



# LinkedIn Job Market Analysis

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# Agenda

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- Introduction & Dashboard Overview
- Most In-Demand Job Category
- Most Active Country & City
- Top Hiring Company
- Weekly Job Posting Trends
- Thank You & Final Note





# Introduction

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This dashboard was created as part of a task assigned by Women Techmakers (WTM) to demonstrate my skills in data visualization and analysis using Power BI.

The dataset consists of job postings related to data roles from LinkedIn, and the dashboard presents insights into:

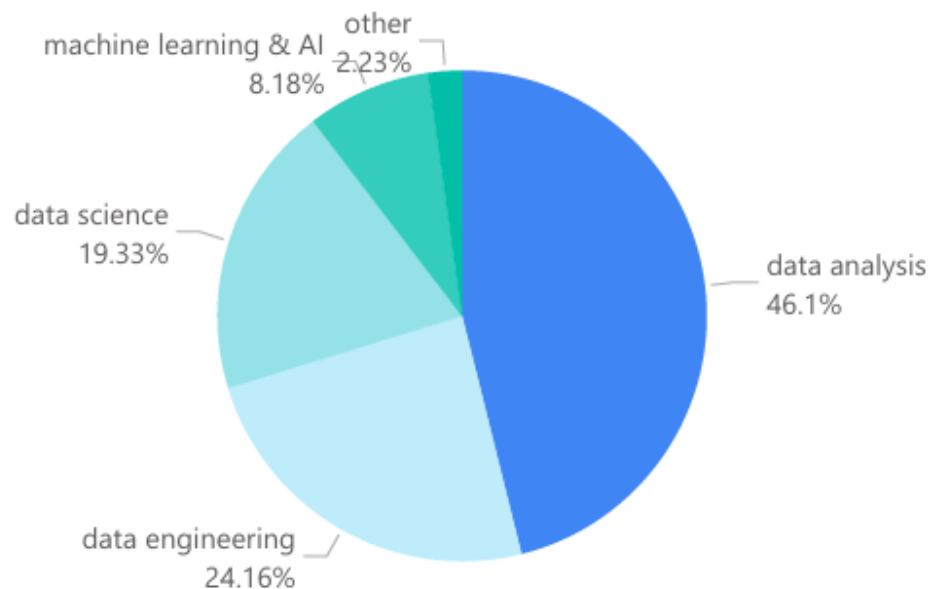
- The distribution of job roles (e.g., Data Analysis, Data science),
- Top hiring countries, locations, and companies,
- Trends in job postings over a specific time period.



