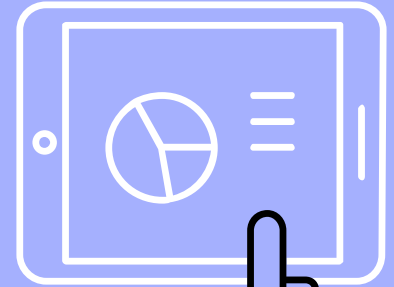
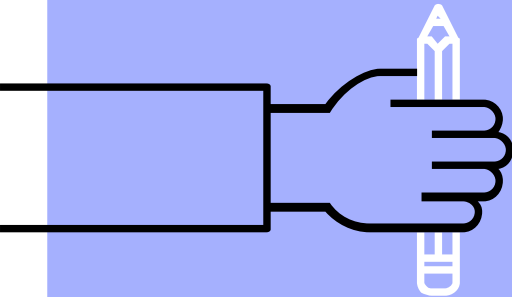
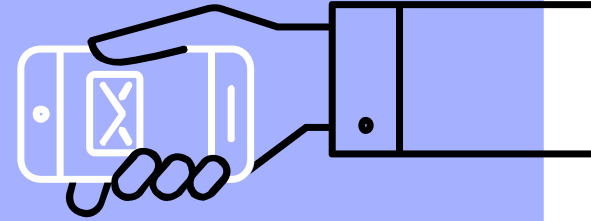
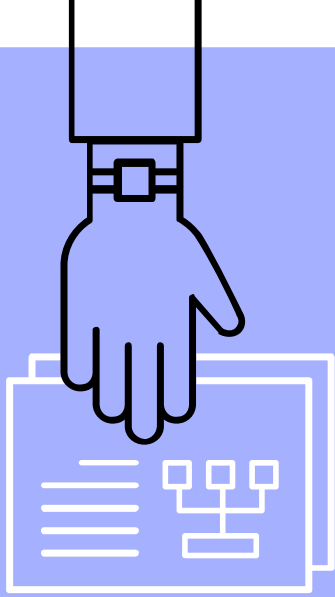


Living Realistically: Helping Indeed Use Job Data to Plan for the Future



Background

- ▶ We want to better understand the job market.
- ▶ Indeed targets a “grown-up” audience, but there is also value for targeting a younger cohort.
- ▶ Providing better insight on jobs will attract more users

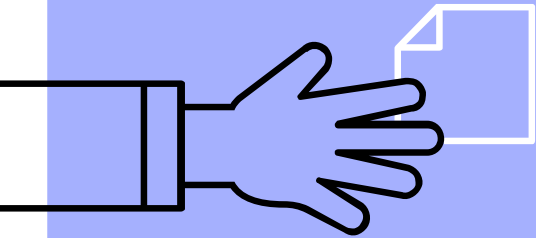
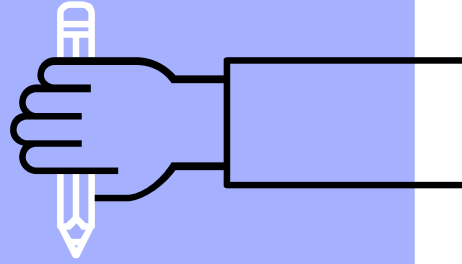


Motivation

- ▶ Providing better insight on jobs to attract new users to Indeed
- ▶ Retaining users over long periods of time

