



Talent Mapping Magdeburg Insights Report

Deputy Store Manager role

Dashboard Overview

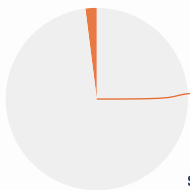
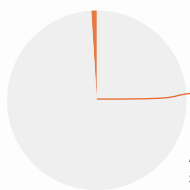
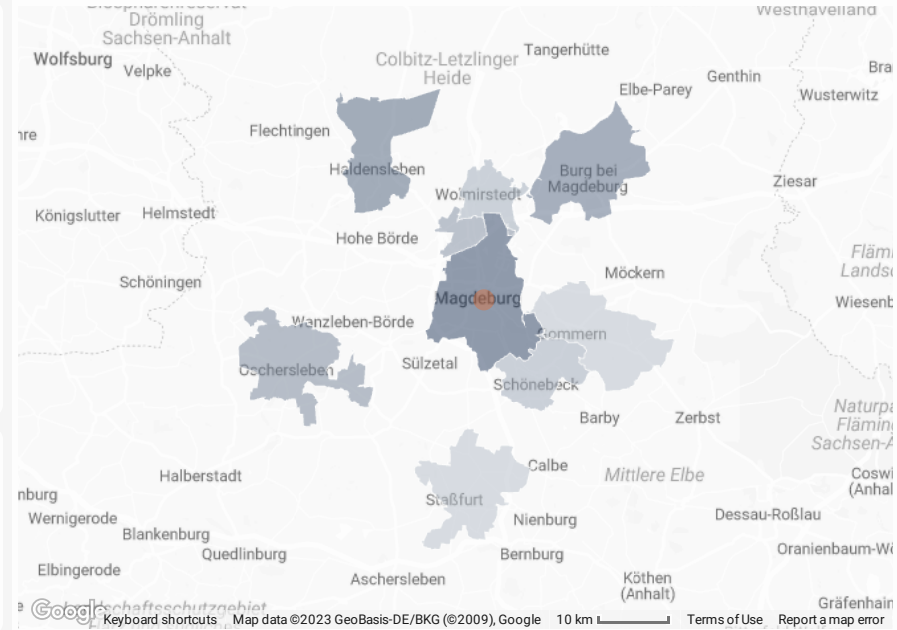
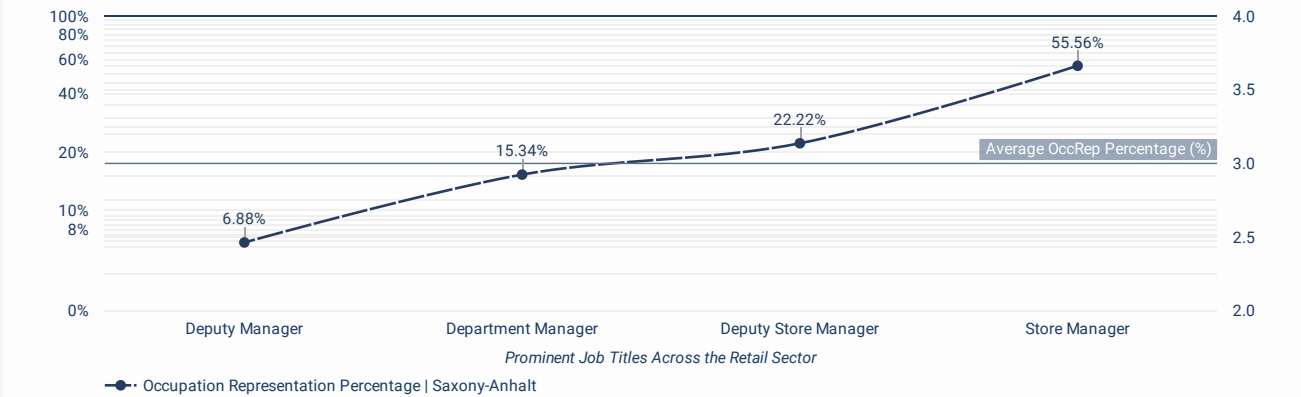
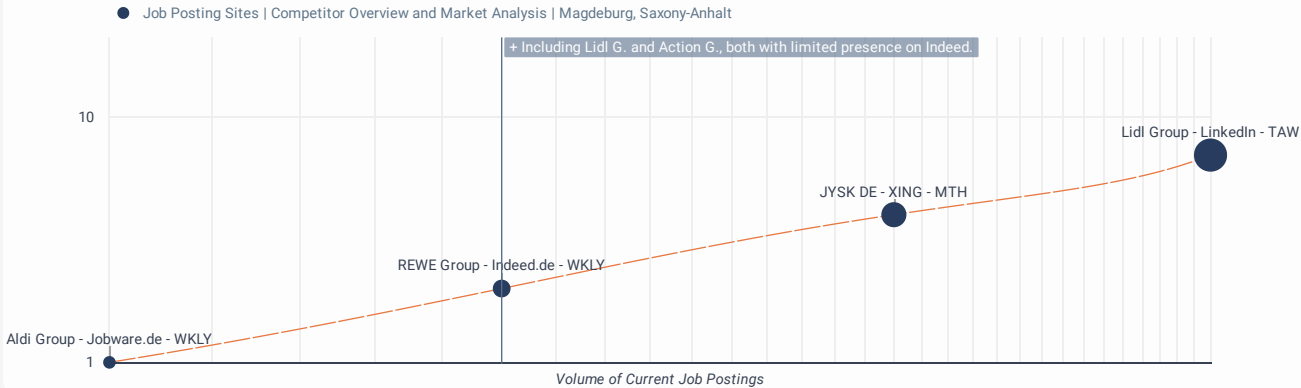
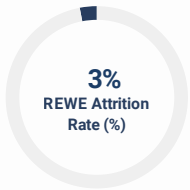
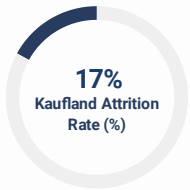
A concise snapshot of essential data, empowering quick insights and informed decision-making.

