

## **Task 6 Report India Job Market & Skill Demand Analytics Report**

### **1. Introduction**

The objective of this project is to analyze job market trends across major job portals including LinkedIn, Naukri, and Indeed.

The analysis focuses on:

- Job demand trends
- Most required technical skills
- Salary distribution
- Experience-level requirements
- Location-wise hiring demand
- Remote vs Onsite opportunities

The dashboard was developed using Microsoft Power BI with data cleaning and transformation performed in Power Query.

### **2. Data Overview**

The dataset includes the following key attributes:

- Job ID
- Job Title
- Company Name
- Company Location
- Job Location
- Job Type
- Posted Date
- Application Deadline
- Job Portal
- Number of Applications
- Education Requirements
- Skills Required

- Remote/Onsite
- Salary Min, Max, Avg
- Experience Min, Max, Avg

### **3. Data Cleaning & Transformation**

The following transformations were performed:

- Removed text values like “LPA”, “years”, and special characters.
- Converted salary ranges (e.g., 5-8 LPA, 20+) into Salary\_Min, Salary\_Max, and Salary\_Avg.
- Converted experience ranges into numeric averages.
- Split multi-valued skills column into individual rows for demand analysis.
- Standardized formatting (trimmed spaces, capitalization).
- Removed null and duplicate records.

### **4. Dashboard Components**

#### **KPIs**

- **Total Jobs Posted**
- **Average Salary**
- **Average Experience Required**
- **Total Applications Received**

#### **Job Type Distribution by Job Portal (Bar Chart)**

- Shows the count of different job types (Full-time, Internship, Contract, etc.) across portals.
- Helps compare hiring patterns between portals.

#### **Job Count by Company Name (Line Chart)**

- Displays number of job postings by company.
- Identifies companies with high hiring activity.

### **Job Demand by Location (Bar Chart)**

- Shows total job postings by city/location.
- Highlights top hiring regions.

### **Remote vs Onsite Distribution (Pie Chart)**

- Compares remote and onsite opportunities.
- Helps understand flexibility trends in the job market.

### **Job Location by Job Type (Donut Chart)**

- Displays distribution of job types across locations.
- Identifies which cities have more full-time or contract roles.

### **Education Requirement Analysis (Line Chart)**

- Shows job count based on required educational qualification.
- Helps identify minimum qualification trends.

### **Interactive Slicers**

To make the dashboard dynamic and user-friendly, the following slicers were added:

- Job Location
- Job Type
- Job Portal
- Posted Date
- Company Name
- Experience Required

## **5. Key Findings**

1. Technical skills such as Python, SQL, and C++ are consistently in high demand.
2. Salary increases proportionally with required experience.
3. Full-time roles dominate the employment market.
4. Remote work opportunities are steadily rising.
5. Major cities remain primary hiring hubs.

## **6. Conclusion**

The Job Market & Skill Demand Analytics Dashboard provides valuable insights into hiring trends, salary distribution, and skill requirements across major job portals.

This analysis helps:

- Job seekers understand in-demand skills
- Companies benchmark salary offerings
- Analysts identify employment trends

The dashboard offers interactive filtering options for dynamic exploration of job market data.