



Talent Mapping Magdeburg Insights Report

Deputy Store Manager role

Dashboard Overview

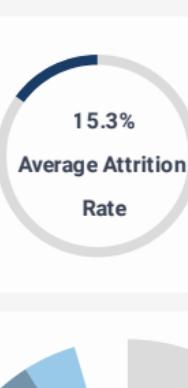
A concise snapshot of essential data, empowering quick insights and informed decision-making.

Appendix A: Charts and Graphs Overview

A concise compilation of visual representations, offering supplementary insights and enhancing data comprehension.

Appendix B: Key Data Inquiries

Appendix B serves as a concise summary of the answers we have given on the dashboard, allowing for efficient retrieval and analysis of the data.



rts
people

| Explore the presence of four primary retail rivals,

each operating their flagship stores in the city of Berlin.



Legend: H&M (Grey), C&A (Dark Blue), Primark Ltd (Medium Blue), Zalando Outlet (Light Blue)

Median Tenure of Employees in Retail and Wholesale

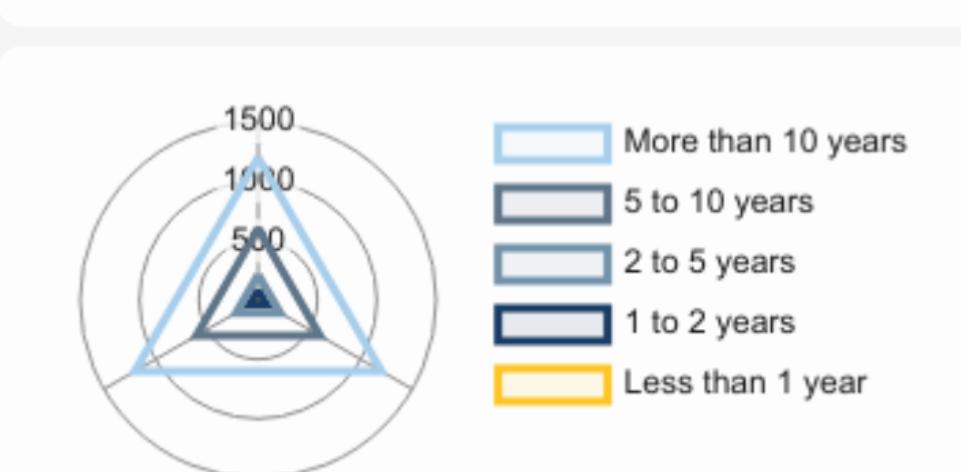
2.4

Average D&I (Diversity and Inclusion) Rate in Retail and Wholesale

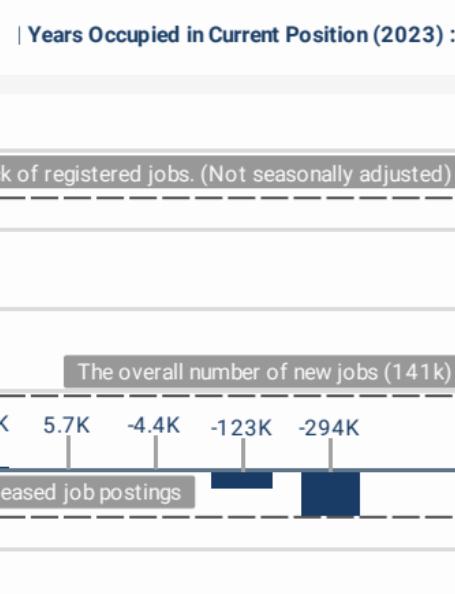
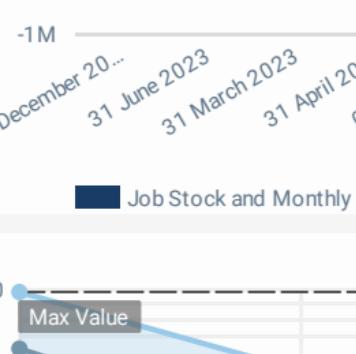
1.7



Primary Retail Rivals:



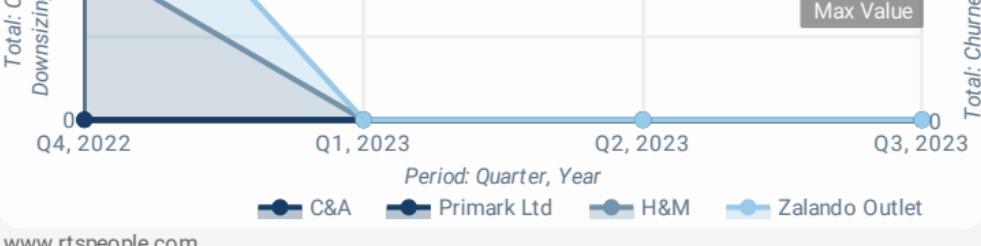
| Aggregate Years of Experience (2023) :



| Years Occupied in Current Position (2023) :



| Job Stock and Monthly Entries Analysis in the state of Berlin: Changes and Trends (2022-2023)



Period: Quarter, Year

Legend: C&A (Dark Blue), Primark Ltd (Medium Blue), H&M (Light Blue), Zalando Outlet (Lightest Blue)

Total: Churned Employee Downsizing / Deputy Managers

Total Value

Max Value

Period	Value
Q4, 2022	-6
Q1, 2023	0
Q2, 2023	0
Q3, 2023	0

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APPENDIX A: ANALYSIS AND INTERPRETATION OF DATA

VISUALISATION CHARTS AND GRAPHS

The following section provides a detailed breakdown of each visualisation and its significance in the context of our analysis. It is important though to approach presented data with a critical mindset, taking into account the limitations and context of the available data.

Chart Title I: Density of Competition INSS: Donut chart:

The donut chart featured on page two (2) provides a comprehensive overview of competition density in the Deputy Manager role, particularly focused on Berlin. Through a meticulous examination of the accessible data, an uneven distribution of density among the key employers over the preceding 12 months emerges. H&M commands the lion's share at 45.5%, signifying its presence with 20 establishments across Berlin. Following suit, C&A claims 38.6%, boasting 17 stores, while Primark Ltd. secures 6.8%, maintaining 3 outlets. Zalando Outlet secures 4.5%, denoting its influence with two shops. These observations underscore a notable competitive density within the Deputy Manager role at H&M, shedding light on a significant industry-wide pattern.

Chart Title II: Headcount Analysis: Duration in Current Position INSS: Radar chart:

The radar chart featured on page two (2) provides a comprehensive overview of the collective professional tenure among individuals currently occupying the Deputy Manager role in Berlin. This visually compelling chart not only delineates the distribution of professionals across varying durations of experience within their current positions but also furnishes insightful data regarding the headcount associated with the role. This enables a comprehensive understanding of the workforce composition within this specific role.

Of particular note is the chart's emphasis on a significant cluster of professionals totaling six hundred and fifty-nine (659) individuals, boasting 1 to 2 years of experience in their current positions. This highlights a substantial pool of seasoned practitioners within this experience bracket. In contrast, the chart illustrates a comparatively smaller concentration of professionals—specifically, one hundred and eighty-six (186) individuals—who have accrued over 10 years of experience in their current positions. This implies a relatively reduced representation of professionals at the advanced stages of their careers within the Deputy Manager role.

Chart Title III: Total Years of Professional Experience Based on Headcount INSS: Radar Chart:

The radar chart featured on page two (2) provides a comprehensive overview of the cumulative professional experience amassed by individuals occupying the Deputy Manager position in Berlin. This visually compelling chart not only presents a nuanced distribution of professionals across diverse experience tiers but also imparts insightful data regarding the role's headcount, thereby facilitating a holistic comprehension of the workforce dynamics within this distinct position.

Of particular significance, the chart underscores a substantial concentration of professionals, totaling one thousand and two hundred (1,200) individuals who boast more than 10 years of experience. This underscores the presence of a robust pool of seasoned practitioners within this specific experience bracket. In contrast, the chart also reveals a relatively smaller concentration of professionals, numbering only twenty-eight (28) individuals who possess less than one year of experience. This points to a comparatively reduced representation of professionals in the nascent stages of their careers within the Deputy Manager role.

