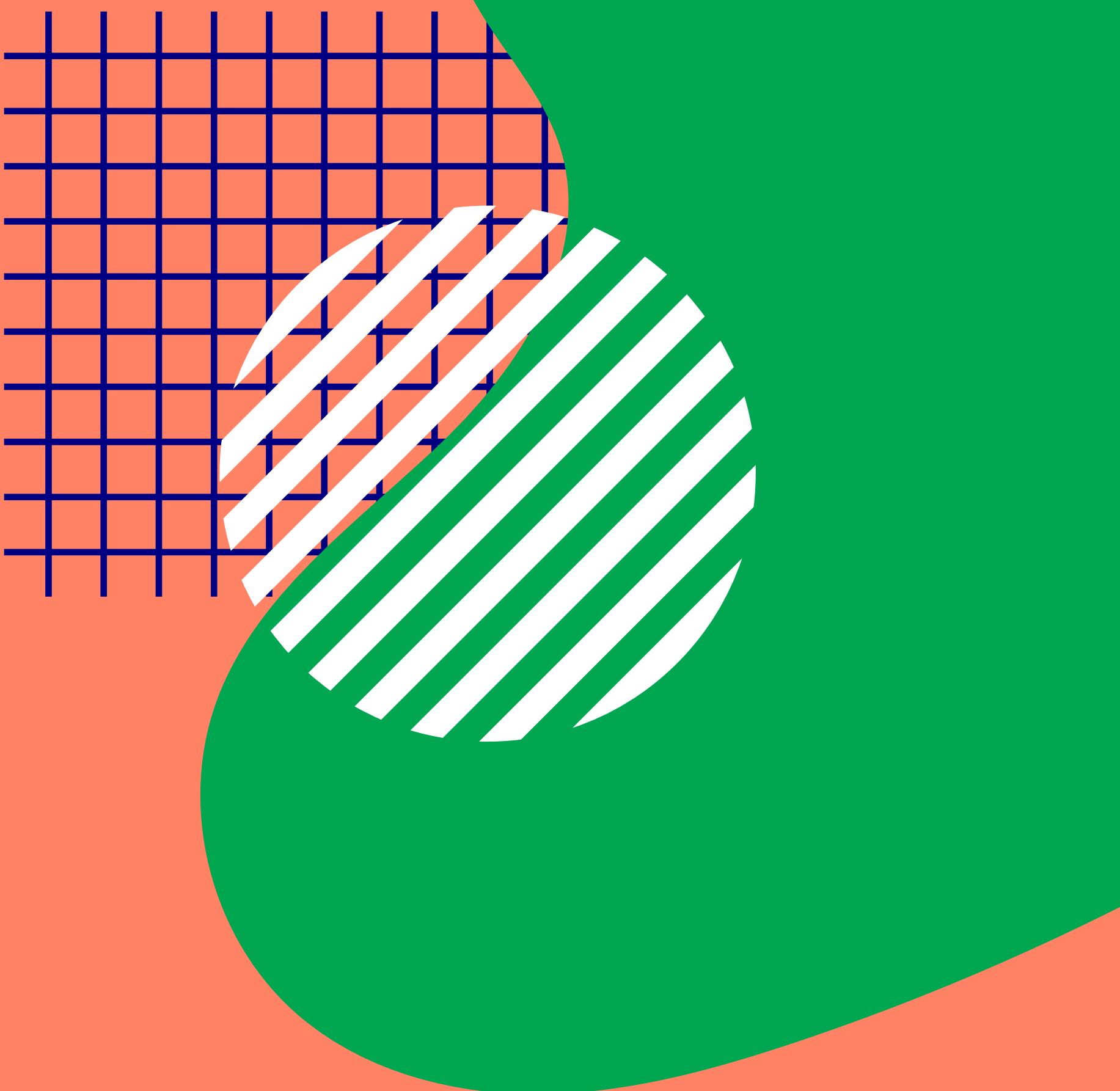


Problem Statement



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Background

Mr. Ajay Shah is a research associate in a company named Globalsight Pvt. Ltd. His company is a start-up (Series A company) that specializes in finding the right people who fit various positions in different companies globally. However, despite their constant efforts, they are unable to understand the market trends and changes in other industries. This is hindering the growth of the company quarter by quarter.

