

Tech Layoffs Analysis Dashboard (2020-2024)

Project Overview

This project analyses tech layoffs from 2020 to 2024, focusing on regional, industry-specific, and company-specific factors. Power BI provides insights into layoff distribution, the impact of company size and stage, and the correlation between financial health and layoffs, helping stakeholders understand the dynamics of tech workforce reductions.

Key Performance Indicators (KPIs)

- **Total Layoffs:** Count of layoffs across tech companies.
- **Layoffs by Region:** North America leads with 60% of total layoffs.
- **Layoffs by Industry:** Retail Tech is most impacted (40% of layoffs).
- **Company Size & Layoffs:** Startups and companies with <1,000 employees face higher layoff rates.
- **Financial Health:** Companies raising >\$500M see 15% fewer layoffs.

Dashboard Highlights

1. **Map Visualization:** Shows global layoff distribution.
2. **Line Charts:** Highlights trends and spikes, notably in Q2.
3. **Scatter Plot:** Correlates financial health with layoff risks.
4. **Bar/Column Chart:** Breaks down layoffs by industry and company stage.
5. **Donut Chart:** Displays layoffs by company stage.

Insights & Recommendations

- **Targeted Strategies:** North America and Retail Tech need focused attention.
- **Risk Management:** Tailor strategies for startups and post-IPO companies.
- **Financial Stability:** Strong financial health correlates with fewer layoffs.