JOB ANALYTICS
FOR LINKEDIN JOBS

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GROUP 1B

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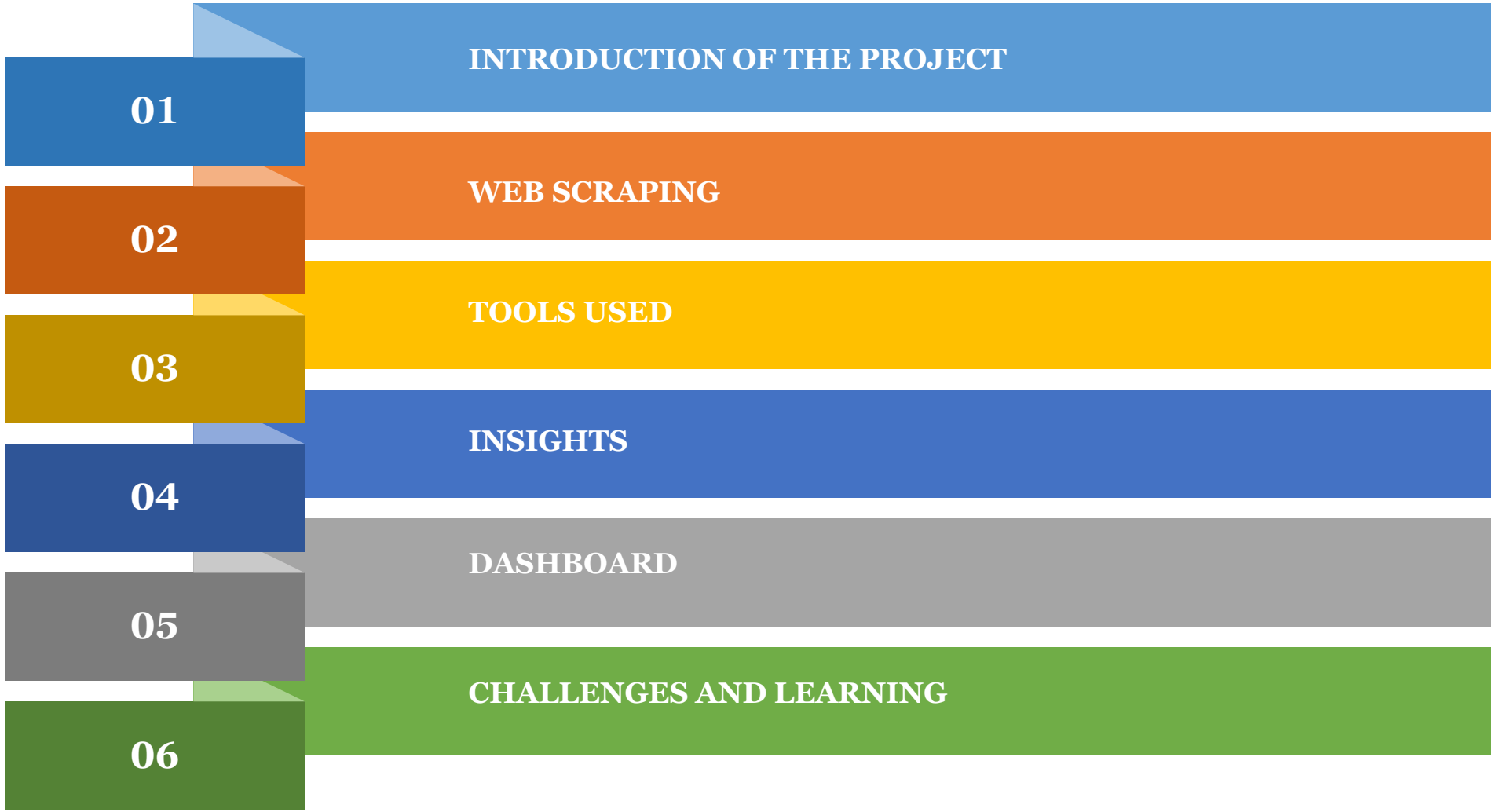
WHAT'S COMING?



JOB ANALYTICS

STEP 1

Study the problem statement.
Inspecting LinkedIn Website.

