

Project Description:

In an age where data-driven decision-making has become the lifeblood of industries across the globe, the role of data analysts is ever increasing. This project embarks on a deep dive into the dynamic landscape of data analytics job opportunities within the Australian job market, based on a comprehensive dataset comprising 2000 profiles collected from Kaggle. The project aims to unveil pivotal insights across four key dimensions, offering both aspiring data analysts and industry stakeholders' invaluable knowledge.

1. Industries in High Demand:

One of the fundamental aspects of this project is the identification of industries that are actively seeking data analysts. By meticulously analysing the dataset, we discern which sectors within Australia's job market are at the forefront of harnessing data for informed decision-making. This knowledge is pivotal for job seekers, enabling them to align their aspirations with sectors leading the charge in data analytics adoption.

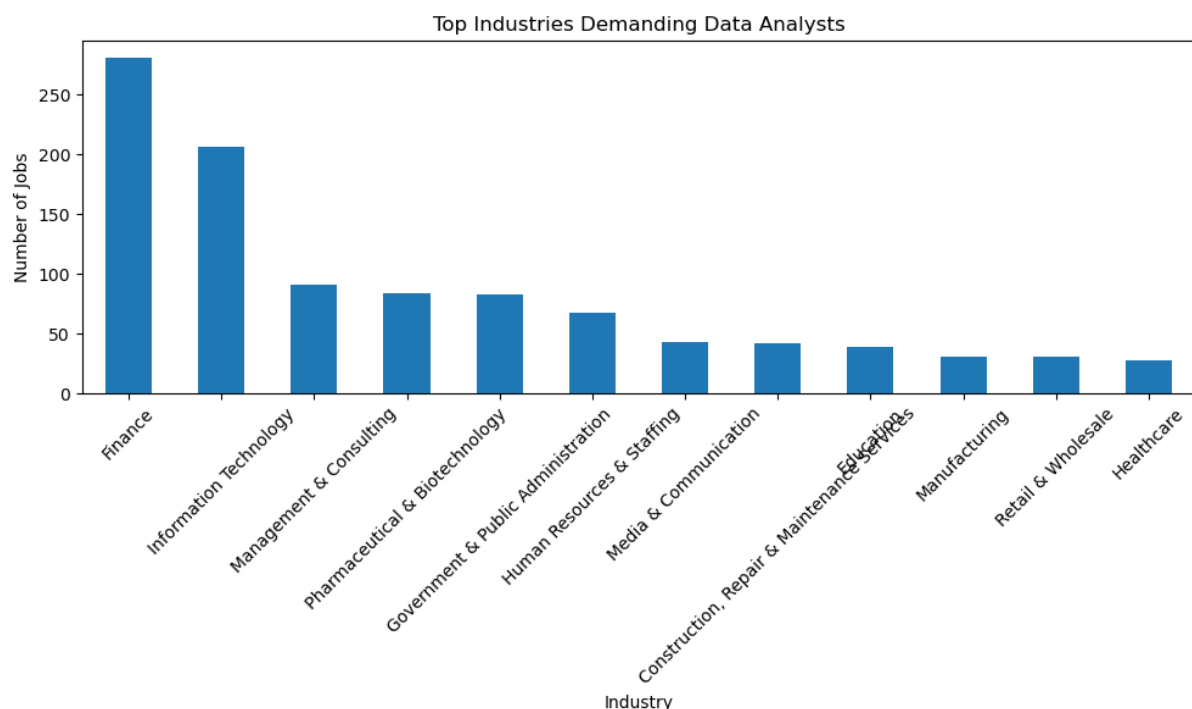


Figure 1 illustrates the result from the analysis. It points out the industries that demand data analysts the most.

2. Top 5 Cities for Data Analysts:

Geography plays an instrumental role in the career paths of data analysts. Therefore, the project diligently pinpoints the top five cities in Australia that are hotspots for data analyst roles. By identifying these cities, we empower data professionals to make informed decisions about their geographical preferences when pursuing career opportunities.

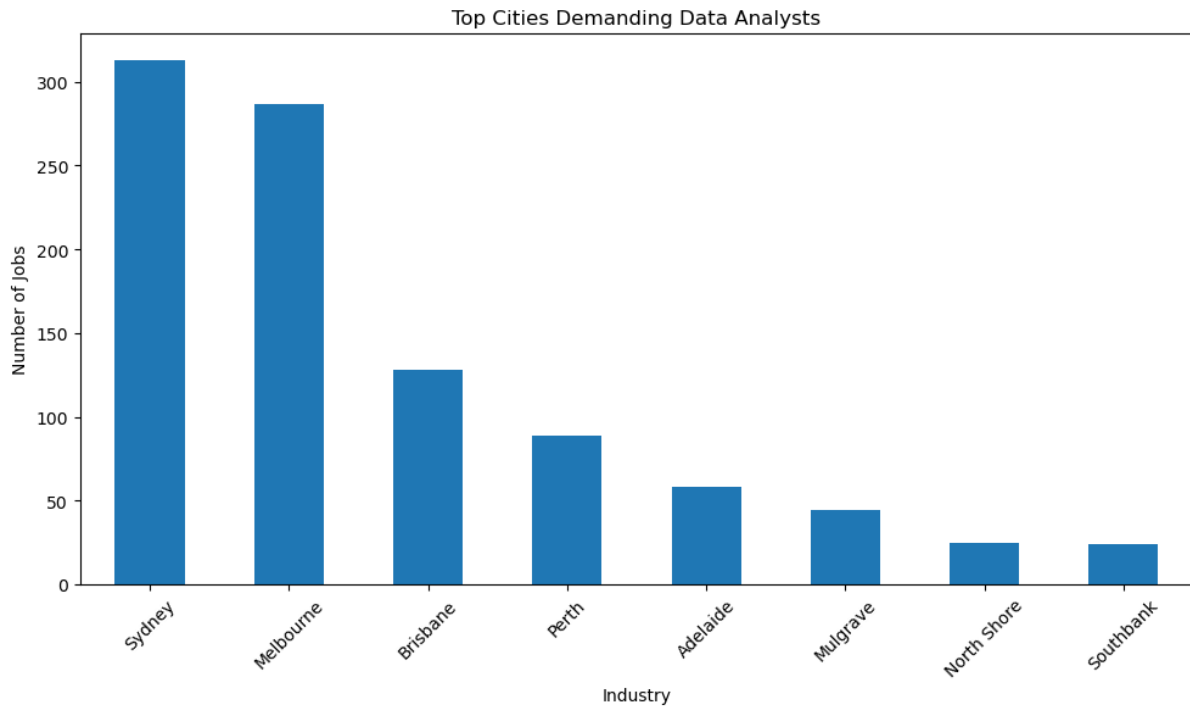


Figure 2 illustrates the cities in Australia that attract the most data analysts.

3. Salary Analysis:

Compensation is a key factor in career decision-making. This project presents a comprehensive salary analysis of data analysts in Australia. Beyond the average base salary, it offers insights into the salary spectrum, delineating the low-average and high-average salary ranges. Armed with this information, data analysts can strategically navigate their career trajectories with a keen eye on competitive compensation packages.

From the analysis it has been understood that:

- The average base salary of a data analyst is \$102700.17.
- The average low base salary of a data analyst is \$90448.741.
- The average high base salary of a data analyst is \$116854.316

4. In-Demand Skills:

The realm of data analytics is ever evolving, demanding continuous upskilling. The project dissects the most coveted skills sought by employers in the Australian job market. By recognizing and comprehending these in-demand skills, aspiring data analysts can chart out their professional development journey with precision, ensuring they remain relevant and competitive.

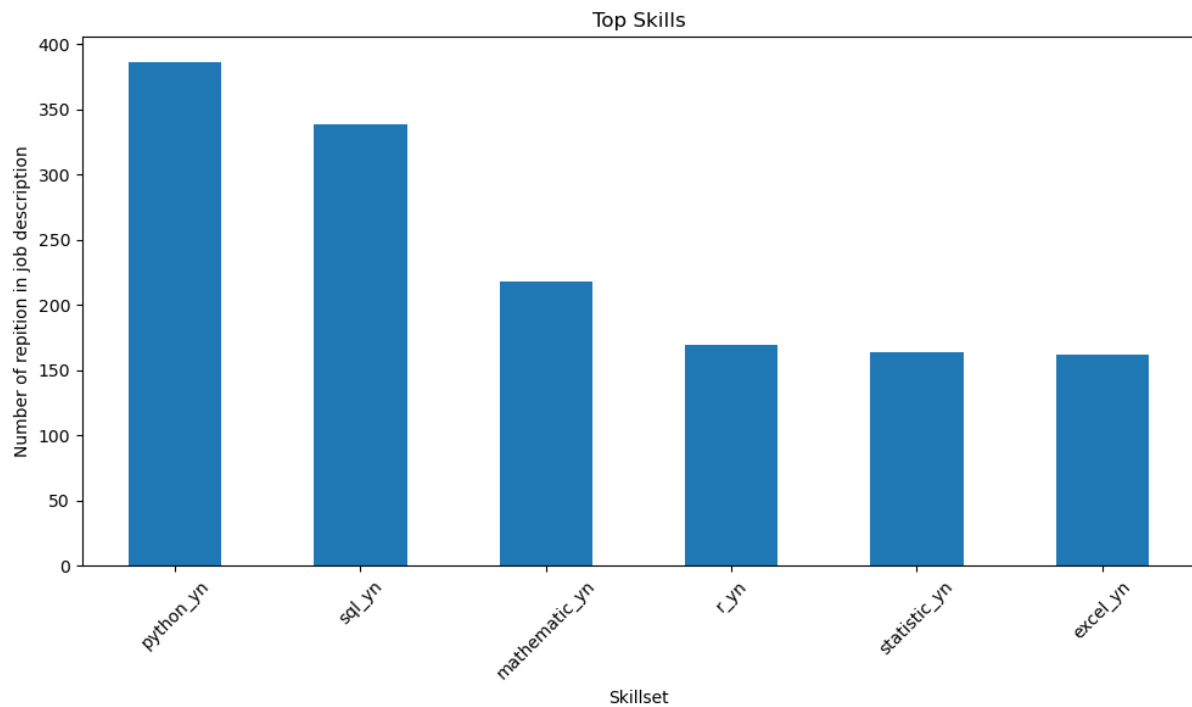


Figure 3 illustrates the top skillsets required by a data analyst

Through rigorous data exploration, insightful visualizations, and comprehensive analysis, this project unfolds a panoramic view of the data analytics job market in Australia. It equips job seekers, data professionals, educators, and industry leaders with data-backed intelligence to navigate the intricacies of the field. Whether you are on the cusp of entering the world of data analytics or a seasoned professional looking to stay ahead, this project empowers you with the knowledge to make informed decisions and excel in the data-driven landscape of Australia's job market.