Chart Title IV: Total Competitor Talent Pool Size Over Time INSS: Area chart:

The area chart featured on page two (2) provides a comprehensive visual representation elucidating the talent pool sizes associated with the Deputy Manager position over the preceding two years, focusing on distinct retail competitors within the Berlin market. A methodical scrutiny of the presented data reveals a discernible disparity in the allocation of talent among these competitors. H&M commands attention by showcasing a notably robust workforce, evidenced by an impressive headcount of forty-nine (49) professionals in Quarter 3 of 2023. Notably, an intriguing trend becomes apparent when examining the data from Quarter 4 of 2022, where H&M's hiring activity for the Deputy/Department Manager position experienced a notable decline, employing only 27 individuals, a reduction of 22 from the preceding year's December figure. In contrast, Primark Ltd maintains the lowest headcount, recruiting a total of eight (8) Deputy Managers in Quarter 3 of 2023, representing a decrease of four individuals compared to the corresponding period in the prior year's Quarter 4. This notable shift in hiring practices, particularly in the case of H&M, indicates a pronounced increase in recruitment efforts for the current year.

Chart Title V: Total Churned Employee Downsizing INSS: Area Chart:

The area chart featured on page two (2) provides a comprehensive portrayal of the downsizing of the talent pool within the Deputy Manager position over the preceding two years, focusing on varied retail competitors operating in the Berlin market. A meticulous analysis of the presented data reveals a distinct and discernible imbalance among these competing entities. H&M prominently captures attention, showcasing a reduction in headcount of three (3) professionals during Quarter 3 of 2023, which stands consistent with the figure from December 2022. Likewise, Zalando Outlet stores manifest a similar pattern, with three (3) Deputy Managers being let go during Quarter 3 of the current year, mirroring the data from the corresponding period in the prior year. In contrast, C&A and Primark showed no discernible changes in their Deputy Manager talent pools during the mentioned periods.

Chart Title VI: Average Compensation for Associate and Senior Deputy Manager Roles INSS: Combo CHART:

The combo chart featured on page two (2) provides a comprehensive analysis of the mean compensation attributed to both the Associate and Senior Deputy Manager roles. It is evident that H&M secures the top position, leading with the highest annual salary of 53,500 euros within the Associate Deputy Manager position, while Primark Ltd stands at the opposite end with a comparatively modest annual salary of 45,700 euros. Shifting focus to the Senior Deputy Manager role, C&A and Zalando Outlet stores align at a salary point of 69,000 euros per year, closely trailed by Primark Ltd. Nonetheless, a nuanced variation emerges as H&M presents a slightly lower salary of 66,000 euros per year for the Deputy Manager position. A comprehensive analytical perspective is warranted to interpret the implications of this information.

The data presented here offers valuable insights into the diverse landscape of compensation for the Associate and Senior Deputy Manager roles across different retail competitors. H&M's prominent standing in terms of the highest compensation for Associate Deputy Managers reflects a strategic approach aimed at attracting top-tier talent within the industry. Conversely, Primark Ltd's position at the lower end suggests a potential emphasis on other aspects of employment beyond financial remuneration. In the context of Senior Deputy Manager positions, the convergence of C&A and Zalando Outlet at a salary benchmark of 69,000 euros showcases a competitive equilibrium, further echoed by Primark Ltd's closely trailing stance. It is noteworthy that H&M's marginally lower compensation for Deputy Managers may be a calculated decision to balance recruitment efforts while maintaining cost efficiency. Ultimately, this comprehensive analysis underscores the pivotal role of compensation strategies in influencing talent acquisition and retention within the realm of Deputy Manager roles in the dynamic retail landscape.

Chart Title VII: Berlin's labour market: unemployment level INSS: Bar Chart:

The area chart featured on page two (2) provides a comprehensive analysis of Berlin's labour market dynamics, with a specific emphasis on the prevailing unemployment rate in the region. According to the data, the unemployment rate was recorded at 5.4% in July 2022. Notably, within the span of a year, there has been a significant increase of 5.7% in the unemployment rate.