Mr. Shah's boss asked his colleague to build an analysis mapping down the market trends, and career progression of people to understand the change in the organizational structure in the IT industry. His boss believes that mapping this analysis can help the company grow by understanding how other companies have grown in the last few years, and avoid the same mistakes by learning from them. It will also help them in knowing which positions they need to hire as they can predict future trends, know which positions are going to be hot in the market, and understand the progression of employees in the company to be more competitive in the industry.

The Analysis built by Mr. Ajay's colleague is as follows:

#1 He chose company X and started to collect data about the employees like when they joined, which position they joined, from where they joined, were they promoted inside the organization, and if they have left where did they go?



+

Experience

 **UI/UX Designer**
Tech Japan Inc. · Full-time
Jun 2023 - Present · 1 mo
Tokyo, Japan · Remote

Currently working as a User Experience researcher and User Interface designer.

 **Empanelled Designer, Ministry of Textiles-Office of the Development Commissioner (Handicrafts)**
Government of India Official · Part-time
Dec 2020 - Present · 2 yrs 7 mos
New Delhi, Delhi, India

Empanelled Designer with The office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India

 **Marketing and UI/UX Researcher**
Tech Japan Inc. · Internship
Sep 2022 - Oct 2022 · 2 mos
Tokyo, Japan

Completed an internship with Tech Japan Hub as a marketing and user experience design researcher. My core responsibilities included understanding their current system/platform, conducting heuristic ...see more

#2 He then started to store all the data he collected in Excel sheets one by one. He made separate columns for the positions, what that position is generally called in that industry, the start date, and the end date (if any) of the employees in company X.

Position	General Position name	Start Date	End Date
CEO	CEO	2015	
CTO	CTO	2020	
General Manager	Senior Product Manager	2021	
Project Manager	Project Manager	2021	
AI Researcher	Junior Data Scientist	2022	
Salesperson	Tech Sales Representative	2021	
Chief Development Officer	CPO	2017	
R&D Engineer	Junior Data Scientist	2022	
Sales Attendant	Tech Sales Representative	2019	
Product Manager	Product Manager	2021	
Project Manager	Project Manager	2022	
Project Manager	Project Manager	2021	2022
営業職	Tech Sales Representative		
AI Researcher	Junior Data Scientist	2021	
COO	COO	2020	2020
COO	COO	2021	2021
インフラエンジニア	Junior SysOps Engineer	2021	2022
AI Researcher	Junior Data Scientist	2021	

#3 Thereafter he started to sanitize the data column by column by only keeping the relevant positions and keeping only the data that was required for his research.

Position	General position name	Start Date	End Date
Software Engineer	Junior Developer	2022	
Software Development Engineer In Test	Senior Test Automation Engine	2021	
Managing Director India	Managing Director	2013	
Senior Software Engineer	Senior Developer	2022	
Head of Operations - India	COO	2018	
Head of Engineering	VPOE	2017	
Software Engineer	Junior Developer	2020	
Senior Manager - Sales	Sales Manager	2021	
Sales Lead - SAARC	Regional Sales Head	2021	
Director of AI Products	Director	2021	
Technical Product Manager	Product Manager	2021	
Managing Director EMEA	Managing Director	2017	
Managing Director (Asia Pacific)	Managing Director	2021	
Senior Engineering Manager & Architect	Project Manager	2021	
APAC & Oceania Marketing Specialist	Marketing Specialist	2021	
VP of Operations	VPO	2013	
Sales Engineer	Tech Sales Representative	2022	
Founder and CEO	CEO	2013	

#4 Once the data was sanitized, he started mapping down the positions and the no. of employees hired for them in recent years.