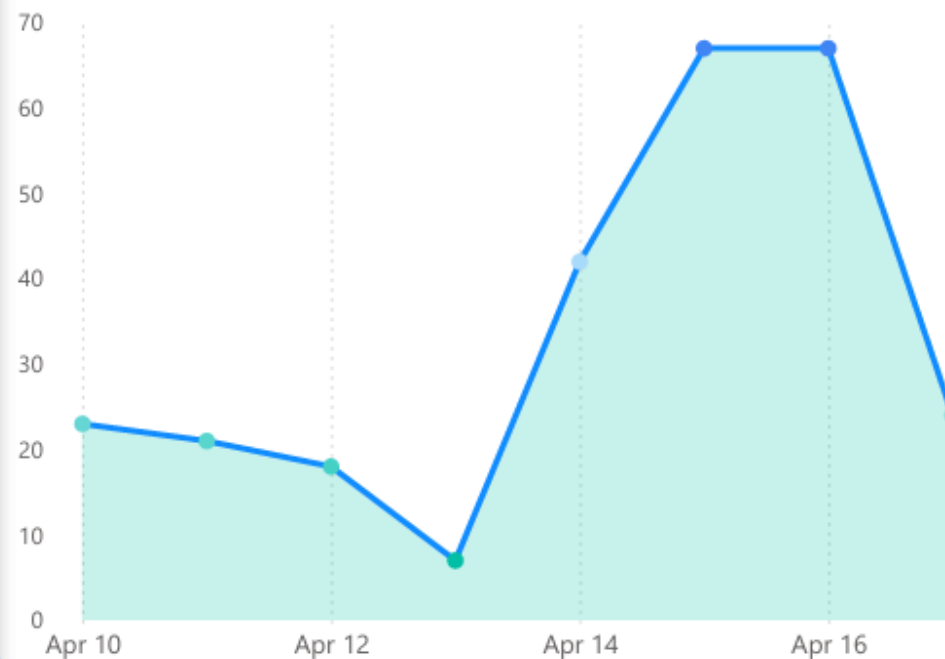
Jobs  
269

Companies  
193

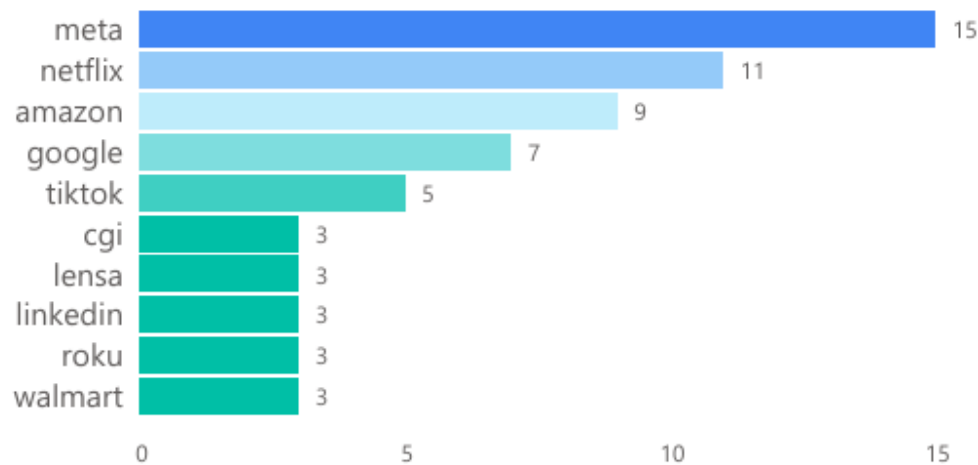
Categories & Titles



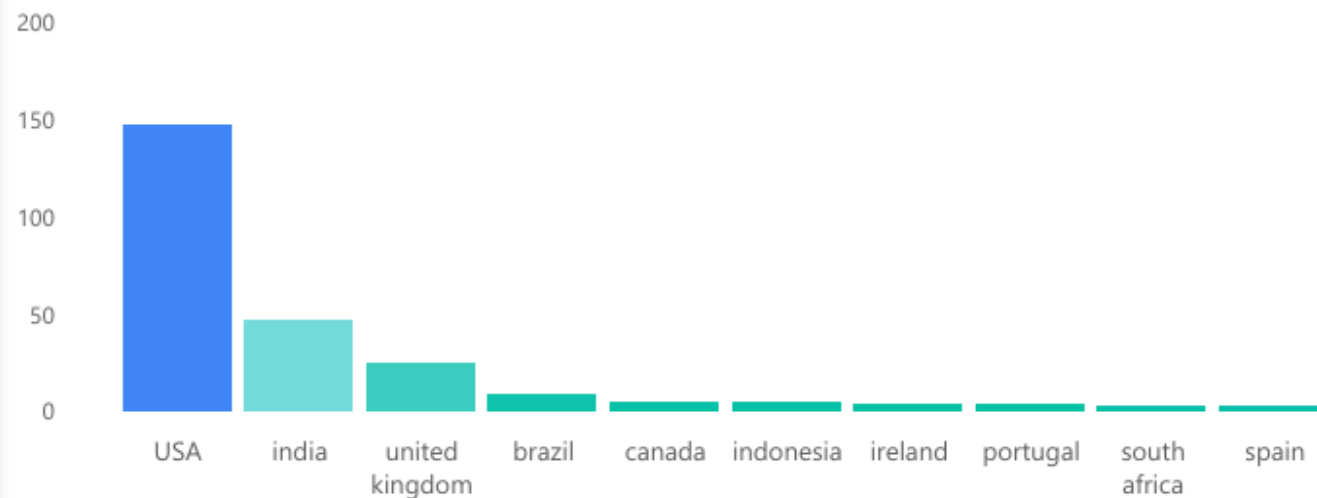
Jobs Posted Each Day

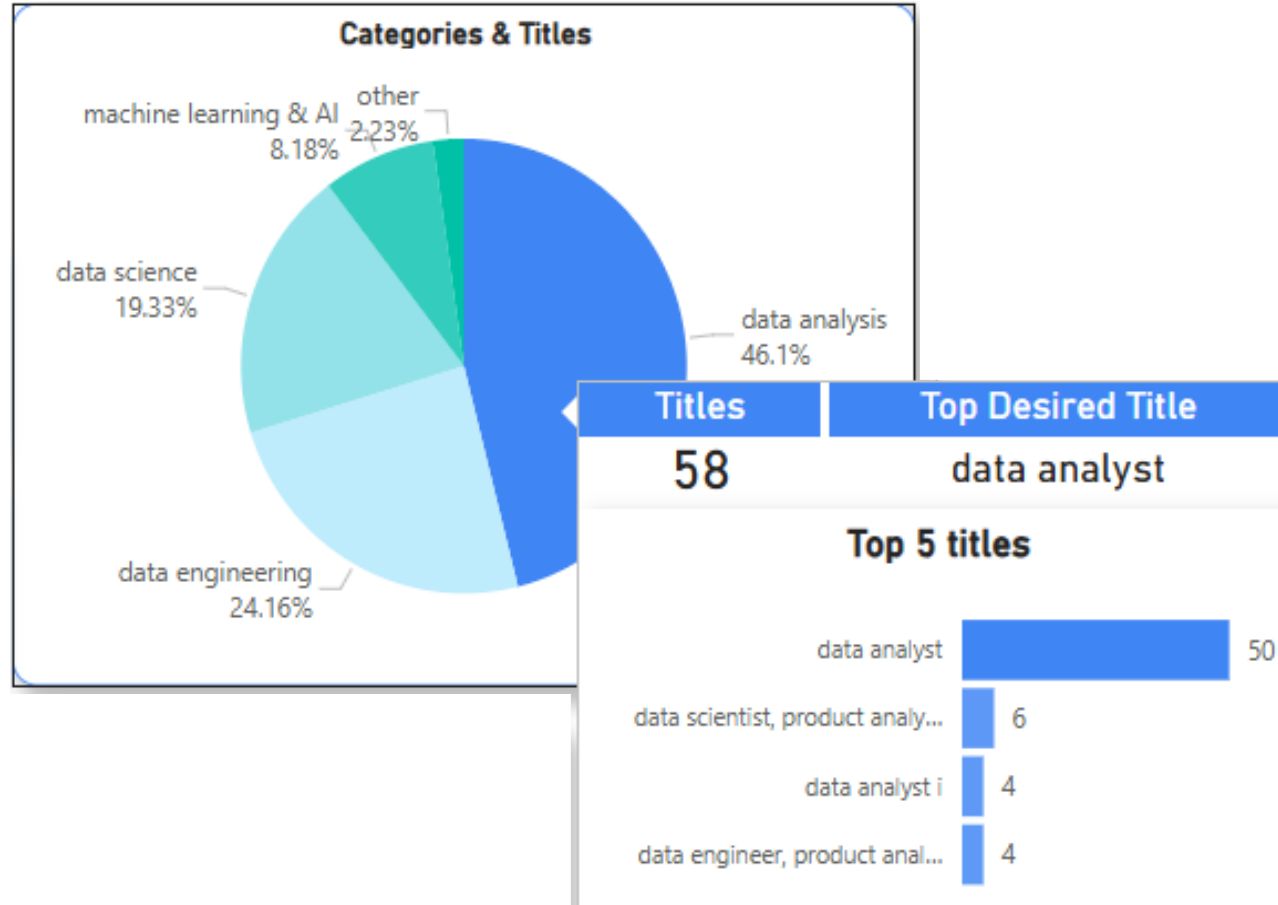


Top 10 Companies



