**Case Study: "Who Got Fired?" — Layoff Analysis (2020 to March 2023)\**

**"Who Got Fired?" — SQL Layoff Analysis**

**This case study dives into real-world tech layoffs from 2020 to March 2023. Through a series of SQL queries, we uncovered:**

* **Layoff patterns by year, industry, and company**
* **Total shutdowns (100% layoffs)**
* **Impact of funding on layoff resilience**
* **Top affected countries and company stages**

**🎯 Project Overview**

**Objective**: Analyze layoff trends from 2020 to March 2023 to uncover industry patterns, company shutdowns, and the impact of funding on survival.

**Business Use Case**:

* Understand macroeconomic impacts on employment
* Identify vulnerable industries during crises
* Predict signals of business shutdowns
* Help job seekers and HR professionals assess market risks

**Tools Used**: SQL, PostgreSQL / MySQL, Excel (for cleaning), Tableau / Power BI (optional for visualization)

**🧵 Project Story — From Chaos to Clarity**

The global economy went through a hiring frenzy in 2020... but what came next was unexpected. Mass layoffs shook the tech world from 2020 to 2023. We’ve heard the headlines, but the *real question* is:

What *really* happened — and what can we learn from it?

I rolled up my sleeves, wrote some SQL, and built a story out of numbers. Here's what I found...

**🧠 What Can We Learn From This?**

**🔄 Strategic Takeaways:**

* **Mass layoffs** weren’t isolated to 2020 — it was a prolonged trend.
* **Funding doesn’t equal safety** — execution and adaptability matter more.
* **Shutdown patterns** can be predicted by monitoring % of layoffs.

**🔮 For Job Seekers & Professionals:**

* Evaluate industry health before career moves.
* Don’t assume size or funding = job security.
* Use public layoff data to assess risk.

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| **🌟 Final Thought**  This isn’t just a data project. It’s a **story of survival, mistakes, and market shifts** — all hidden in rows and columns.  And the best part? You can learn from it, with just a few SQL queries. |  |