Count of People	Column Labels	2015	2017	2018	2019	2020	2021	2022	Grand Total
Row Labels									
CEO		2							2
CPO			1						1
CTO		1				1			2
DevOps Engineer							1		1
Junior Data Scientist							8	9	17
Junior Developer						3	4		7
Junior Tester							1		1
Marketing Specialist							2		2
Product Manager							1		1
Project Manager					1	4	1		6
Project Manager Lead							1		1
Scrum Master							1		1
Senior Data Manager			1						1
Senior Data Scientist				1	4				5
Senior Developer				1					1
Senior HR								1	1
Senior Product Manager							1		1
Senior Tester						1			1
Tech Lead						1			1
Tech Sales Representative				2	2		2		4
Grand Total		3	2	2	9	1	24	16	57

I3

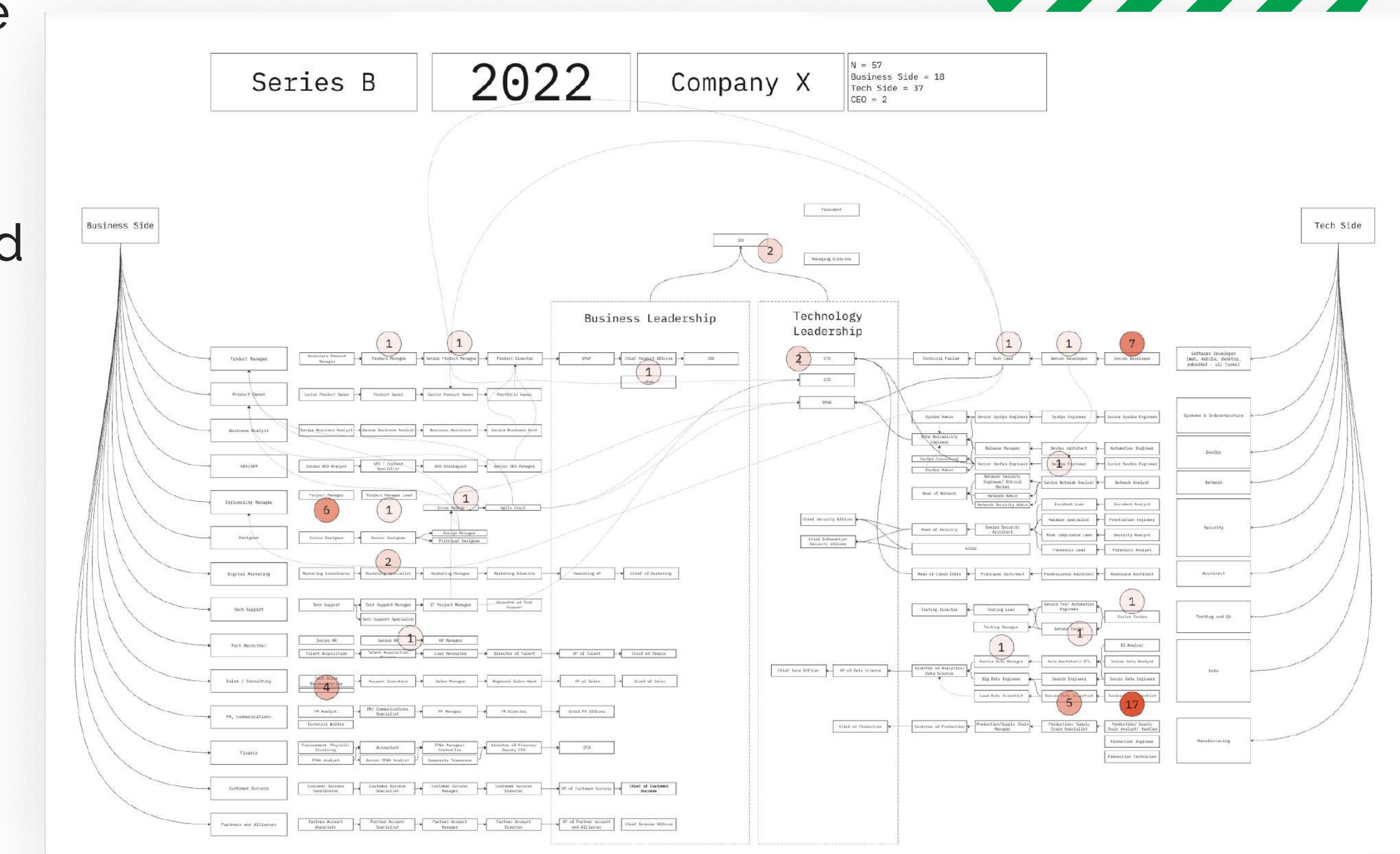
#5 This helped him create a visualization in the form of a YoY heatmap of the positions in Company X, and how many people in which particular year were hired.

