

LinkedIn User Analysis



This image shows a LinkedIn profile page for "SAMANTHA BLACK" with the title "sales director".

EXPERIENCE: A section listing multiple "POSITION TITLE" entries from 2013 to 2016, each with a short description and responsibilities.

EDUCATION: Shows a "WEB ADVERTISING SEMINAR" in 2015 at "University of London, UK" and a "GRAPHIC DESIGN CREW" in 2015 at "London Art College UK" where she was "Leader of the group".

HIGHLIGHTS: Includes a "HIGH SCHOOL UNIVERSITY" entry from 2008 to 2014 with a short description and responsibilities, and a "SCHOOL TITLE LOREM" entry from 2004 to 2008 with a similar description.

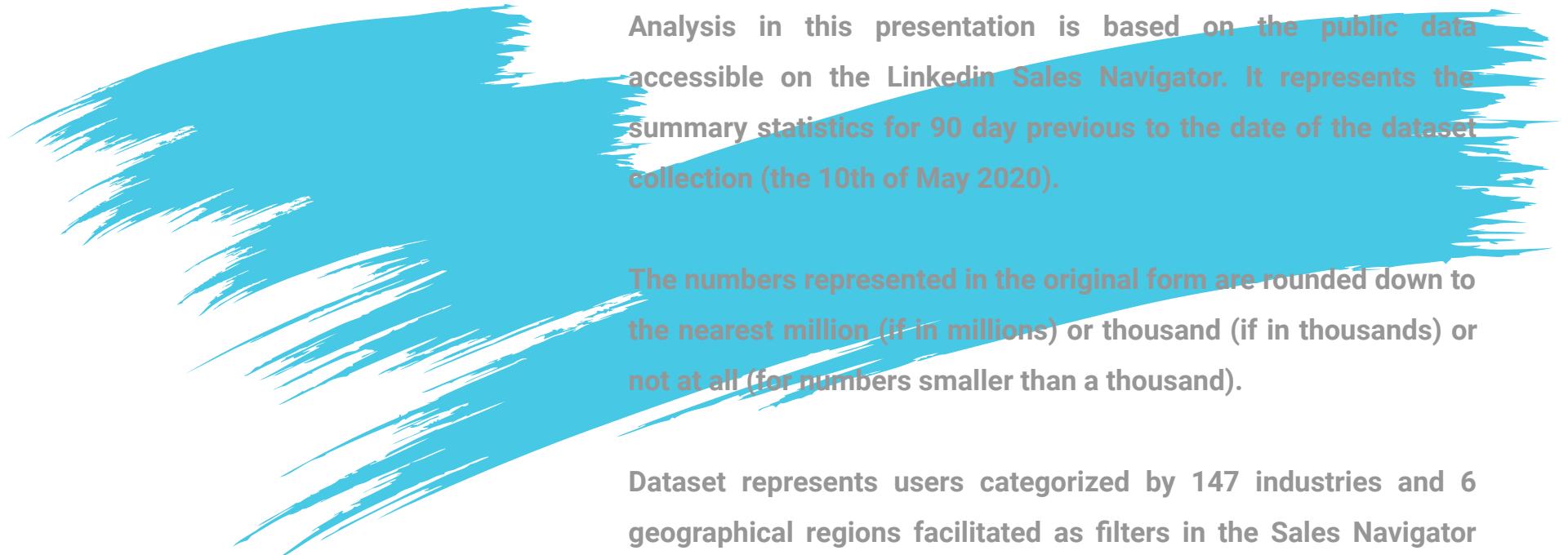
REFERENCES: Three entries for "ELIOT BROWN" with contact information.

PROFESSIONAL STATEMENT: A placeholder text block.

SKILLS: A list of skills with corresponding progress bars: PHOTOGRAPHY, PHOTOSHOP, INDESIGN, WORDPRESS, TIME KEEPING, and ORGANISATION.

NOTES: A large block of placeholder text at the bottom right.

Data Source



Analysis in this presentation is based on the public data accessible on the LinkedIn Sales Navigator. It represents the summary statistics for 90 days previous to the date of the dataset collection (the 10th of May 2020).

The numbers represented in the original form are rounded down to the nearest million (if in millions) or thousand (if in thousands) or not at all (for numbers smaller than a thousand).

Dataset represents users categorized by 147 industries and 6 geographical regions facilitated as filters in the Sales Navigator Search.

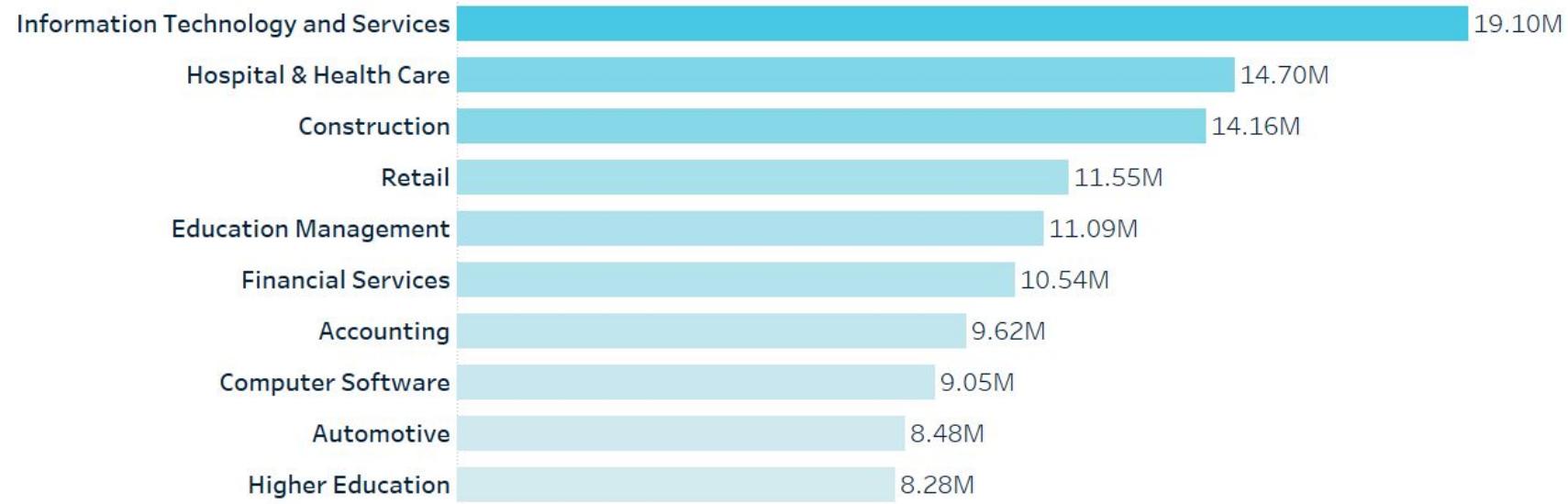
LinkedIn users

The bar chart on the next slide shows ten industries with the biggest representation of users on LinkedIn sorted in descending order. It is interesting to see that the most representative industry, "IT & Services" has over 19M of users. It is a very dominant position, taking into consideration that a second place holds "Hospital & Health Care" with over 5M less of users.

What might be surprising is presence of the industries such "Hospital & Health Care" and "Construction" in Top10 and lack of the "Marketing and Advertising", which holds 11th position.