STEP 2

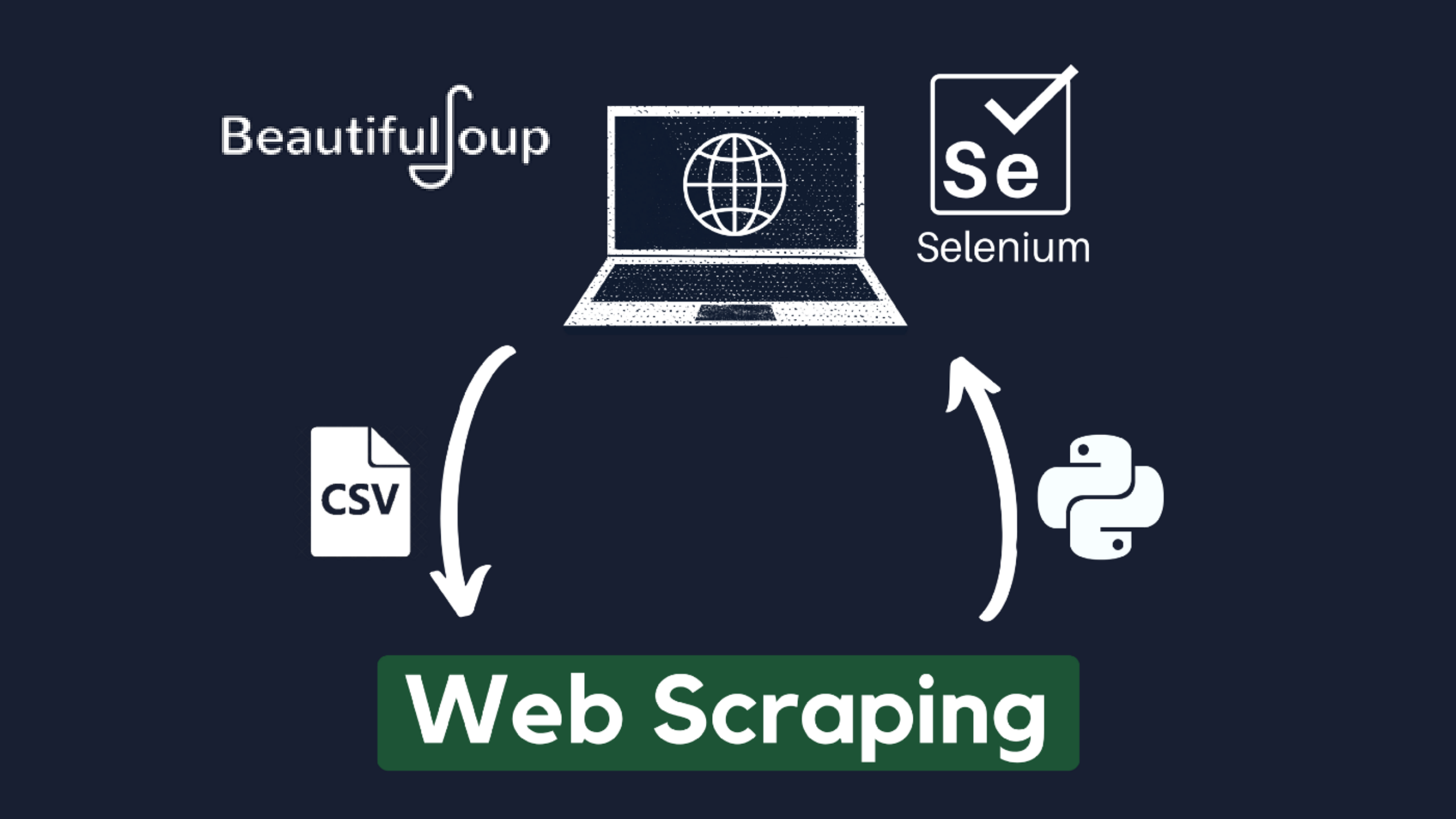
Web Scraping
Using Selenium and BeautifulSoup

