● How are the company and person datasets related?

● Where is our data coverage strong? Where is it not as strong? What might customers

ask about this?

● What are key fields you could highlight to our customers and what would the use cases

for those fields be? (Example for advertising -- current company and job title are useful

for target audience generation)

The person datasets hold the relationship of being current employees at companies which fit the 1k-5k company size range and internet industry.

The top candidates are selected based on locality stemming from statistics on the top 5 tech cities in America linked to the list of top tech cities in America currently as published by Forbes this year.

Source : <https://www.forbes.com/sites/forbestechcouncil/2021/08/24/emerging-tech-cities-in-the-us/?sh=19f11fe1a917>

Data coverage is strong within

Customers may ask questions regarding how to verify which parts of the data are stale and how often the datasets are cross-referenced for validity. The integrity of the data could lead to oversight and misaligned processes.

Other areas of concern

Key fields to highlight to customers would be ease of simplifying their query process with API tooling and no code.

Technology which enhances their process and is not a hinderance.

The ease of learning platform tools with PDL for deep learning and data-driven results.

Let’s trade the abundance of clicks and time wasted on misaligned candidate pools – it’s time to invest in the software that targets just the right layer of data for you and your company’s long-term success.

Target Audience for this solution would likely be the C-level executives, likely CIO, CFO, and CEO teams, as the approach is targeting data-driven results to modernize Talent Management System. With human capital being the largest investment for a company, I would lead the conversation by discussing four top KPIs our solution at PDL delivers on with this solution.

Adopt Faster-time-to-Hire Access Securely & Confidently Innovate Ahead of Your Competition Build your Brand

Reduce Costs

|  |  |  |  |
| --- | --- | --- | --- |
| Reduce Costs,  Faster-time-to-Hire  **Cut your prospecting time**  Accelerate for faster hires and data driven results | Empower your teams with automation | Innovate Ahead of Your Competition | Build your Brand,  Sustain your Strengths |
|  | **Advanced Search Filters**  Simplify your queries and target  just the right layer of data | **Modernize for the Better**  Build for complex metrics to stimulate  anti-bias and discriminatory AI. | **New Hires to Inspire**  Sustain models for growth and propelled  Innovation across your enterprise |

2021 Statistics on Recruitment

**40 |** [87%](https://www.mckinsey.com/business-functions/organization/our-insights/beyond-hiring-how-companies-are-reskilling-to-address-talent-gaps) of respondents in one study say their company is either experiencing skill gaps now, or expect them within a few years, with 44% of respondents saying their organizations will face skill gaps within the next five years, and another 43% report existing skill gaps.

**16 |** About 1 in 3 employees and job seekers (32%) would not apply to a job at a company where there is a lack of diversity among its workforce. This is significantly higher for Black (41%) job seekers and employees when compared to white (30%) job seekers and employees, and among LGBTQ (41%) job seekers and employees when compared to non-LGBTQ (32%) job seekers and employees.

**12 |** [Diversity & inclusion](https://www.glassdoor.com/blog/glassdoors-diversity-and-inclusion-workplace-survey/) is an important factor for the majority of today’s job seekers: 76% of employees and job seekers report a diverse workforce is an important factor when evaluating companies and job offers. This is especially true for Black, Hispanic, and LGBTQ+ job seekers and employees.

**22 |** Employees are working [3 more hours](https://www.bloomberg.com/news/articles/2020-04-23/working-from-home-in-covid-era-means-three-more-hours-on-the-job) per day than before the pandemic.