

5. Actionable Insights & Recommendations

- Maximum users have years of experience in the range of 3-10 years. Scaler can target the audience with experience 3 to 10 because mostly they were looking for a career change or upskilling.
- In data, email_hash are repeating data and should store one email_hash for the individual users.
- Maximum users have job_positions as other and backed_engineer, so scaler can target more on these 2 job_position.
- With company_hash we can see the high-paying companies for the different job roles so the scaler can target the audience or advertise with these data insights.
- In orgyear most of the years are invalid so the system should give an error if the user enters the wrong orgyear.
- Scaler should show insights about the updated ctc and use this as a marketing strategy to bring in more audience.