

LinkedIn Top Skills for 2016 Report

In this report, three key insights from a Tableau dashboard called *LinkedIn Top Skills for 2016* will be described. The dashboard reveals the top skills that employers required from their candidates in 2016.

Insight 1: Low global demand for *Storage Systems & Management* skills and high global demand for *Cloud & Distributed Computing* skills.



After selecting the Global category, it presents us with the global average ranking from the most desired skills to the least desired ones, with number 1 being the most in demand and number 10 the least in demand. The diagram reveals that the most wanted skills by the employers are *Cloud & Distributed Computing*. On the other hand, the least wanted skills include *Storage Systems & Management*.

Insight 2: Statistical Analysis & Data Mining are less popular in the selected Asian countries.



Although *Cloud & Distributed Computing* ranked as the number one demanded skill globally, many countries, such as Australia and Brazil, do not have records of that skill at all. It is unclear if those skills were never mentioned by the employers in those countries or if there are no available reports to retrieve the information from. For that reason, the second ranked skill, called *Statistical Analysis & Data Mining*, was analysed as all the countries have ranked that skill. By selecting the *Statistical Analysis & Data Mining* category, the rankings for that skills by all the countries were highlighted for easier detection. Interestingly, the data shows that while the employers in the Asian countries, except for the United Arab Emirates, ranked the *Statistical Analysis & Data Mining* skills relatively high (rank 3-5), they all ranked it lower than all the Western countries (rank 1-2) in the list. This is surprising as both China and Singapore are within the top 10 list of most technologically advanced countries (World Population Review, 2023).

Insight 3: Germany listing only three of the top ten skills favoured globally.



Investigating the top ten skills, it appears that all of them are technology and data related. It could be assumed that countries, such as Germany, which ranks as the number four most technologically advanced country (World Population Review, 2023) would require all those technological skills. However, when clicking on Germany, the data reveals that the employers in Germany only ranked three of those skills; *Cloud & Distributed Computing*, *Statistical Analysis & Data Mining*, and *SEO/SEM Marketing* as desired and valuable in 2016.

References

- Chambers, M. (2017) *LinkedIn Top Skills for 2016*, *Public.tableau.com*. Available at: <https://public.tableau.com/app/profile/matt.chambers/viz/LinkedInTopSkills2016-MakeoverMonday/LinkedInTopSkills2016-MakeoverMonday> (Accessed: 17 August 2023).
- World Population Review (2023) *Most Technologically Advanced Countries 2023, Most technologically advanced countries 2023*. Available at: <https://worldpopulationreview.com/country-rankings/most-technologically-advanced-countries> (Accessed: 17 August 2023).