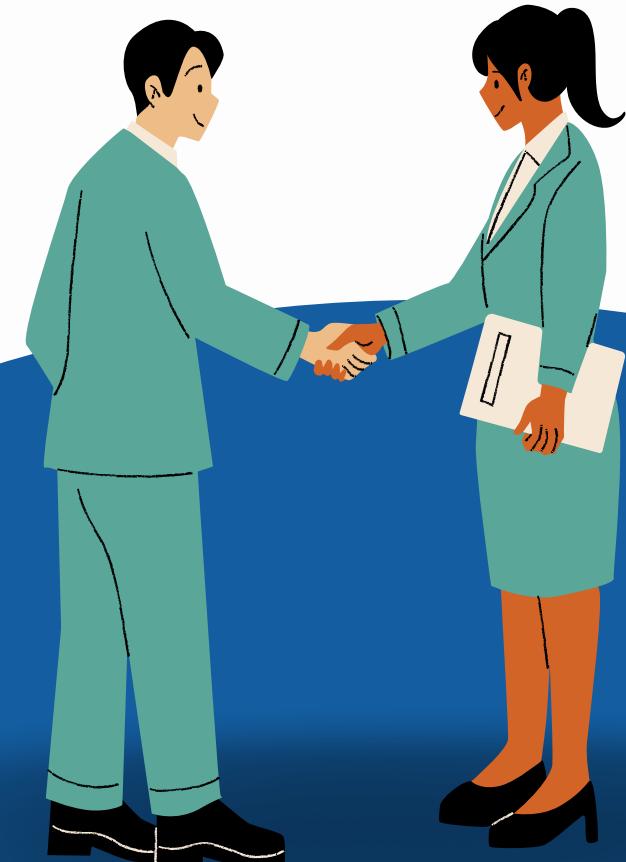




# JobSeeker PROJECT



# Overview

➤ JobSeeker Introduction	03
➤ Problem Statement	04
➤ Overview	05
➤ Hypothesis	07
➤ Conclusion	12





# JobSeeker

As a Jobseeker Data Analyst, our mission is to decode data, uncover patterns, and shape career pathways. We explore conversion rates, diversity, skills and the building blocks of our transformative platform. Every data point represents a dream, a goal, a chance. Let's empower jobseekers and transform the job market



الأكاديمية السعودية الرقمية  
SAUDI DIGITAL ACADEMY



le wagon

# Problem Statement

JobSeeker student-company matching algorithm faces challenges related to student engagement, shortlisting biases based on school or program, and factors influencing student approval rates such as email engagement and CV uploads.

These issues impact overall job placement success rates and need to be addressed to optimize the matching process and enhance student opportunities.



# OVERVIEW

Information About Our Data

**528.93K**



Number of  
students

**437.91K**



Number of Active  
students

**424.69K**



Number of  
resumes  
uploaded

**424.69K**



Different types  
of schools

**692**



Number of  
approved  
students

# HYPOTHESIS

# 1- Hypothesis

## Analyzing conversion rates for students :



There might be a significant drop-off in conversion rates between status update for opt-in students

