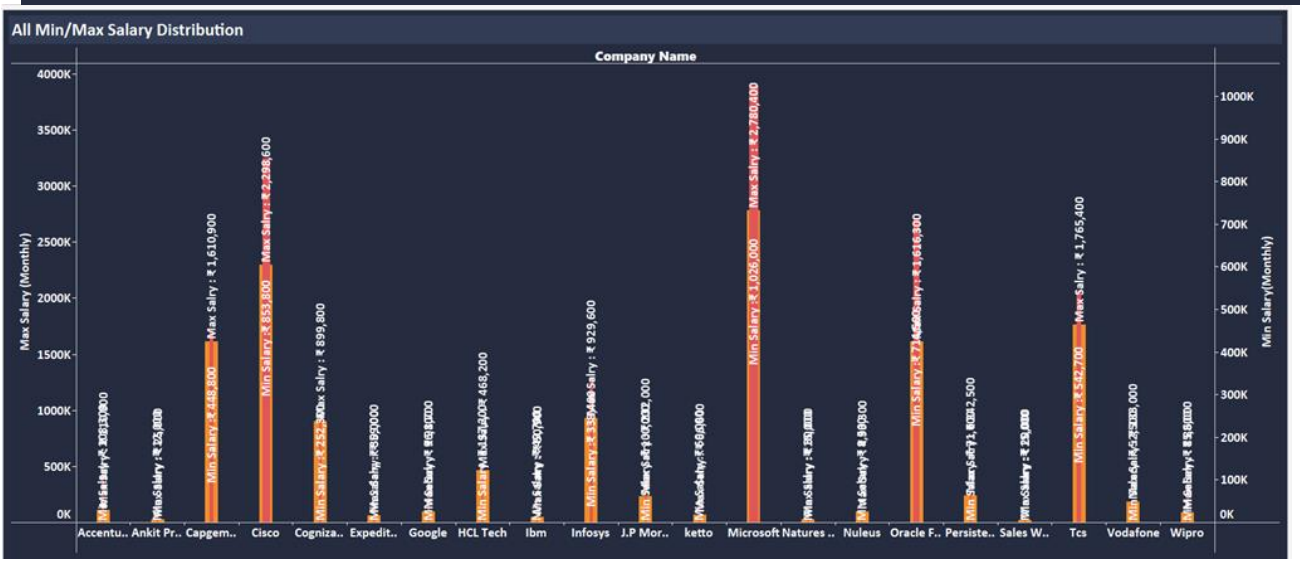


Fig 4.8.2: All (Companies) Minimum/Maximum Salary

9. Key Metrics Overview (Top Table Section) in Dashboard 2:

These metrics represent the Minimum Maximum salary of any selected company in **Job Roles in Company** visual in **Dashboard 1**.


KPI 2 for monthly salary on job roles and Salary dashboard

Registration	Total Companies	Total Department	Total Designation	Minimum Salary	Maximum Salary
634	21	25	22	₹ 8,300	₹ 505,000

Fig 4.9.1: Key Metrics Overview (Top Table Section) in Dashboard 2

5. Dashboard Overview:

5.1 Purpose of the Dashboard:

The main goal of the dashboard is to analyze registration and employment data to better understand how many people or companies are registered and employed. The ultimate aim is to increase user engagement with the website, encouraging more frequent visits and deeper interaction with the data.

