Building job market analysis dashboard

CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI

Luke Barousse
Data Analyst & YouTuber

datacamp

Data analytics pipeline

Data Check → Explore Data → Analyze & Visualize Data → **Dashboarding** → Communicate Insights

Dashboard focus areas

Questions to ask:

1. **Who** is the audience?

2. **What** do they need?

3. **How** can a dashboard help?

Dashboard focus areas

Answers to questions:

1. **Who?**
   DataSearch recruiters

2. **What?**
   Identify optimal opportunities

3. **How?**
   Dashboard design with goal in-mind
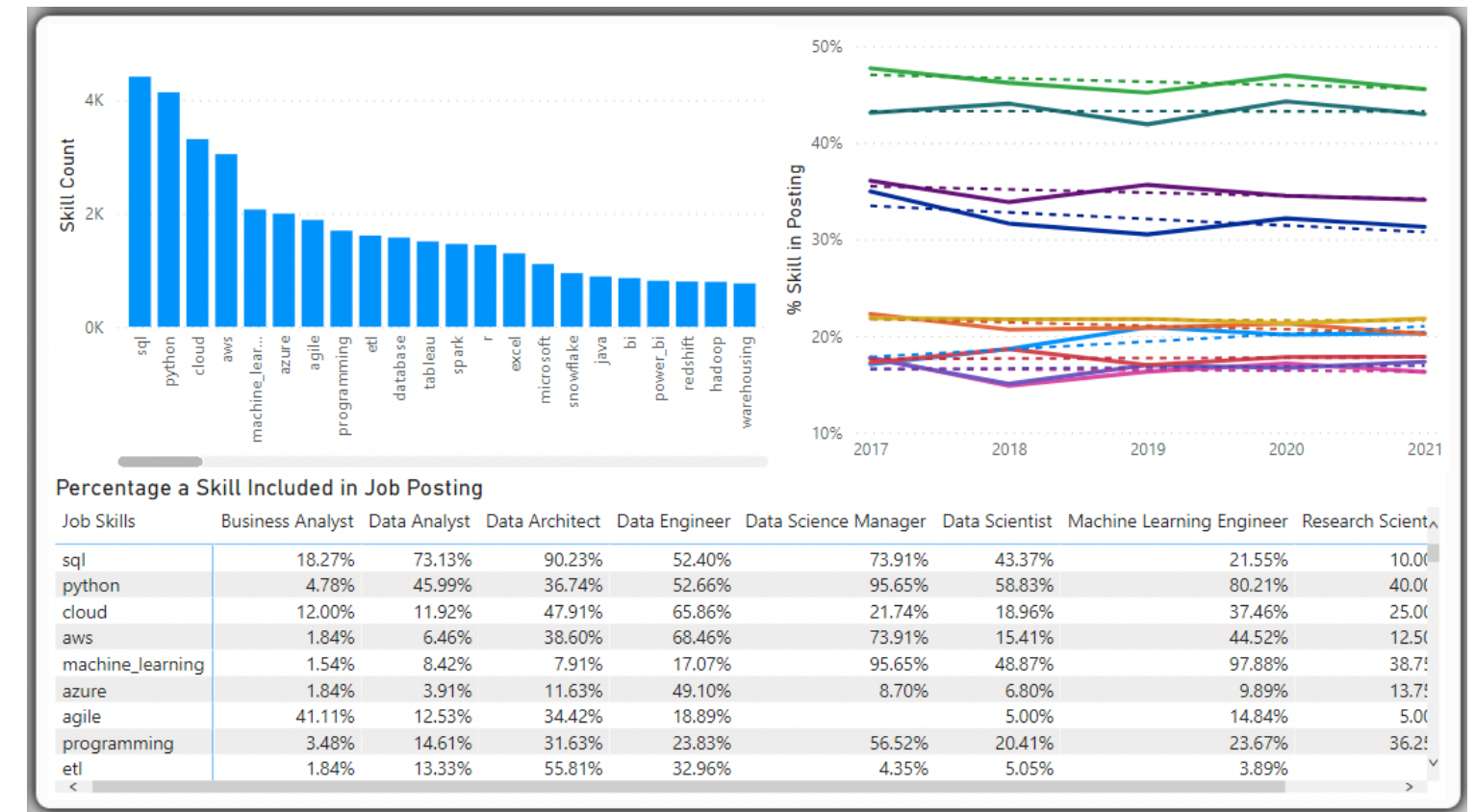
CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI

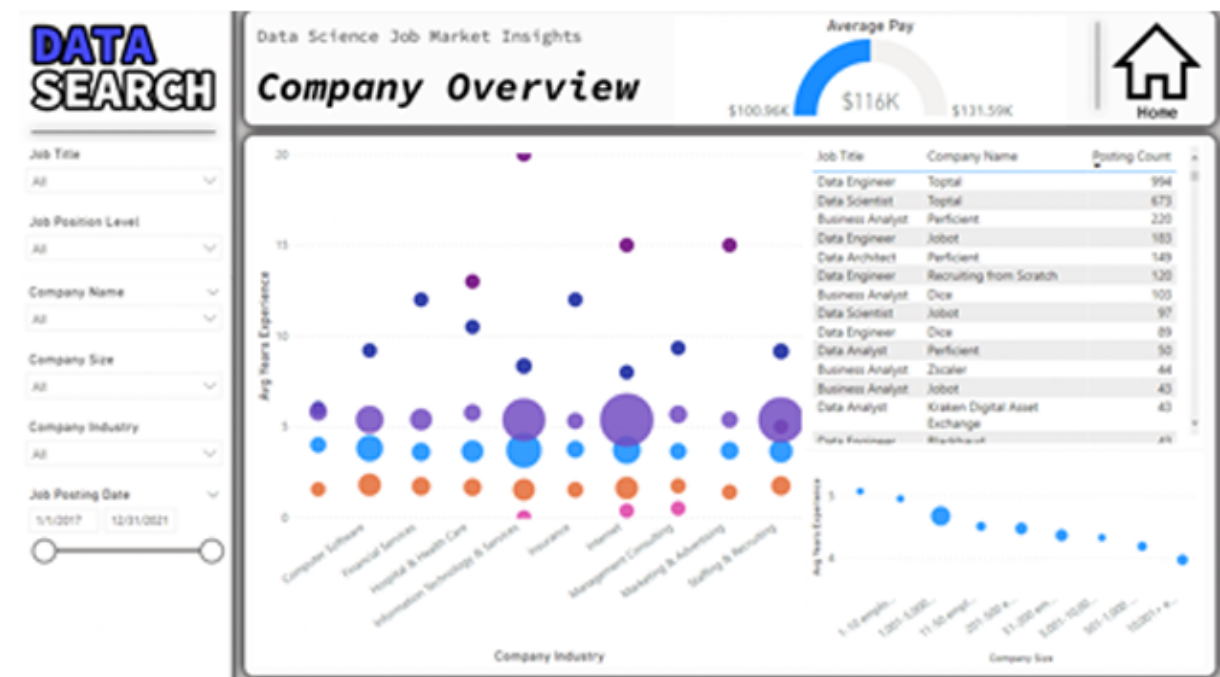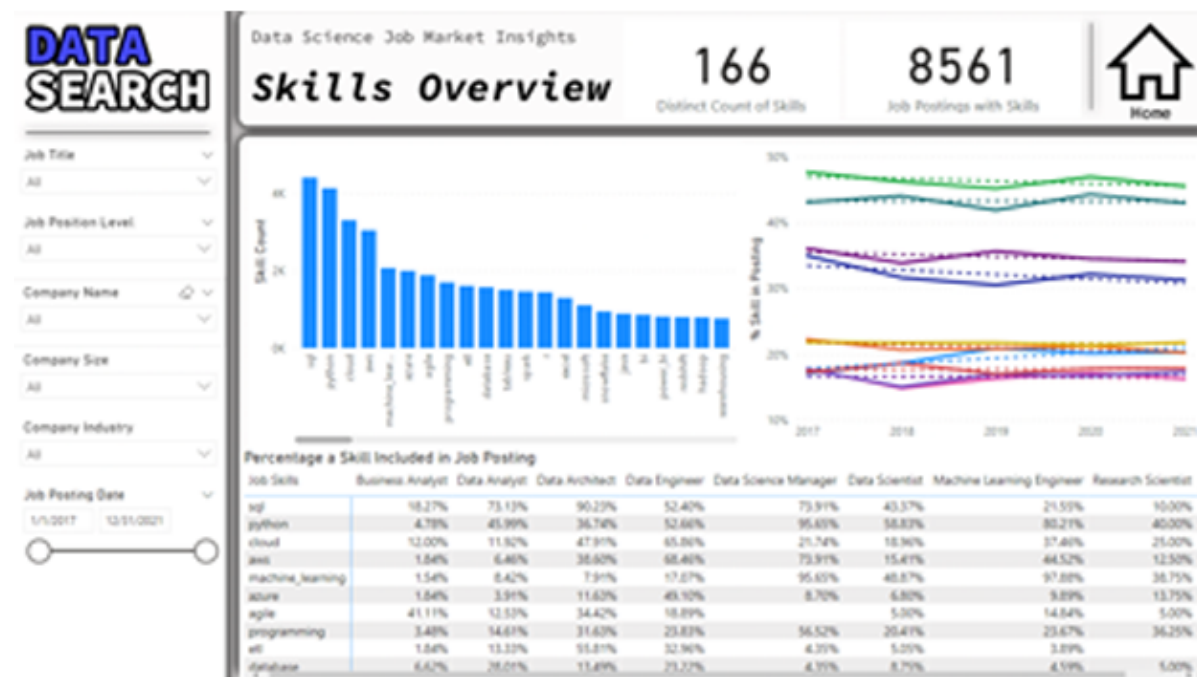