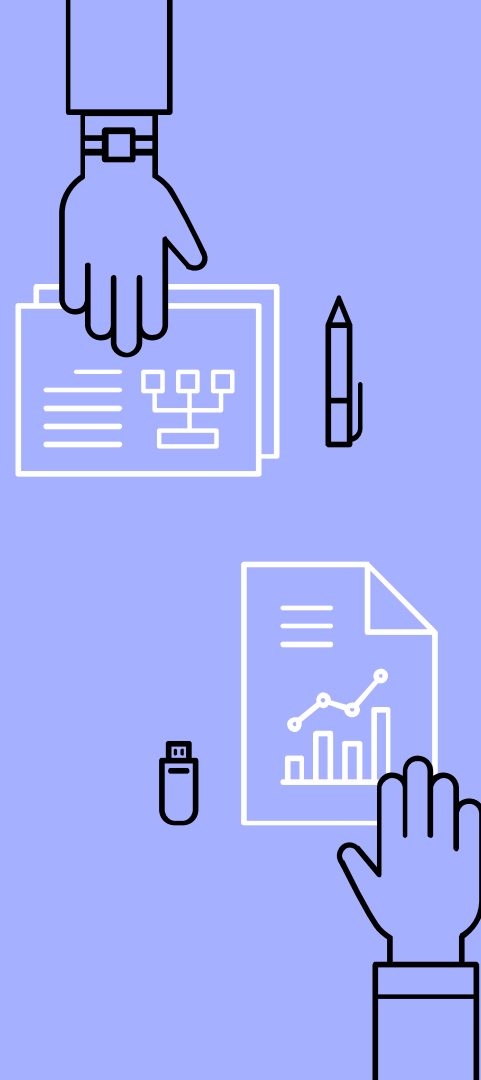


How do we
create metrics
that people
care about in
their career
choices?



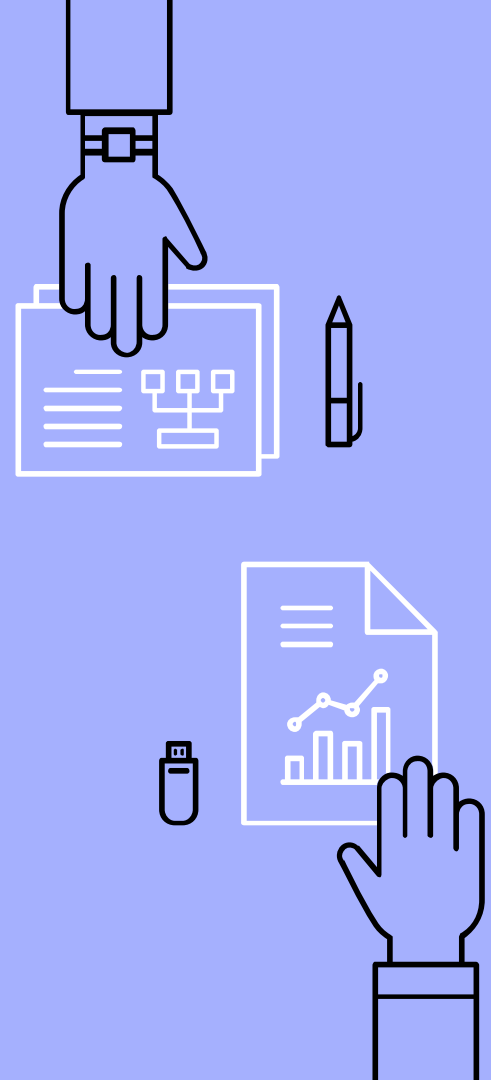
Data

- ▶ Indeed.com job data, provided by DataFest
- ▶ Cost of living data gathered from Socrata Open Data Network

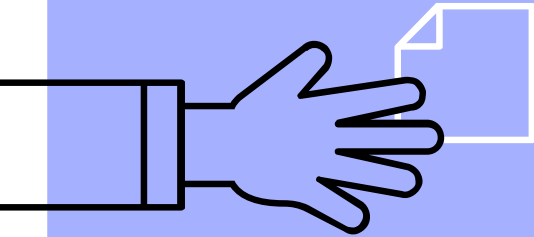
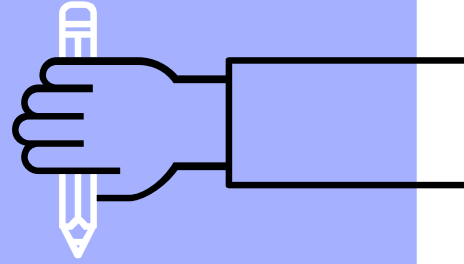


Relative Purchasing Power

Relative Purchasing Power =
Estimated Salary - (City Cost of Living
Index) * (National Median Salary)