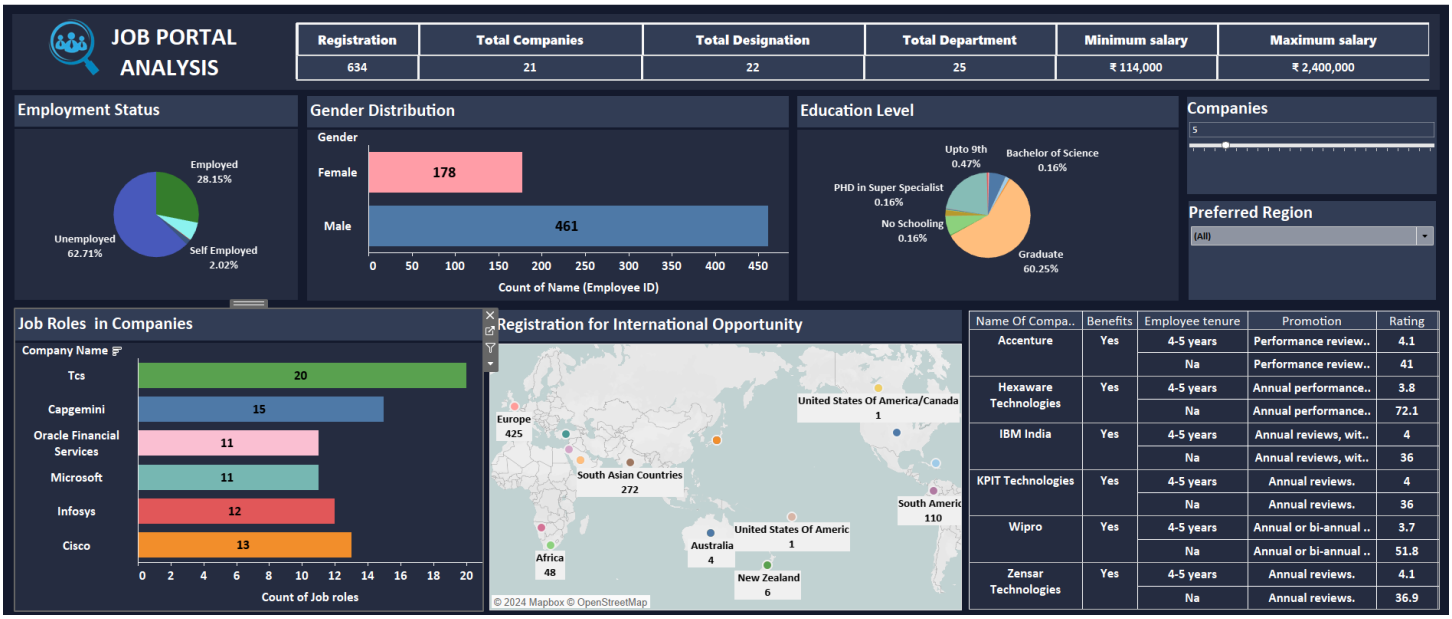


Fig 5.1.1: Dashboard 1

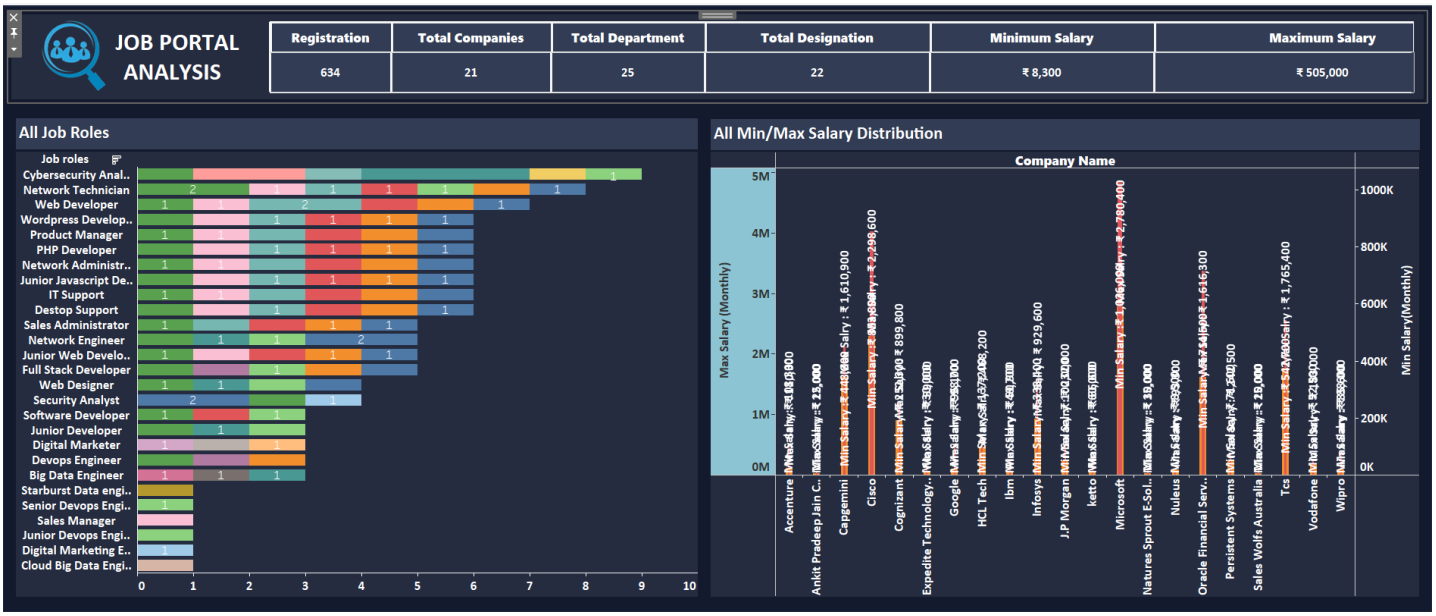


Fig 5.1.2: Dashboard 2

5.2 Dynamic Interactions:

1. Employment Status Pie Chart:

This is an interactive chart. When you click on any employment status (e.g., "Employed", "Unemployed", "Self-employed"), the other visuals update automatically to reflect the registered people in that employment status. For example, after selecting "Employed," the dashboard will show:

- How many registered people are employed?
