



PLP DB  
PROJECT

# Breaking Barriers: Youth Employment & Fair Wages

SDG 8: Decent Work and Economic Growth

By  
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# Problem Statement

Many entry-level jobs today require several years of experience, even though they are supposed to be “entry-level.” This creates a catch-22 situation for young job seekers who lack experience. Even when youth secure these positions, the salaries are often too low to cover the cost of living. Moreover, young women face additional hurdles in being hired, exacerbating gender disparities in employment.



## **Key questions to answer:**

- What percentage of “entry-level” job listings require an unrealistic number of experience years?
- How do entry-level salaries compare to the cost of living for youth?
- Are young women less likely to be hired for these positions than their male counterparts?

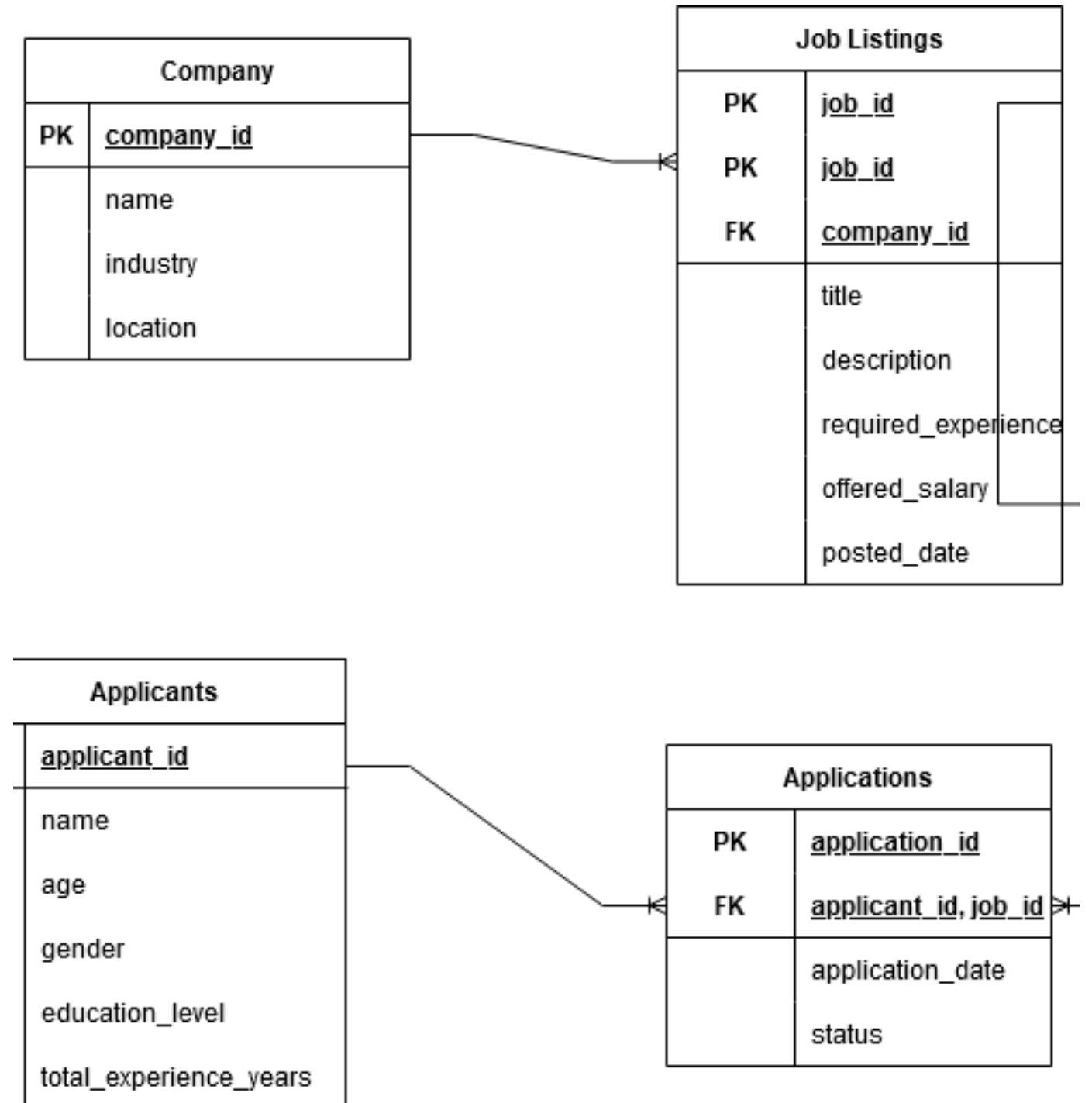


### Objectives:

- Identify trends and disparities
- Provide data-driven insights for policy recommendations