Count of People Row Labels	Column Labels												Grand Total
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Accountant												1	1
Associate Architect								1	1	1		3	
BI Analyst											1	1	
Business Architect							1			2	5	8	
CEO			1									1	
CFO											1	1	
Chief of People									1	1		1	1
Chief of Sales								1	1		2	2	
COO				E11				1		1		1	
CTO	1								1		1	2	
Customer Success Coordinator									1	2	3	3	
Customer Success Director											1	1	
Customer Success Manager											1	1	
Customer Success Specialist											1	1	
Director							1	1	1	2		5	
Director of Finance/ Deputy CFO						2						2	
Director of Tech Support											1	1	
FP&A Manager/ Controller		1				1			1			3	5
Head of Cloud Infra							1					1	2
HR Manager											1	1	
Junior Data Scientist								1	1	1		3	
Junior Designer											1	1	
Junior Developer								1	1	1	1	4	8
Junior SysOps Engineer									1	1	1	1	3
Lead Data Scientist								1				1	
Managing Director			1					1			1	3	
Marketing Coordinator								1			1	1	3
Marketing Director											1	1	
Marketing Manager										3	7	10	

#6 Later, he built an exhaustive list of departments and the positions within those particular departments yearwise. Then he mapped down the positions in which people were

particular year. This helped in understand the industry trends and make predictions for the future.

Link: Miro Board



Problem Statement

Imagine you are Mr. Shah, and this assignment has been passed over to you by the boss. You need to find a better and more effective way of mapping these insights. The following is a list of parameters you can use:

1. Mapping down the IT industry trends over the last few years for Company X
2. Understanding which positions will be in demand in the future so that the talent procurement for those positions can be done beforehand.
3. Creating a generalized organizational structure chart for company X to understand the recent changes company X has undergone.
4. A writeup mentioning the process, data collection methods, insights and key findings.



Company X Characteristics

Below are the characteristics or the parameters for choosing the Company X (the company can be chosen by the participants)

1. It needs to be a late series company, a post IPO company which has successfully grown over the past few years so that it can be taken as an example.
2. It should have an IT tech product and should be in a similar industry so that trends can be mapped down



Rules and Regulations

One account per person

You are only allowed to have one account to sign in (your college email ID). You cannot submit entries from multiple accounts.

No sharing outside the competition

Sharing the code or data outside the competition is not permitted. You can only share the data to your respective team members.

Team formation

In no case will more number of participants be allowed in a team than the mentioned maximum team size. The team member count should be less or equal to the number permitted.

Only students from one college can form a team. Cross college team formation is not permitted.