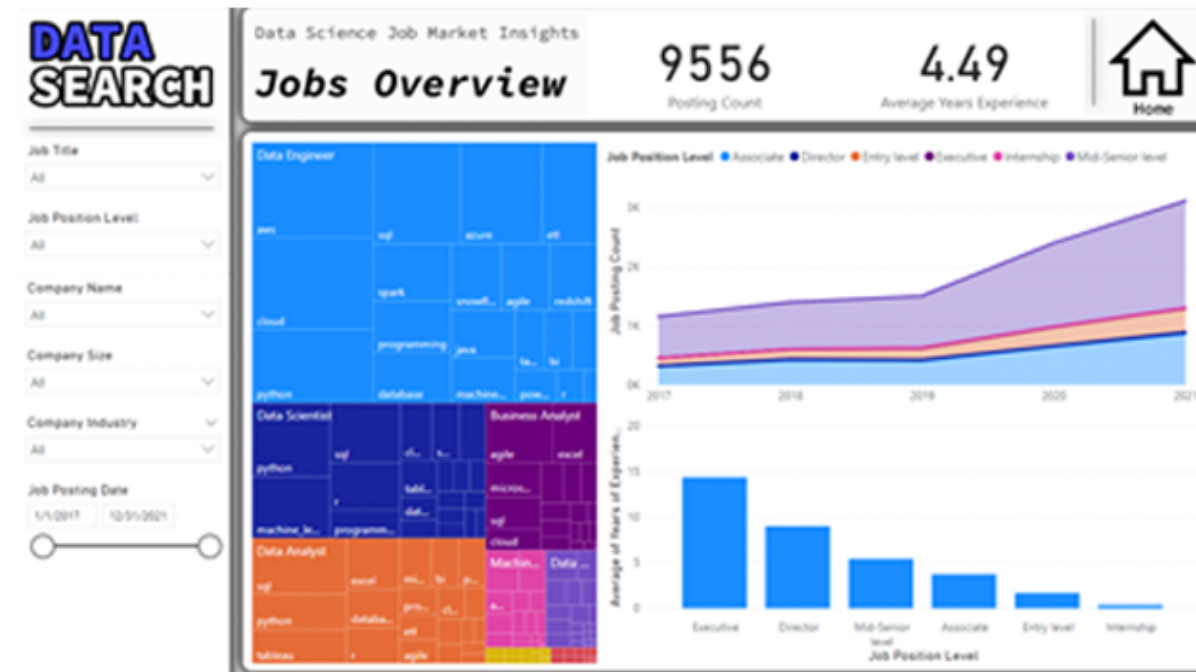# Dashboard components to include

