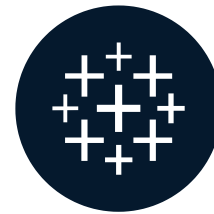


Job market analysis in Tableau

CASE STUDY: ANALYZING JOB MARKET DATA IN TABLEAU



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Business Analyst and Musician

What is a case study?

- Apply Tableau skills
- Combine previously learned concepts
- Solve an example real-world problem

Prerequisite courses:

- Introduction to Tableau
- Analyzing Data in Tableau
- Creating Dashboards in Tableau



Data analysis process with Tableau



Data analysis process with Tableau



- Perform an integrity check of the dataset
- Exploratory data analysis (EDA)
- Apply business questions to start investigating the problem

Data analysis process with Tableau



- Various visualization types
- Calculated fields

Data analysis process with Tableau



- Publishing dashboards is out of scope

Problem to solve

Investigate market trends for data science roles

- **The context:** An employee recruiting firm, *DataSearch*, needs to uncover job trends
- **The dataset:** A fictitious collection of key details from job postings industry
- **The task:** Discover trends in jobs and skills within the data science



The data

Key characteristics

- Key details from job postings from 2017 to 2021 for jobs in the Data and Analytics industry
- Each row correlates to a specific job posting in time
- One table containing 19 columns



The data

Qualitative Columns

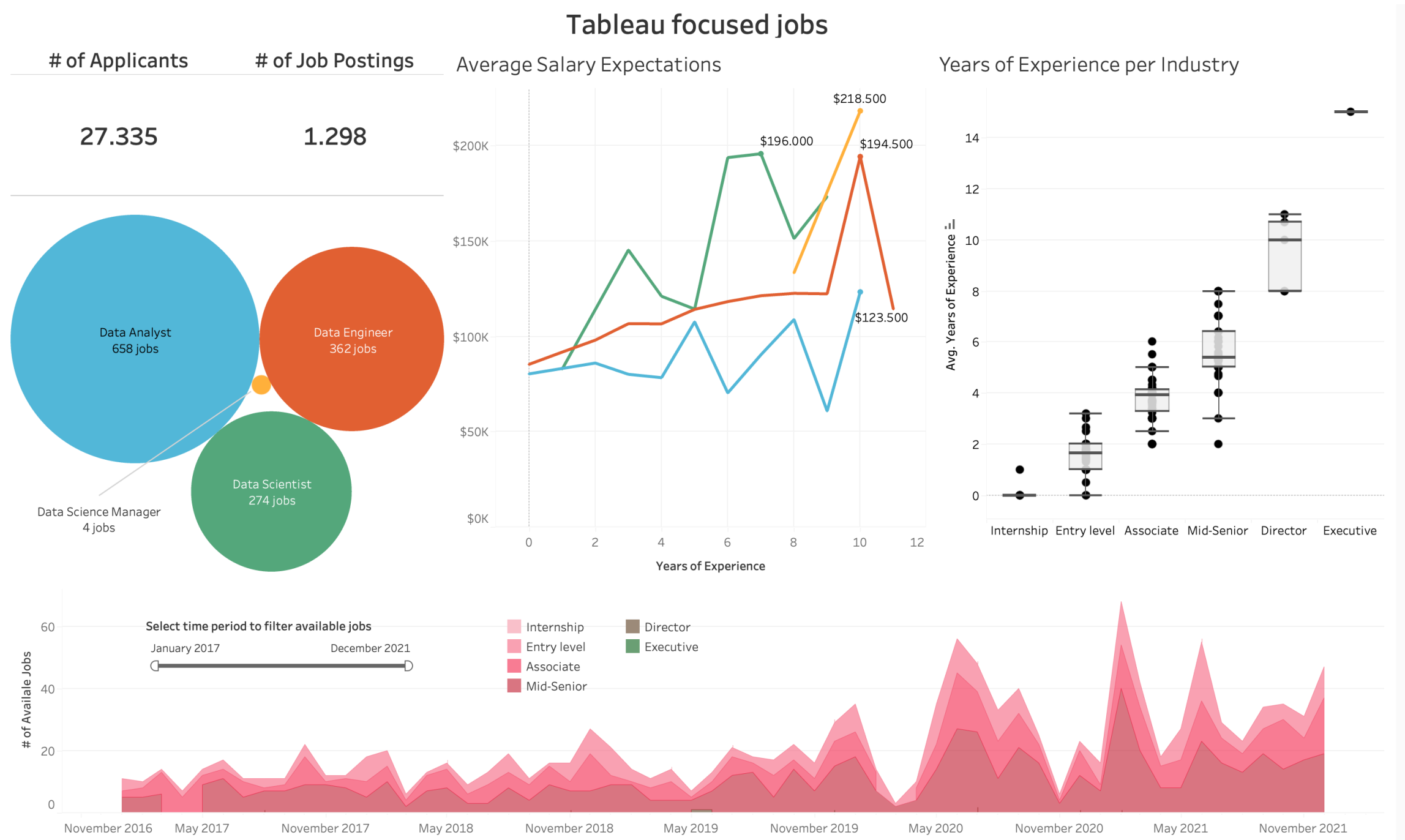
Column name	Description
Job Posting Id	The unique ID that identifies a job
Job Title	Data Analyst, Data Scientist, ...
Job Position Type	Full-time, Contract
Job Position Level	Internship, Entry-level, Executive, ...
Job Skills	['tableau, excel, sql'], ['python', 'databases'], ...
...	...

The data

Quantitative Columns

Column name	Description
Job Posting Date	The date of the job posting
Years of Experience	Number of years minimum experience
Minimum Pay	Minimum expected salary
Maximum Pay	Maximum expected salary
Number of Applicants	Number of applicants in first 24 hours of job posting
...	...

Final deliverable



Let's practice!

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