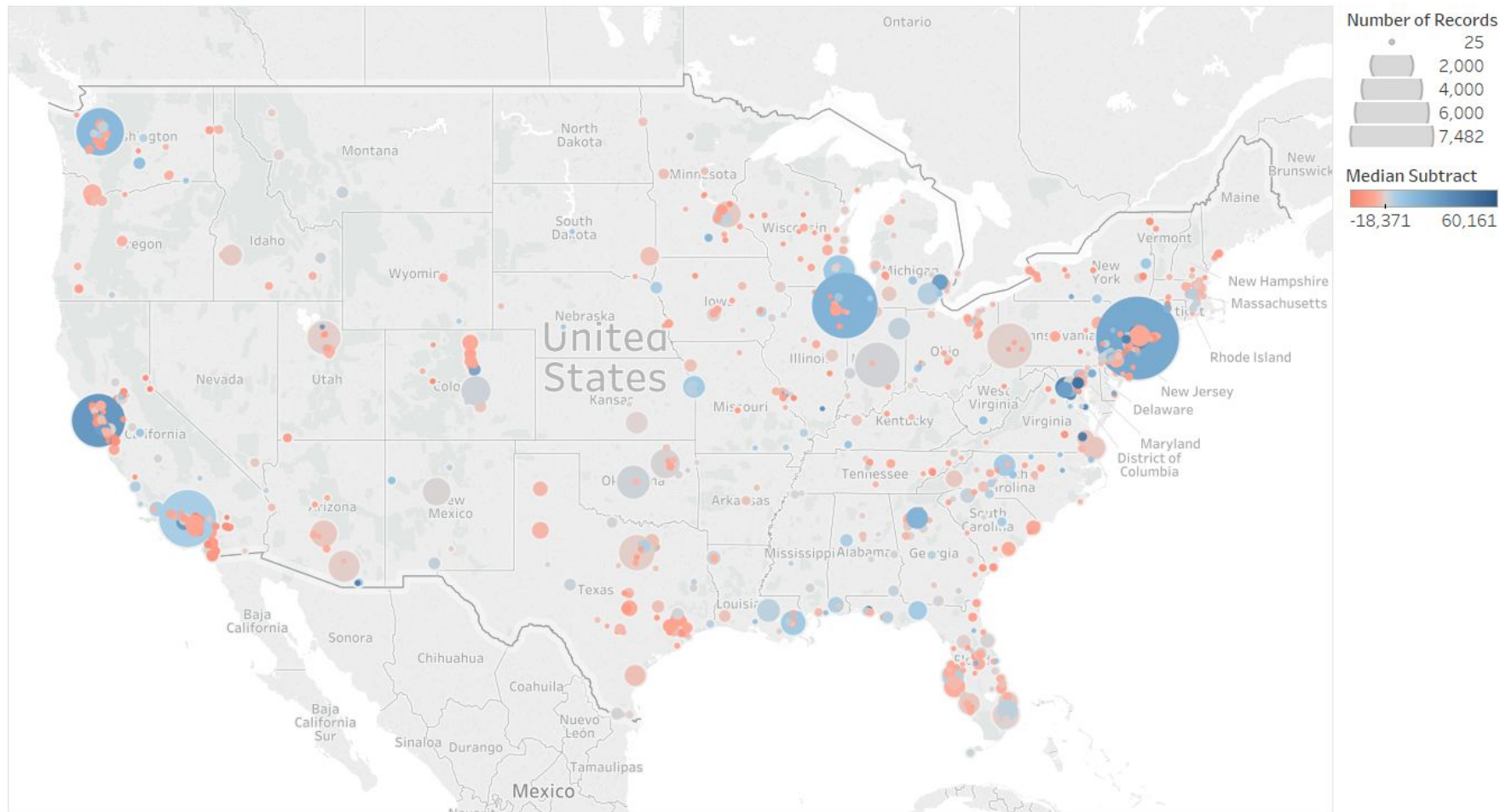


Cost of Living by Location



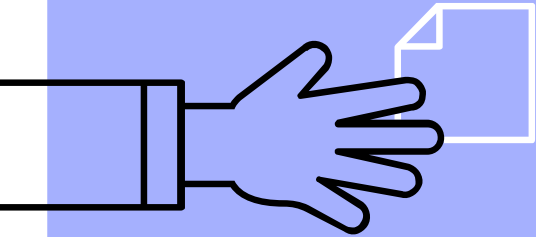
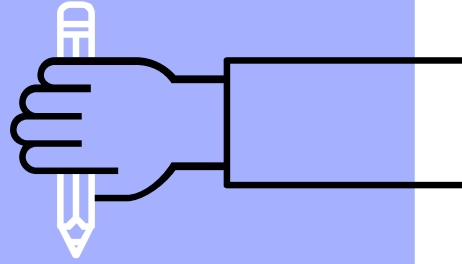
Map based on Longitude (generated) and Latitude (generated). Color shows median of COL. Details are shown for State Province and City.