- What significant visualizations to include?

- Is the most intuitive visual being used?

- Are we sizing, positioning, & coloring visuals relative to their importance?

Designing a dashboard

- Less is more

- Give numbers context
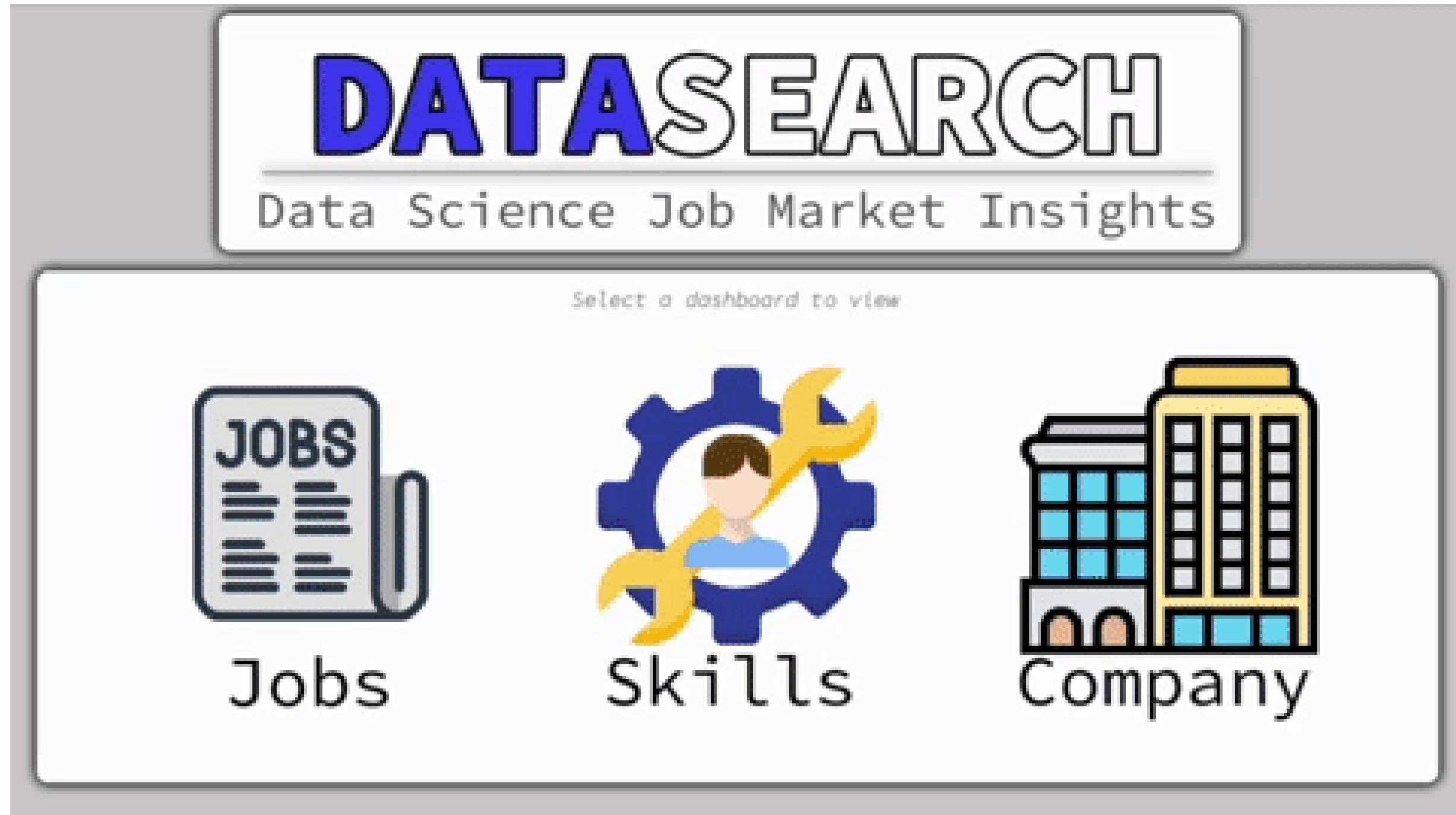
- Label everything

- Make interactive

Our final deliverable

Our final deliverable

Let's practice!

CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI
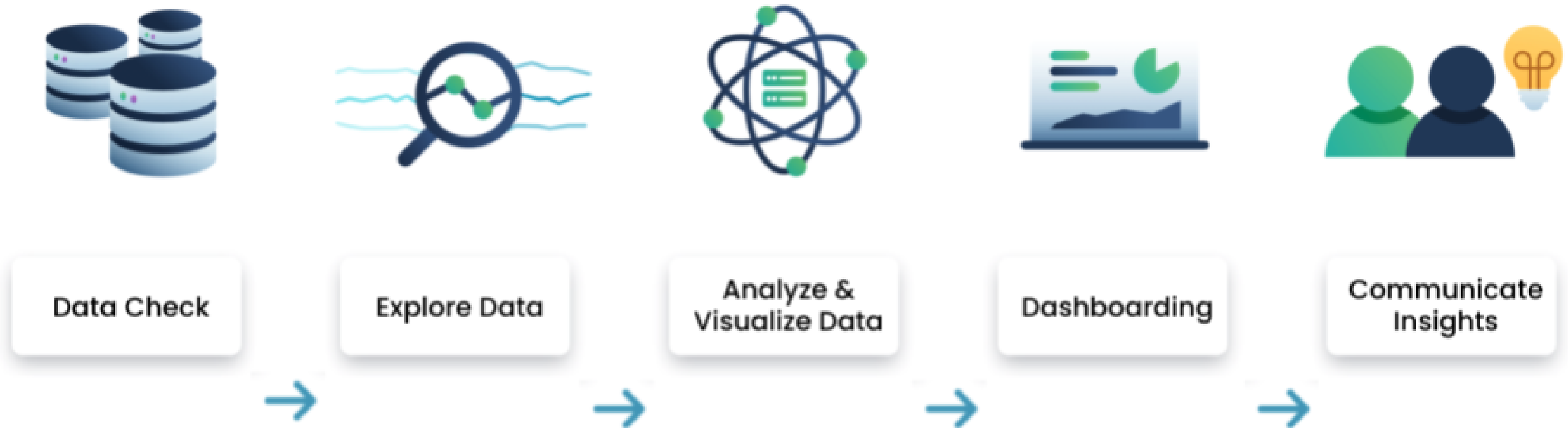
Case study wrap-up

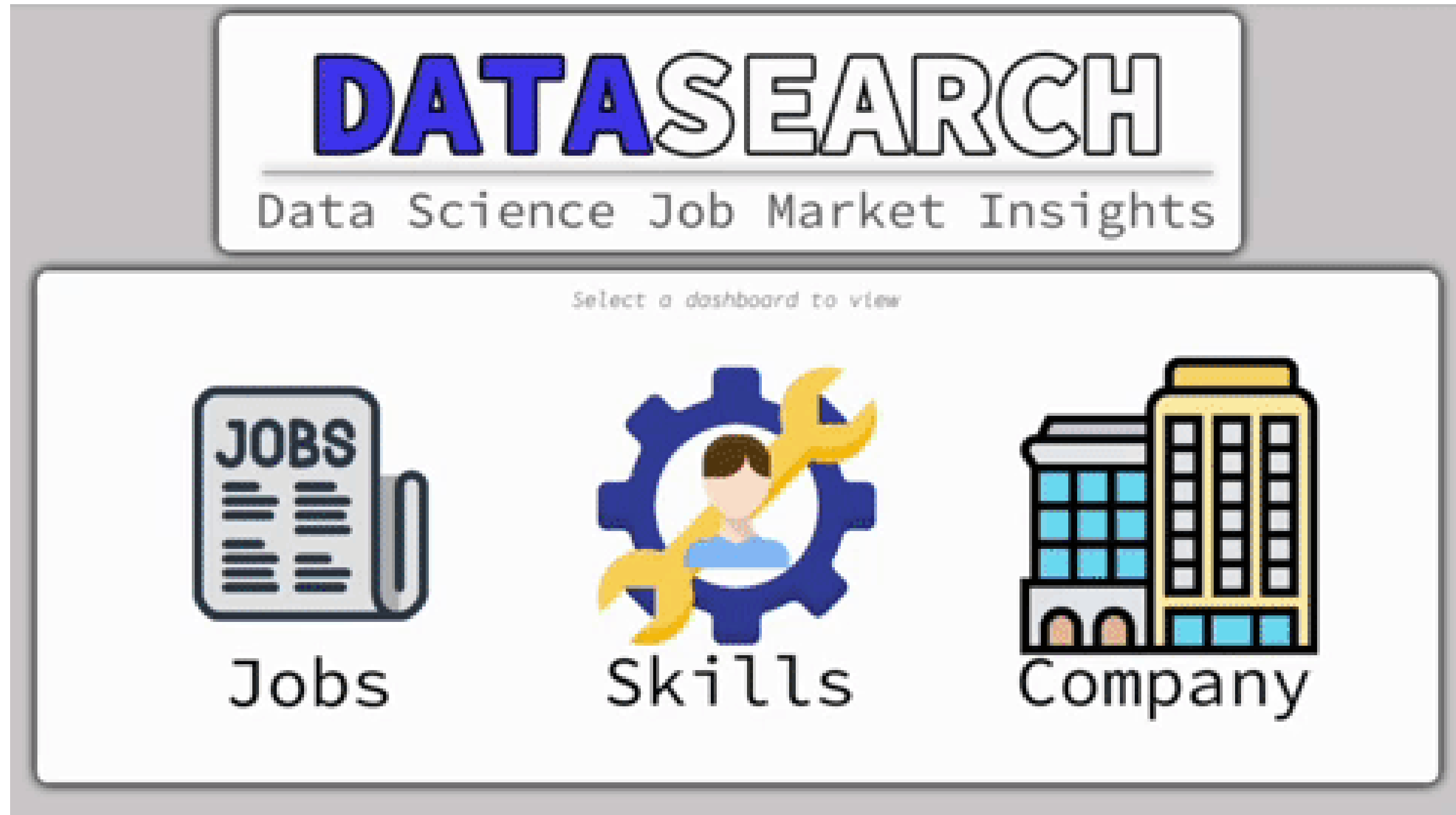## CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI

Luke Barousse
Data Analyst & YouTuber
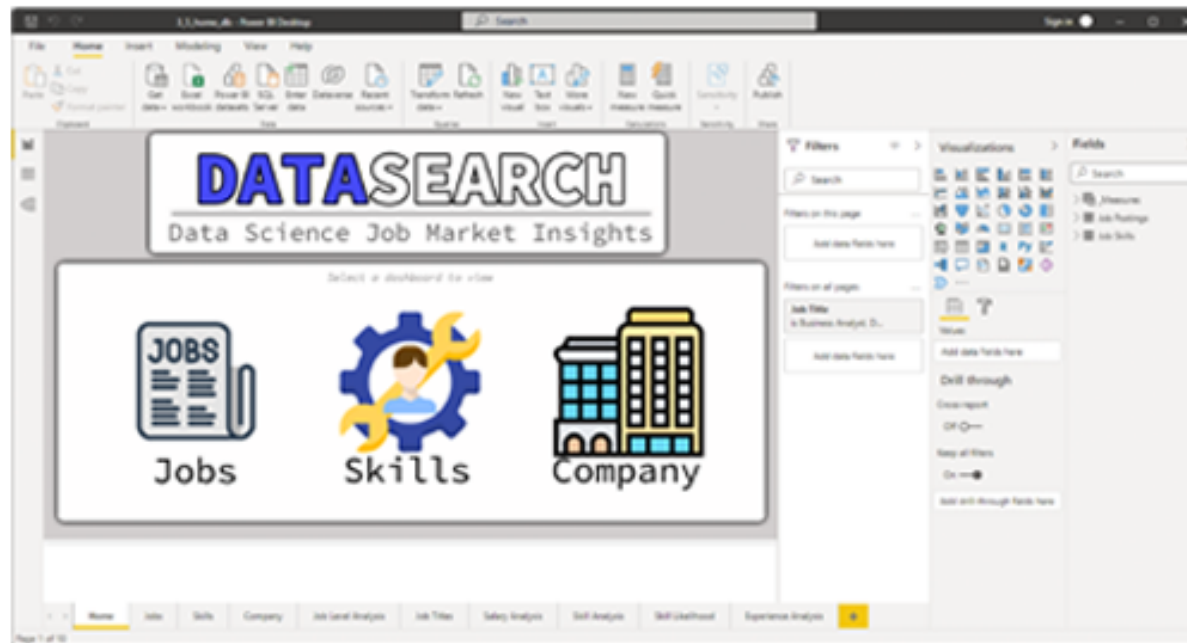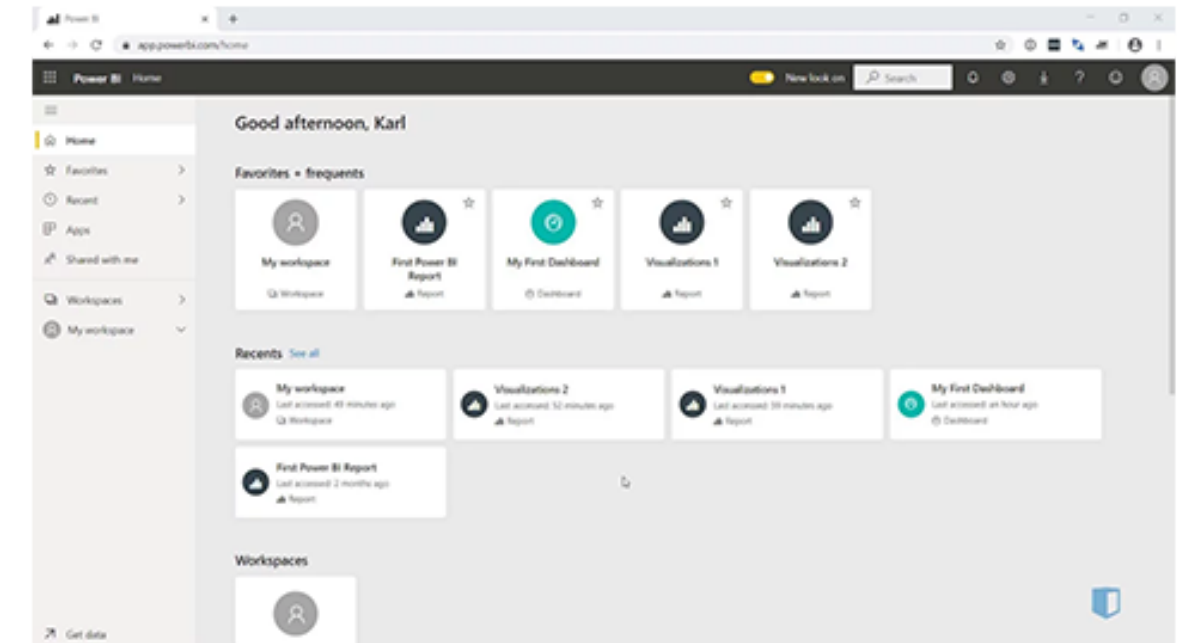
Data analytics pipeline with Power BI

