

# Market insight analysis

CASE STUDY: ANALYZING JOB MARKET DATA IN TABLEAU



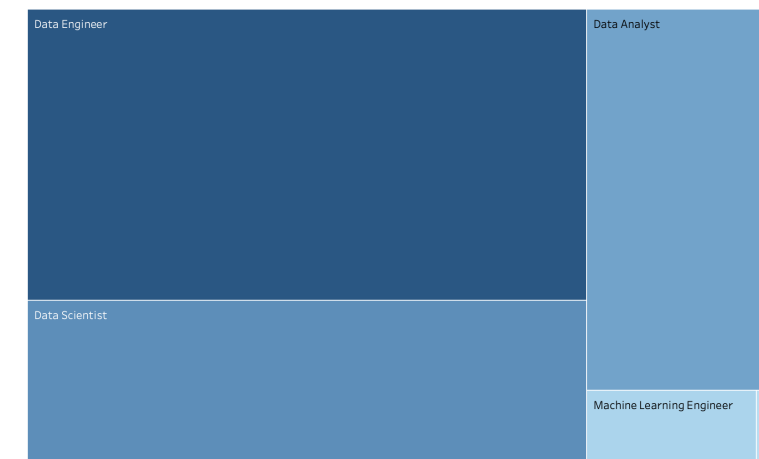
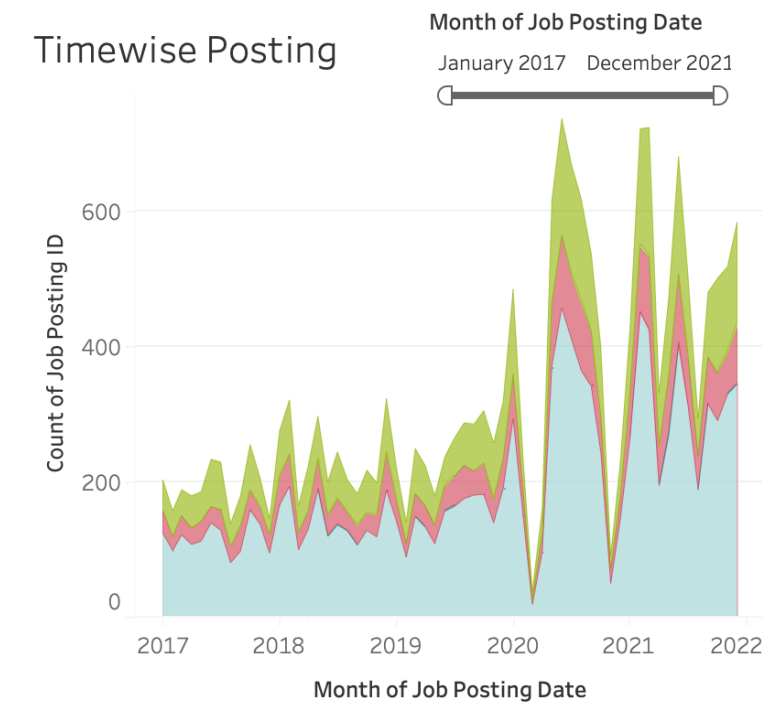
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# Exploratory data analysis findings

## Key Insights:

1. Job postings are increasing in number.
2. Data Engineers, Data Scientists, and Analysts are in demand!
3. Tech industries need data science roles the most.
4. Salaries are trending upward as expected.



# Diving deeper into the dataset

Column name	Description
Job Title	Data Analyst, Data Scientist, ...
Job Skills	['tableau, excel, sql'], ['python', 'databases'], ...
Years of Experience	Number of years minimum experience
...	...

Investigate the following:

- Correlation between skills and job title
- Top industries and companies
- Potential recommendations

# Goals of this chapter



Identify the following:

- Key findings to focus
- Visualizations to share
- Communication style

# Let's practice!

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