Top 10 Countries & Locations



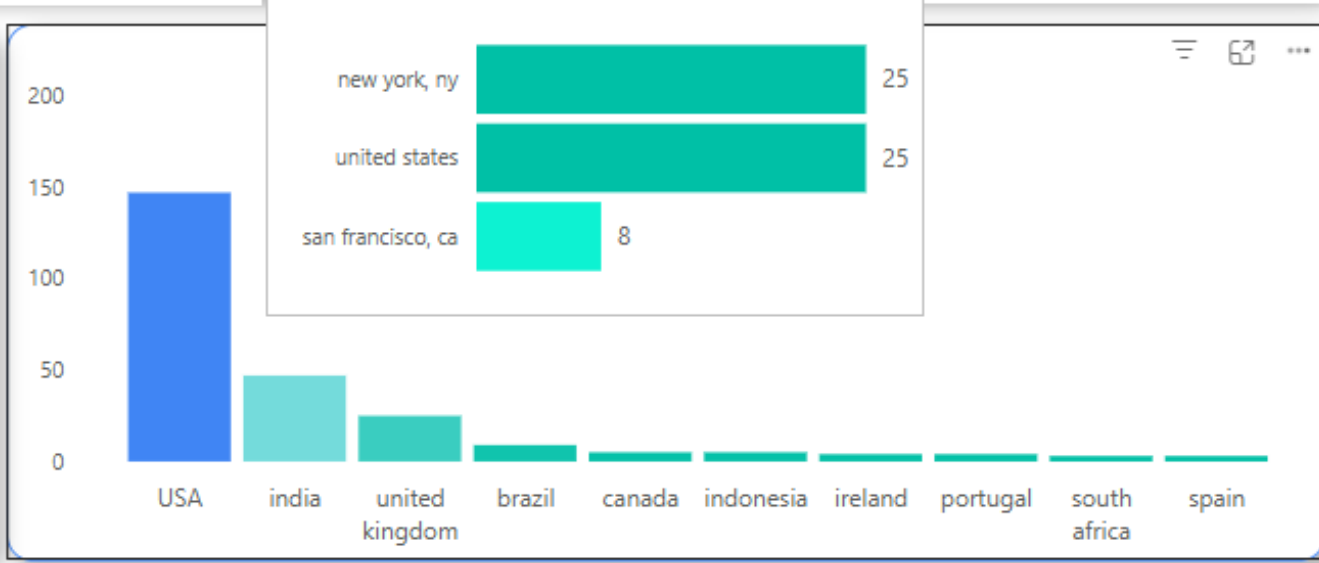
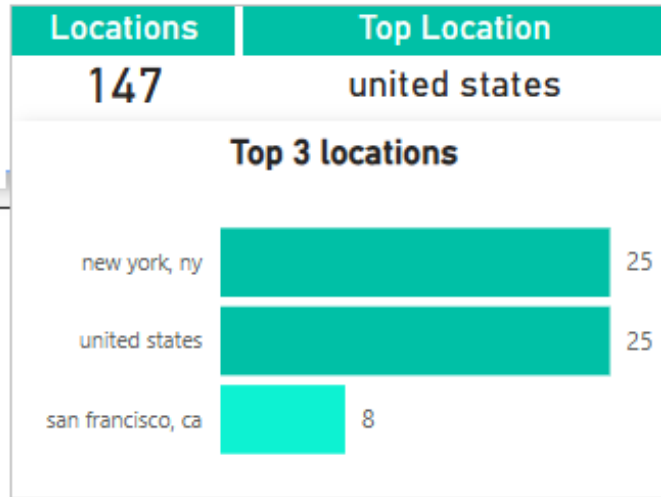


# Most In-Demand Job Category

The most in-demand job category is Data Analysis, accounting for 46.1% of all postings.

The most frequently posted job title is Data Analyst, with 50 postings.