# Database Design and Schema

To facilitate my analysis, I built a relational database that captures all relevant data. The design includes key entities such as companies, job listings, applicants, and applications. Each table is linked to ensure data integrity and enable complex queries. Focusing on Kenyan cities like Nairobi, Mombasa, and Kisumu helps me localize the insights.



# SQL Queries and Data Insights

I employed SQL queries to extract critical insights from the database. These queries revealed trends in job requirements, salary discrepancies, and gender-based application outcomes. By analyzing the data, I was able to quantify the extent of unrealistic expectations and wage gaps.

Examples:

- Identify entry-level jobs requiring 3+ years of experience
- Calculate average offered salary by gender and by city
- Count application outcomes to gauge hiring success rates

# Data Analysis in Excel

After exporting the data from the SQL database, I imported it into Excel for detailed analysis. Using pivot tables and charts, I visualized the trends and disparities identified in the SQL queries. This step allowed me to refine the insights further and communicate them in a clear, accessible format.

Examples:

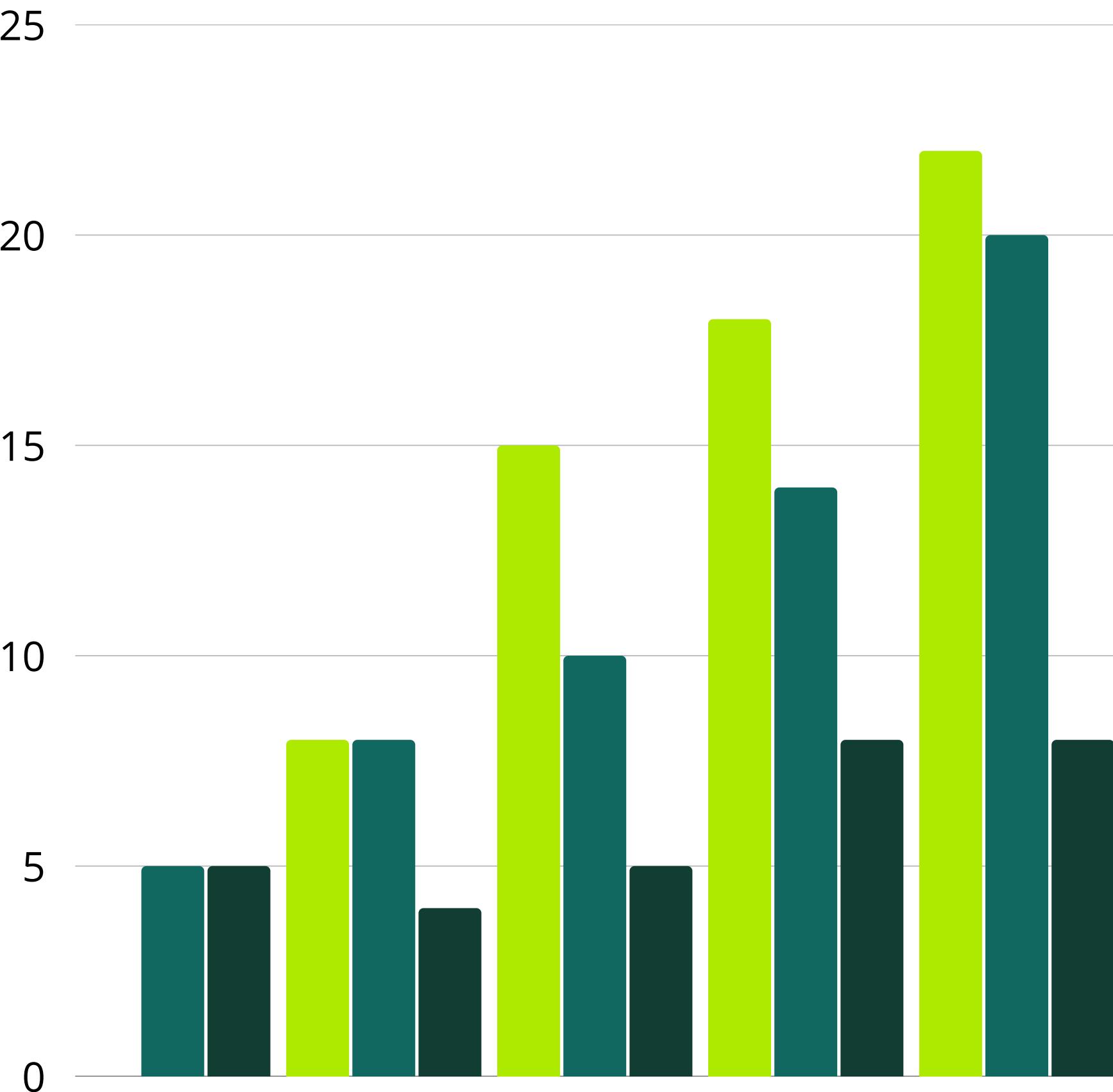
- Pivot table analysis of job listings by required experience
- Comparison of average salaries across Kenyan cities
- Breakdown of applicant demographics by education and gender
- Visual charts to illustrate application statuses and trends