The data signals a concerning shift in Berlin's labour market landscape. The noteworthy increase of 5.7% in the unemployment rate over the past year indicates a potentially challenging economic environment. Such a substantial rise might point to factors such as decreased job opportunities, an economic slowdown, or changes in the industry landscape. This data highlights the importance of examining the underlying causes behind this increase and the potential impact on the workforce and the local economy. It could suggest a need for targeted policy interventions and strategies to stimulate job creation and economic growth. It's imperative to consider factors like sectoral shifts, global economic trends, and policy responses when interpreting this data. This upward trend may warrant a proactive approach from both policymakers and businesses to address the rise in unemployment and work towards restoring economic stability and opportunities for the workforce.

Chart Title V: Total Registered Job Stock Landscape INSS: Column Chart:

The column chart featured on page two (2) provides a comprehensive snapshot of the registered job stock landscape across the preceding two years, with a particular focus on the influx of new jobs reported to employment agencies and job centres. In April, a total of 5,739 new job positions were reported to these entities, reflecting a substantial increase of 1,318 jobs compared to the previous month. Additionally, during this month, the state of Berlin registered a total of 19,359 job openings, marking a decline of 2,506 job openings in comparison to the same period in the previous year.

In the subsequent months, the stock of registered jobs experienced fluctuations. June saw a seasonally adjusted decrease of 10,000 jobs, following previous declines of -12,000 in May and -9,000 in April. Without seasonal adjustments, the job stock in June amounted to 769,000 jobs, indicating a reduction of 108,000 jobs compared to the previous year. The number of monthly job entries also exhibited a declining trend. In June, there was a decrease of 7,000 entries in seasonally and calendar-adjusted terms compared to the previous month, with similar declines of -1,000 in both May and April. Original figures for June indicated the reporting of 141,000 new jobs, marking a decrease of 18,000 jobs compared to the previous year.

In a broader perspective, the rolling annual total from July 2022 to June 2023, accounting for seasonal and random fluctuations, revealed a substantial decrease of 294,000 job additions, totaling 1,734,000 jobs. This data illustrates the evolving dynamics of the job market over the examined period in contrast to the same timeframe the previous year. The analysis provides valuable insights into the trends and shifts within the job market, offering a nuanced understanding of the observed changes.

APPENDIX B: KEY DATA INQUIRIES

The following section addresses a series of data story questions, exploring topics such as competitor talent pool size, average compensation, Berlin's labour market, and more.

During the acquisition of our dataset, we diligently addressed inquiries akin to the following:

- How is the competition density distributed among the primary employers in the Deputy Manager position in Berlin?
- How can the radar chart's depiction of the collective professional tenure among Deputy Managers in Berlin assist in assessing the candidate pool for this role? What implications do the concentrations of professionals with different experience levels, such as those with 1 to 2 years of experience versus over 10 years of experience, have on the recruitment strategy and the potential alignment of candidates' experience with the role's requirements and responsibilities?
- How has the talent pool within the Deputy Manager position for various retail competitors in the Berlin market evolved over the past two years?
- What key strategic considerations can be derived from the combo chart's depiction of mean compensation for the Associate and Senior Deputy Manager roles among various retail competitors? How does H&M's higher compensation for Associate Deputy Managers position the company to attract top-tier talent, and what implications might this have on talent acquisition strategies?
- How significant is the observed 5.7% increase in Berlin's unemployment rate within a year, and what implications does this upward trend hold for the local labour market?
- How does the column chart's depiction of the registered job stock landscape over the past two years, along with the influx of new job positions reported to employment agencies and job centres, highlight significant fluctuations and trends within Berlin's job market?

In the presented report multiple data sources have been leveraged, including Glassdoor.com, Kununu.com.de, Statista.com, Jill.com.de, LinkedIn Hiring Insights, and Indeed Hiring Insights.

The inquiries put forth within Appendix B are posited on the basis of the analysis undertaken on the second page (2).

The information presented in the Appendix A serves as a foundation for informed decision-making and the formulation of effective strategies.

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