This suggests a high demand for professionals skilled in data interpretation, reporting, and business intelligence.



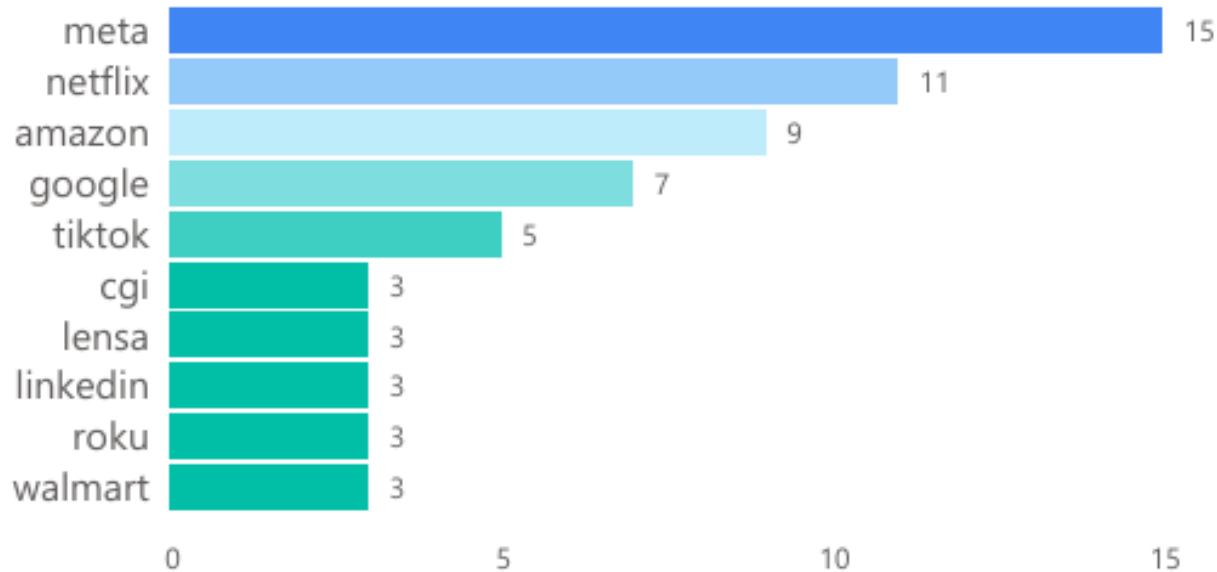
# Most Active Country & City

The United States had the highest number of job postings overall.