# Interactive Excel Dashboard

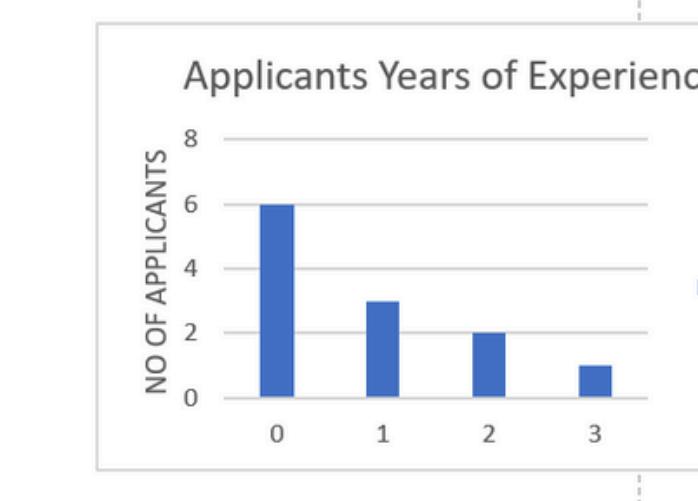
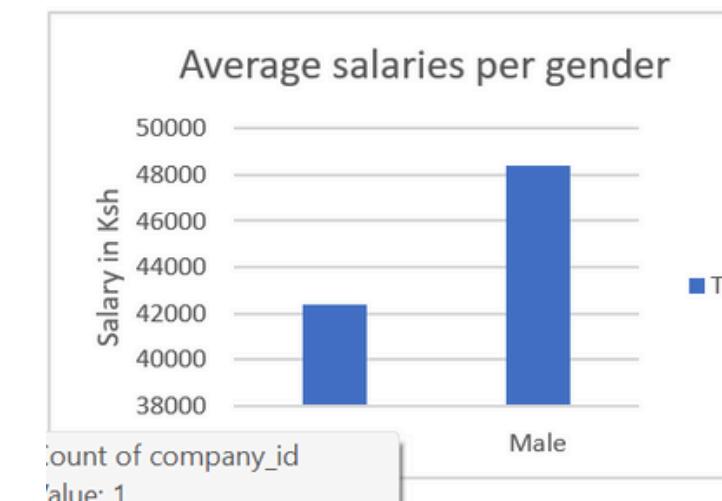
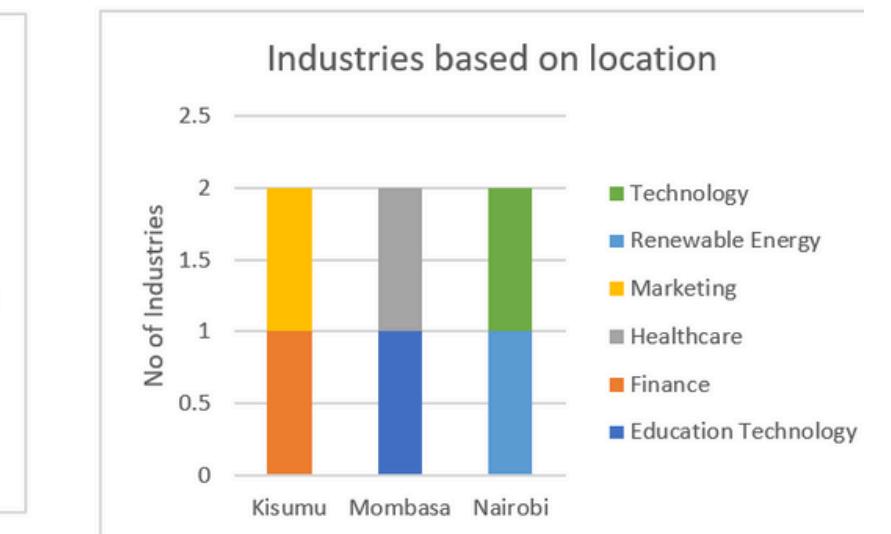
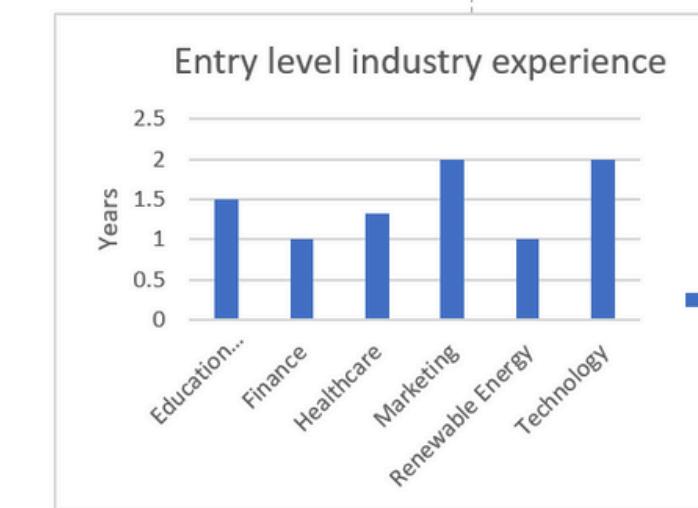