Relative Purchasing Power Map

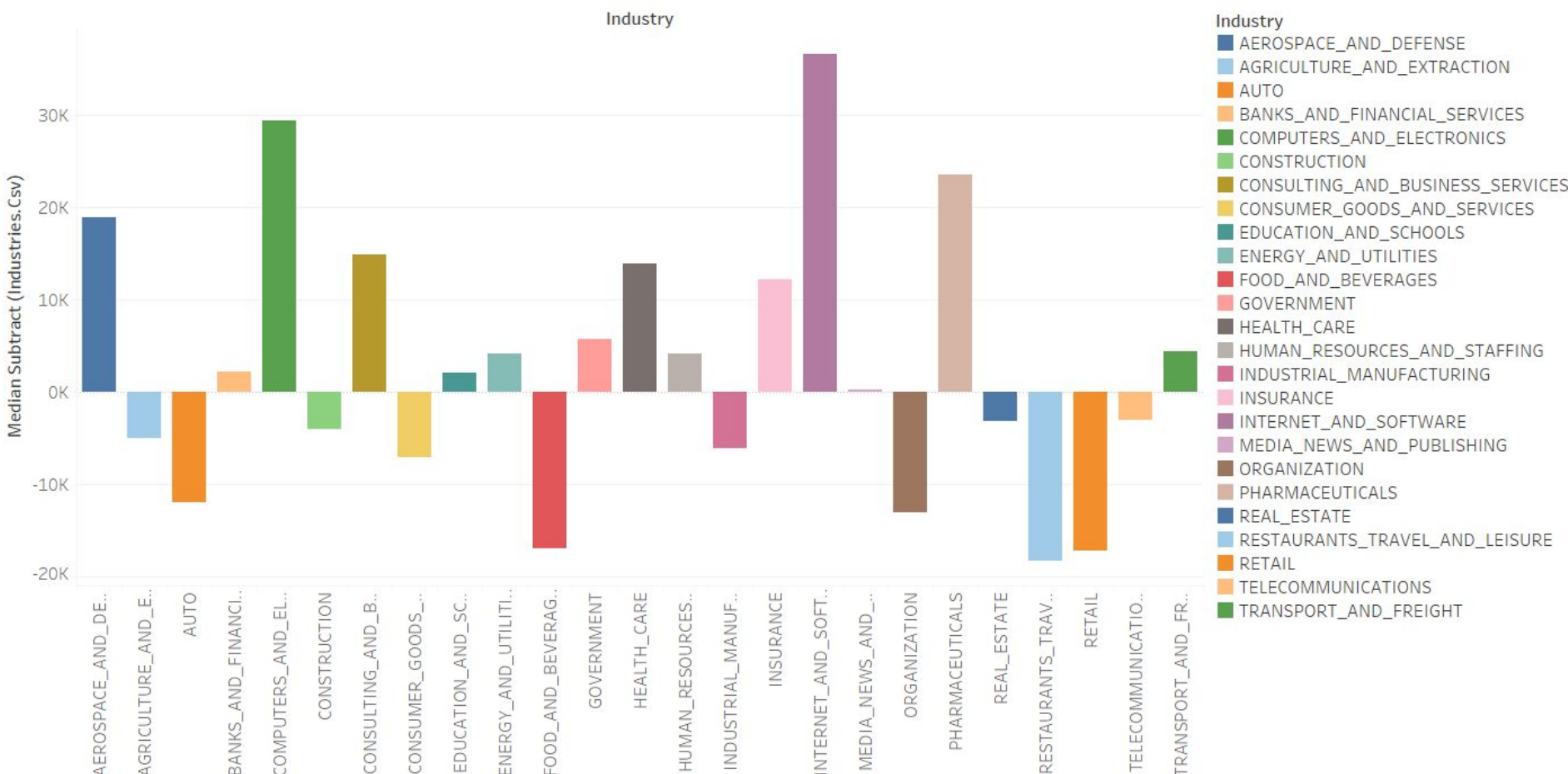


Map based on Longitude (generated) and Latitude (generated). Color shows median of Subtract. Size shows sum of Number of Records. Details are shown for City. The view is filtered on sum of Number of Records, which ranges from 25 to 7,484.