STEP 3

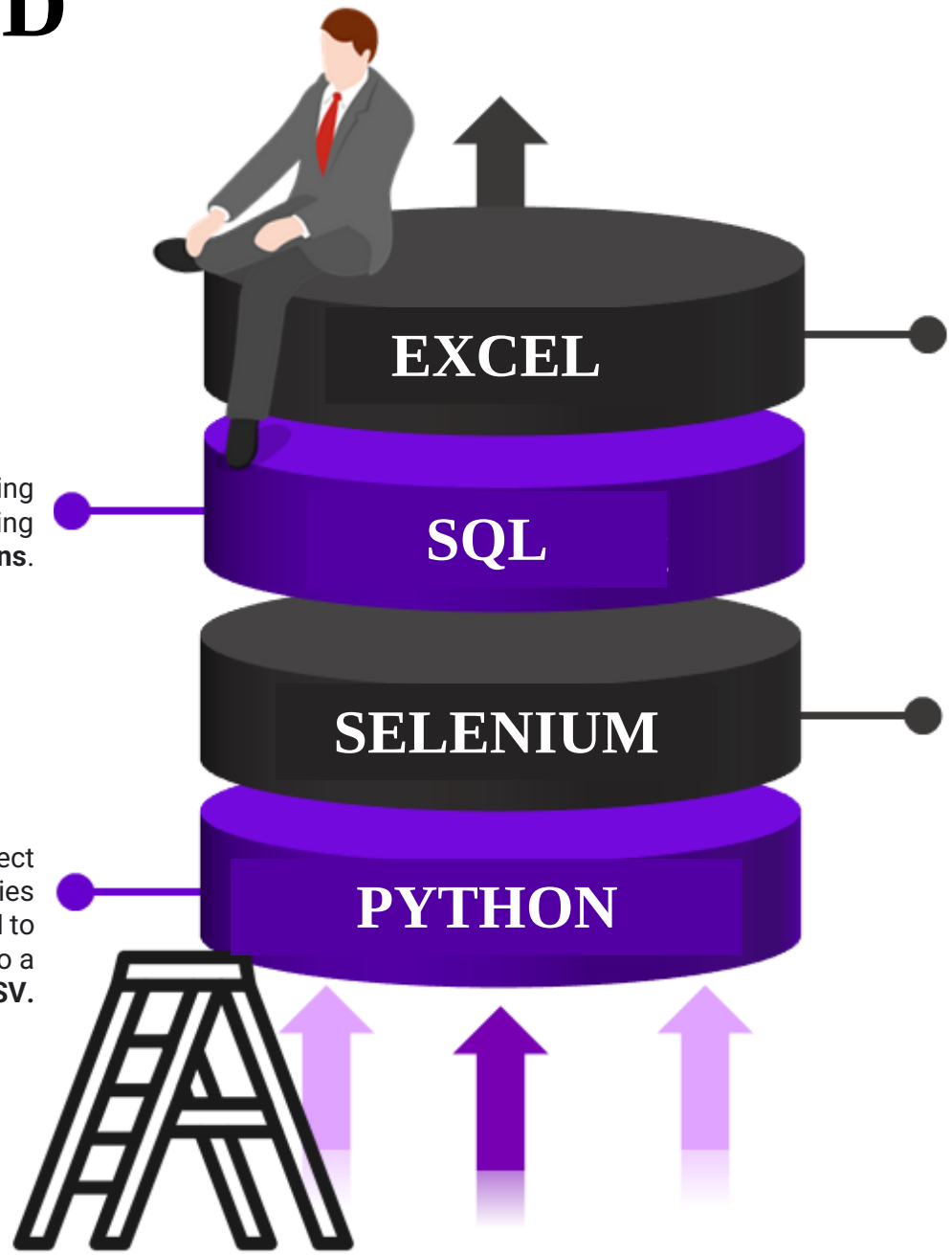
Data Cleaning,
Taking Insights Using SQL

STEP 4

Visualizing Data Using EXCEL.
And driving Conclusions


BeautifulSoup
Se
Selenium
CSV
Web Scraping

TOOLS USED



For **MANAGING THE DATA** in a organised manner. And visualize it in the form of dashboard.

Divided the whole data in three insightful tables using the concept of Primary And Foreign Key. Writing queries for **extracting insights and conclusions**.

For **extracting/scraping data** from our source webpage.

Python was the **backbone** of our project, 70% project was dependent on Python. We used different libraries and packages like **BEAUTIFULSOUP** and **SELENIUM** to scrape data. **PANDAS for** converting the data into a **data frame** and then into **CSV.**

INSIGHTS DRAWN

01 ANALYTICS VS SOFTWARE

We studied the trend of jobs being offered by various companies and found that there are **more job opportunities** for **Analysts** as compared to that of **Software** related jobs.

02 EMPLOYESS <100 VS >1000

We observed that the **openings** in **large firms** are greater than that in comparatively **smaller firms** .

03 CITIES OFFERING MOST JOBS

Our research and observations states that **METROPOLITAN** and comparatively more developed cites are leading in providing most jobs across **INDIA**.