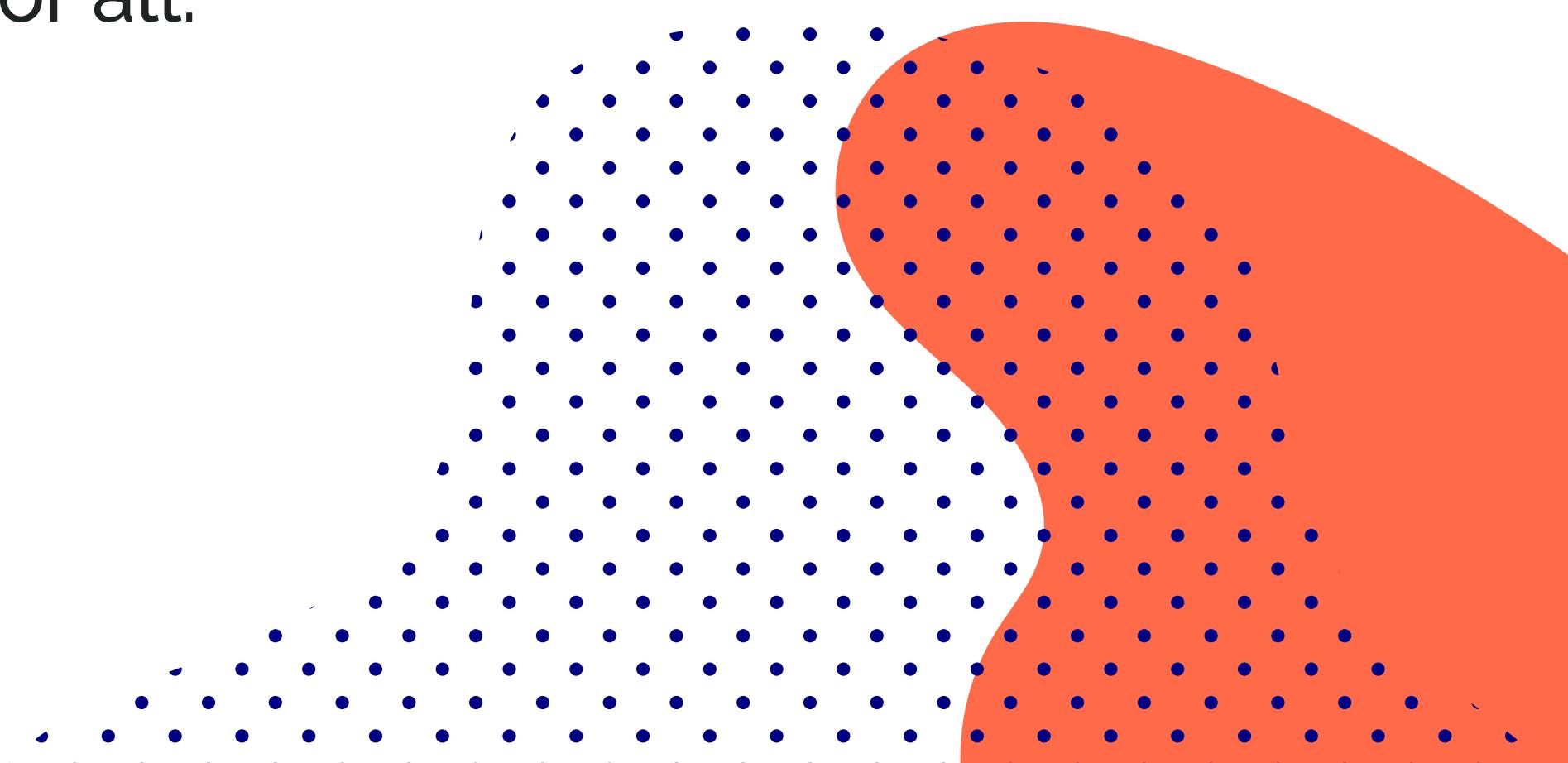
Submission Rules

Only one submission is allowed from one team. Once you make the submissions, please cross check since editing and reuploading the submission is not allowed.

Make the submissions in the format given in the problem statement. No requests to edit/change the submissions will be entertained. Please provide public links for all your submissions.

PPO Preference

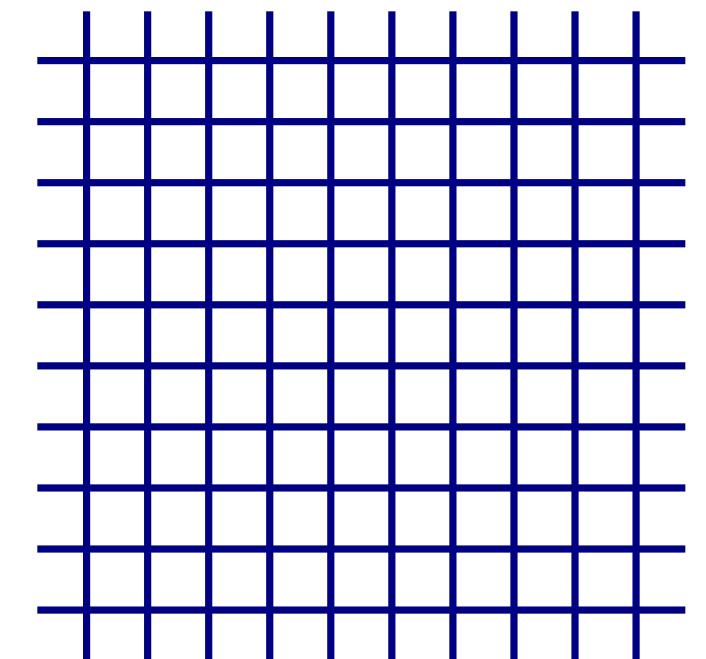
Students who do not have a PPO will be given preference for PPO consideration. Students who already have a PPO can also participate. Evaluation will be equal for all.