- The gender distribution of the employed individuals.
- The job roles available for them in different companies.

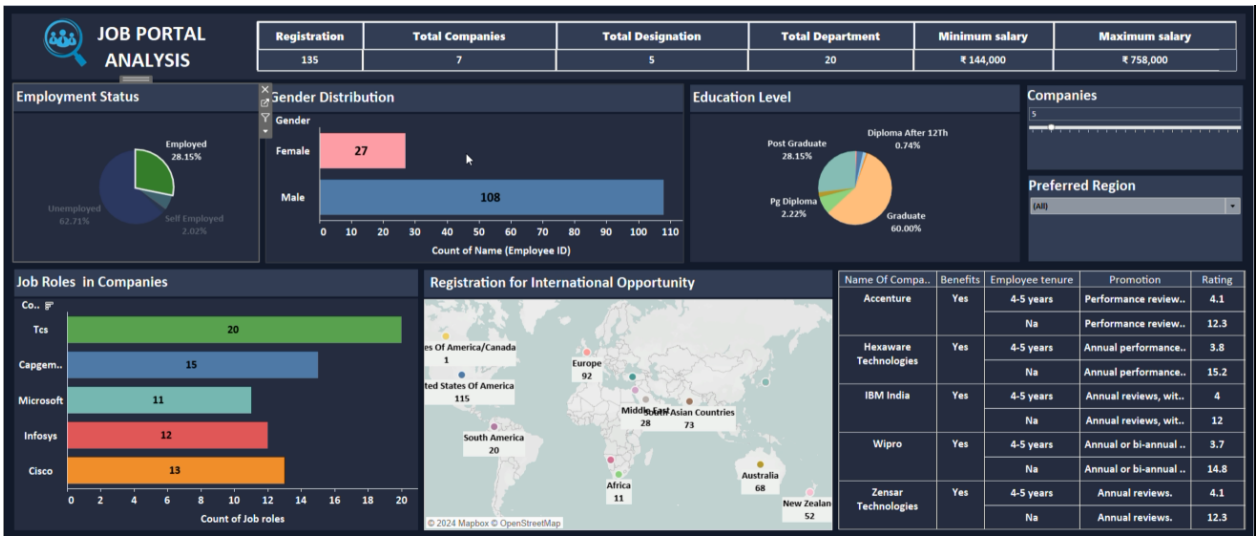


Fig 5.2.1: Interactivity of Employment Status (Pie Chart) Visual

2. Top 5 Companies (Parameter Control):

A parameter control allows users to adjust the visualization of **"Job Roles in Companies"** based on their preference. They can view the top 5 companies or more, depending on what they want to explore. This feature lets the user personalize their view and dive into the data they find most interesting.