Top 10 industries by number of total users

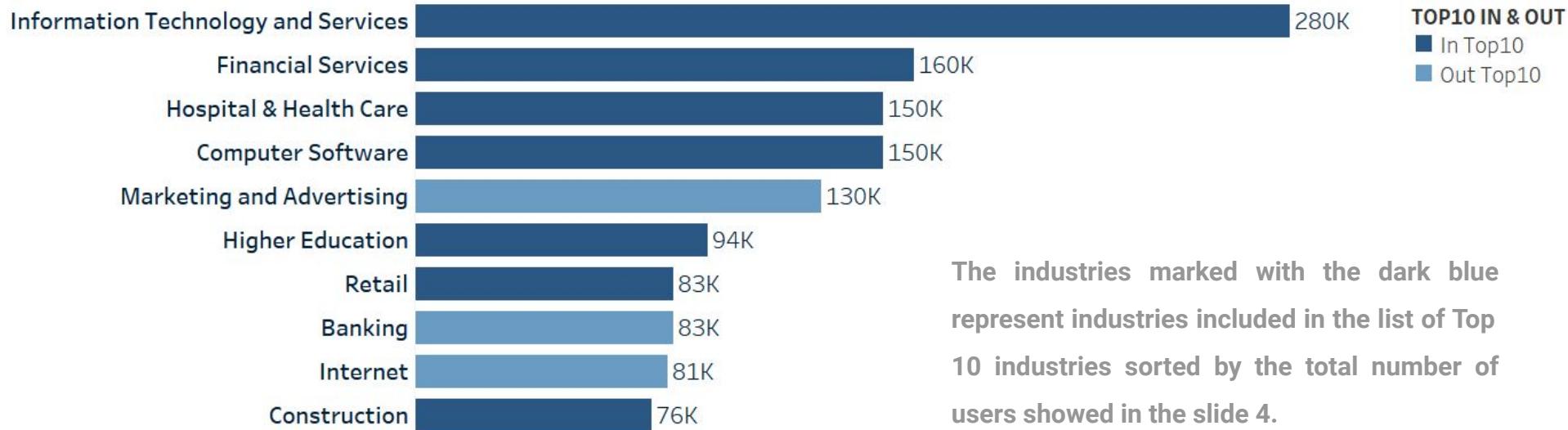


Users changing job

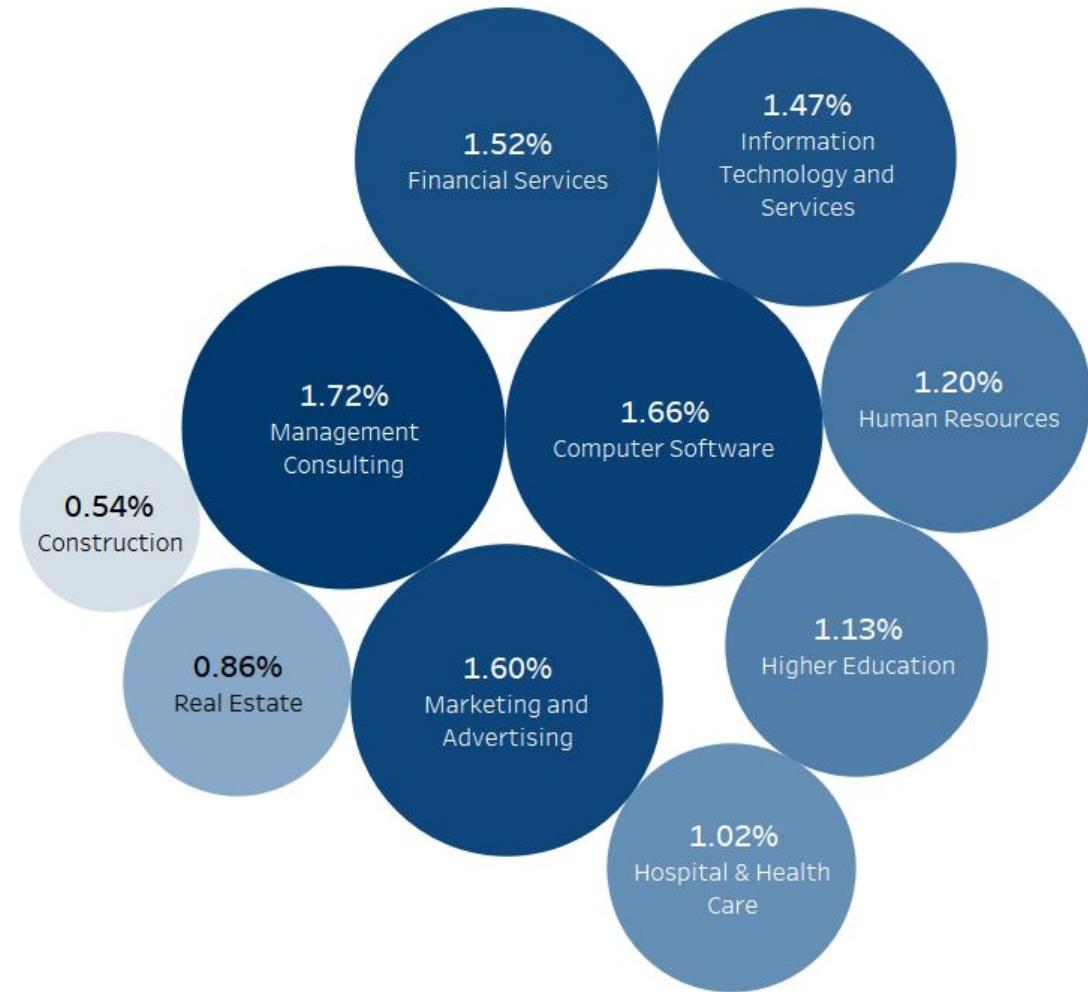
Next chart represents industries with the higher amount of users that have changed their job on the LinkedIn profile. The high numbers may be attributed to the difficult economic situation caused by the COVID-19. Nevertheless, as the dark blue shading shows, 7 out of the 10 industries are also listed in the Top10 industries by total users. That means that the high number of people that changed job, may be simply correlated with the size of the population. Slide 7 shows 10 top industries sorted by the people that changed the job as a % of the total users in the given industry, what gives a better understanding of this measure.



Industries by number of users that changed job

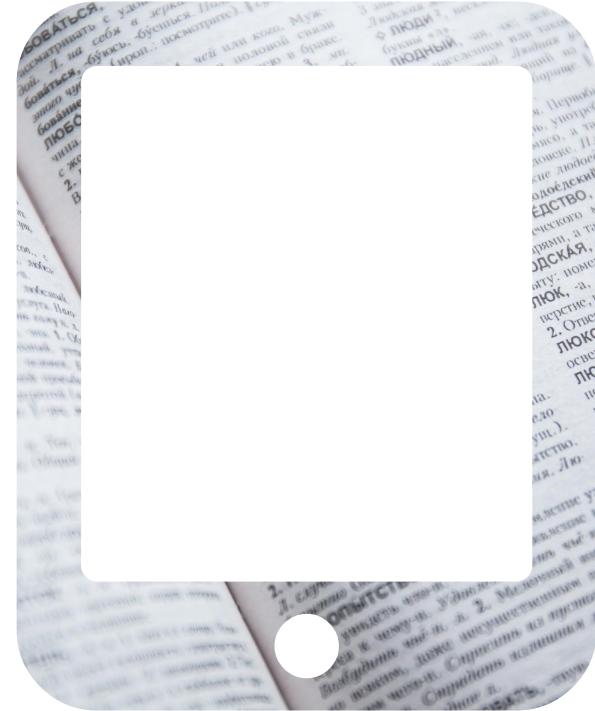


Percentage of users that changed job relative to the total number of users in a given industry