Industry

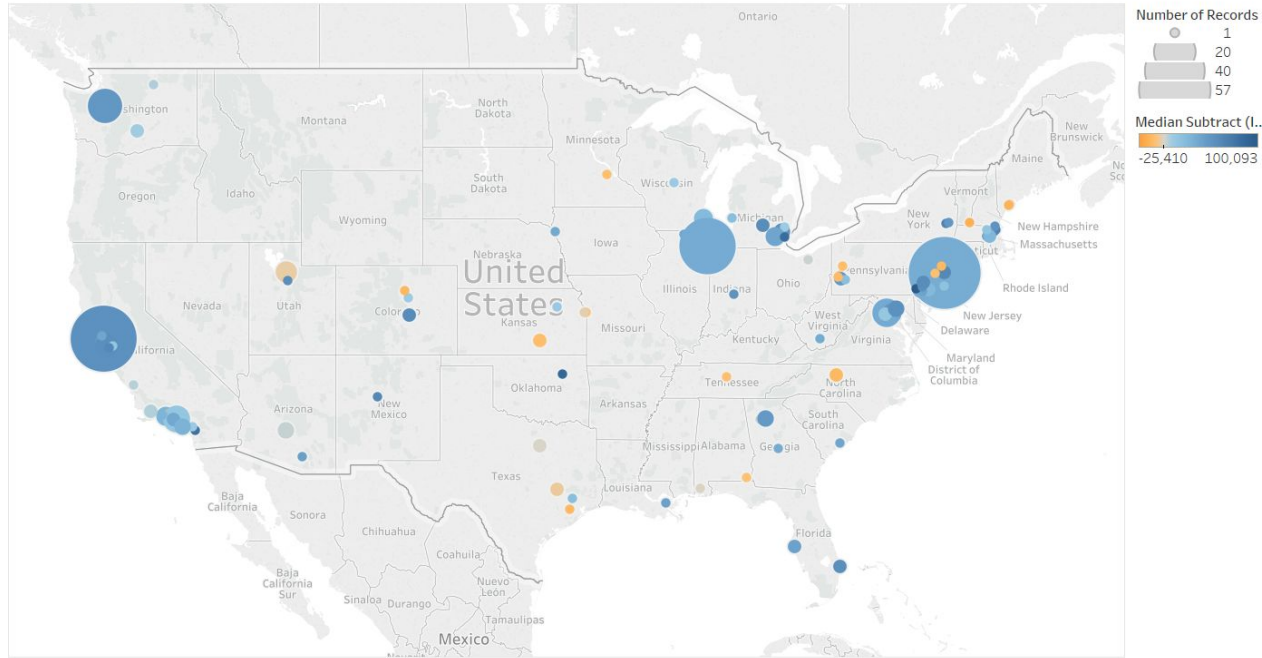


Relative Purchasing Power by Industry



Median of Subtract (Industries.Csv) for each Industry. Color shows details about Industry.