Evaluation Criteria

You will be evaluated on the following criteria:

1. How exhaustive is the data collection ?
2. How easy is the data visualisation method?
3. How clear and accurate is the data representation?
4. How well the writeup has been curated-the process, the insights, trends and key findings?



The weightage for the evaluation is as follows:



FAQ's

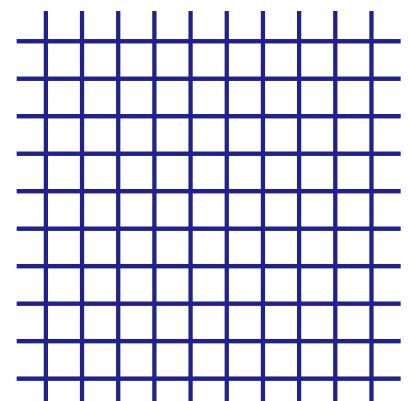
Q1. What should be included in the write-up summarizing the process, data collection methods, insights, and key findings?

The write-up should provide a comprehensive overview of the analysis conducted by Mr. Shah. It should include details about the data collection methods used, such as the sources of data and any tools or techniques employed for data analysis. The write-up should highlight key insights and findings derived from the analysis, such as market trends, in-demand positions, and changes in the organizational structure of Company X. It should present the information in a clear and concise manner, allowing the reader to understand the process and the conclusions drawn from the analysis.

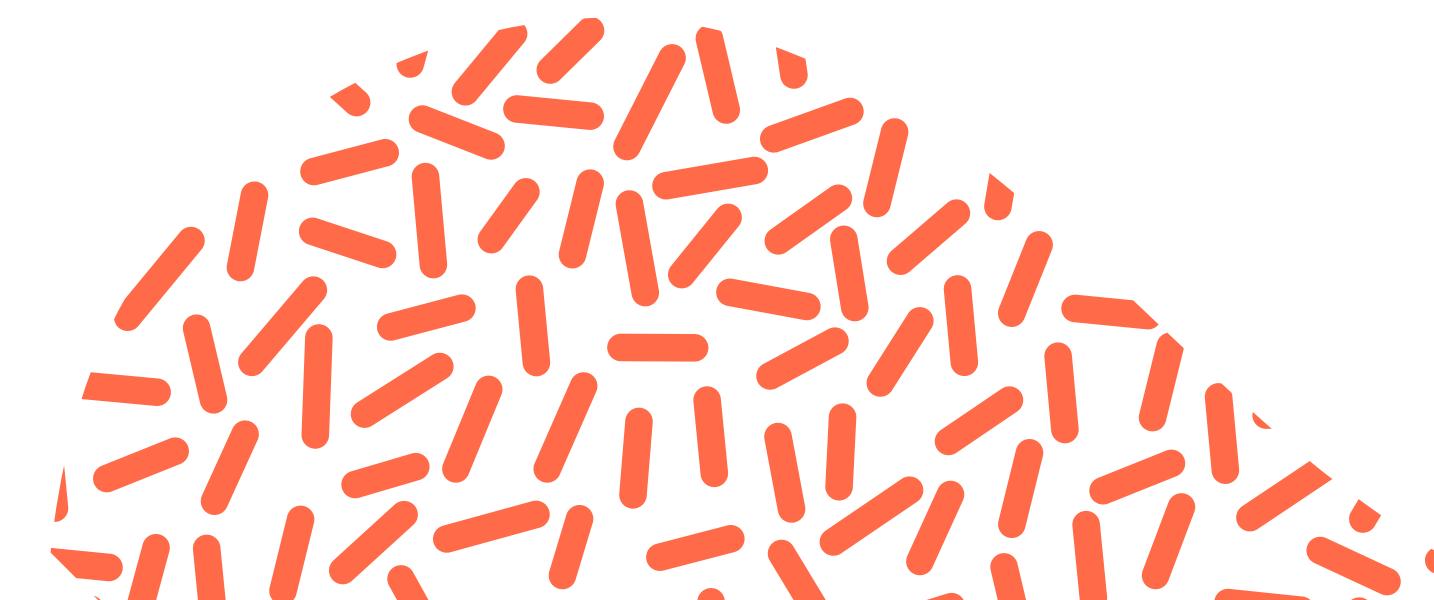
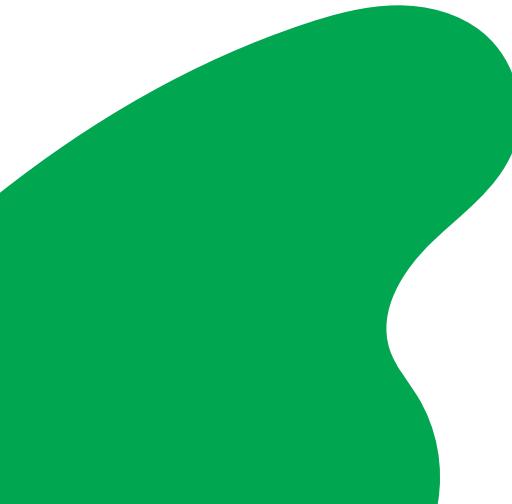