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.



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: COMPETITOR ATTRITION RATE INSS: THREE-DONUT CHART:

The three-donut chart (3) featured on page two (2) provides a comprehensive overview of attrition rates among competitors within the Deputy Store Manager position, with a specific emphasis on Magdeburg city. A thorough analysis of the available data reveals an unequal distribution of attrition among the three primary employers over the past 12 months. IKEA represents 32% of the attrition, followed by Kaufland with 17% and REWE Group with 3%. These findings indicate a substantial presence of attrition within the Deputy Store Manager role at IKEA, highlighting a significant industry-wide trend.

CHART TITLE II: JOB POSTING SITES: COMPETITOR OVERVIEW AND MARKET ANALYSIS INSS: BUBBLE CHART:

The bubble chart featured on page two (2) provides a comprehensive overview of the most pertinent job posting platforms and the frequency of job postings by prominent employers in Magdeburg. The objective of this analysis is to provide valuable insights into the prevailing trends and dynamics of job postings in the area. LinkedIn emerges as the dominant platform, exhibiting the highest number of job postings among the surveyed platforms. It is noteworthy that Lidl on LinkedIn is actively promoting seven (7) available positions in the Deputy Store Manager role, highlighting its extensive reach and popularity among both job seekers and employers in the city. On the other hand, Jobware.de displays the fewest number of current job posts for Deputy Store Managers. It is worth mentioning that Aldi Group, one of the employers associated with Jobware.de, stands out with the lowest number of job posts. This observation suggests that Aldi Group may have a more limited presence or employ distinct recruitment strategies on Jobware.de compared to other platforms. However, it is important to emphasise that TK Maxx adopts a unique approach by advertising their job posts across multiple job sites. This strategic decision provides TK Maxx with a significant advantage over competitors in the retail industry. By leveraging the wider exposure offered through advertising on numerous job sites, TK Maxx enhances the visibility of their job postings and attracts a larger pool of prospective candidates.

CHART TITLE III: OCCUPATION REPRESENTATION PERCENTAGE IN PROMINENT JOB TITLES INSS: LINE CHART:

The line chart featured on page two (2) provides a comprehensive overview of the prominent job titles within the retail industry in the Saxony-Anhalt region. The aim of this analysis is to offer insightful observations on the representation of these job titles. After examining various roles, the Store Manager stands out with the highest representation percentage at 55,56% across the entire sector. This figure highlights the notable demand for this role. Additionally, the Deputy Store Manager role also demonstrates a noteworthy representation at 22,22%. In contrast, the Deputy Manager has the lowest occupation representation percentage at 6,88%. This finding suggests a relatively lower presence of Deputy Managers compared to other job titles in the region.

CHART TITLE IV: PROFESSIONAL HEADCOUNT OVERVIEW IN RETAIL AND RELATED INDUSTRIES INSS: THREE-PIE CHART:

The three-pie chart featured on page two (2) provides a comprehensive view of headcounts in the retail, apparel and fashion, furniture, food, and beverage industries within the dynamic Magdeburg city. A meticulous examination of the data uncovers a distinct imbalance across these interconnected sectors. The retail industry takes the spotlight, boasting an impressive headcount of five hundred and seventy-nine (79) professionals. This commanding presence solidifies retail's prominence and influential role in the local business scene. Undeniably, it holds sway as the sector of choice for skilled professionals in Magdeburg. Following in its wake, the apparel and fashion sectors make their mark with a representation of ten (10) professionals. The remaining twenty (20) professionals align themselves with the furniture, food, and beverage industries, forming a crucial backbone in Magdeburg's economic tapestry. Though smaller in number, their presence is undeniable and contributes to the diversity and vitality of the local business environment. As the heartbeat of Magdeburg's business landscape, retail continues to shape the region's economic prosperity and foster a vibrant professional ecosystem.

CHART TITLE V: REGIONAL TALENT-OPTIONS WITHIN A 35-MILE RADIUS INSS: FILLED MAP:

The filled map featured on page two (2) provides a comprehensive overview of the distribution of Deputy Store Managers across multiple locations within a 45-mile radius of Magdeburg city. Notably, the map accentuates Magdeburg as the primary focal point for professionals in this role. With an impressive headcount of one hundred and twenty-six (126) individuals, Magdeburg emerges as the leading destination for Deputy Store Managers in the area. This concentration of professionals underscores the city's significance as the preferred hub for pursuing a successful career in this influential role. Trailing behind is Haldensleben, with fifty (50) professionals, showcasing a respectable presence in comparison to Magdeburg's dominant figures. Thus, this filled map serves as a compelling visual representation, underscoring Magdeburg's preeminence as the preferred destination for professionals seeking to thrive as Deputy Store Managers. The higher headcount in Magdeburg stands as a testament to the city's allure and desirability in this role.

CHART TITLE VI: SALARY OVERVIEW IN CENTRAL/NORTHERN GERMAN STATES INSS: GEO-CHART MAP:

The geo-chart map featured on page two (2) provides a comprehensive salary analysis for the Deputy Store Manager position in the retail industry across the Central and Northern German States. A comprehensive examination of the data highlights an uneven distribution of annual salaries among the key states in the central and northern regions of Germany. Thuringia emerges as the state with the highest annual salary for deputy store managers, reaching 68,686 euros. Saxony-Anhalt follows closely behind with an average salary of 69,716 euros, while Berlin records the lowest annual salary of 18,945 euros for this role.

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

APPENDIX B: KEY DATA INQUIRIES

The following section addresses a series of data story questions, exploring topics such as gender diversity percentage, competitor overview and market analysis, and more.

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

- How does the gender distribution within the Deputy Store Manager position in Magdeburg city appear according to the three-donut chart featured on page two (2)?
- Which job posting platform exhibits the highest number of job posts for the Deputy Store Manager role in Magdeburg, according to the bubble chart on page two (2)?
- According to the line chart on page two (2), which job title stands out as the most prominent role in the retail industry within the Saxony-Anhalt region?
- Among the industries featured in the three-pie chart on page two (2), which sector in the dynamic Magdeburg city holds the strongest influence as the sector of choice for skilled professionals?
- In terms of the distribution of Deputy Store Managers within a 45-mile radius of Magdeburg city, which location emerges as the primary focal point for professionals in this role, as highlighted by the filled map on page two (2)?

In the presented report, multiple data sources have been leveraged, including Glassdoor.com, Kununu.com, Statista.de, Gehalt.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).