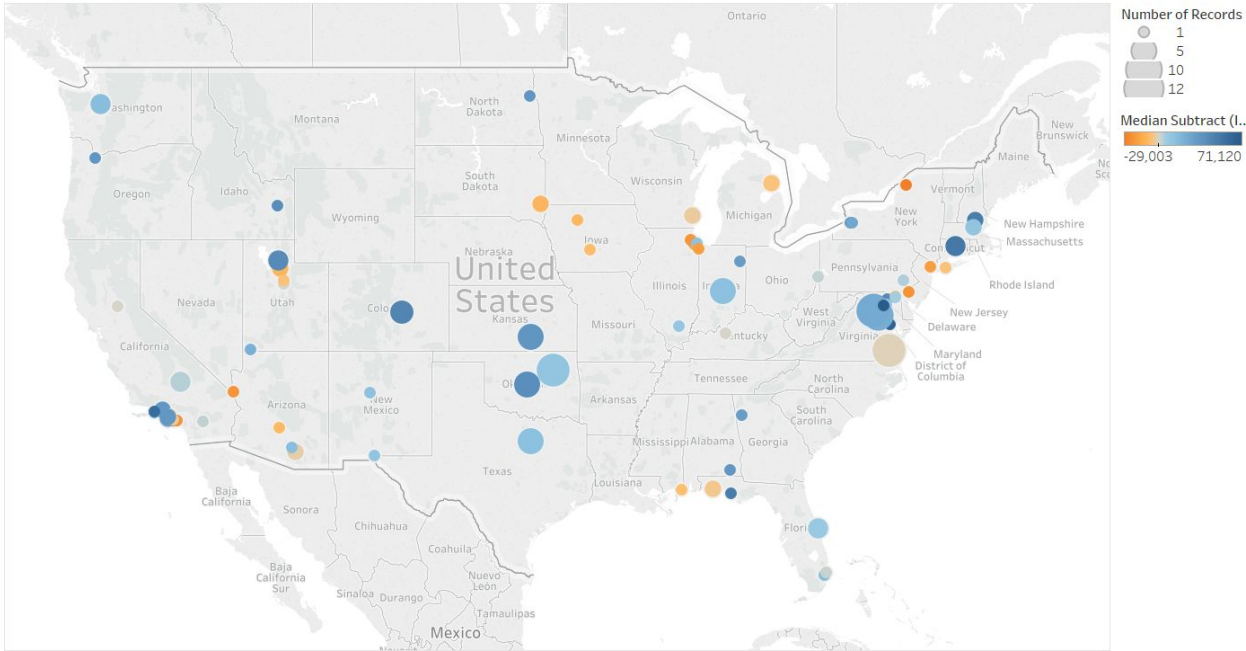
Internet/Software



Map based on Longitude (generated) and Latitude (generated). Color shows median of Subtract (Industries.Csv). Size shows sum of Number of Records. Details are shown for City. The data is filtered on Industry, which keeps INTERNET_AND_SOFTWARE.

Internet/Software

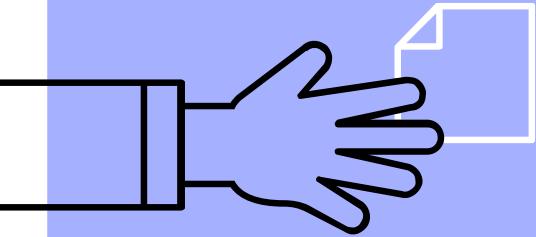
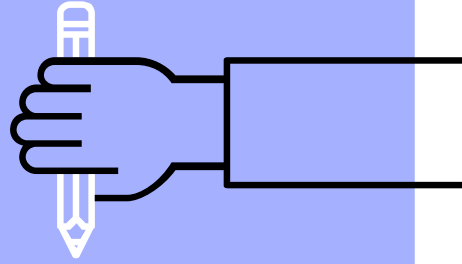
Aerospace/Defense



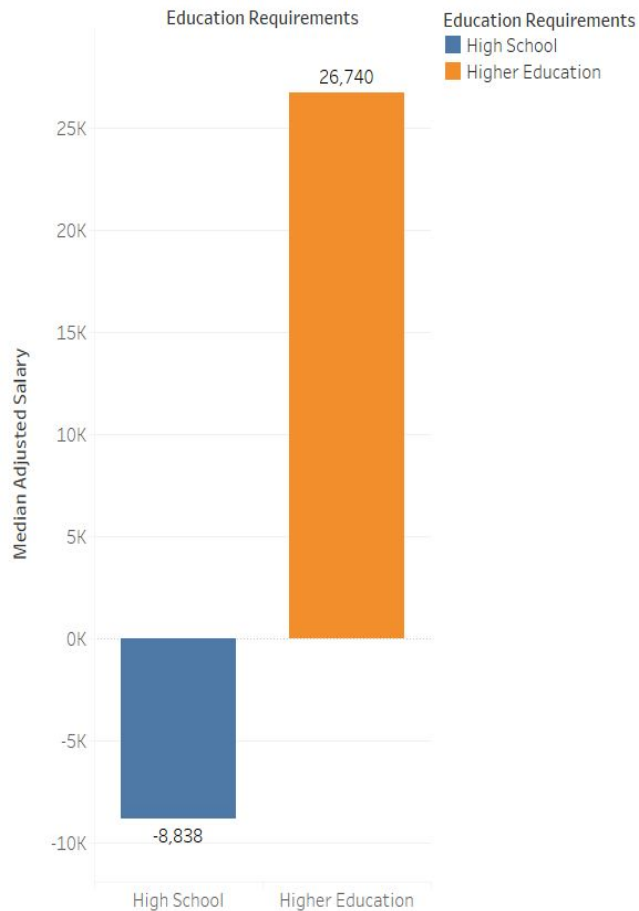
Map based on Longitude (generated) and Latitude (generated). Color shows median of Subtract (Industries.Csv). Size shows sum of Number of Records. Details are shown for City. The data is filtered on Industry, which keeps AEROSPACE_AND_DEFENSE.

