Layoffs Dataset Detailed Report

Title: Global Layoffs Analysis Report (2020 – 2024)

Prepared by: David Olayinka

Date: 26 April 2025

Tool Used: Power BI

Dataset Source: Internal Dataset Upload

Layoffs Dataset Detailed Report

1. Dataset Overview

- **Objective**: Analyze global layoffs from companies between 2020 and 2024.

- **Data Fields**:

    o   Company: Name of the company.

    o   Country: Country where the company is based.

    o   Total Laid Off: Number of employees laid off.

    o   Percentage Laid Off: Portion of workforce laid off.

    o   Industry: Sector or type of business.

    o   Date: Date when the layoff occurred.

    o   Funds Raised ($M): Total funds the company had raised.

- **Scope**:

    o   1800+ companies

    o   51 countries

    o   Data mostly from tech and startup sectors

2. Data Cleaning Summary

- **Missing Values**:

    o   Found missing entries in the Percentage Laid Off column.

    o   Approach: Left them blank and excluded from percentage calculations.

- **Duplicates**:

    o   Checked and removed duplicate rows where necessary.

- **Date Formatting**:
  - Standardized dates to YYYY-MM-DD format.

- **Numeric Formatting**:
  - Converted Total Laid Off and Funds Raised fields to numeric types.

- **Outliers**:
  - Extremely large layoff numbers (10,000+) kept, as they reflect major real-world events.

3. Key Metrics

Metric	Value
Total Layoffs	616,000+
Companies Affected	1800+
Countries Affected	51
Average Percentage Laid Off	22.3%
Total Funds Raised	$2 Million

4. Insights and Analysis

Yearly Trend

- **2020**: Massive layoffs due to COVID-19.

- **2021**: Year of recovery with fewer layoffs.

- **2022**: Layoffs increased again due to tech sector downturn and economic uncertainty.

- **2023**: Continued layoffs driven by economic slowdowns and market corrections.

- **2024**: Early signs of stabilization, but layoffs still occurring in select sectors.

Country Analysis

Top 5 countries with the most layoffs based on the dataset:

- United States

- India

- United Kingdom

- Canada

- Germany

- The United States contributed the highest percentage of total layoffs.

Industry Analysis

Most affected industries based on the dataset:

- Technology

- Consumer

- Retail

- Transportation

- Finance

- **Technology** industry reported the highest layoffs.

- **Consumer** and **Retail** sectors faced substantial downsizing.

- **Transportation** and **Finance** sectors were also heavily impacted during economic downturns.

Company Analysis

- Top companies with the highest layoffs based on the dataset:

  - Meta

  - Amazon

  - Alphabet (Google)

  - Microsoft

  - Twitter

- **Meta** had the highest number of layoffs during the period.

- **Amazon** and **Alphabet** followed with massive workforce reductions.

- **Microsoft** and **Twitter** also conducted significant layoffs due to restructuring and market conditions.

5. Recommendations

- **For Companies**:

  - Build flexible work models.

  - Focus on upskilling employees to reduce future layoffs.

- **For Policy Makers**:

  - Support industries that are heavily impacted.

  - Create monitoring systems to detect early layoff trends.

- **For Analysts**:

  - Watch layoff trends to predict future economic shifts.

  - Develop predictive models based on layoff and funding data.

Report prepared by: David Olayinka
Data Source: [Dataset Link]
 Dashboard built with: Power BI