Aspirational company
Career drivers

Group 8

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Problem Statement

Do you know which company to join immediately after graduating?

Are you certain about the career drivers at your dream company?

Our main motive is to give you an overview of the buzzing topics that the employees at the top companies are chatting about.

Data Sources

We have scraped few aspirational company's employee reviews (500 each) from Glassdoor website. Data is segmented into pros and cons on the website, and we have considered positive sentiment for pros and negative for cons. Below are the companies that we have scraped data for.

BCG
Bain and Company
Mc Kinsey
PWC
KPMG
EY
Deloitte

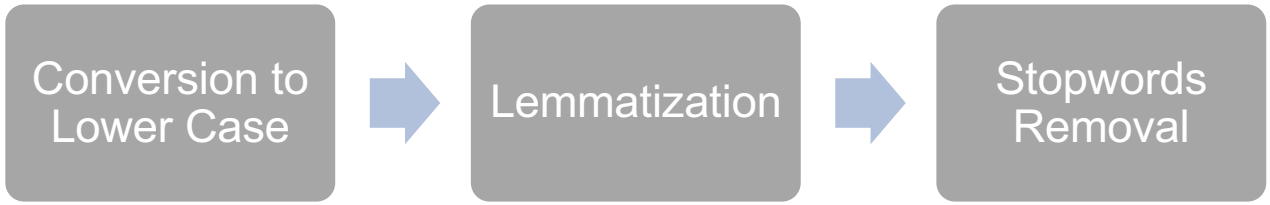
Loreal
P & G
Target
Walmart

Meta
Amazon
Apple
Netflix
Google
Spotify

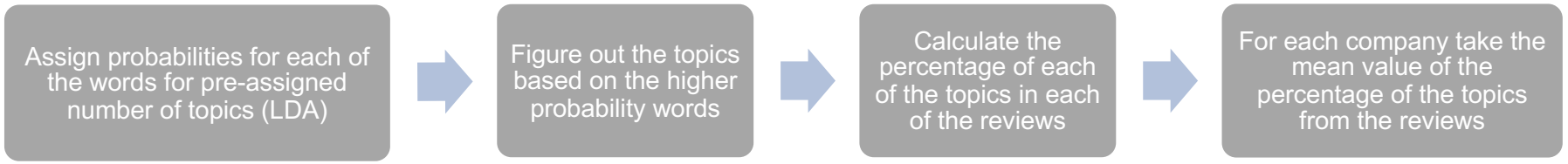
Bank of America
JP Morgan and Chase
Goldman Sachs