### Result:



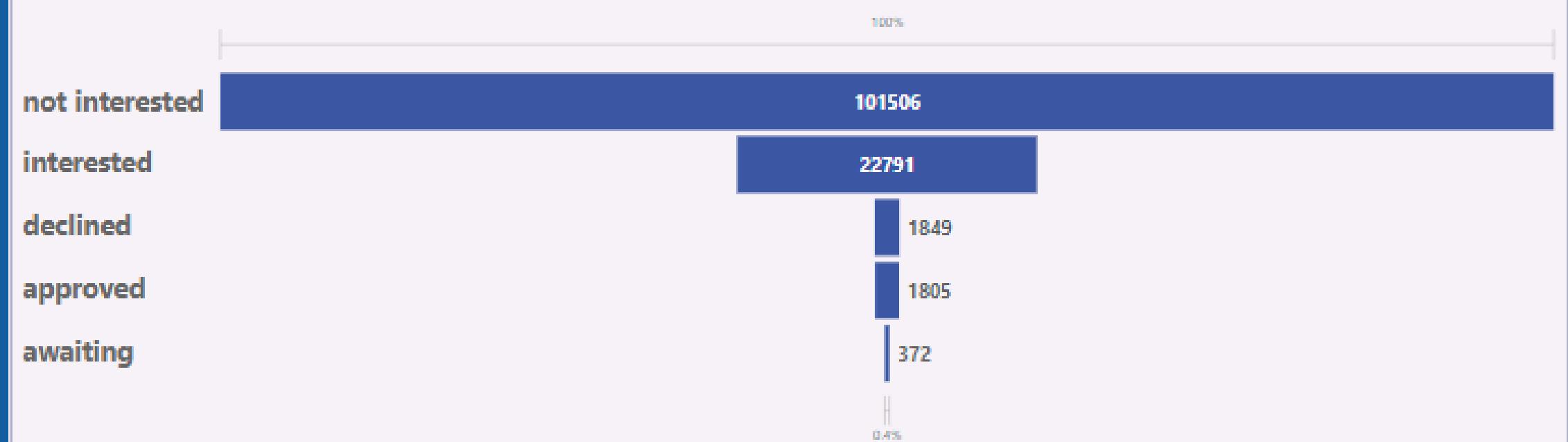
The not interested category is significantly larger because some students don't actively check their emails, leading the system to classify them as not interested immediately.