3. Map with Region Filter:

A filter is provided to select the region of interest on the map. This allows users to explore employment and registration data for specific regions, enhancing the depth of the analysis.

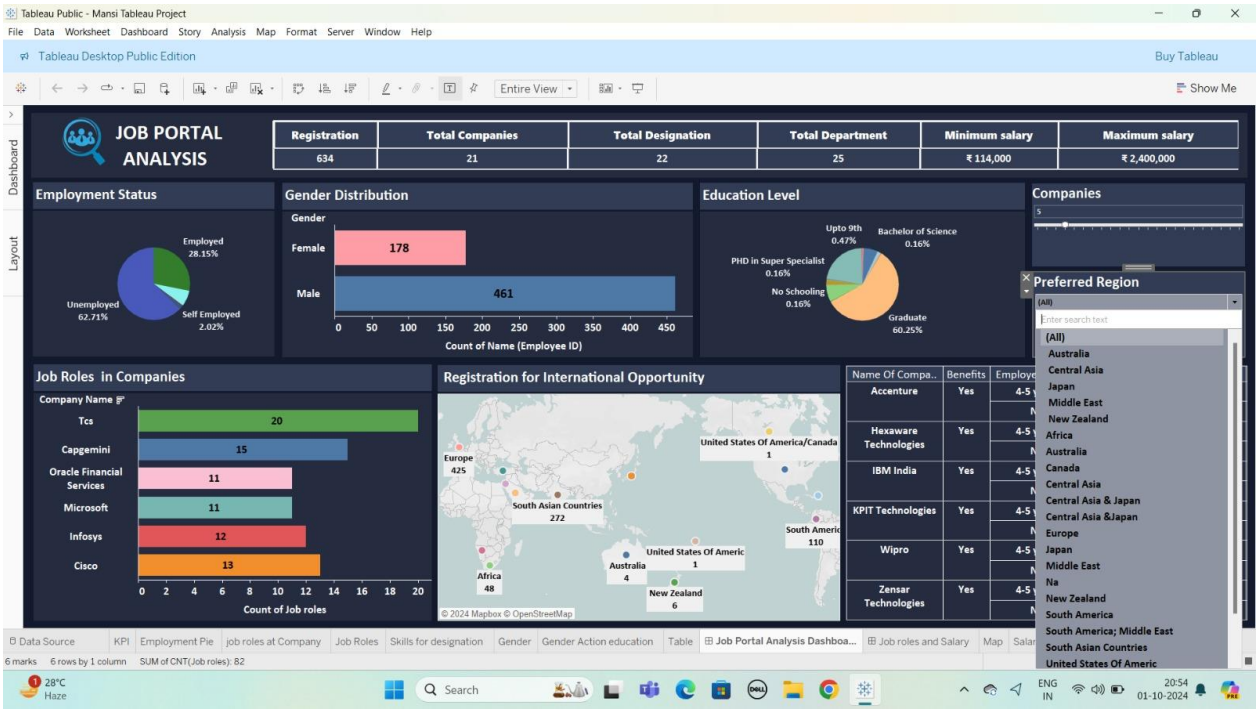


Fig 5.2.3: Filter Preferred Region for "International Opportunity" Visual

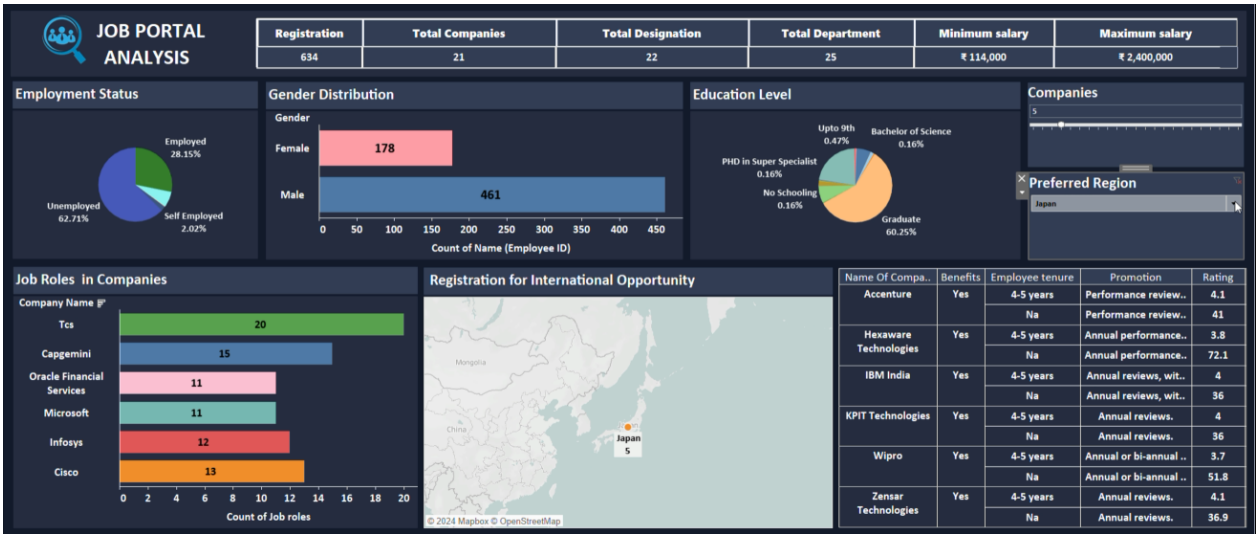
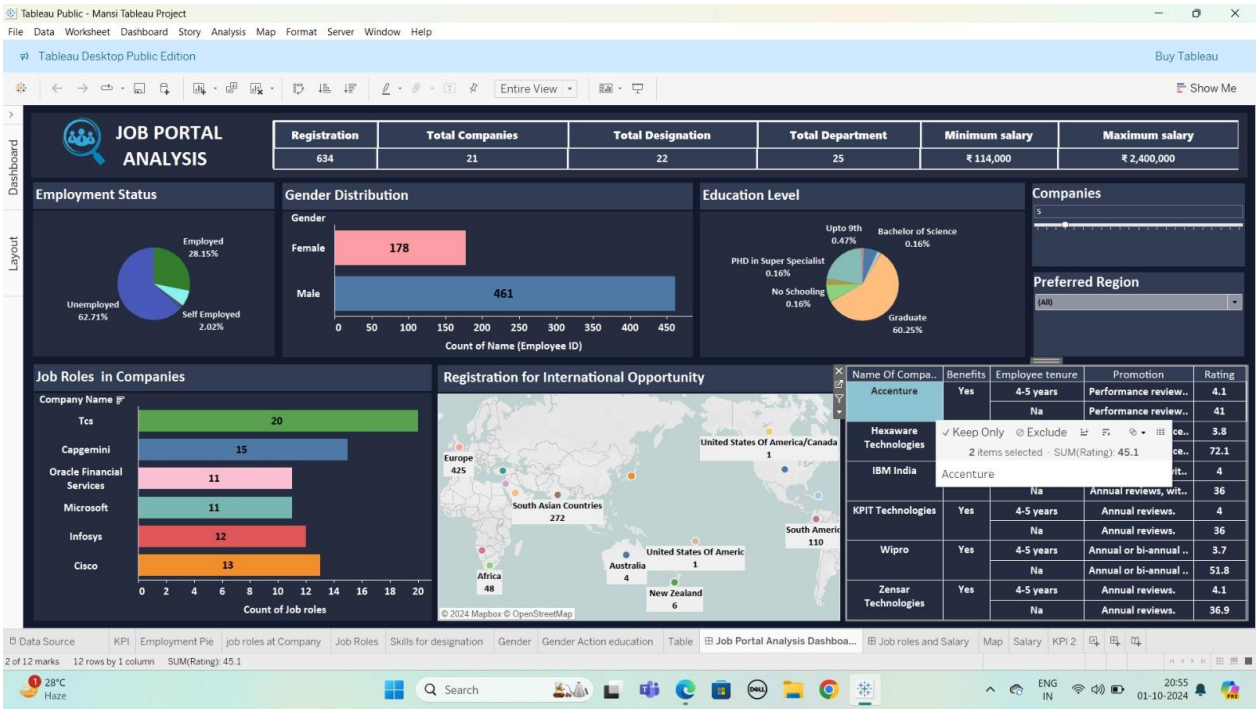