04 COMPANIES WITH MAXIMUM OPPORTUNITIES

MICROSOFT, IBM, THE GOLDEN RISE, AIR PRODUCTS INDIA and **AMERICAN EXPRESS** are the top 5 companies in terms of offering the number of jobs opportunities.

05 LEVEL WITH MAXIMUM OPENINGS

From our research and analysis we found out that most of the companies **have not mentioned the level** of jobs on the platform. Besides that the highest number of openings are for the **ENTRY LEVEL JOBS, and director jobs were least.**

*all the above Insights and Observations are based only on data that we have fetched from LinkedIn.

SOME MORE INTERESTING INSIGHTS

06 APPLICANT'S INDUSTRY CHOICE

Data Suggest that **IT SERVICES, SOFTWARE FIELDS, HEALTH CARE** and **AUTOMATION** are the industries more popular among the applicants.

07 APPLICANT'S COMPANY CHOICE

Most of the applicants are aiming for leading companies in their sectors and a trend of less applications are seen in not so popular firms.

08 ARE APPLICATIONS DEPENDENT ON FOLLOWERS

Applicants these days are really smart, they keep in mind a lot of factors before applying for a job .People **applying** for the jobs at companies which have **large number of followers.**

09 COMPANIES WITH MAXIMUM FOLLOWERS

AMAZON being favorite among people on LinkedIn having most number of followers . **GOOGLE, MICROSOFT** and **APPLE** are next in the line in terms of LinkedIn followers.

10 INDUSTRIES WITH MOST FOLLOWERS

IT and SOFTWARE sectors are leading on LinkedIn in terms of followers, followed by **Consumer Electronics and Finance sector.**

*all the above Insights and Observations are based only on the data that we have fetched from LinkedIn.

JOB ANALYTICS DASHBOARD

Accounting | Automotive | Computer Software | Consumer Electro... | Consumer Goods | Fincial Services | Information Techn... | IT Services and IT ... | Magement Consul... | Oil & Energy

Bengaluru, ... | Chennai, Ta... | Delhi,India | Gurgaon, H... | Hyderabad, ... | Mumbai, M... | New Delhi, ... | Noida, Uttar... | Pune, Maha... | Remote

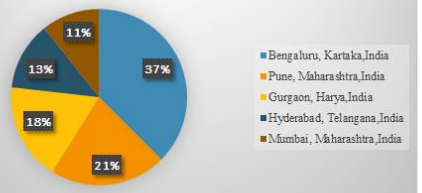
87 ANALYTICS JOBS

39 SOFTWARE JOBS

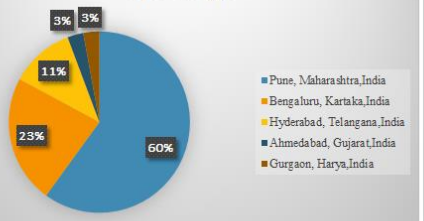
166 Job openings in companies having 1000+ employees