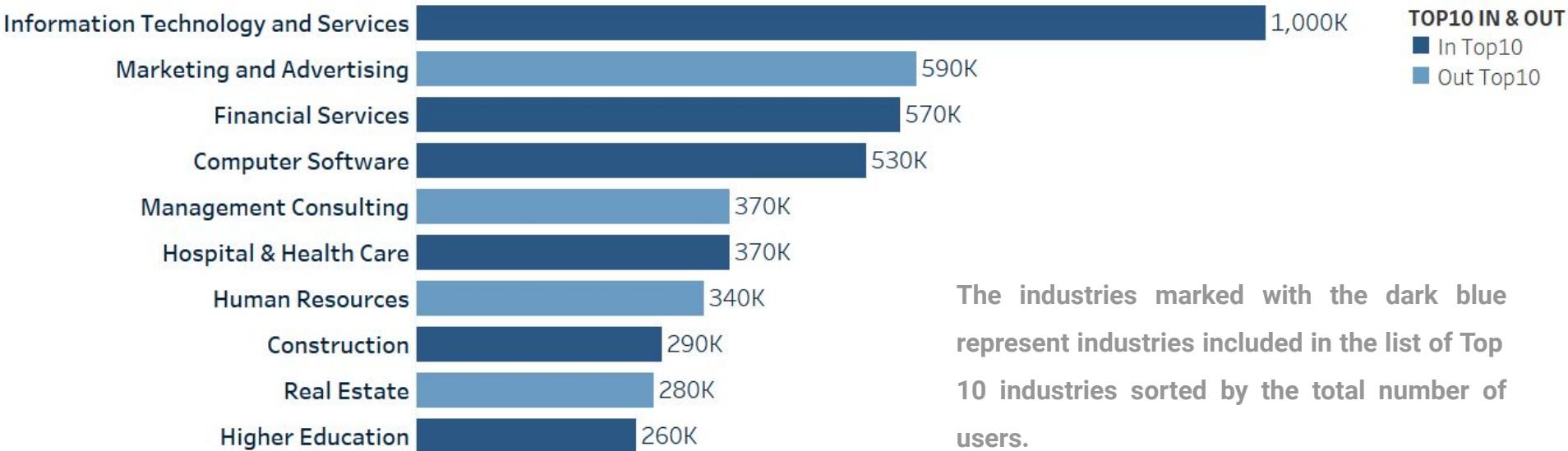


Users posting on LinkedIn

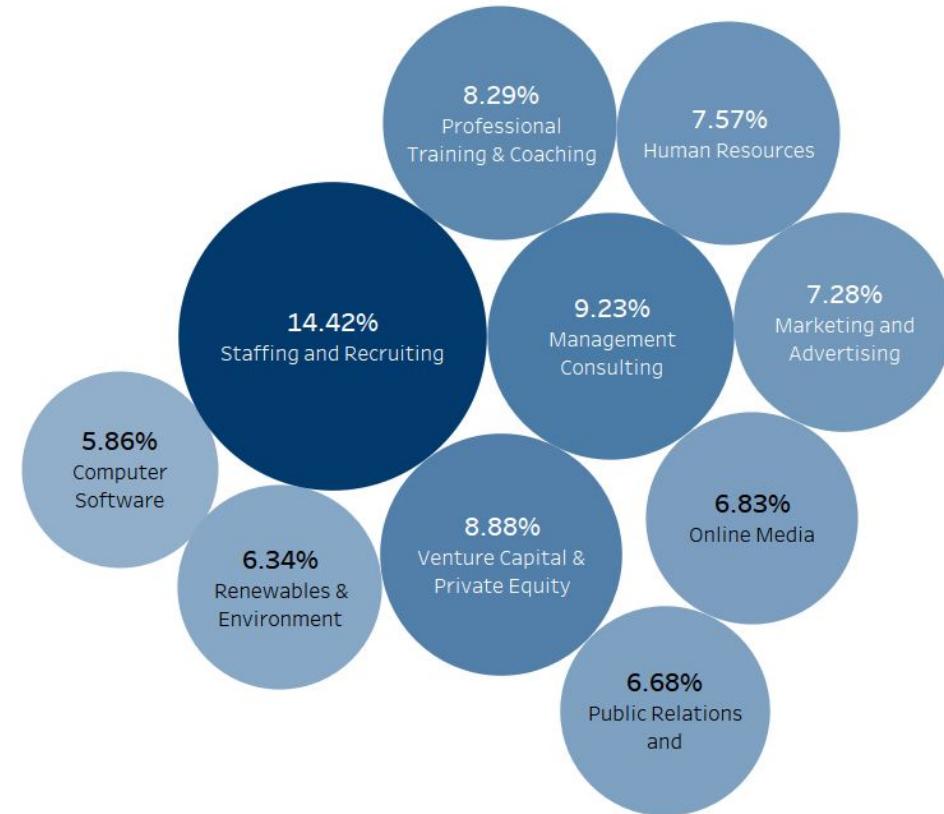
The next graphs represent the analysis of the users posting on LinkedIn and their relation to the amount of total users in a given industries. “IT & Services” again holds a dominant position having twice as much people posting than a second “Marketing and Advertising” industry. However, even though the “IT & Services” has the higher amount of people posting, relatively to the total number of users in this industry it represents only 5.24%, that is too little to appear in the Top10 of the relative % of people posting.



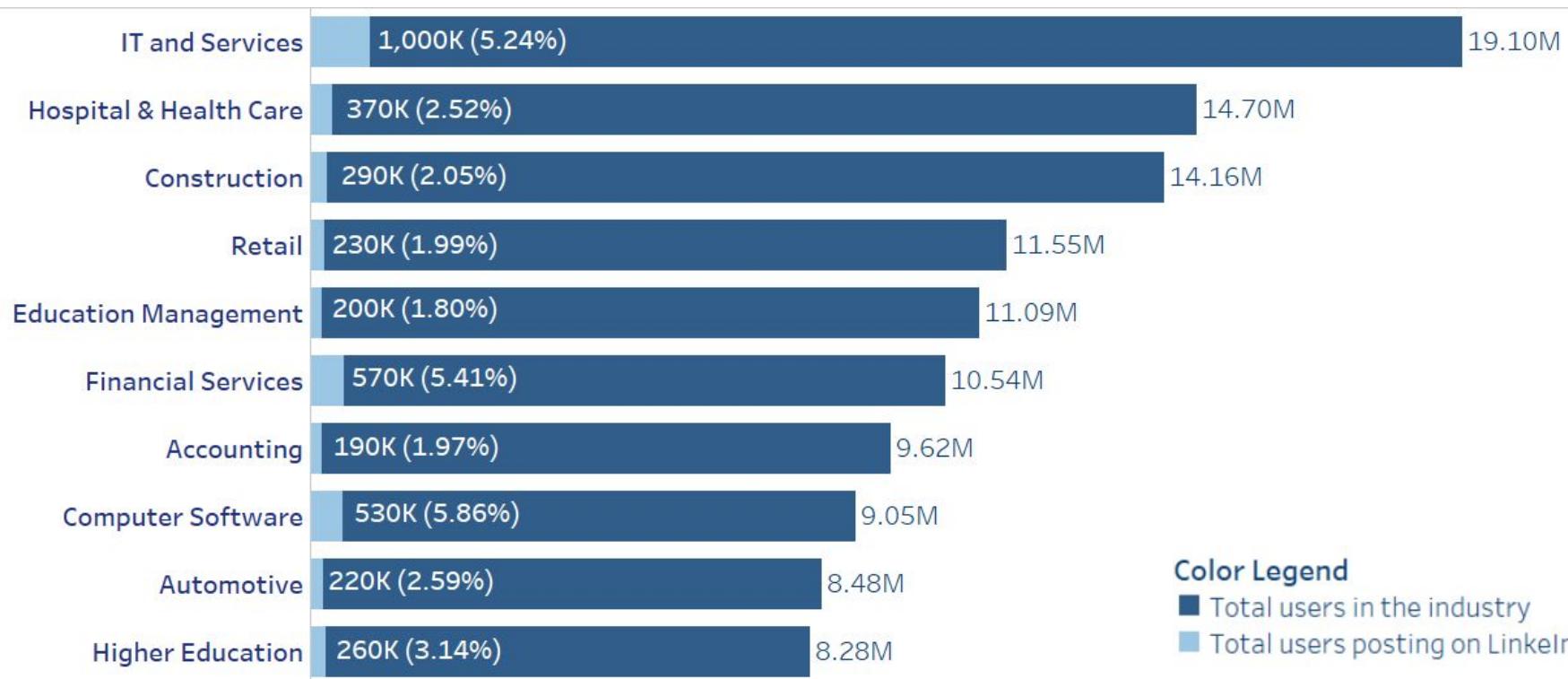
Industries by number of users that post on LinkedIn



Percentage of users that posted on LinkedIn relative to the total number of users in a given industry