## Cause of not interested

cause	interested	not interested
auto-timeout		24611
email-click	10425	13727

## Conversion rate for each stage of the funnel



## 2- Hypothesis



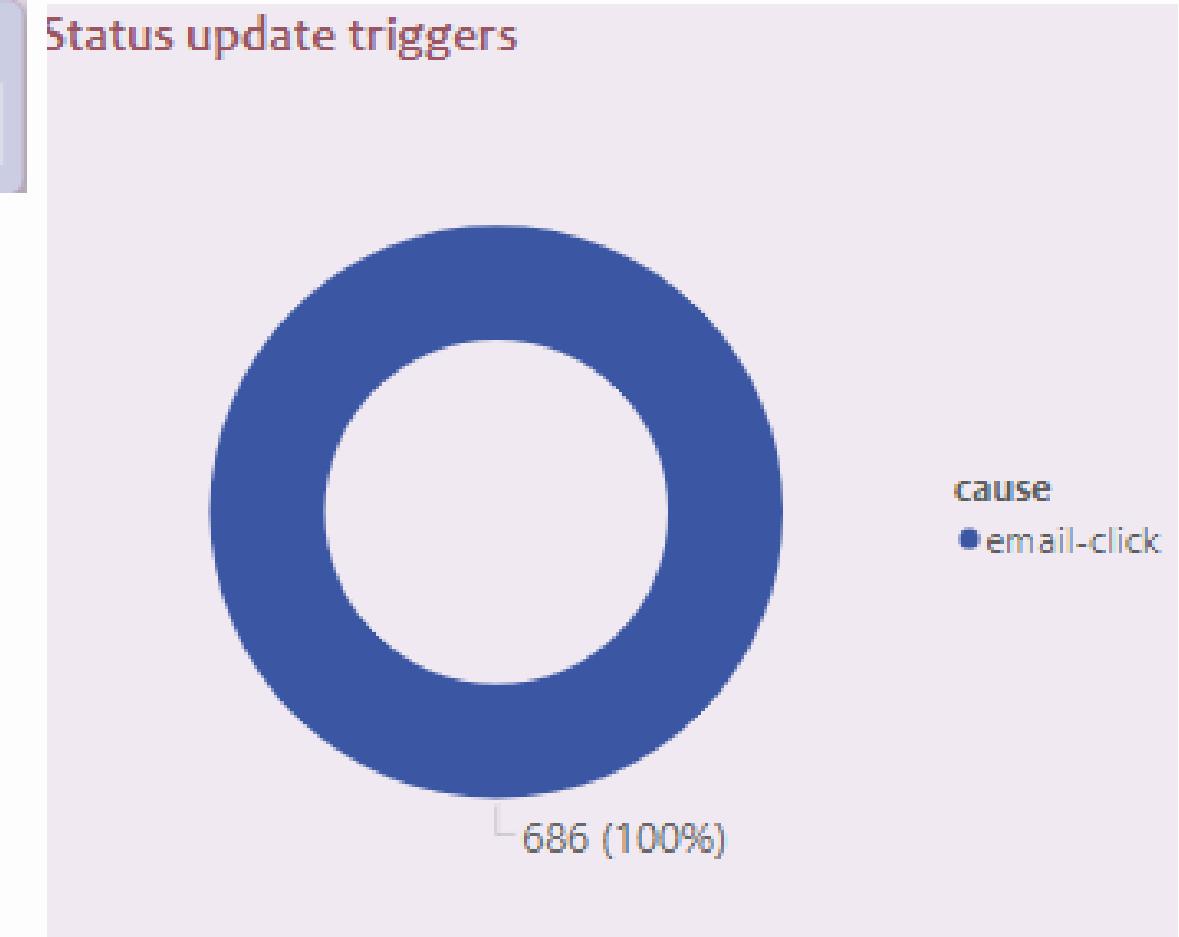
### **CV upload influence on approved students :**

