Building job market analysis dashboard

CASE STUDY: ANALYZING JOB MARKET DATA IN TABLEAU

Shivali Malhotra
Business Analyst and Musician

datacamp

Data analytics process

Data Check → Explore Data → Analyze & Visualize Data → **Dashboarding** → Communicate Insights

Dashboard focus areas

Questions to ask:

1. **Who** is the audience?

2. **What** do they need?

3. **How** can a dashboard help?

Dashboard focus areas

Answers to questions:

1. **Who?**
   DataSearch recruiters

2. **What?**
   Identify potential opportunities

3. **How?**
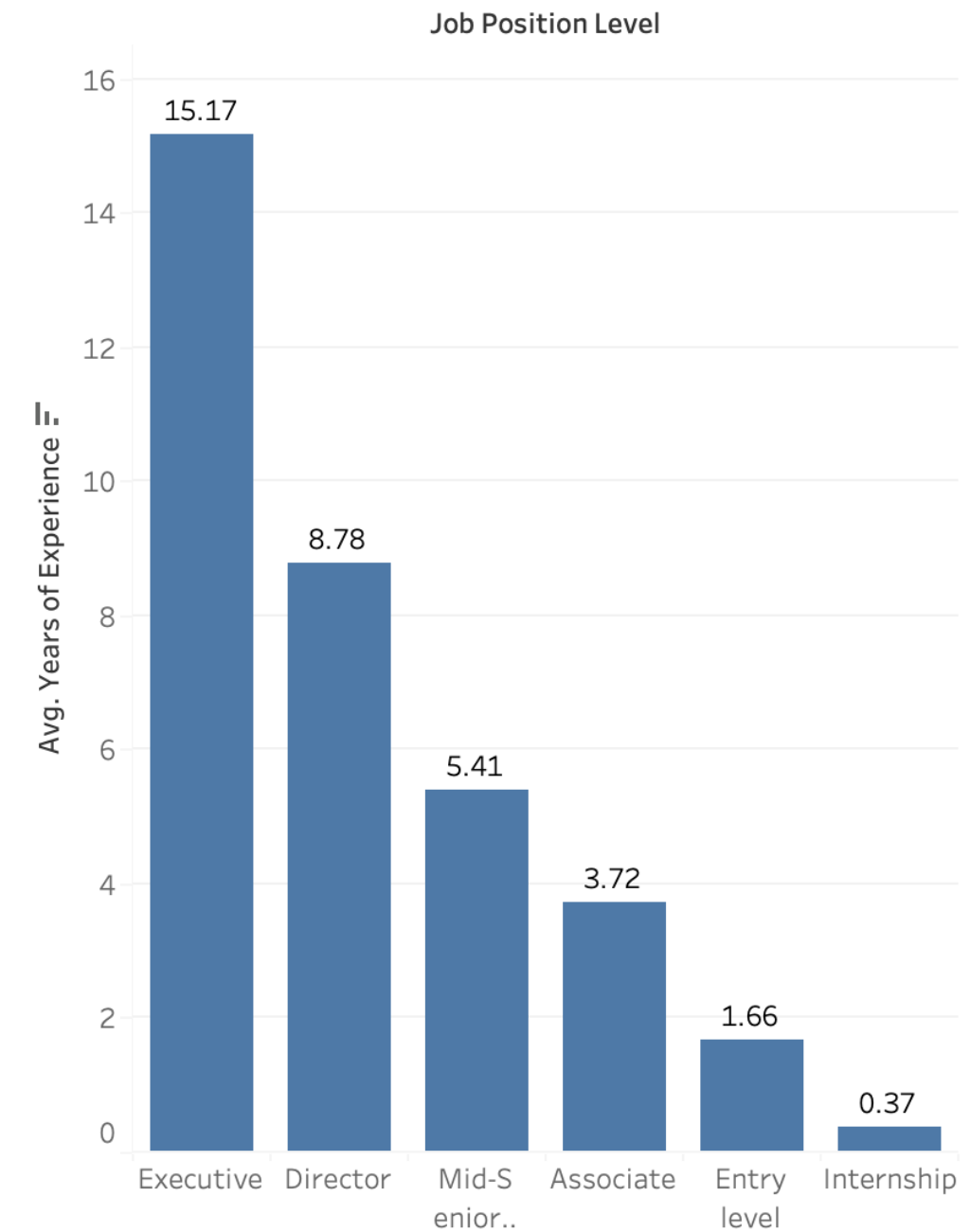   Dashboard design with goal in mind