Fig 5.2.3: Filter Preferred Region Output

4. Companies Rating (URL Action):

In the "Companies Rating" table, URL actions are embedded. Users can click on these URLs to explore more information or ratings about specific companies, providing an easy way to navigate to external sources or detailed company profiles.

Fig 5.2.4: Give action to Table



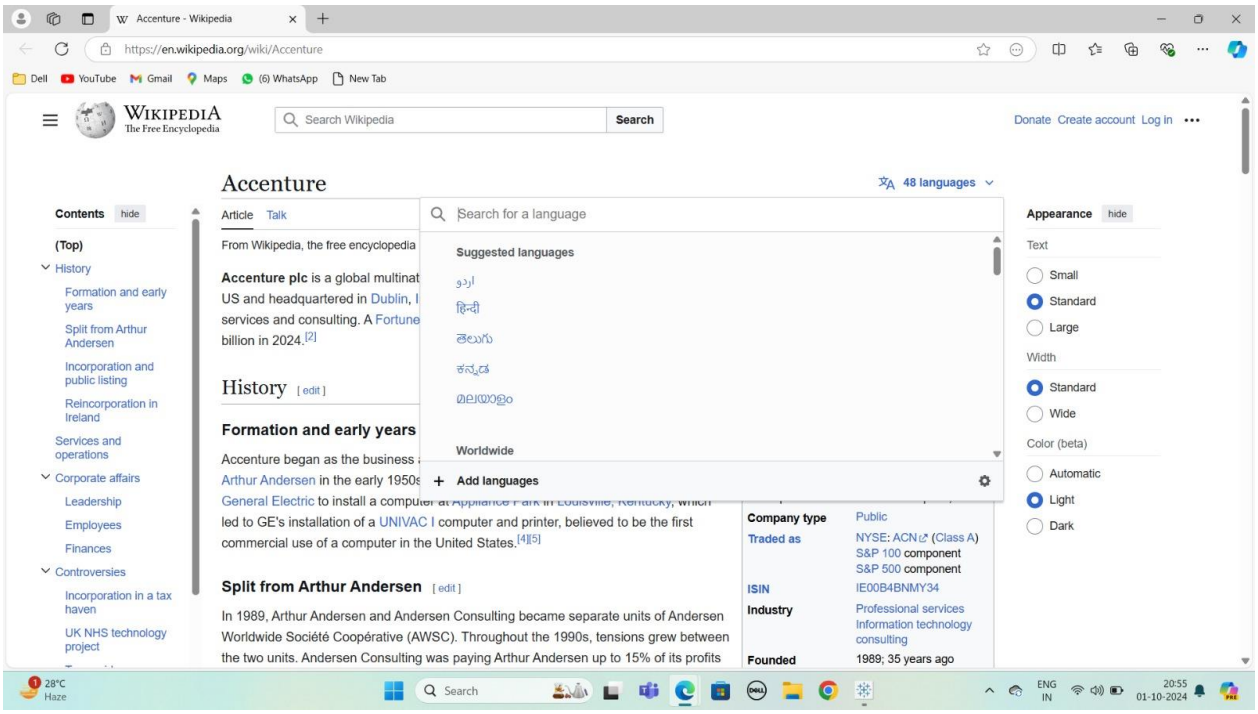


Fig 5.2.4: Redirect to that companies' Wikipedia Page.