Data Check → Explore Data → Analyze & Visualize Data → Dashboarding → Communicate Insights

Our final deliverable
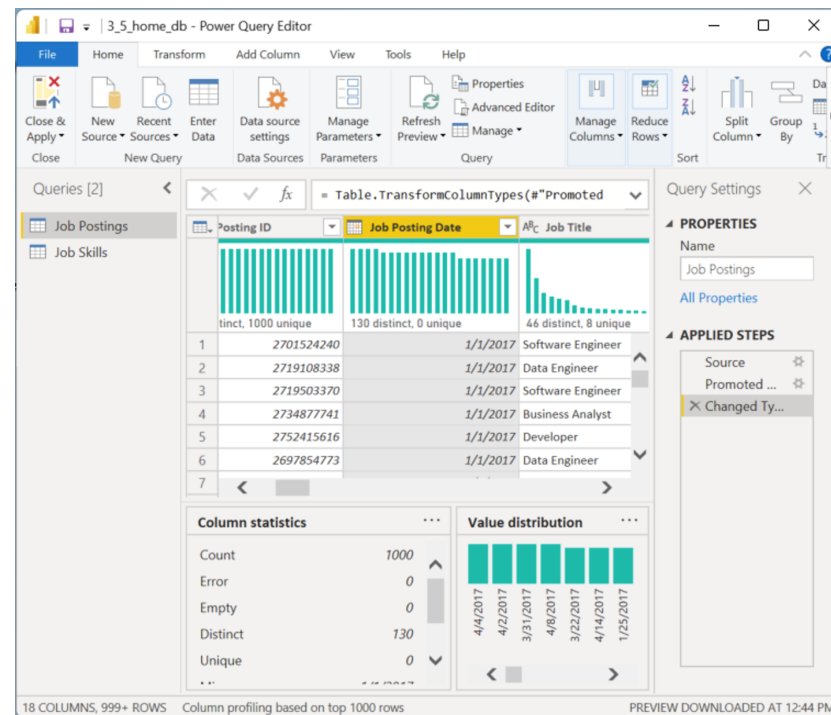
Sharing dashboards with Power BI Service

- Power BI Service is the SaaS part of the Power BI offering

- This service allows you to share dashboards within an organization

Power BI is a powerful tool

Power Query

- Data cleaning
  - Combining or splitting columns

  - ...

DAX

- Calculated columns

- Calculated tables

- Measures

Congratulations!

CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI