

SPARIX G ASSIGNMENT BY RAHUL PRASAD

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- **TECH STARTUPS** - It is a rapid growing sector , where scaling up their software development , customer support and other departments are constant at the initial stage
- **CONSULTING FIRMS** - Companies who are into finance or it consulting require large team for project based work
- **ENTERPRISE** - These are well established company who embrace remote work to optimize their cost structure

Data Mining Process : -

I would like to start **gathering** the data from networking platforms like linkedin , where you can filter out on the basis of the industry , size and hiring trends. Job boards like Indeed and Glassdoor helps to identify companies with ongoing hiring efforts, reflecting a demand for offshore staffing .

After gathering , I would like to **cross check** company information by using their official website . Using email verification tool like Hunter.io to ensure the accuracy

After **Gathering** and **Validating** , I would organize it in a structured format using Excel , with the preferable data that was asked for.

For **Verifying** the data used CrunchBase and Job Board that were used To consult the information like company size, hiring trends and recent funding rounds

For **Handling missing data**, I would mark such entries like 'To be Found' . I would visit alternate sites or sources to fill the gaps.

Observation noted for their interest in offshore staffing :-

- Rapid Hiring Patterns
- Recent Funding Announcement

The Segments that i targeted

- **Startup** - For their interest in rapidly scaling their team
- **Mid-Size** - who has their focus on optimizing efficiency
- **Enterprise** - To hire more specialized roles for flexibility

Distribution of Leads -

- 1) - The most promising leads containing information like funding history , job posting would be given to the sales team for direct follow ups
- 2) - According to the segments , the marketing team will receive Categorical leads that includes each segments business goals

Outreach Strategies :-

- 1) - Implement an automated email audience to engage a broad audience and efficiently . This ensured consistent messaging
- 2) - For high values leads like in segments(Startups and Enterprise) , a manual/personalized outreach approach via linkedin message or direct message

Metrics to Track :-

- 1) - Measuring How many recipient engage with the outreach emails or Linkedin message
- 2) - Track the number of leads that got converted to sales meeting or contacts