Industries by # of total users and the % of them posting



Color Legend
■ Total users in the industry
■ Total users posting on LinkedIn

**For more, please use this link to the Interactive
Tableau Public Dashboard:**

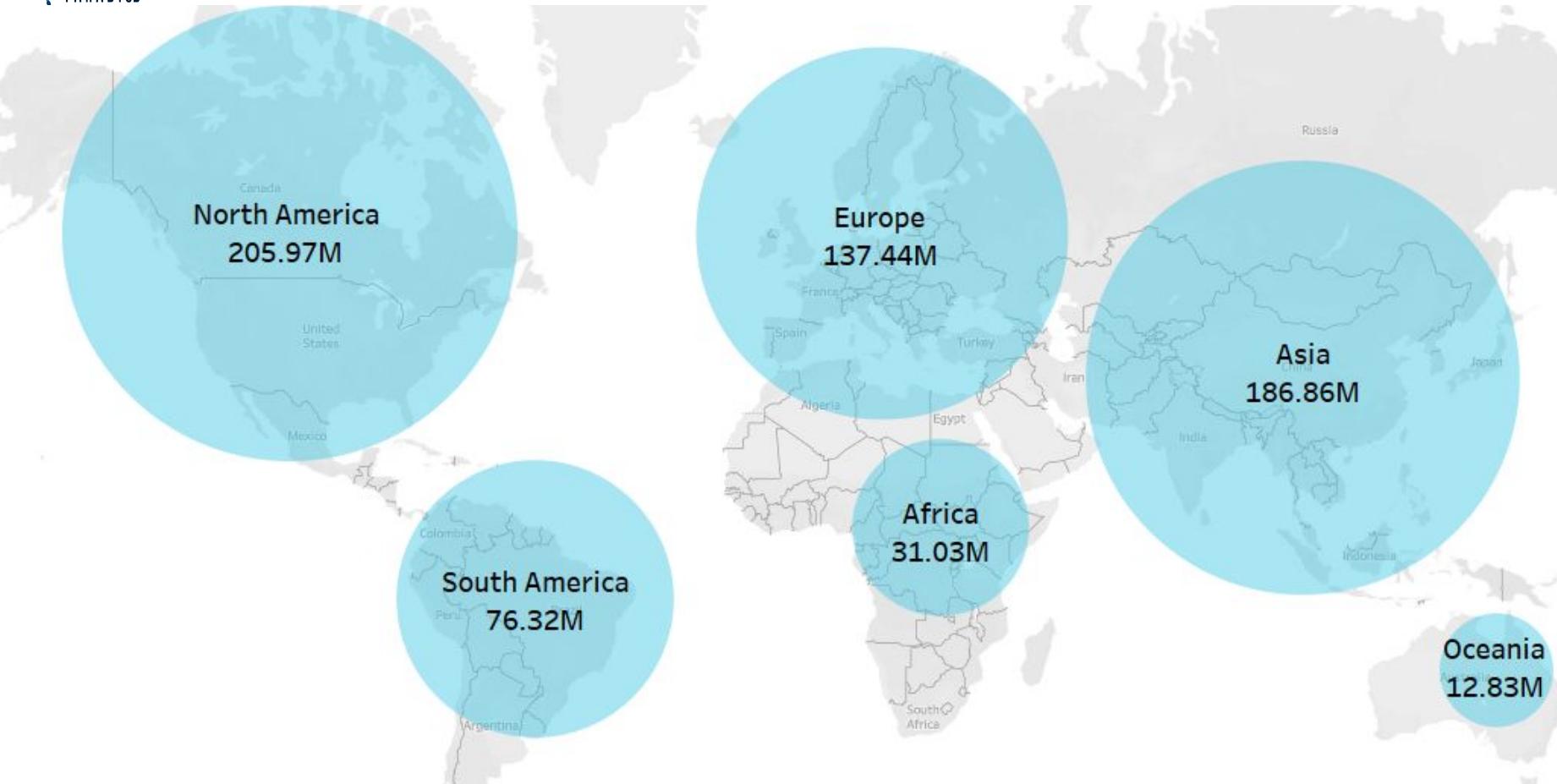
**LINKEDIN INDUSTRY
ANALYSIS**

Geographical analysis

This section is focus on the analysis of the measurements represented previously but in the context of the regions: Europe, Asia, North America, South America, Africa, Oceania.

The map on the next slide represents total users on LinkedIn platform categorized by the geographical regions, followed by the table of Top 10 industries by the total number of users for each region. All regions have same Top10 industries, however, each has different order.





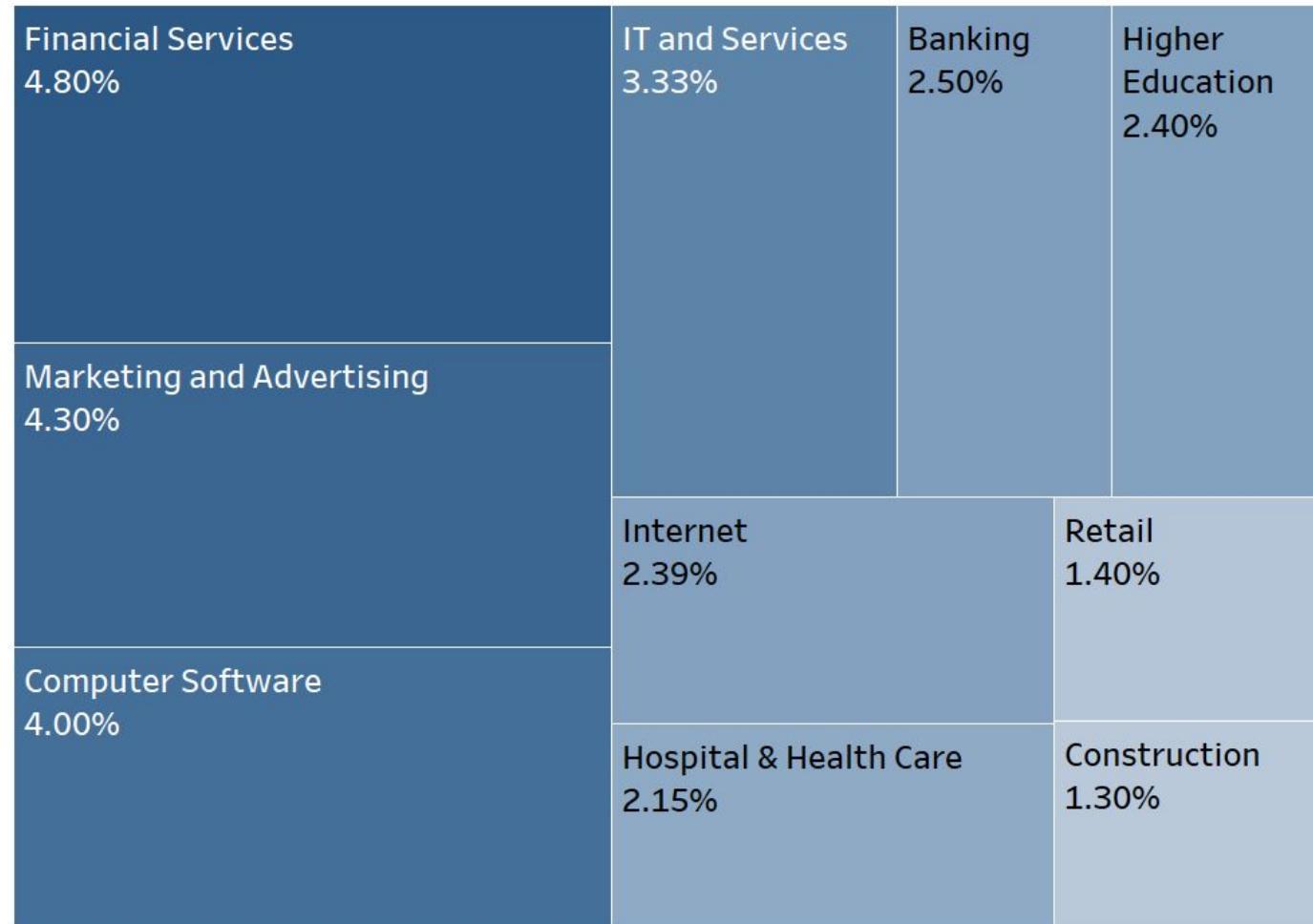
Europe		North America		Oceania	
IT and Services	3M+	Hospital & Health Care	7M+	Construction	460K+
Retail	2M+	Retail	4M+	IT and Services	410K+
Hospital & Health Care	2M+	IT and Services	4M+	Hospital & Health Care	380K+
Government Admin	2M+	Education Management	4M+	Education Management	340K+
Construction	2M+	Construction	4M+	Retail	330K+
Higher Education	1M+	Higher Education	3M+	Financial Services	280K+
Financial Services	1M+	Financial Services	3M+	Accounting	260K+
Education Management	1M+	Government Admin	2M+	Government Admin	250K+
Computer Software	1M+	Computer Software	2M+	Higher Education	200K+
Accounting	1M+	Accounting	2M+	Computer Software	110K+

Asia		South America		Africa	
IT and Services	6M+	Retail	1,000K+	Accounting	710K+
Computer Software	3M+	IT and Services	1,000K+	IT and Services	660K+
Financial Services	2M+	Higher Education	1,000K+	Education Management	590K+
Education Management	2M+	Construction	1,000K+	Government Admin	520K+
Construction	2M+	Government Admin	990K+	Construction	520K+
Accounting	2M+	Accounting	880K+	Financial Services	490K+
Retail	1M+	Hospital & Health Care	750K+	Hospital & Health Care	380K+
Hospital & Health Care	1M+	Financial Services	590K+	Higher Education	330K+
Higher Education	1M+	Education Management	530K+	Retail	310K+
Government Admin	1M+	Computer Software	390K+	Computer Software	310K+

