



BIG4 as employers

Analysis of opinions

Deloitte.





To no surprise, for each company employees are concerned with alike issues, people being the main of them. PwC, Deloitte and EY are quite similar and opinions relate to overtime, projects, managers or experience.

KPMG is a little bit different and people write about atmosphere, interviews, candidates, HR or approach.



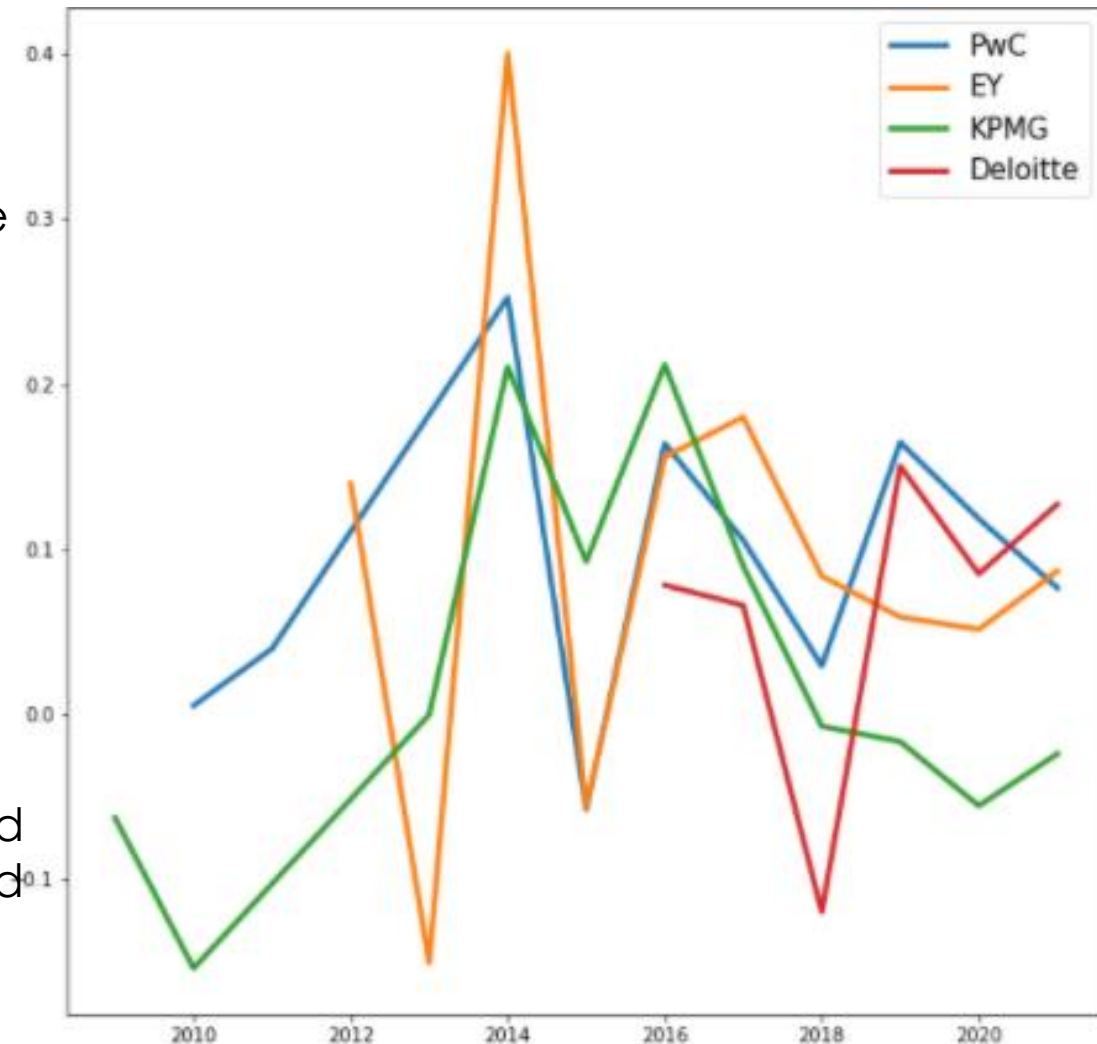
Topic modelling results

All companies are very similar and analysis suggests only one topic of posts, but two were chosen in order to spot some differences. Opinions of every company were assigned a topic and analysis of posts containing keywords for every topic was conducted in order to obtain further insights. PwC and EY were assigned the same topic, and KPMG with Deloitte their own. Following inferences were made:

- **PwC** - there is a couple of opinions saying that it's good to **gain knowledge**, but there is a lot of trainings, work and overtime. Moreover, employees complain the most about **challenging targets**.
- **EY** and **Deloitte** – opinions relate to overtime and workload.
- **KPMG** – people often complain about **poor atmosphere** and **inadequate treatment of candidates** (low-quality interviews and a lack of feedback).

Trends in opinions' sentiment

- **PwC** pride themselves in the best opinions. On the second place is **EY** and then goes **Deloitte**. **KPMG** has significantly the worst opinions.
- The same order applies to real ratings from www.gowork.pl from where opinions were scraped.
- Surprisingly, dynamics for these companies are pretty similar - one can easily observe simultaneous peaks and troughs.
- All companies on average have **moderately positive opinions**. They are closer to neutral opinions than to positive ones. There must be a lot of negative and positive opinions that approximately balance out.
- KPMG has had the worst opinions of analysed companies and the posts were most unfavourable in 2010. Then it skyrocketed until 2016 and then plunged again to relatively negative.
- In turn, EY had the worst opinions in 2013, then their polarity shot up and leveled off in recent years.
- For PwC and EY opinions are **slightly worse** than in the past.
- Opinions of Deloitte and KPMG **moderately improved** recently



* One should be aware that for PwC and EY there is more data (140 and 90 respectively) while for KPMG and Deloitte there is only about 50 so conclusions drawn about PwC and EY have stronger fundamentals. Moreover, TextBlob algorithm is only an approximation of reality, and higher reliability of inferences could be probably achieved using algorithms based on labeled data - especially due to possible information loss during translation from Polish language to English.