**Define Problem / Problem Understanding**

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| Team Id | NM2023TMID05047 |
| Project Name | The Future of Work : Glassdoor Jobs |

### Specify The Business Problem

**Business Problem:**

In the rapidly evolving landscape of the future of work, the absence of comprehensive data analysis of Glassdoor job postings presents a pressing challenge. This deficiency hinders both job seekers and employers in navigating the intricacies of the job market. The primary problem can be distilled into several key issues:

**Challenges:**

1. \*\*Limited Understanding of Job Market Trends:\*\* The absence of systematic analysis of Glassdoor job postings leads to a dearth of critical information regarding emerging job market trends. This lack of insight makes it difficult for job seekers to align their skills and experiences with the evolving demands of the job market.

2. \*\*Difficulty in Finding Relevant Job Opportunities:\*\* Job seekers often struggle to identify job opportunities that best match their qualifications and aspirations. The absence of data analysis makes it challenging to discern which positions are in high demand and how their profiles align with these demands.

3. \*\*Inability to Attract and Retain Top Talent:\*\* Employers face difficulties in attracting and retaining top talent due to the absence of knowledge about the job market landscape. In order to remain competitive, organizations need a clear understanding of the skills and experiences that are in high demand among job seekers.

4. \*\*Lack of Insight into Company Branding and Reputation:\*\* Glassdoor not only provides information about job listings but also acts as a platform for employees to review and rate their employers. The lack of analysis on this data restricts companies from comprehending their branding and reputation in the eyes of potential employees, potentially deterring top talent from considering their job offers.

1. The project aims to address these pressing issues by conducting a comprehensive analysis of Glassdoor job postings. Through this analysis, we intend to shed light on current and emerging job market trends, highlight in-demand skills and experiences, and provide insights to help employers enhance their employer branding and reputation. By doing so, we aim to bridge the knowledge gap that currently hinders both job seekers and employers in the pursuit of their respective goals in the ever-evolving world of work.