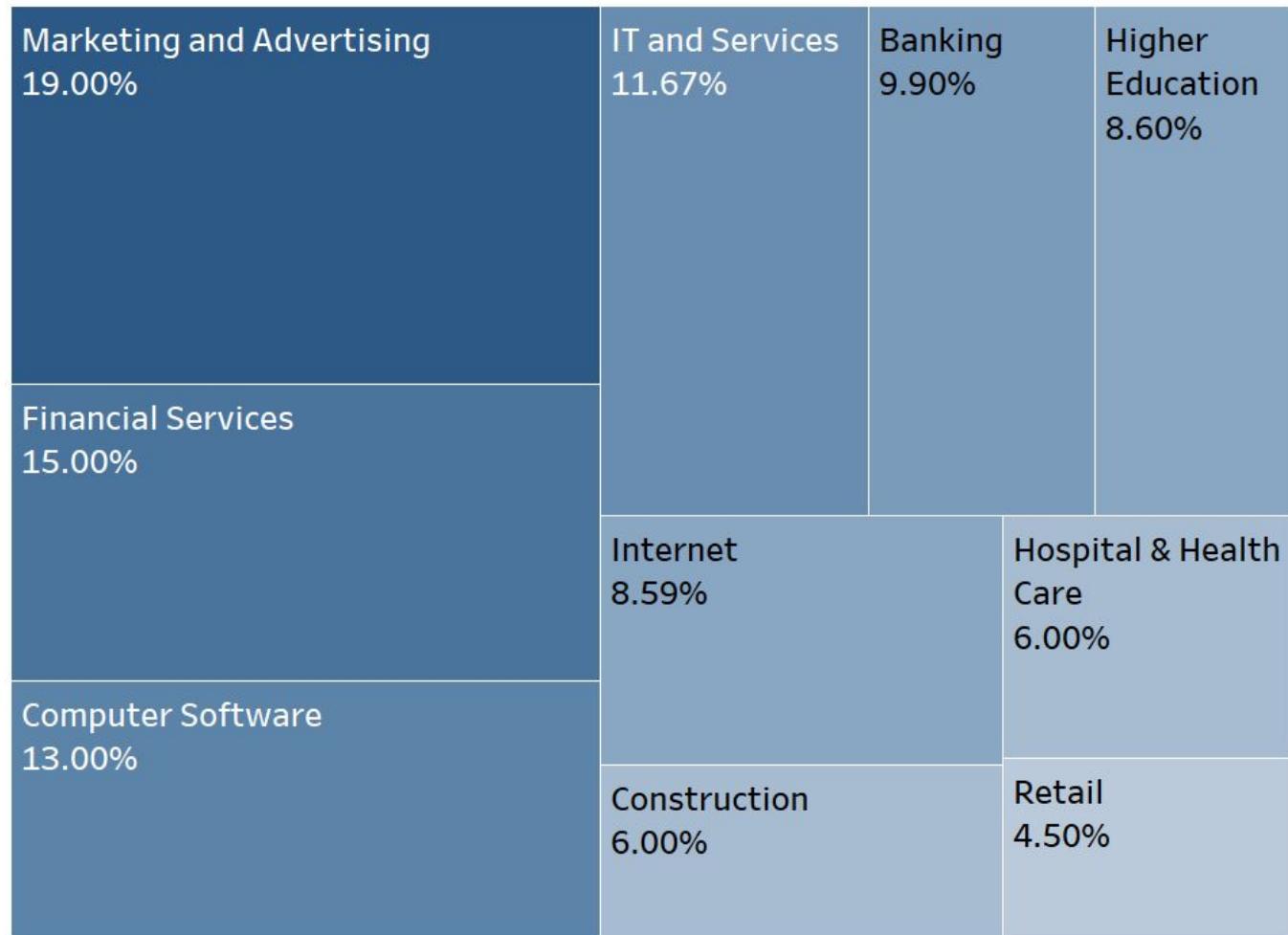
EUROPE



Percentage of users that changed job relative to the total number of users in a given industry in Europe.



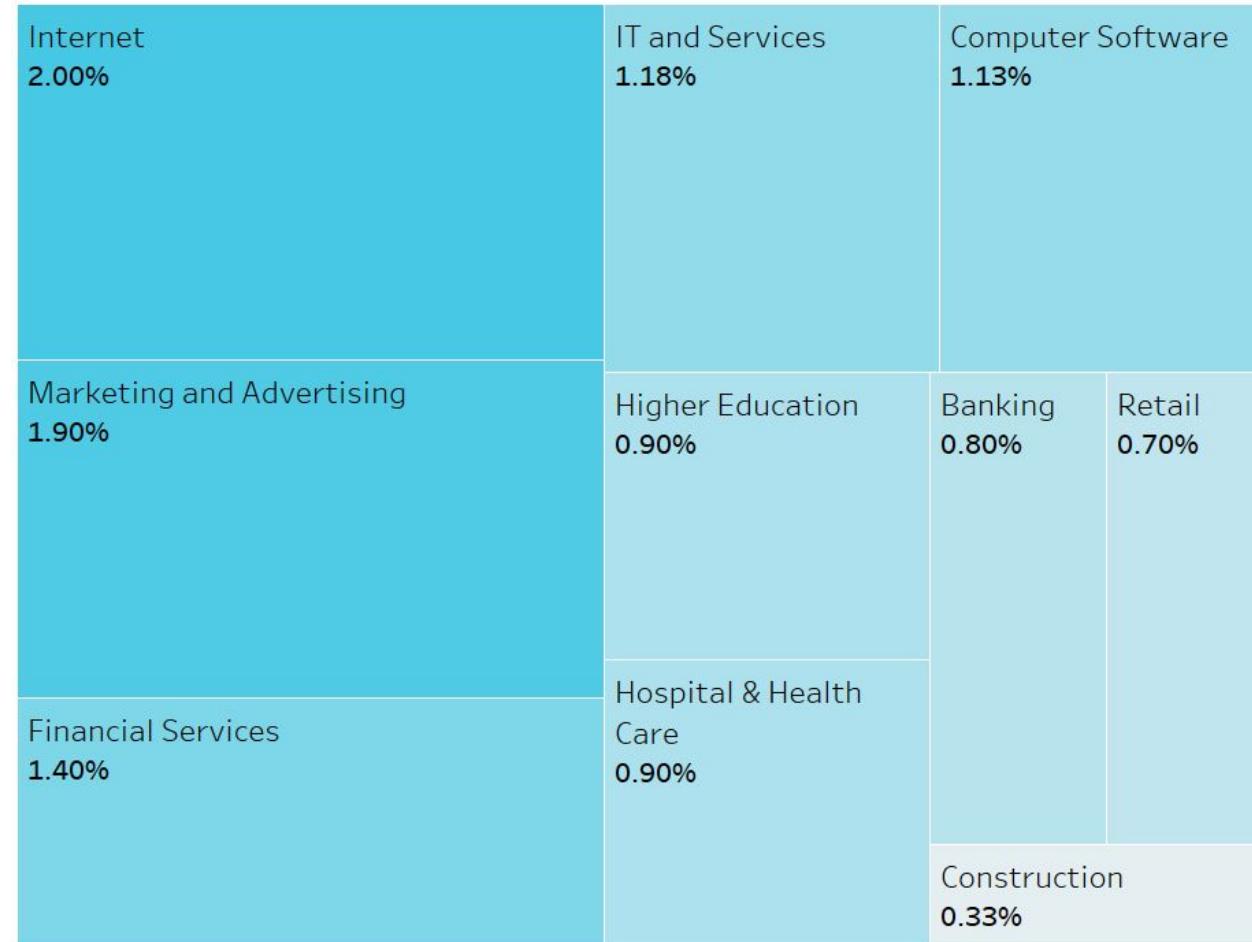
Percentage of users that posted on LinkedIn relative to the total number of users in a given industry in Europe.