glassdoor

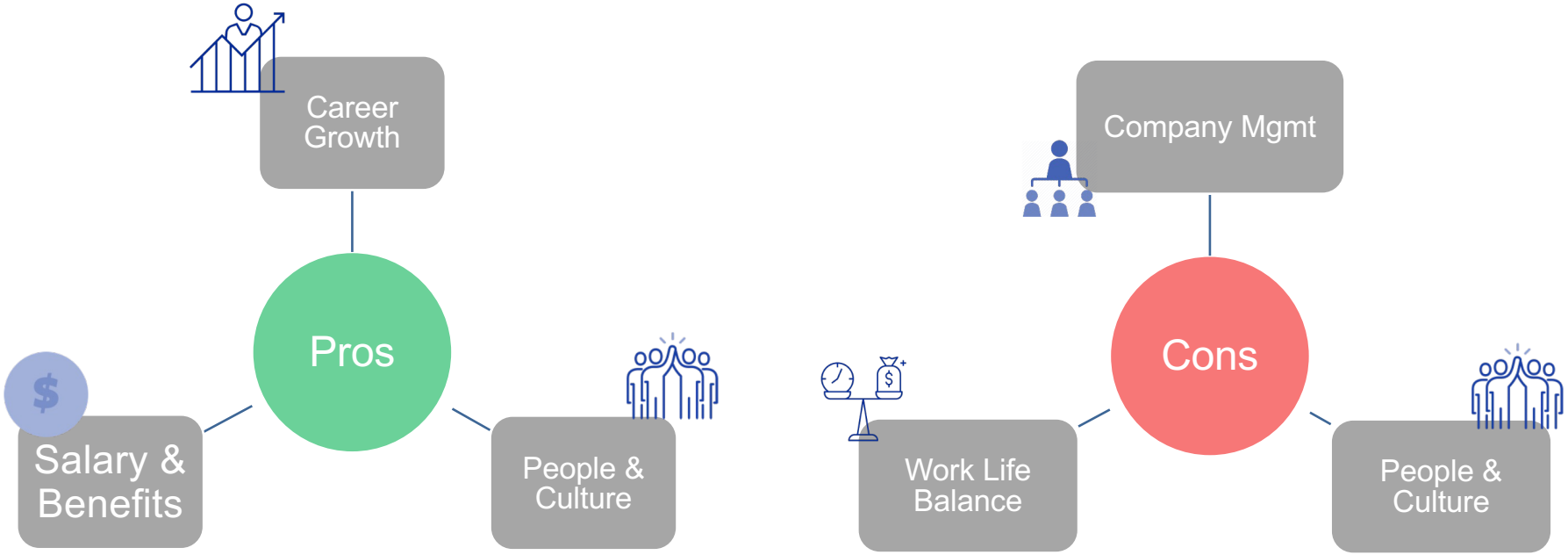
Data Pre-Processing



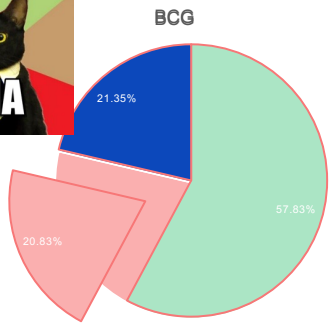
Analysis

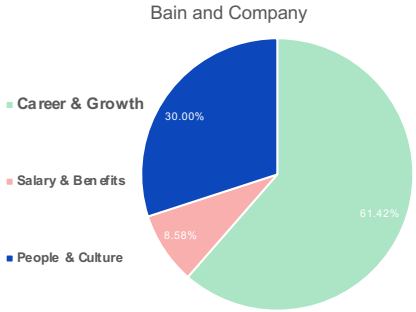


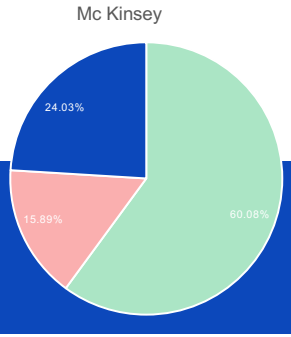
LDA Topics

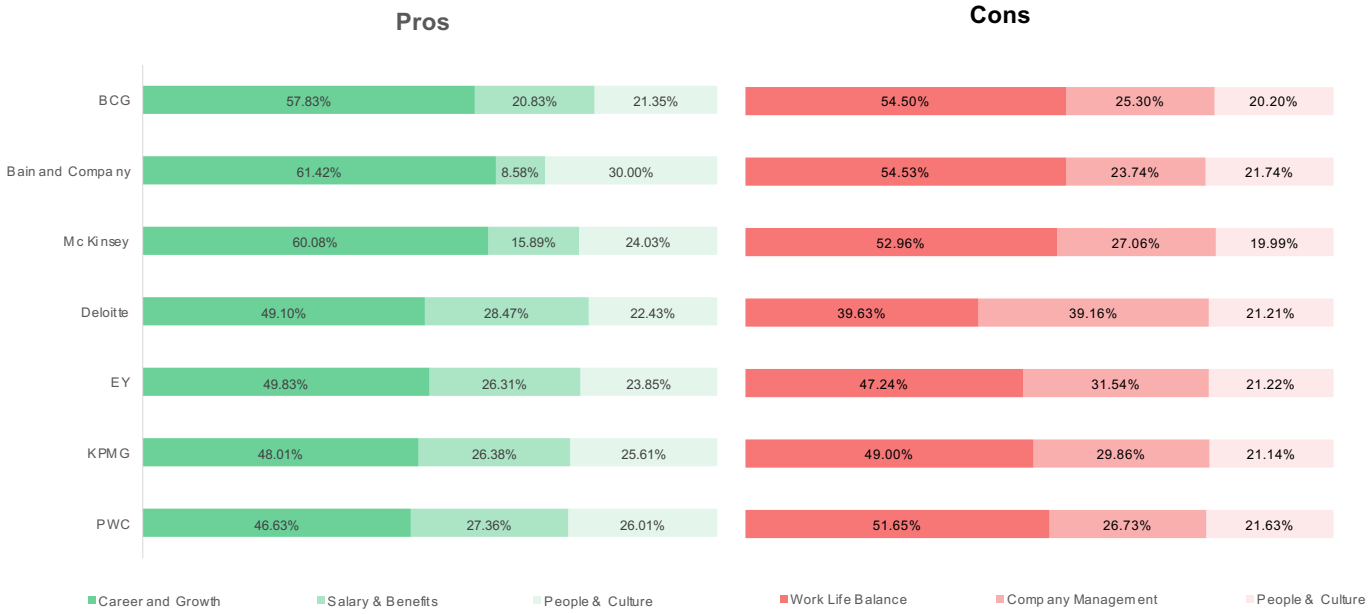

Career Growth
Pros
Salary & Benefits
People & Culture
Company Mgmt
Cons
Work Life Balance
People & Culture