Students with completed CV uploads might have a higher likelihood of being approved by recruiters



### **Result:**

As a result, we have found that all approved students uploaded their CVs, but not necessarily everyone who uploaded a CV was approved.



### **Proportion of total students by resume**



# 3.1- Hypothesis

## ANALYZING OF APPROVED STUDENTS BY SCHOOLS

### Analyzing of Approved Students by Schools :



Certain schools or programs may have higher shortlisting rates compared to others, suggesting biases in the matching algorithm or recruiter preferences.

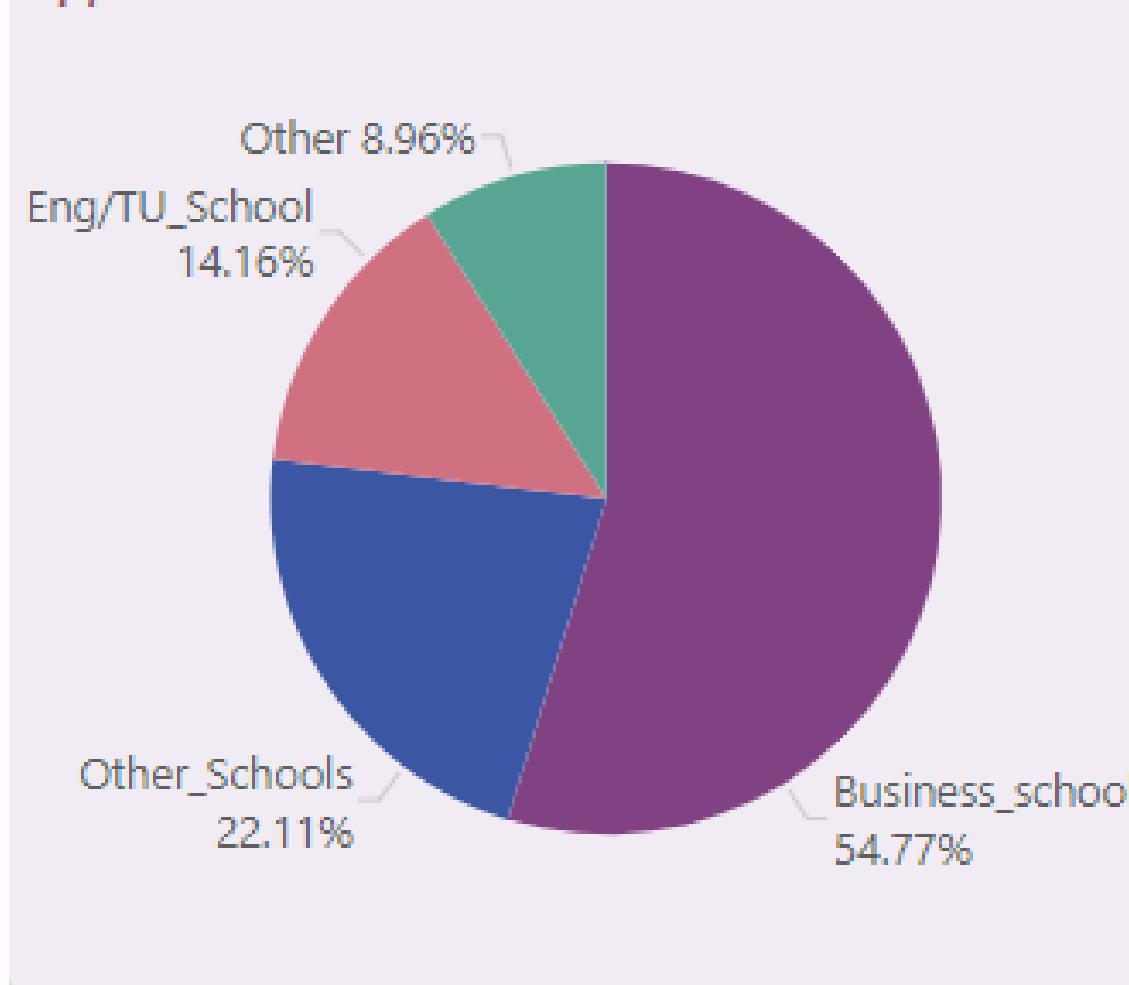
### Result :