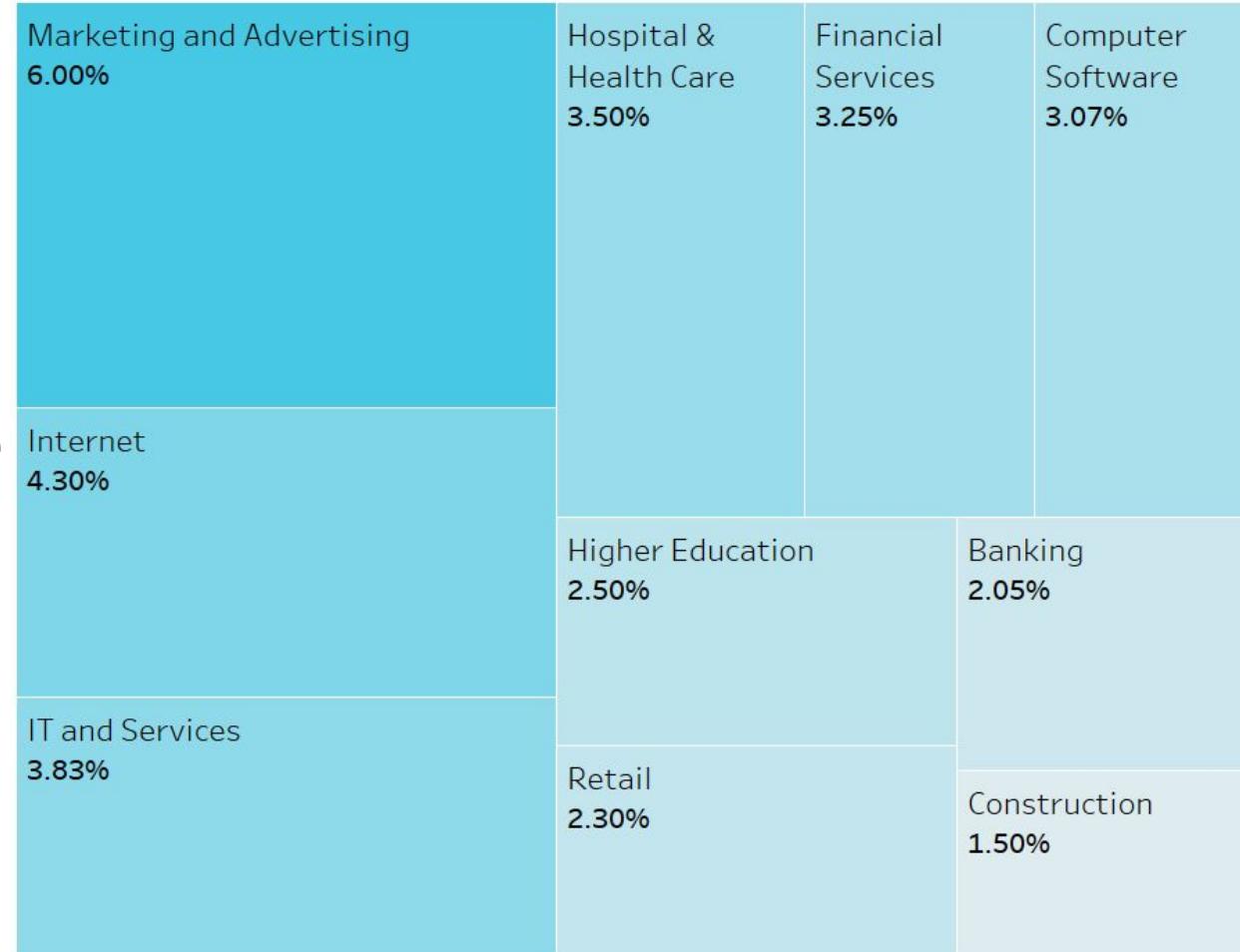
ASIA



Percentage of users that changed job relative to the total number of users in a given industry in Asia



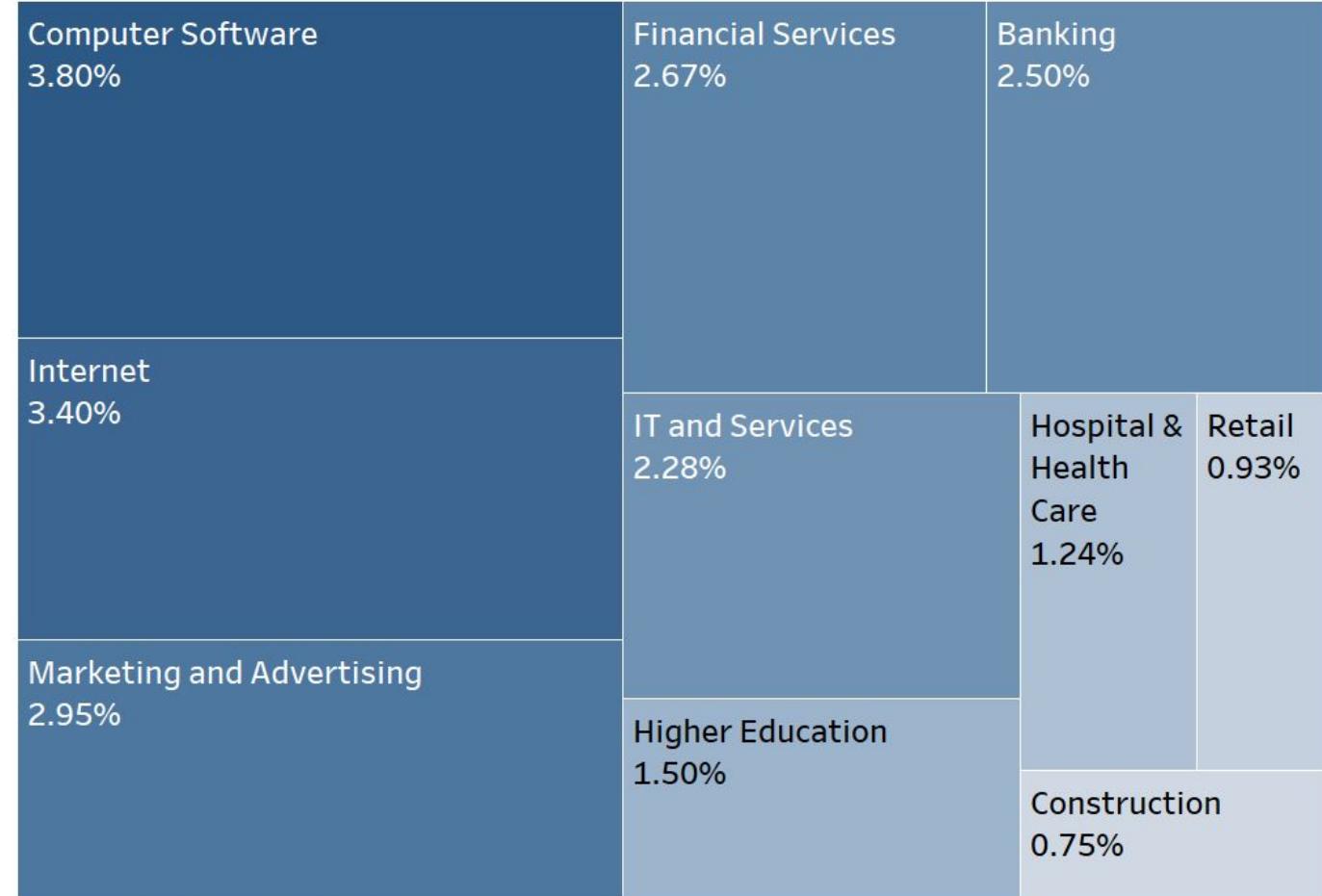
Percentage of users that posted on LinkedIn relative to the total number of users in a given industry in Asia



NORTH AMERICA



Percentage of users that changed job relative to the total number of users in a given industry in North America



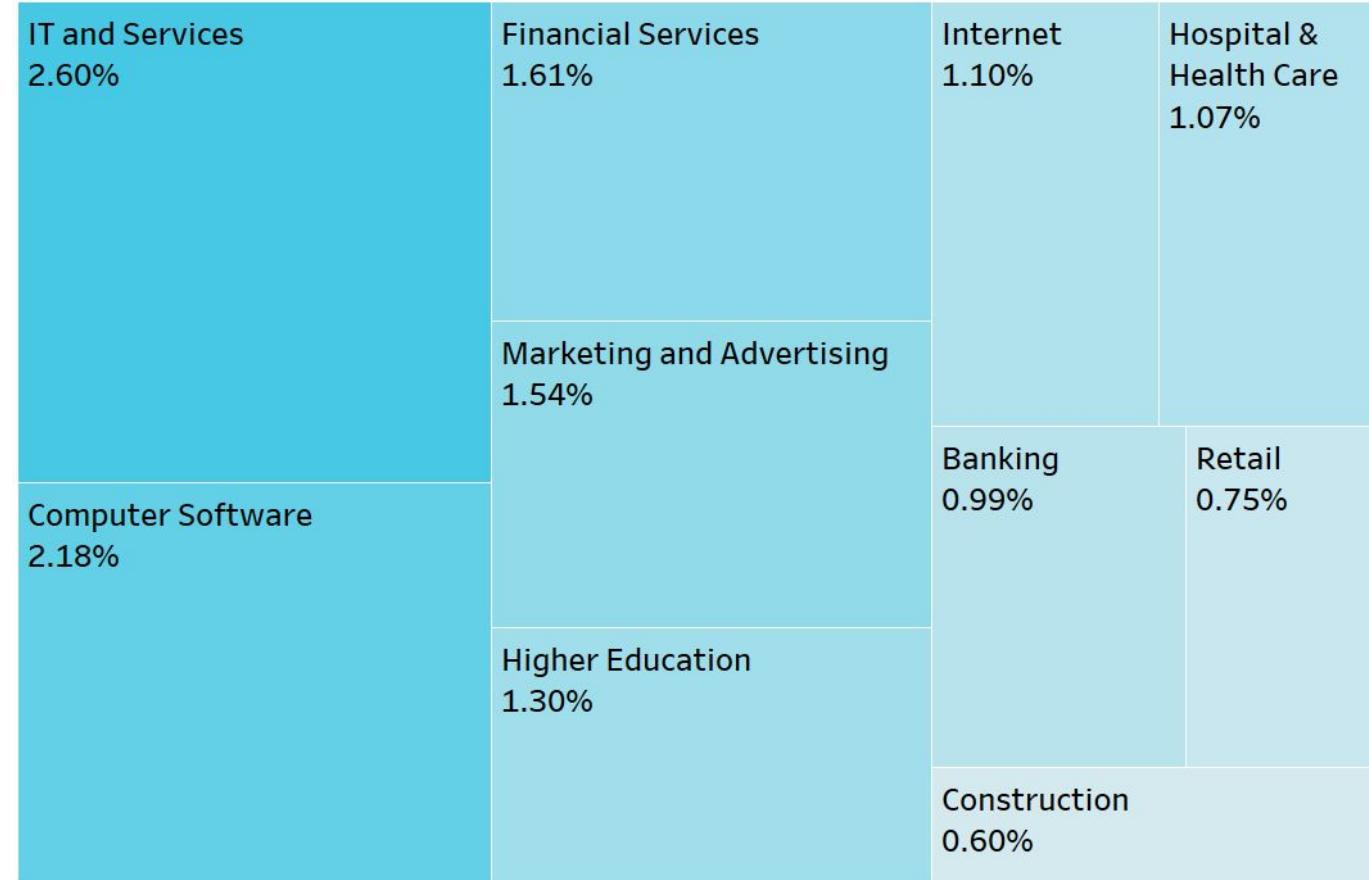
Percentage of users that posted on LinkedIn relative to the total number of users in a given industry in North America

