What is your favourite product? State 3 ways to improve it.

Product Overview

Brief

LinkedIn, a business and employment-oriented online service that operates via websites and mobile apps. Launched in 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs.

Value proposition

For professionals

A free app to build network, brand and express views.

For Recruiters

A convenient tool with a pool of job seeking candidates.

For 3rd party devs

Use software tools and solutions through Linkedin APIs.

Revenue streams

63%

Talent solutions

Services offered to companies, recruiters for easy hiring.

19%

Marketing solutions

Services offered to companies to advertise on LinkedIn.

18%

Premium subscriptions

Paid upgrade from freemium version offered to everyone.

Competitors

Direct	Indirect	Potential	Substitute
Naukri.com	Google, careers page	Facebook	Newspaper job postings

Facts & Favs

Age group
People between 25-34 are the highest contributors

20%	**60%**	**18%**	**2%**
18-24 Yrs	25-34 Yrs	35-54 Yrs	55+ Yrs

Location
810M members in 200 countries and regions worldwide

185M	**85M**	**56M**
United States	India	Chinese Mainland

Job related

12M	**49M**	**77**
#OpenToWork	Job searches/week	Applications/sec

Things I like about LinkedIn

LinkedIn Learning	Post related analytics	Multilingual platform

LinkedIn Filters

Goal : Customer Experience

Brief

2 million posts are posted on LinkedIn **per day**, it can get overwhelming for a user with a specific goal in mind. With **12M** people indicating their **availability to work**, it can get diificult to search for hiring posts. LinkedIn filters will allow the users to **watch the content they desire**, by applying **filters** and **setting modes**, users can easily cut down the noise whenever they want.

I want to view posts containing :

#hiring   #hiringPM   #product

#productmanagement   #producthiring

#productmanagerhiring

I want to name this mode :

Once you turn this mode on, posts containing only above selected tags will be displayed on your feed.

E.g. Product hiring

Save changes

My modes

Product education ⬤

Content ideas ○

General knowledge ○

LinkedIn will recommend tags to be selected for the creation of new mode. Once this mode is turned on, posts containing only these tags will be displayed on the feed.

A "My modes" section to easily navigate through the modes you have created and used in the past.
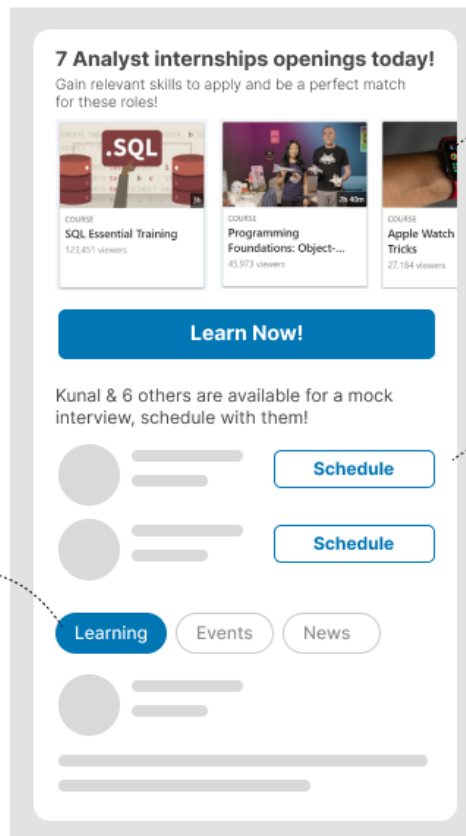
LinkedIn for Students

Goal : Customer Acquisition

Brief

Only **20%** of LinkedIn users are **students**, LinkedIn for students will be a module for people **below** the age of **25 years** which will focus on bite sized content - LinkedIn learning, events, news and internship opportunities making them **job ready**. This platform will filter out posts to show only **educational content** and promote users to **schedule mock interviews** and connect with like minded people.

7 Analyst internships openings today!
Gain relevant skills to apply and be a perfect match for these roles!

COURSE
SQL Essential Training
123,451 viewers

COURSE
Programming Foundations: Object-...
45,973 viewers

COURSE
Apple Watch Tricks
27,184 viewers

Learn Now!

Kunal & 6 others are available for a mock interview, schedule with them!

Schedule

Schedule

Learning   Events   News

Promoting LinkedIn learning to encourage the student to learn new things. Improving navigability.

Mentors can easily post their calendar for students from where they will be able to schedule a mock interview.

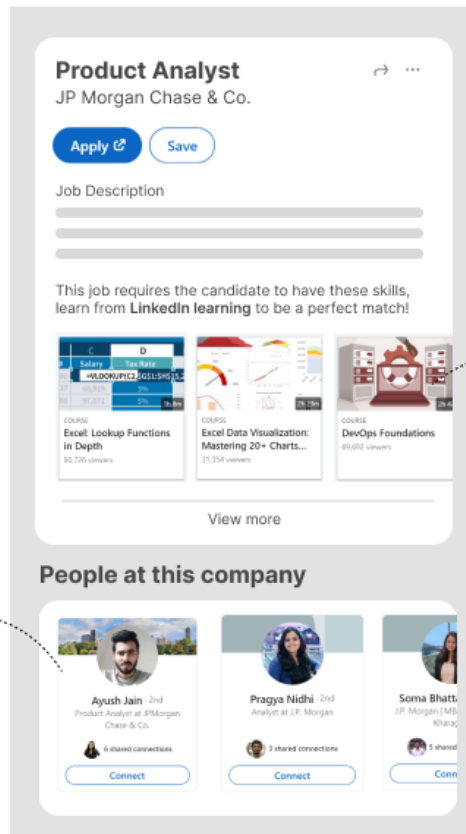Tabs to display content topic focused articles and posts.

Job Postings

Goal : Adoption & Engagement

Brief

77 people apply for a job through LinkedIn **per second**, **45%** of these applications do **not** have **relevant experience and skillset**. For each job posting, this feature will display **relevant courses from LinkedIn learning** through the keywords written in the job description along with **people working in that org with the same job title**. This will not only promote LinkedIn Learning but also increase engagement.

Product Analyst
JP Morgan Chase & Co.

Apply   Save

Job Description

This job requires the candidate to have these skills, learn from **LinkedIn learning** to be a perfect match!

COURSE
Excel: Lookup Functions in Depth
80,726 viewers

COURSE
Excel Data Visualization: Mastering 20+ Charts...
31,354 viewers

COURSE
DevOps Foundations
69,692 viewers

View more

People at this company

Ayush Jain · 2nd
Product Analyst at JPMorgan Chase & Co.
6 shared connections
Connect

Pragya Nidhi · 2nd
Analyst at J.P. Morgan
3 shared connections
Connect

Soma Bhatt
J.P. Morgan | MB...
Kharag
5 shared
Conn

LinkedIn will predict and recommend courses through a Machine Learning based recommendation system by analysing keywords in the job description.

Recommending people having similar job posting at the company which can be used for referrals and connections.