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**[](https://www.kaggle.com/datasets/arshkon/linkedin-job-postings)Mavericks Team**

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**PROJECT PROPOSAL**

[**Data Link**](https://www.kaggle.com/datasets/arshkon/linkedin-job-postings)

1. **Introduction**

Every day, thousands of companies and individuals turn to LinkedIn in search of talent. The dataset we are analyzing contains a comprehensive record of over 124,000 job postings listed between 2023 and 2024. Each posting includes detailed attributes such as job title, description, salary, location, application URL, and work types (remote, contract, etc.). Additionally, separate files provide information on benefits, skills, and industries associated with each posting. Most jobs are also linked to a company profile, which includes attributes such as company description, headquarters location, number of employees, and follower count.

Given the richness of this data, the potential for exploration is vast. Insights could include identifying the highest compensated roles, analyzing companies' growth trends, exploring the prevalence of remote work, and identifying key industry trends. This analysis will provide a comprehensive view of the current job market and emerging trends.

1. **Objectives:**
   1. Uncover trends in job market demand, including popular job roles, industries, and locations.
   2. Identify compensation patterns and which companies offer the highest benefits.
   3. Examine trends in remote versus on-site work opportunities
   4. Use visualizations to help decision-makers and job seekers better understand the job market.
   5. Lay the groundwork for future analysis of time-based trends in company growth and job demand.
2. **Methodology:**

**This project will be conducted in four main phases:**

* 1. **Data Modeling using SQL:** We will first model the dataset using SQL to explore relationships between the key variables (e.g., job title, company, location, skills required). This step will provide a solid understanding of the dataset’s structure, allowing us to identify relevant attributes for deeper analysis.
  2. **Data Cleaning using Python:** Python will be used to clean the data, ensuring it is consistent and ready for analysis. This includes handling missing values, correcting inconsistencies, and removing duplicate entries. Libraries such as Pandas and NumPy will assist in making the data usable for further exploration.
  3. **Exploratory Data Analysis (EDA):** Once the data is clean, we will perform Exploratory Data Analysis (EDA) to extract meaningful insights. We will explore key trends, such as:
     + The distribution of job postings by industry and location.
     + Popular job titles and required skills across different sectors.
     + Compensation trends across job roles and locations.
     + Prevalence of remote work and the industries offering the most flexibility.
  4. **Data Visualization using Tableau:** The insights gathered from EDA will be visualized using Tableau to create interactive dashboards. These visualizations will make the data accessible and easily interpretable, offering users a comprehensive view of the job market. We will focus on visualizing:
     + Job postings distribution by location, industry, and work type.
     + Top-paying companies and roles.
     + Trends in job descriptions and required skills.
     + The prevalence of remote and contract work opportunities.

1. **Expected Insights:**

Some key insights we expect to extract from the data include**:**

* Identification of the most in-demand job roles and skills across various industries.
* Regional and industry-specific trends in job opportunities.
* Analysis of compensation patterns, identifying the highest-paying roles, companies, and locations.
* Trends in remote work opportunities and the companies offering flexible work arrangements.
* Insights into the types of benefits companies offer and how they vary by industry.
* A comprehensive analysis of how internships and entry-level roles are distributed across industries.

1. **Conclusion:**

This project will provide a deep dive into LinkedIn job postings from 2023-2024, offering insights into the current state of the job market. Through SQL, Python, and Tableau, we will analyze and visualize the data to produce actionable insights for job seekers, employers, and industry analysts. The project will be a valuable contribution to understanding the dynamics of today’s evolving job market, with potential future applications in analyzing time-based trends.