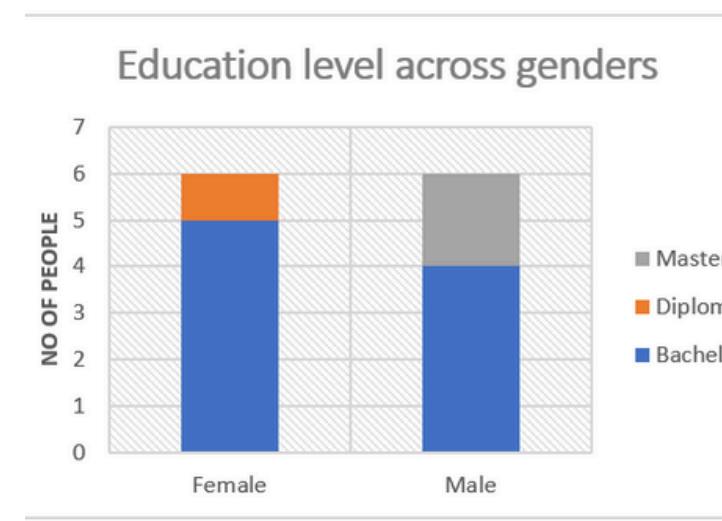
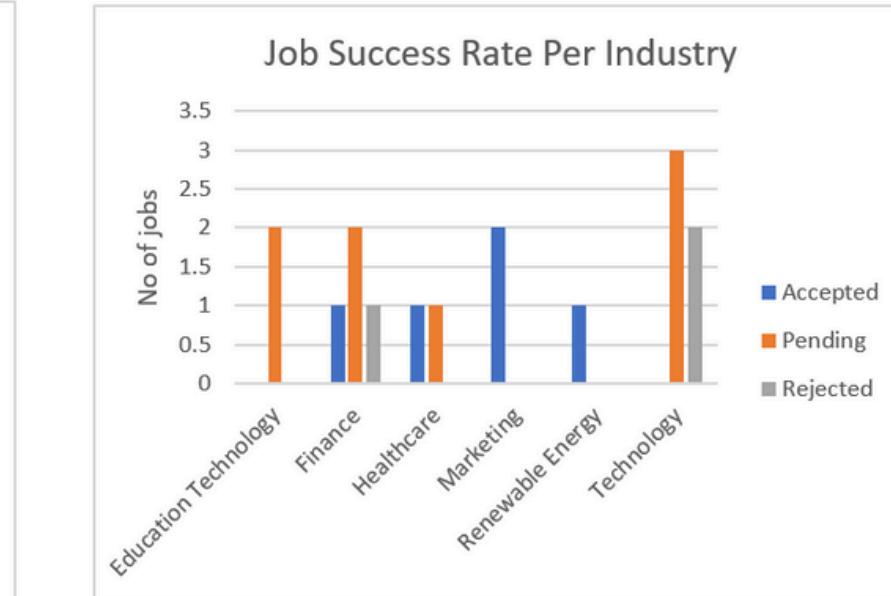
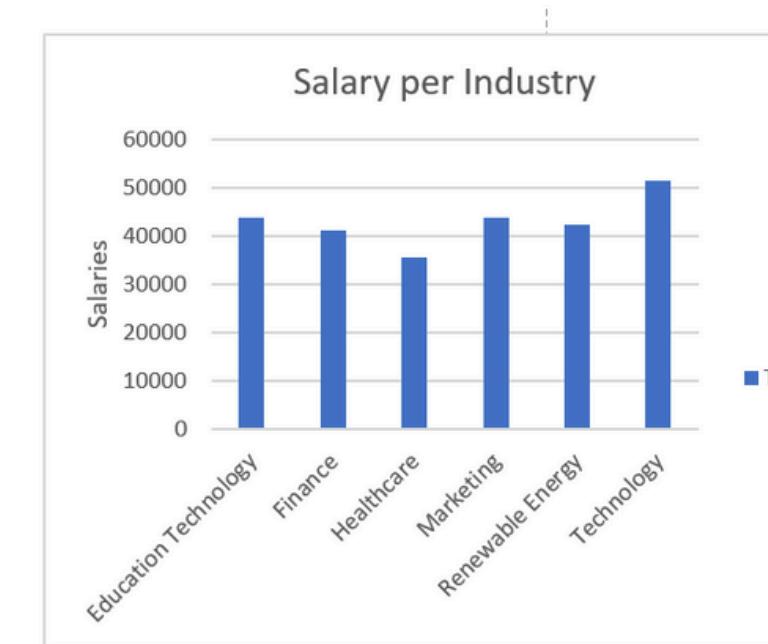
The interactive Excel dashboard brings together the key findings from my analysis. With dynamic charts and filters, stakeholders can easily explore the data. This tool allows users to examine job distribution, salary comparisons, and gender-based insights in real time.