Deep Dive: Consulting

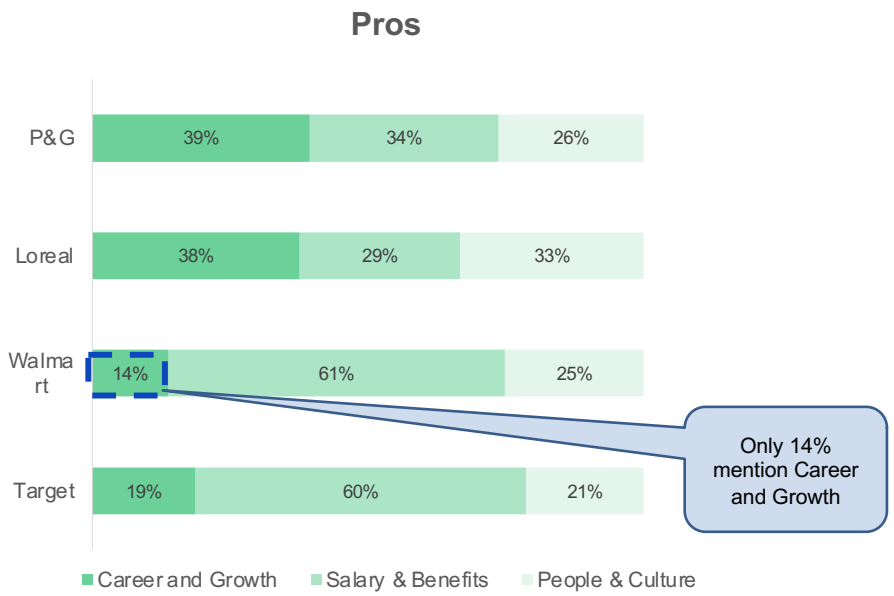


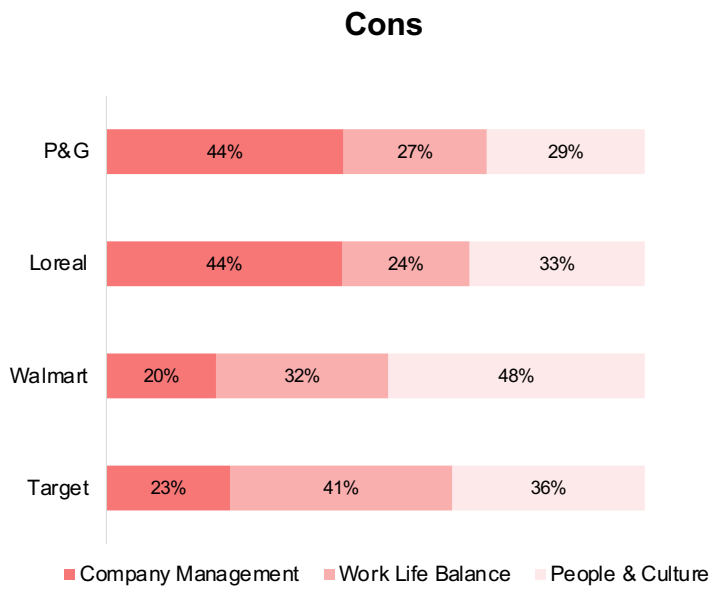




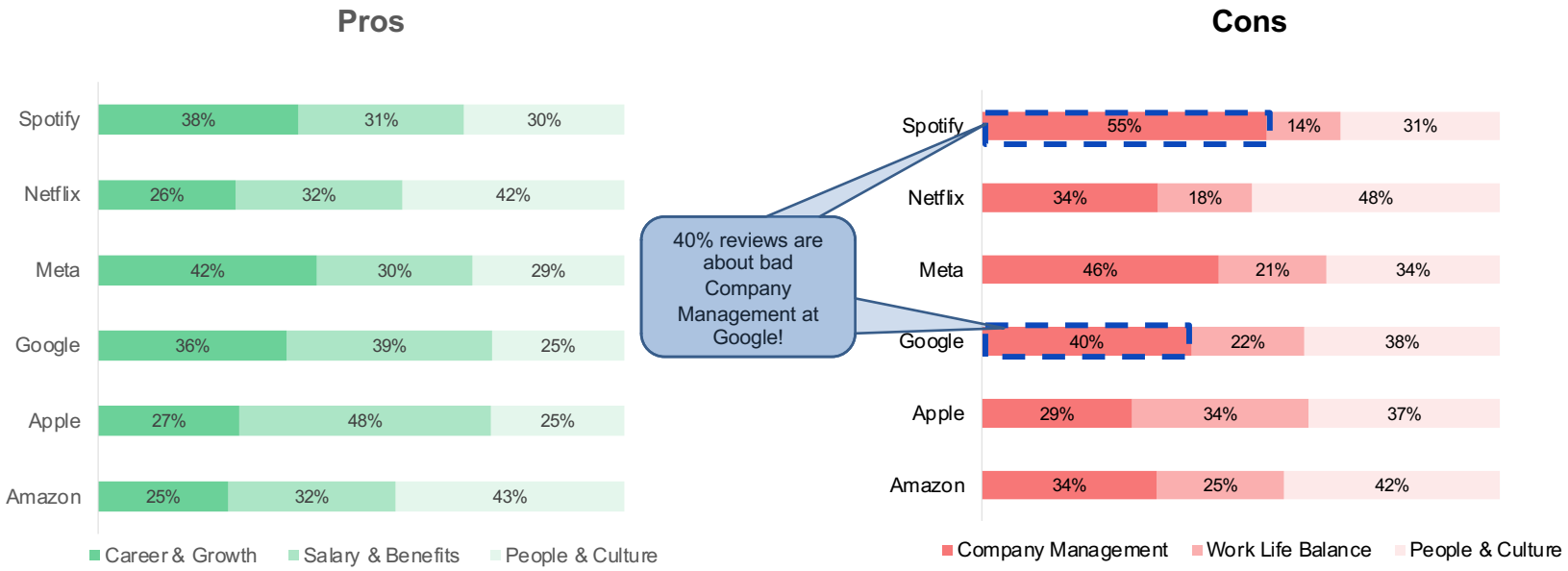


Deep Dive: Retail

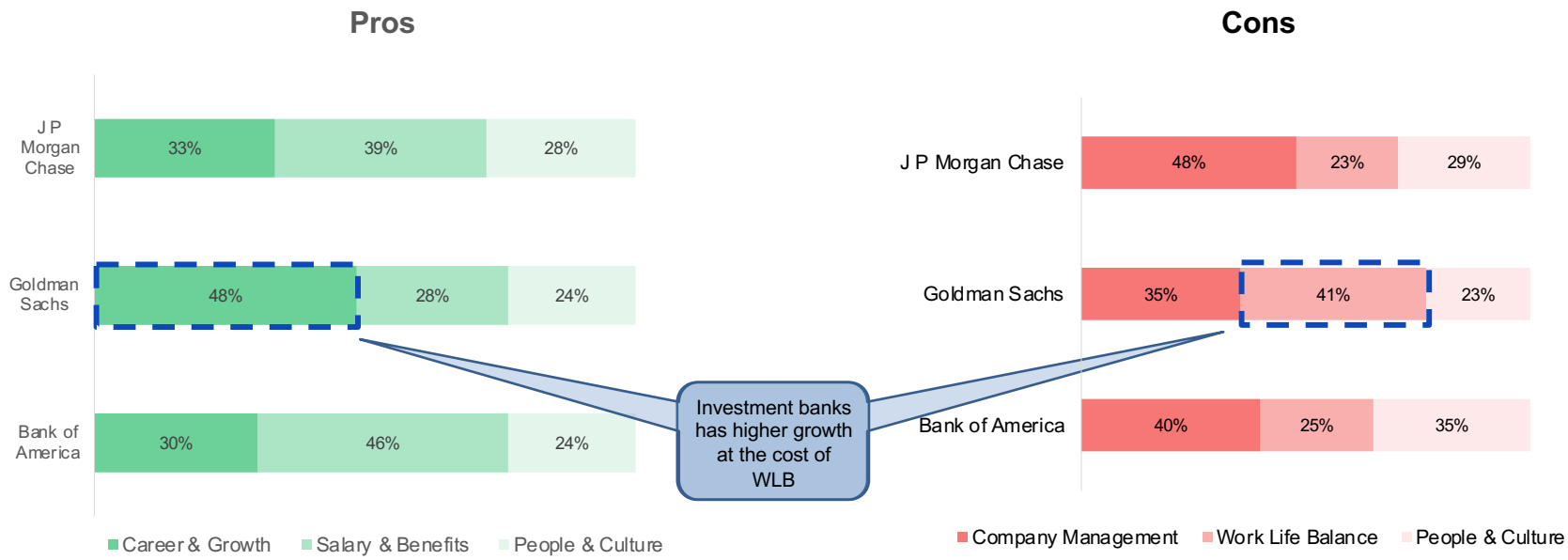




Deep Dive: Tech



Deep Dive: Finance



Future Scope

- Tailored recommender System for Applicants – Applicants can input their preferred attributes/career drivers and the tool can recommend the best suited companies
- Feedback to the companies based on their employee reviews and suggest potential actions based on other companies which are doing well in that area
- Further expand the tool to provide insights at a geography level

Questions?