Aerospace/Defense

Education Level

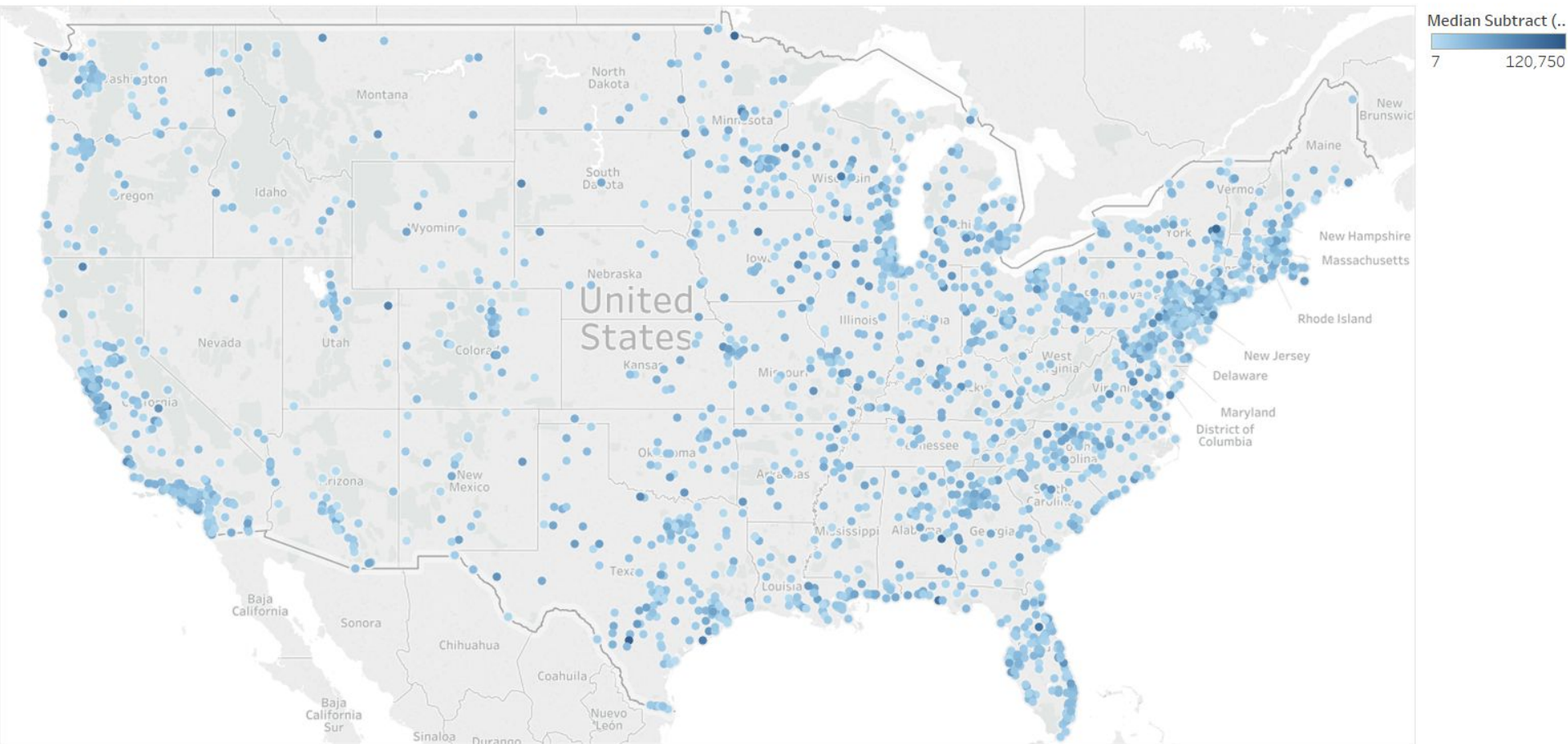


Relative Purchasing Power by Education



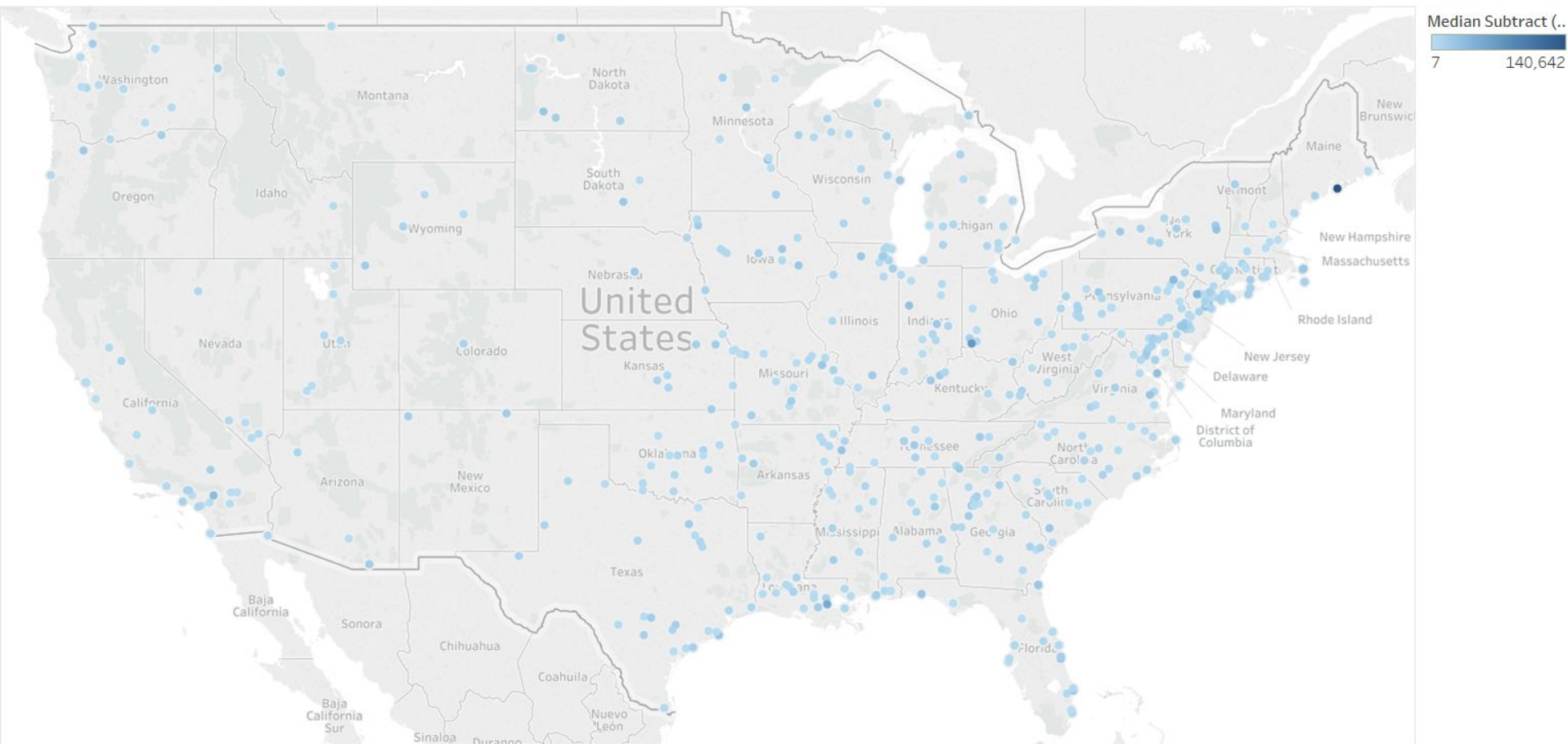
Stay in
School!

College Jobs with Positive Relative Purchasing Power



Map based on Longitude (generated) and Latitude (generated). Color shows median of Subtract (Education.Csv). Details are shown for City (Education.Csv). The data is filtered on Education Requirements and sum of Number of Records. The Education Requirements filter keeps Higher Education. The sum of Number of Records filter ranges from 0 to 965. The view is filtered on median of Subtract (Education.Csv), which ranges from 0 to 140,642.

High School Jobs with Positive Relative Purchasing Power



Map based on Longitude (generated) and Latitude (generated). Color shows median of Subtract (Education.Csv). Details are shown for City (Education.Csv). The data is filtered on Education Requirements and sum of Number of Records. The Education Requirements filter keeps High School. The sum of Number of Records filter ranges from 0 to 965. The view is filtered on median of Subtract (Education.Csv), which ranges from 0 to 140,642.

Conclusions

- ▶ Larger cities tend to have positive relative purchasing power.
- ▶ Relative purchasing power varies widely by industry.
- ▶ Jobs that require only a high school education tend to have negative relative purchasing power.



Conclusions for Indeed

- ▶ Creating new metrics like 'Relative Purchasing Power' gives users better insight on the job market
- ▶ Targeting a younger audience by providing insight on the effect of education and industry on salary may provide better user retention