Q2. How can I finalise company X and what things I should keep in mind while collecting the data?

- 1. Define the scope:** Clearly outline the specific objectives and goals of the analysis for Company X. Identify the specific aspects of market trends, career progression, and organizational structure that are most relevant and beneficial for Globalsight Pvt. Ltd.
- 2. Data collection methods:** Determine the most effective and reliable methods for collecting the necessary data. This may involve utilizing a combination of primary and secondary sources, such as industry reports, market research data, surveys, interviews, employee details and internal company documents.
- 3. Data accuracy and reliability:** Ensure the data collected is accurate, reliable, and up-to-date. Verify the credibility of the sources and cross-reference information whenever possible to mitigate potential biases or inaccuracies.

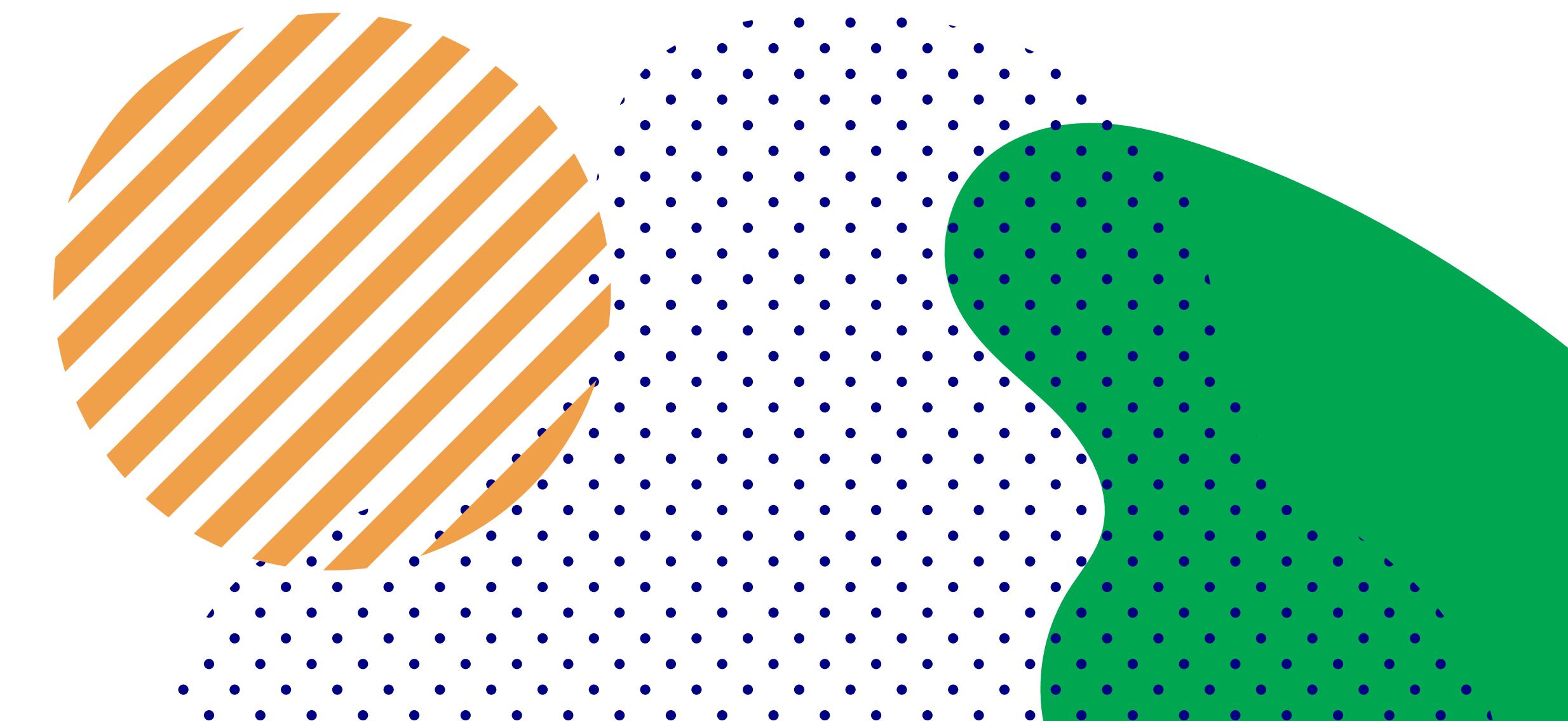


- 4. Analytical techniques:** Utilize appropriate analytical techniques to process and interpret the collected data. This may involve using statistical analysis, data visualization methods, trend analysis, and other relevant methods to extract meaningful insights and patterns.
- 5. Comparative analysis:** Conduct a comparative analysis by benchmarking Company X against other successful companies in the IT industry. Identify their growth strategies, talent procurement approaches, and organizational structures to learn from their experiences.
- 6. Identify emerging trends:** Pay attention to emerging trends and technologies in the IT industry. Anticipate how these trends might impact the demand for specific positions or skill sets in the future. This forward-looking approach will help Globalsight Pvt. Ltd. stay ahead of the competition.