Purpose: By selecting any company in table will redirect user to that companies Wikipedia page.

5. Go to Sheet Action on Job Roles in Companies:

Clicking on any company in the **"Job Roles in Companies"** visual (in Dashboard 1) takes the user to Dashboard 2, which shows:

- Available job roles within that company.
- The minimum and maximum salary for that company.

This navigation helps the user explore company-specific data in a more detailed and focused view.

Fig 5.2.5: Result of Action on "Job Roles in Companies" visual of Dashboard 1 on Dashboard 2

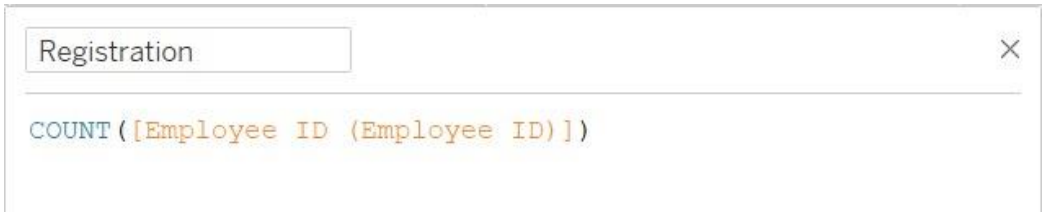
6. KPI Formulas and Calculated Fields

6.1 Purpose of the KPIs:

- The KPIs (Key Performance Indicators) are designed to provide an at-a-glance summary of important metrics like the total number of registered companies, minimum and maximum salary, employment distribution, etc.

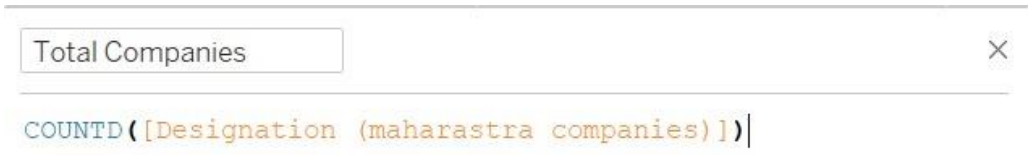
6.2 Formulas for Calculated Fields:

1. **Total Registration:**



This formula counts the distinct number of People that are registered.

2. **Total Companies**



This formula counts the distinct number of Companies that are registered.

3. **Total Departments**

This formula counts the distinct number of Departments Available in Companies.

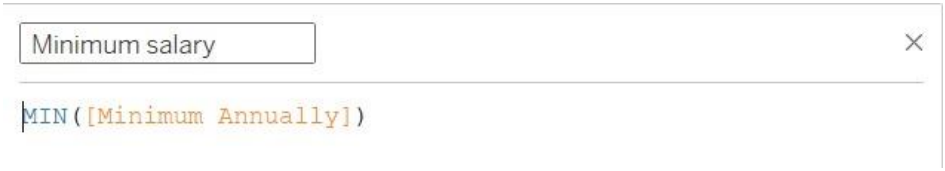
4. **Total Designations**

This formula counts the distinct number of Job Roles that are available in Companies.

5. **Maximum Salary:**

This formula calculates the maximum salary offered in any company.

6. **Minimum Salary:**



This formula finds the minimum salary in the dataset.

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7. Measures for Improvement

7.1 Reduce Unemployment:

We need to focus on skilling programs and job-matching initiatives to provide training that aligns with market demands.

7.2 Increase Female Participation:

Promote inclusive hiring practices and provide equal opportunities for women. Companies could introduce more flexible work arrangements and diversity programs.

7.3 Strengthen Industry Partnerships:

Companies showing successful hiring practices can serve as role models for others. Sharing best practices through industry collaborations can help increase employment rates.

8. Conclusion

Our dashboard offers valuable insights into employment landscape, from education levels to salary distributions and company performance. However, there is much work to be done in improving employment rates, promoting gender diversity, and fostering stronger connections between job seekers and employers. Through continuous data monitoring and improvement measures.