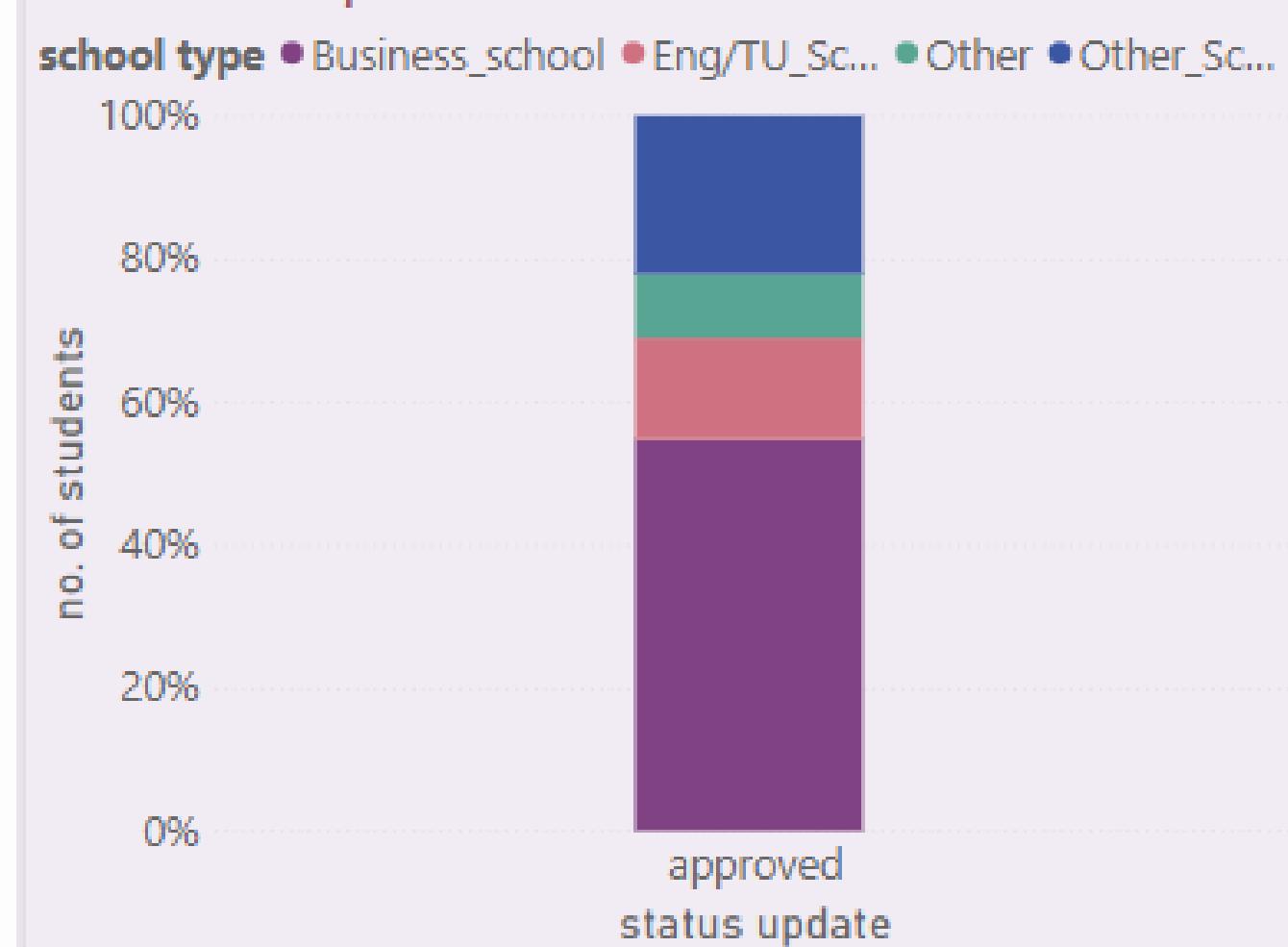
So according to the above chart we are denied the hypothesis that there's a preference for certain schools