Examples:

- Dynamic bar charts showing job distribution by experience requirement
- Comparative salary analysis by city and gender
- Slicers and filters for real-time data interaction
- Visual summary of application trends and outcomes



# Sample Excel Dashboard



industry	icon
Education Technology	
Finance	
Healthcare	
Marketing	
Renewable Energy	
Technology	

location
Kisumu
Mombasa
Nairobi

# Key Findings

My analysis has uncovered several critical insights. A significant number of entry-level positions demand more experience than young candidates possess, and the salaries offered are insufficient for a sustainable living. Moreover, the data highlights a clear gender imbalance in the hiring process. These findings form the basis for my recommendations to improve youth employment conditions.

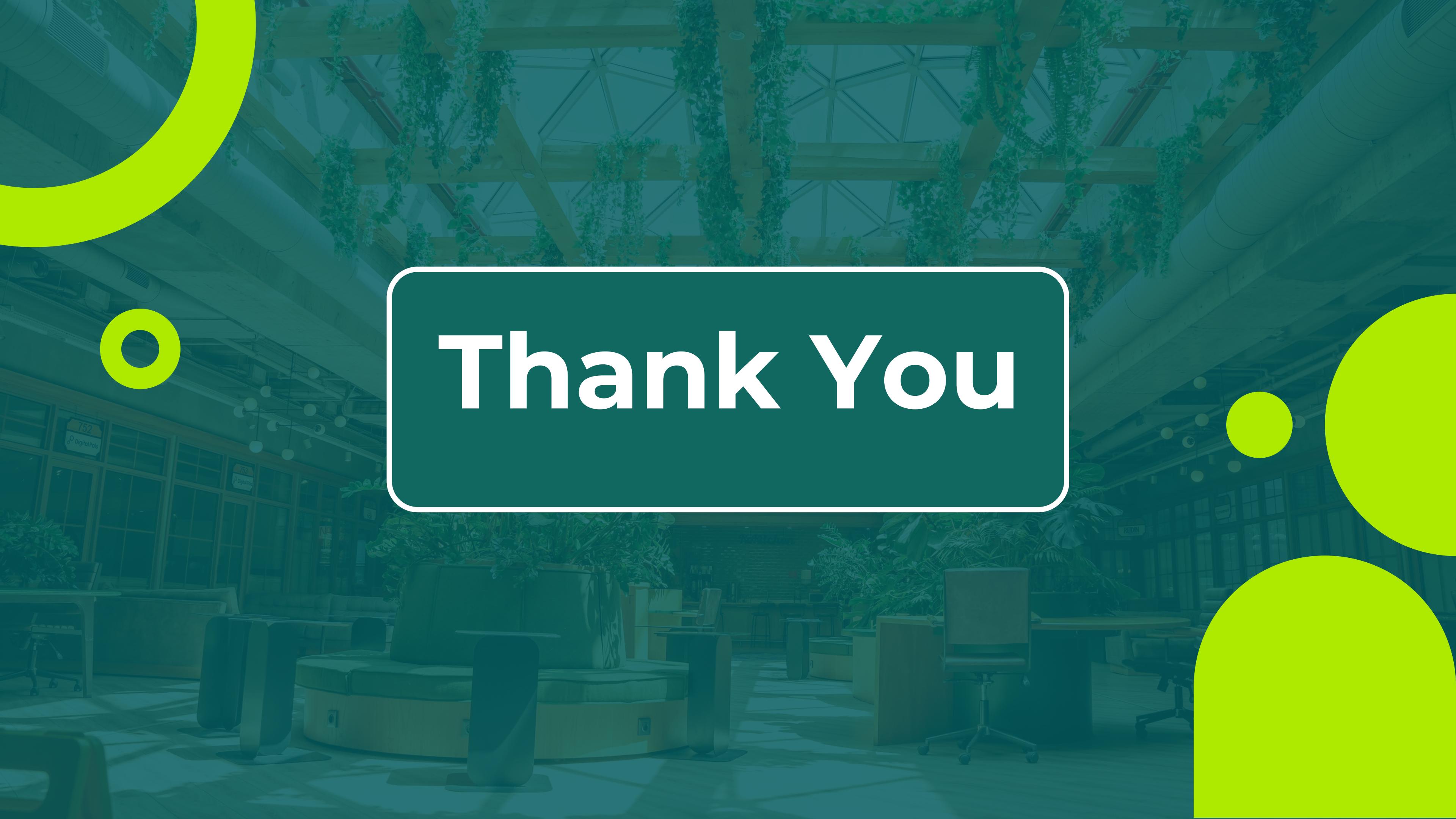
## Insights:

- Insight 1: Excessive experience requirements limit youth access to jobs
- Insight 2: Average entry-level salaries are markedly below living wage benchmarks
- Insight 3: Young women face additional hiring challenges

# Recommendations

- Revise job descriptions to truly reflect entry-level roles
- Adjust salary structures to meet living wage standards
- Implement targeted initiatives to support gender-inclusive hiring

In conclusion, this project provides a clear picture of the challenges facing youth employment today. By identifying the gap between job requirements and candidate qualifications, along with the wage disparities and gender biases, I offer concrete recommendations for improvement. Moving forward, further data collection and stakeholder collaboration will be key to driving meaningful change.



# Thank You