Marketing and Advertising 10.00%	Internet 7.90%	IT and Services 7.50%	Banking 7.10%
Computer Software 9.50%			
Financial Services 8.00%	Higher Education 3.67%	Hospital & Health Care 2.71%	Retail 2.00%
		Construction 2.40%	

SOUTH AMERICA



Percentage of users that changed job relative to the total number of users in a given industry in North America



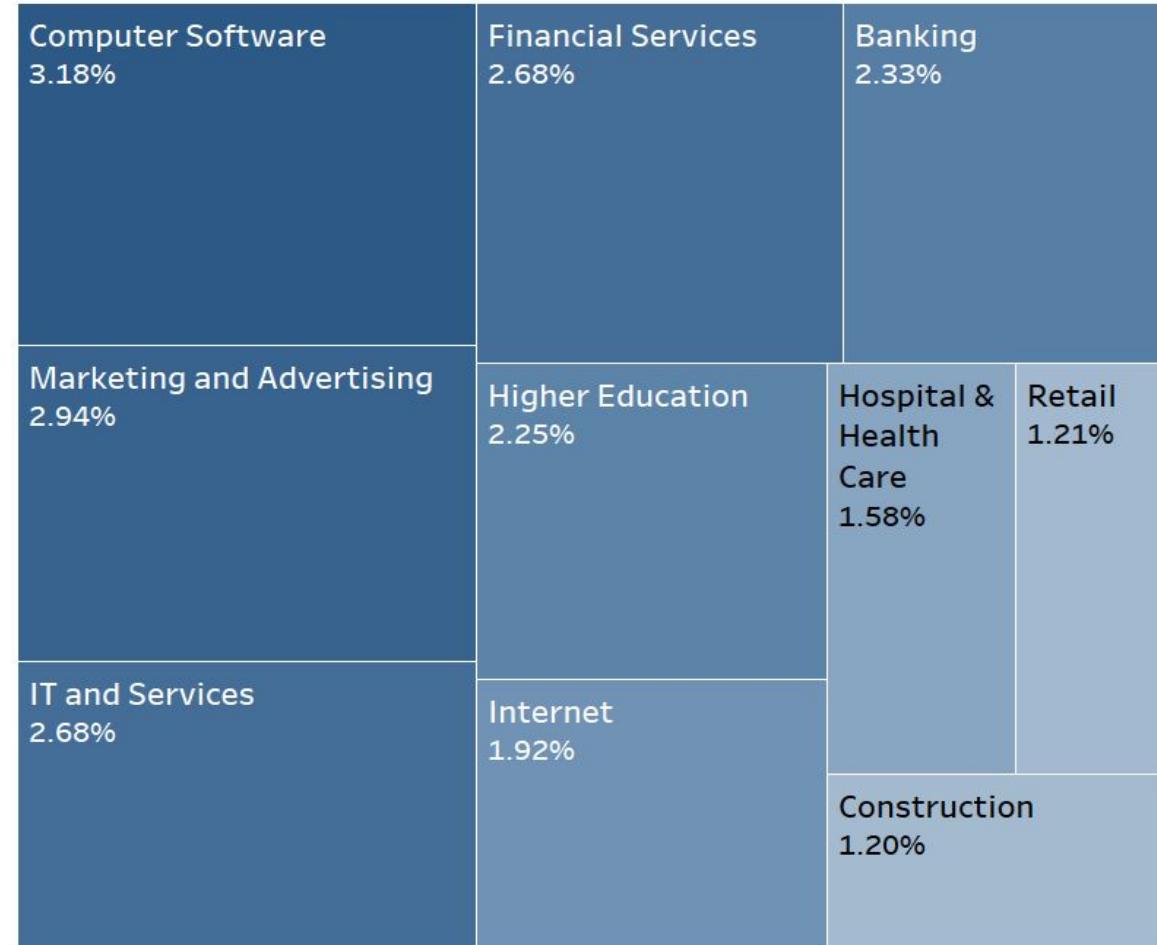
Percentage of users that posted on LinkedIn relative to the total number of users in a given industry in North America

IT and Services 10.00%	Financial Services 6.78%	Banking 4.20%
Computer Software 7.69%	Higher Education 4.10%	Retail 3.10%
Marketing and Advertising 7.31%	Internet 3.66%	Construction 2.80%
	Hospital & Health Care 3.20%	

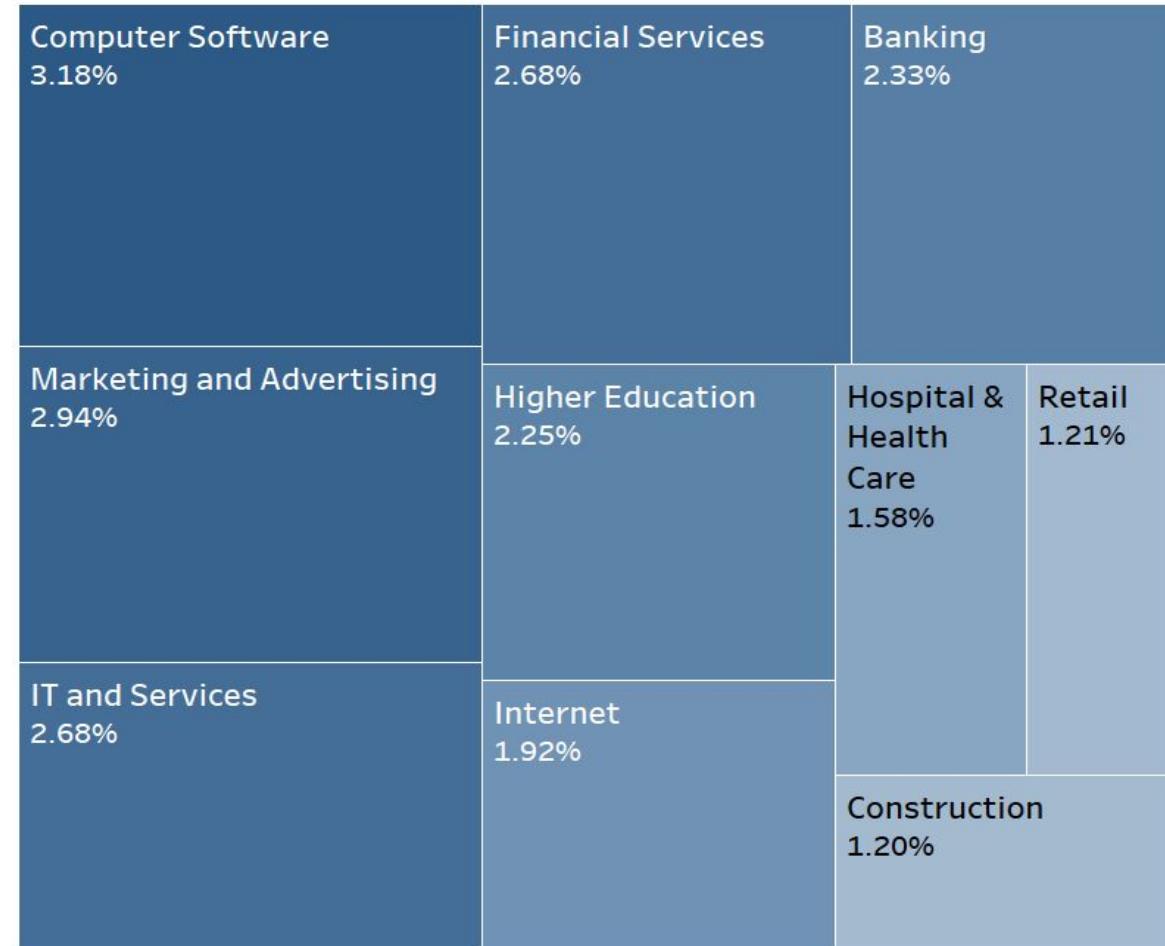
OCEANIA



Percentage of users that changed job relative to the total number of users in a given industry in Oceania