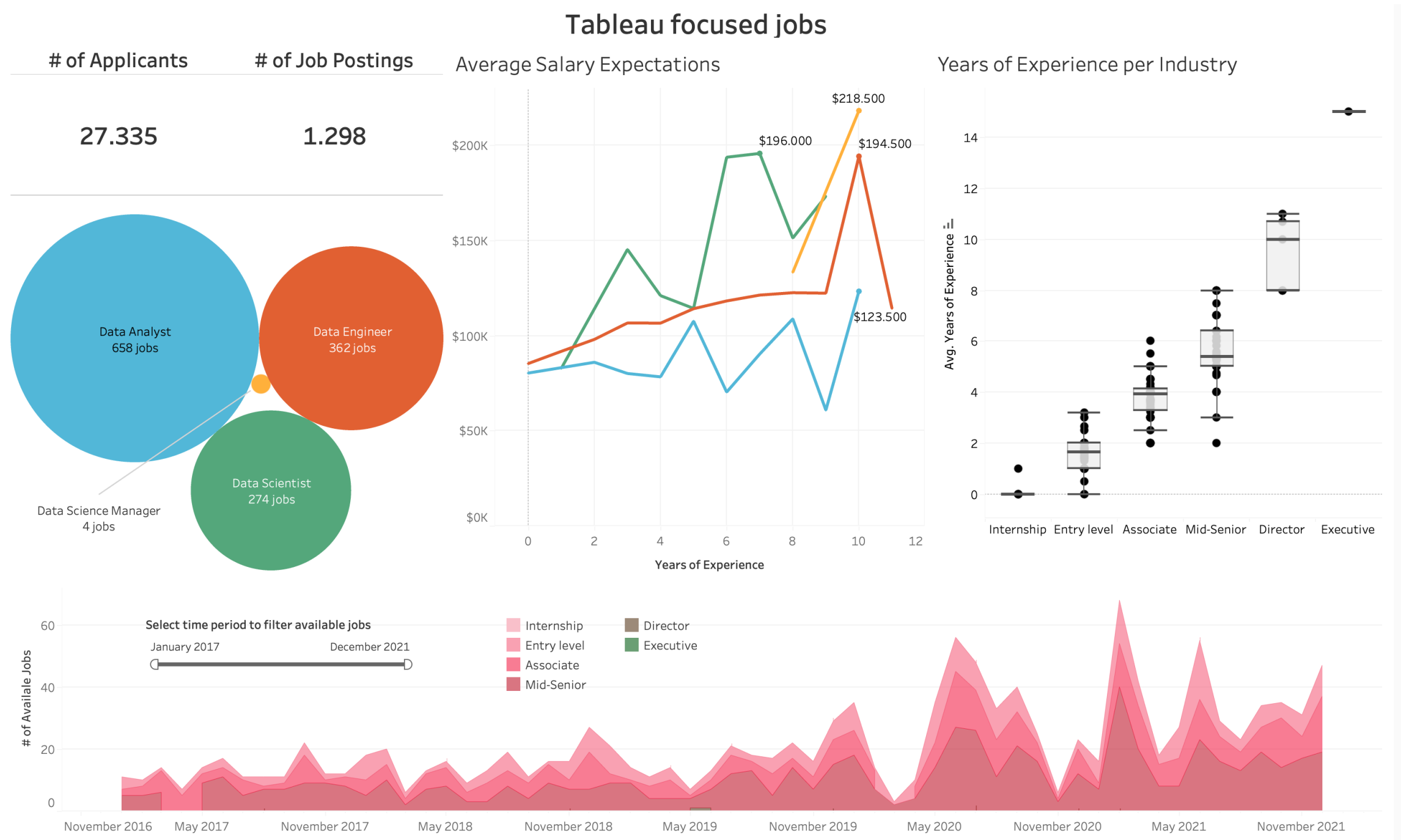# Dashboard components to include

- Which visualizations should we include?

- Is the most intuitive visual being used?

- Are we sizing, positioning, and coloring visuals relative to their importance?

Designing a dashboard

- Less is more

- Give numbers context

- Label appropriately

- Make interactive
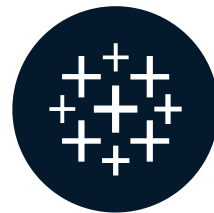
Our final deliverable

Tableau focused jobs

# of Applicants	# of Job Postings
27.335	1.298

Data Analyst
658 jobs

Data Engineer
362 jobs

Data Scientist
274 jobs

Data Science Manager
4 jobs

Average Salary Expectations

$218.500
$196.000
$194.500
$123.500

$200K
$150K
$100K
$50K
$0K

0 2 4 6 8 10 12

Years of Experience

Years of Experience per Industry

Avg. Years of Experience

14
12
10
8
6
4
2
0

Internship Entry level Associate Mid-Senior Director Executive

Select time period to filter available jobs

January 2017 — December 2021

Internship
Entry level
Associate
Mid-Senior
Director
Executive

# of Available Jobs

60
40
20
0

November 2016 May 2017 November 2017 May 2018 November 2018 May 2019 November 2019 May 2020 November 2020 May 2021 November 2021

Let's practice!

