

## Additional documentation for NBMBA Job Posting Analysis | Created by Andrew Li

For each job posting there can be one or many job “categories”:

- Ex. Finance/Accounting, Information Technology, Science, Technology, Engineering & Mathematics
- It's difficult to decipher which keywords on a page are related to which job category for postings that fit into multiple categories
- Example:
  - **Finance** (i.e. Financial Planning & Analysis, Capital Planning)
  - **Strategy & Analytics** (i.e. Commercial Planning & Analysis, Retail Deposits, Centralized Modeling)
  - **Strategy & Operations** (i.e. HR Strategy & Ops, Enterprise Security)
  - **Marketing** (i.e. Marketing Strategy, Marketing Analytics)
  - **Wealth Services** (i.e. Wealth Advisory Services, Retirement Services)
  - **Risk Management** (i.e. Commercial Risk & KYC Management)
  - **Product Management** (i.e. Digital Banking)
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- With the above image being part of a job description, it's hard to assign a keyword with a category with every page if the job postings involve multiple job categories
- So, I'm only going to use jobs that are associated with one category, so this way we know that the keywords in the job description are pure-play
  - o This will exclude results from most rotational program postings, since they encumber a multitude of job-categories due to the variety in the programs. This also includes the postings that say “multiple opportunities” as well as jobs that merge together 2 different backgrounds into one position (Ex. “Financial Data Analyst” would be both Finance and Information Technology)


### Details

**Posted:**

September 18, 2019

**Location:**

Lake County, Illinois

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**Salary:****Type:**

Full Time - Experienced

**Category:**

Finance/Accounting

**Required Education:**

4 Year Degree

← Will be included (Category: finance/accounting)


## Details

**Posted:**

September 19, 2019

**Location:**

Modesto, California

 [Show Map](#)

**Salary:****Type:**

Full Time - Internship

**Categories:**

Business Management &  
Administration, Manufacturing,  
Marketing

**Preferred Education:**

4 Year Degree

← Will NOT be included (too many categories- does not have pure play job description)

### Method

- Take top 10 common words (that aren't stopwords) and increment each category by 1 for each word in a conditional frequency distribution.
  - o Each word in the top 10 of each job description is counted equally, and will be added as +=1 for that specific word in the overall frequency distribution.
- For the final CFD, if a word in a specific condition has the value "9," it means that the word appeared in the top 10 most common words 9 different job descriptions with that specific category.

### End Goal

- Top 15 words used in, for example, Information Technology, in ALL job postings that are in that specific job category: [answer here]
- This is so MBA students at UGA can tailor their resumes to match the wording that's used on job descriptions in their respective departments so that students' resumes don't get screened out by machine learning resume screens that look for presence of particular keywords on resumes