64 Job Openings in companies having <100 employees

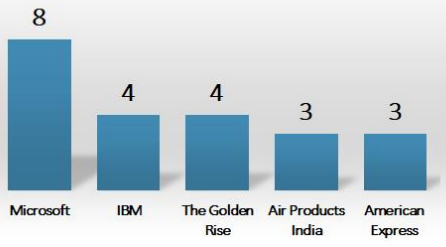
Number of Analysts Job Opening



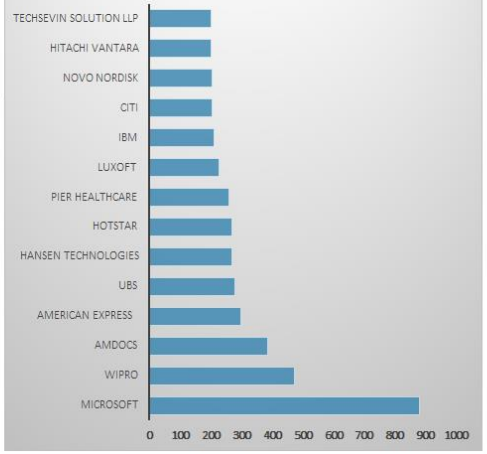
Number of Software Engineer Openings



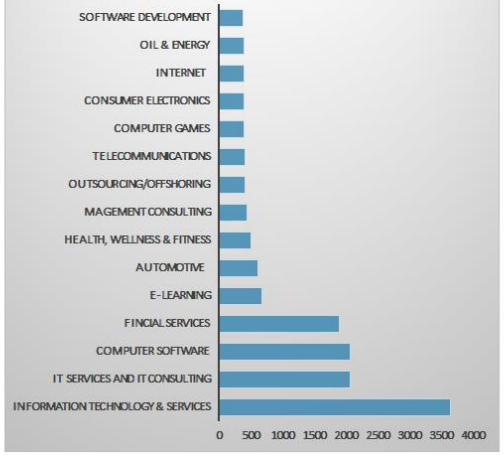
Companies with Highest Openings



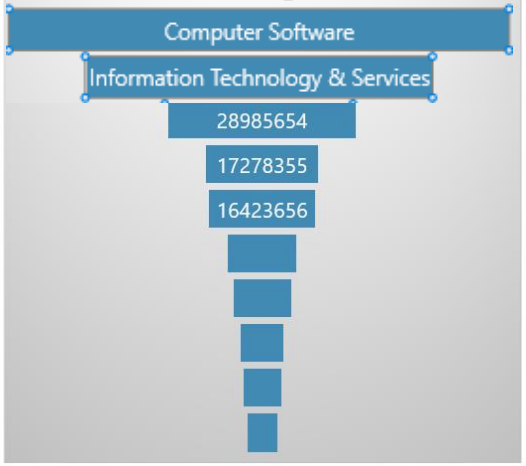
Top Companies with Maximun Applicants



Number of Applicants in Each Industry

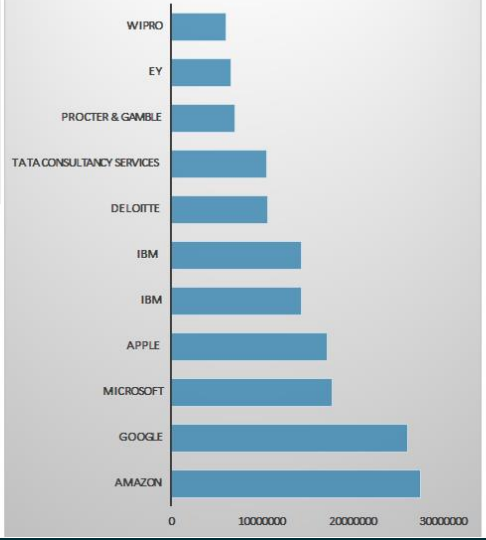


Number of followers on the Basis of Industry

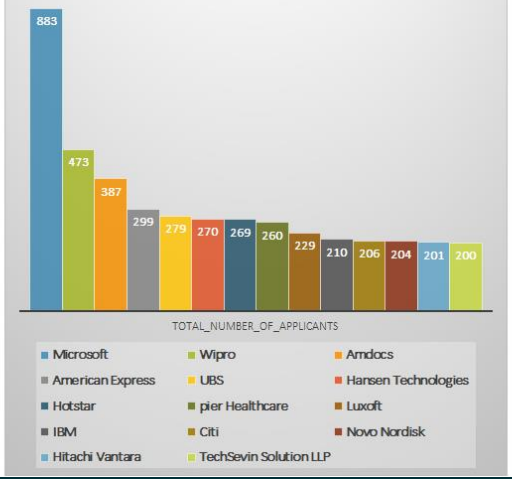


Cities with Highest Number of Openings

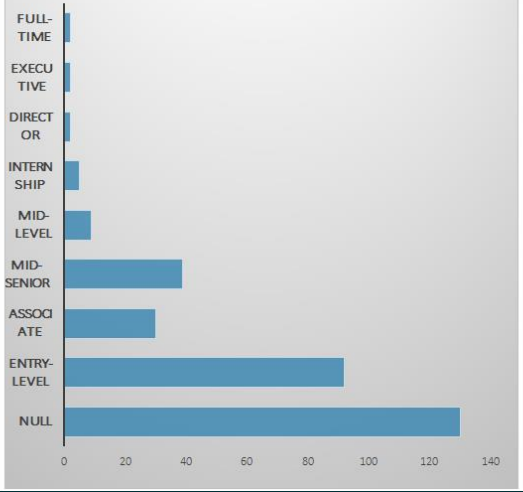
LinkedIN Followers



More followers Means More Applicants



Level-wise Job Openings



CHALLENGES FACED

01

DATA SCRAPING

Data Scraping made our lives a roller-coaster ride. SELENIUM and BEAUTIFULSOUP were new to us. So that became the biggest challenge for us.