7. Communicate key findings: Clearly communicate the insights and key findings derived from the analysis. Present the information in a structured and easily understandable manner, using charts, graphs, and summaries where appropriate. Provide actionable recommendations based on the analysis to guide talent procurement decisions and future business strategies.

By keeping these factors in mind, you can ensure a comprehensive and effective analysis of Company X, enabling Globalsight Pvt. Ltd. to make informed decisions, anticipate future trends, and drive the company's growth and success.



Q3. On what basis will the submissions be evaluated and what do I need to do to perform well?

1. The Data Collection (60% weightage):

- Exclusiveness of Data Collection: The extent to which you collect comprehensive and relevant data on market trends, career progression, and organizational structure of Company X.

2. Data Visualization (40% weightage):

- Ease of Data Visualization Method: The effectiveness and ease of the chosen method for visualizing the collected data, such as charts, graphs, and other visual representations.
- Clarity and Accuracy of Data Representation: How well the data visualization accurately represents the insights and key findings derived from the analysis, ensuring clarity and understanding.



3. Write-up Curation:

- Process Description: The clarity and completeness of the description of the analysis process, including data collection methods and analytical techniques used.
- Insights, Trends, and Key Findings: How well the write-up presents and communicates the insights, trends, and key findings derived from the analysis in a concise and informative manner.

***Please note that the weightage assigned to each criterion is subjective and may vary depending on your performance.

Thank you!

Questions?

Write us on vidushi.bhardwaj@techjapan.work

All the best!!!