The most repeated location was New York, NY, indicating it as a major hub for data roles.



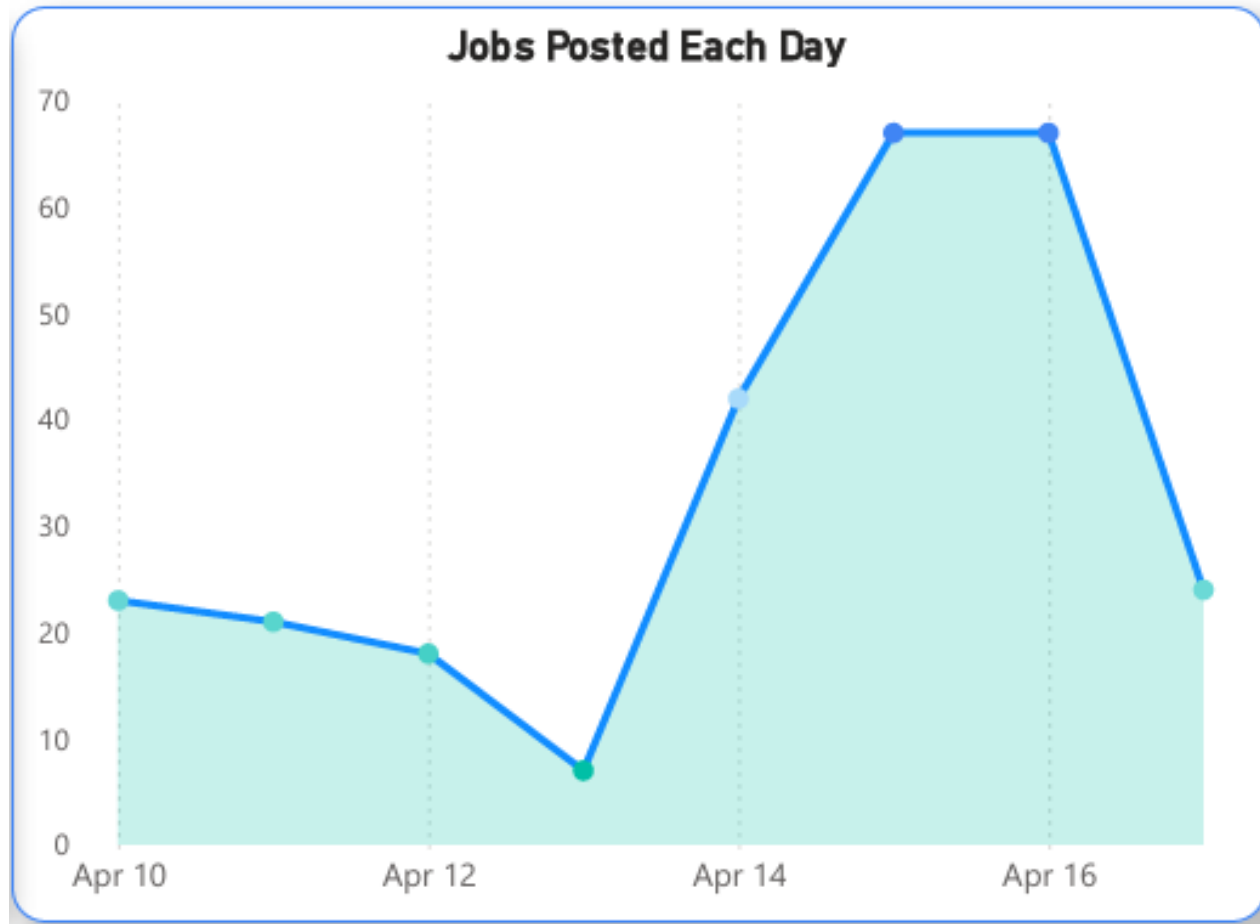
Top 10 Companies



# Weekly Job Posting Trends

Meta had the highest number of job postings among all companies in the dataset.

Other major employers include Netflix, Amazon, and Google.



# Weekly Job Posting Trends

A clear decrease in job postings occurs on Sundays, reflecting the typical weekend slowdown in hiring activity.

In contrast, job postings peak on Thursdays, indicating a mid-week surge in recruitment efforts.

This trend highlights how companies often post new openings before the weekend, possibly to attract early-week applicants.





Thank you for viewing my Power BI dashboard project.

Please note:

- -The data presented was part of a task submission for Women Techmakers (WTM).
- It is based on a sample dataset and intended only to demonstrate data analysis and visualization skills.
- The insights shown are not meant to reflect the actual job market.

**Thank You  
& Final Note**

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