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Case study wrap-up
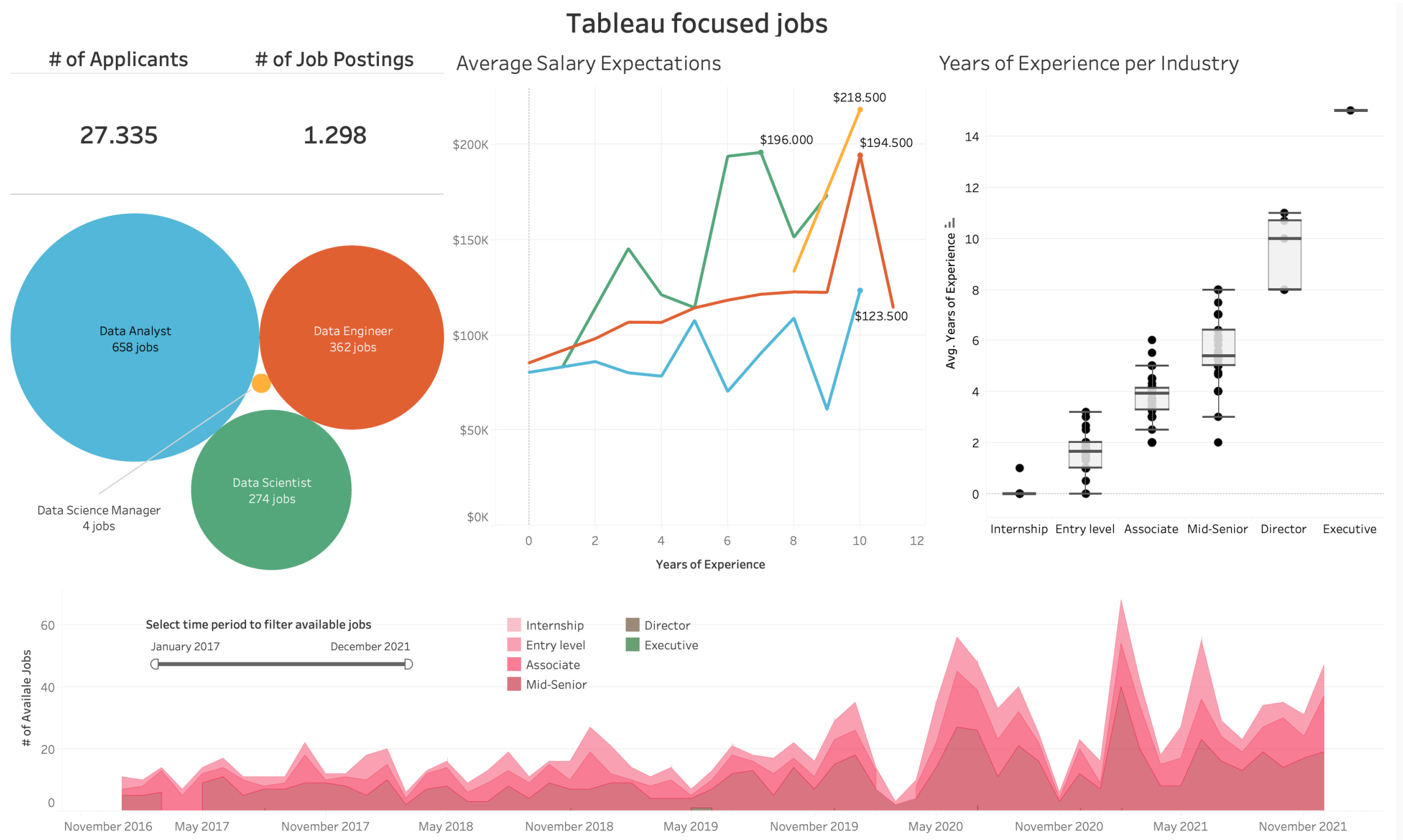
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Tableau focused jobs

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Data Analyst 658 jobs
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Years of Experience per Industry

Internship, Entry level, Associate, Mid-Senior, Director, Executive

Select time period to filter available jobs
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Tableau is a powerful tool!

- Efficient and interactive visualizations

- Easy to use and learn

- Can handle large amounts of data

Congratulations!

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