02

THE LOOPS

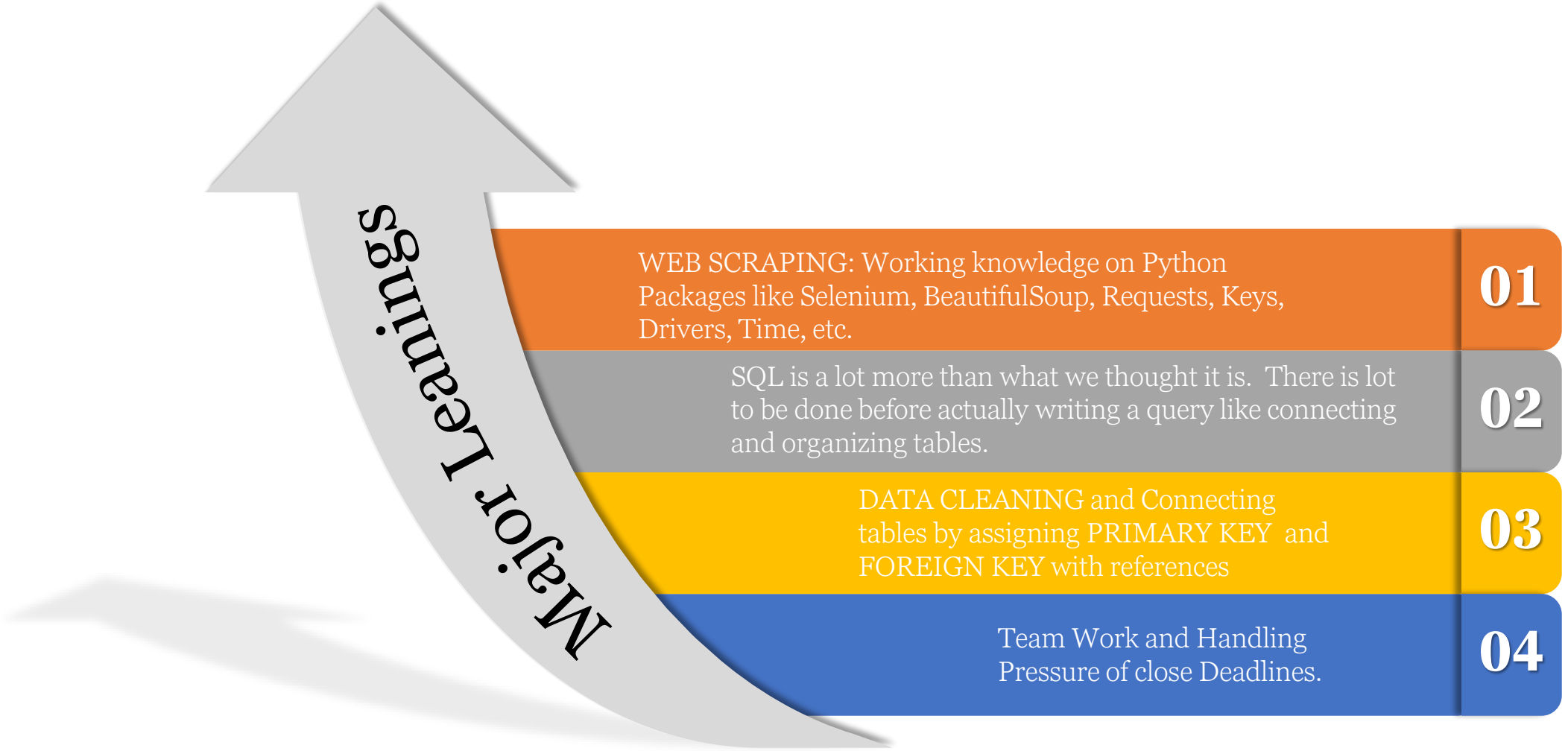
LinkedIn is a very smartly and complicatedly developed website. It was a tough ride to extract data from hyperlinks and iterating them in the loops

03

DIVIDING THE TABLES

We thought we were familiar with SQL until we came across the task of connecting the tables, by assigning the Primary and Foreign Key

WHAT WE ARE TAKING WITH US AFTER THIS PROJECT?



ANY QUESTION?

This is the END of our Presentation.
And your turn to ask us anything related to the project

Thank you