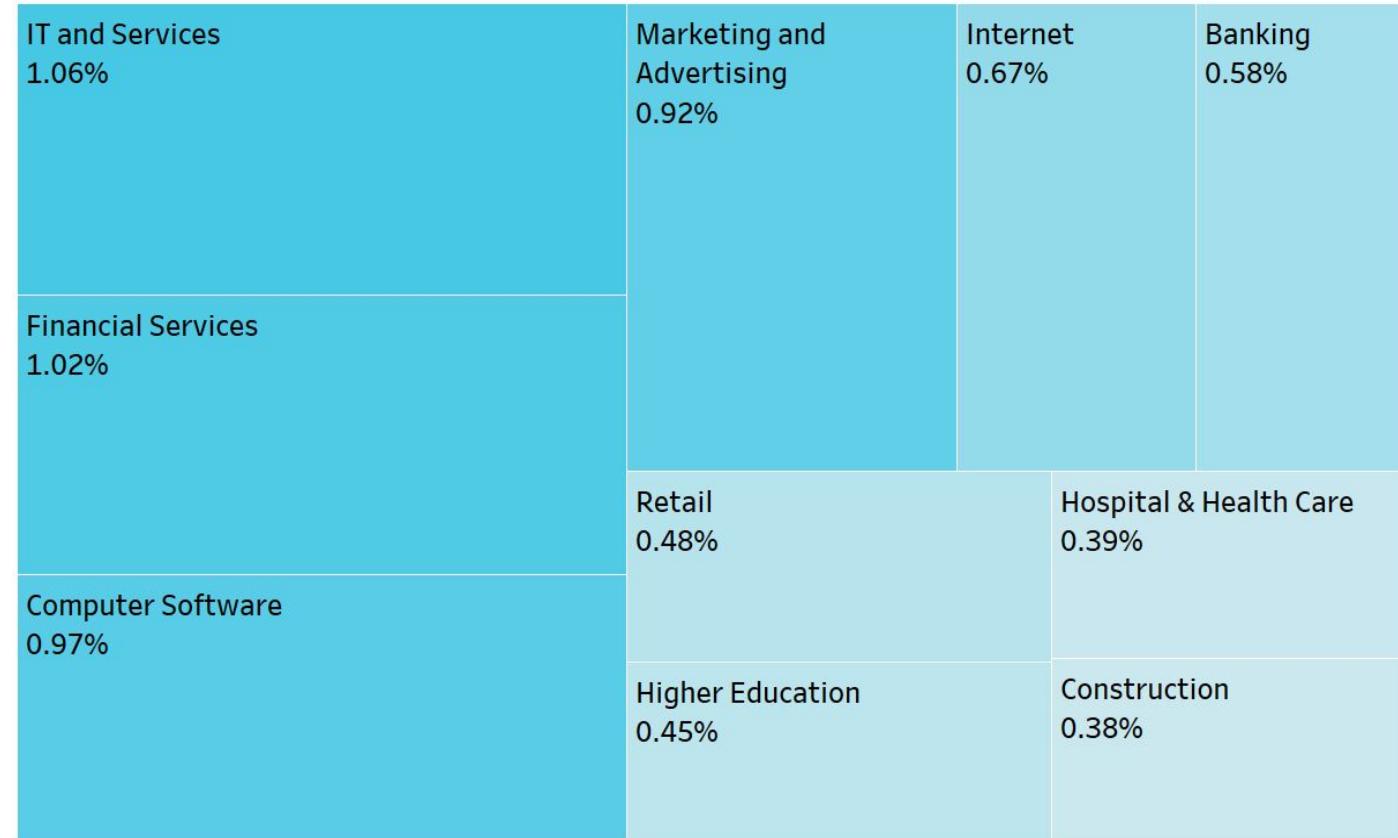
**Percentage of users
that posted on
LinkedIn relative to the
total number of users
in a given industry in
Oceania**



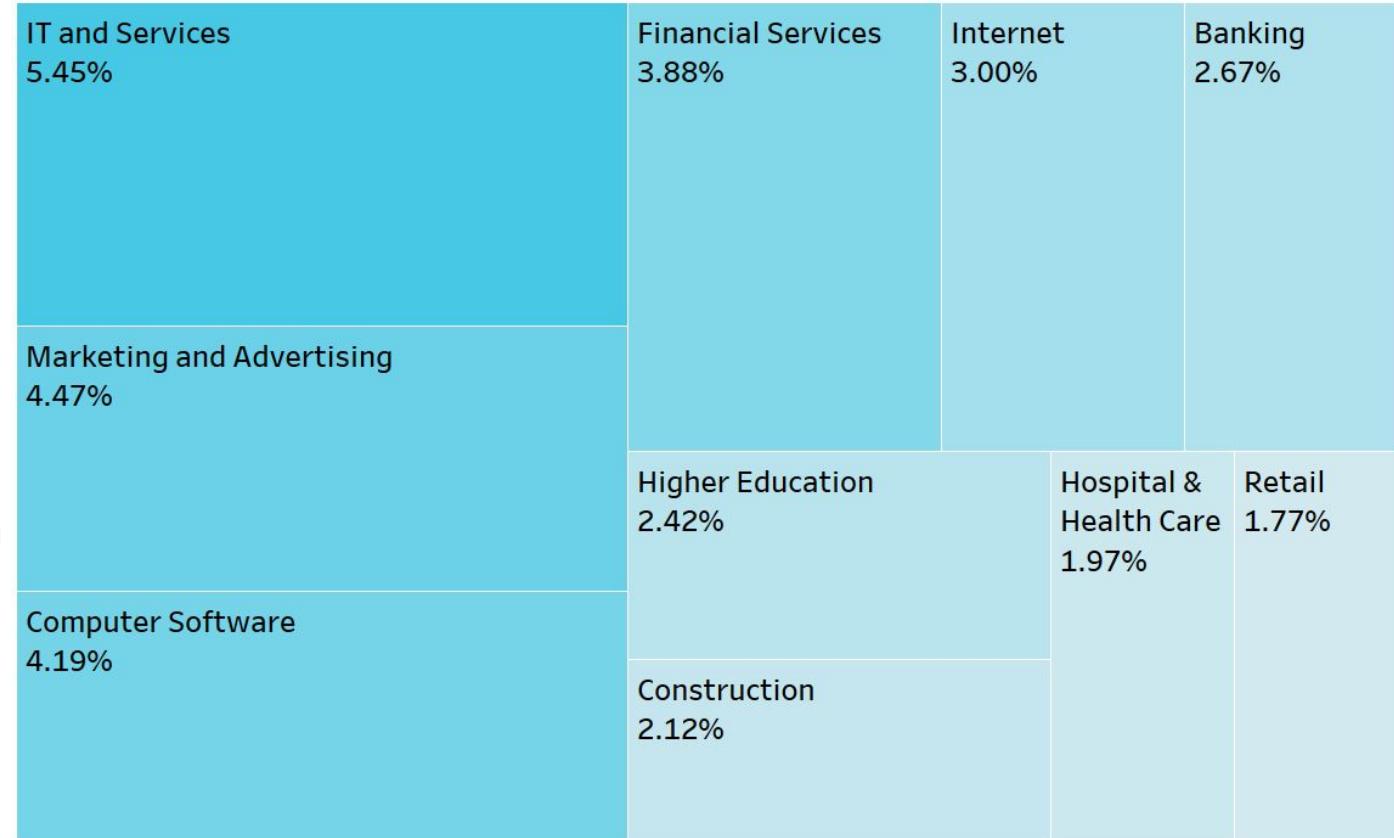
AFRICA



Percentage of users that changed job relative to the total number of users in a given industry in Africa



Percentage of users that posted on LinkedIn relative to the total number of users in a given industry in Africa



**For more, please use this link to the Interactive
Tableau Public Dashboard:**

**LINKEDIN ANALYSIS
BY INDUSTRY AND REGION**

THANK YOU FOR READING THIS ANALYSIS

Please contact me in case
of any questions



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