Status update  
approved

Approved student and their school



The reason of preference to Business school



# 3.2- Hypothesis

## Analyzing of Approved Students by Country:

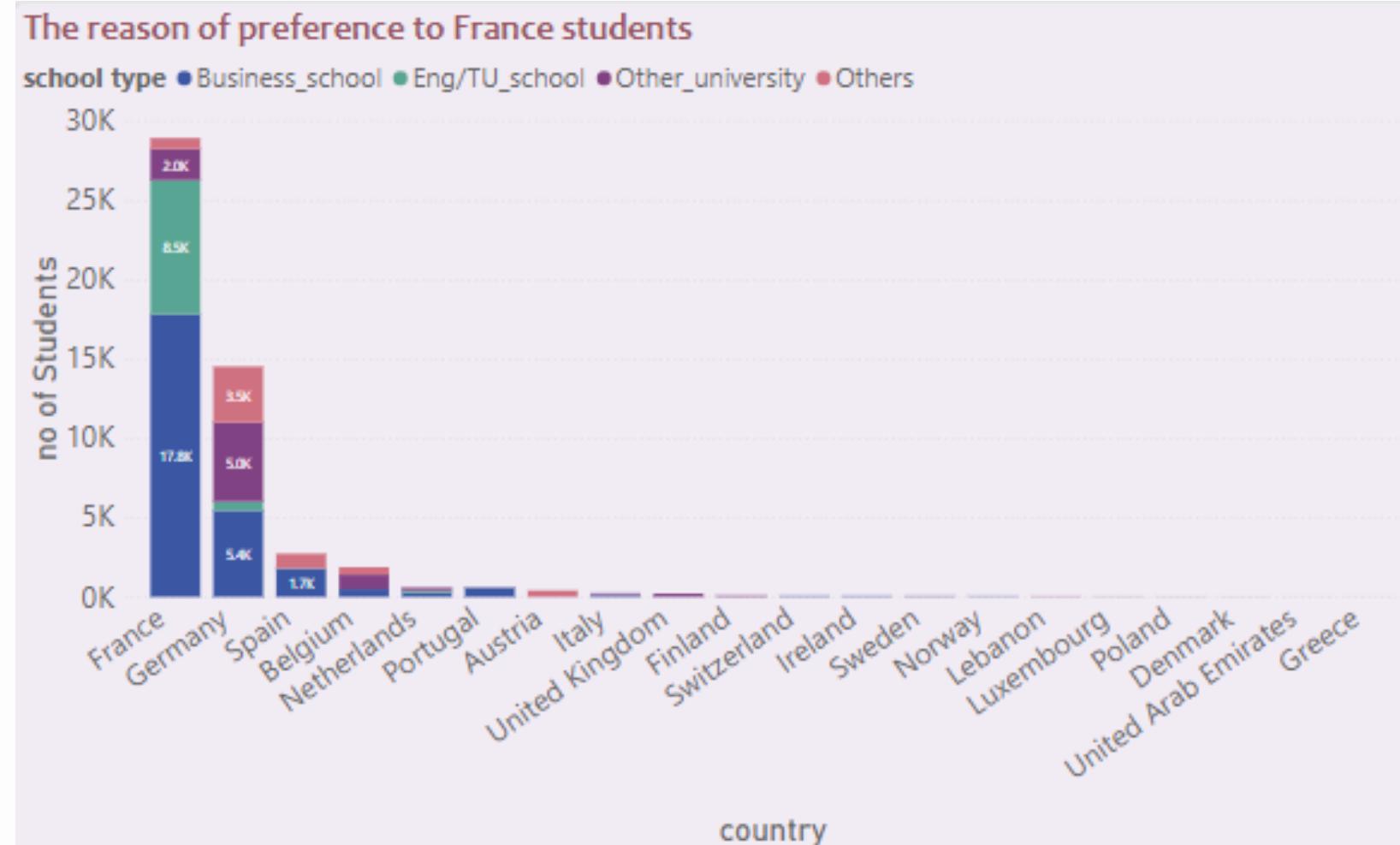


Certain schools or programs may have higher shortlisting rates compared to others, suggesting biases in the matching algorithm or recruiter preferences.

### Result:



So according to the above chart we are denied the hypothesis that there's a preference for certain country



Status update

approved

Status update

All

School type

All

# Conclusion

## Recommendations:

- Improving Email Communication
- Diversifying Communication Channels
- Personalized Outreach
- Conducting Recruiter Surveys
- Analyzing Student Profiles
- Continuous Evaluation



الأكاديمية السعودية الرقمية  
SAUDI DIGITAL ACADEMY

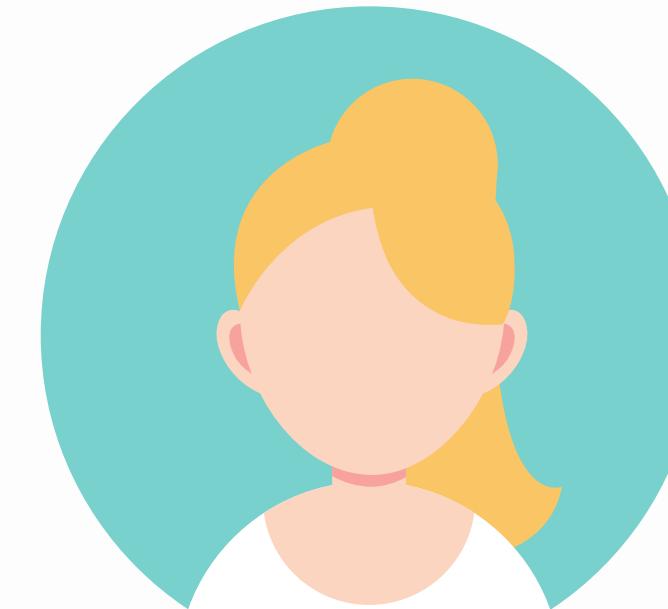


le wagon

## Our Team



**Munirah Alfarawi**



**Manar Algamdi**



**Hashem Alamoudi**



**Alanoud Alrifai**



Data  
Analysis

# THANK YOU!

Any Questions !



الأكاديمية السعودية الرقمية  
SAUDI DIGITAL ACADEMY



le wagon

