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Interpret a Data Visualization: LinkedIn Top Skills for 2016
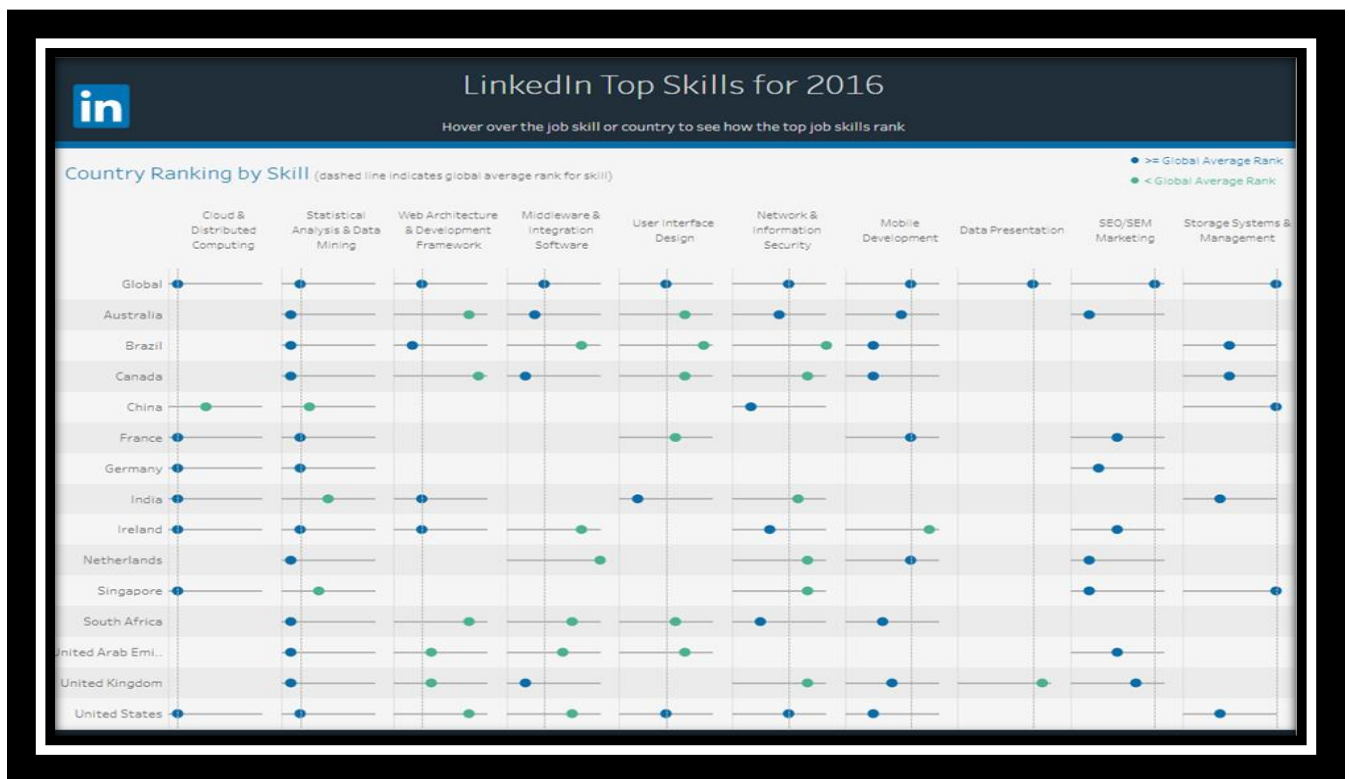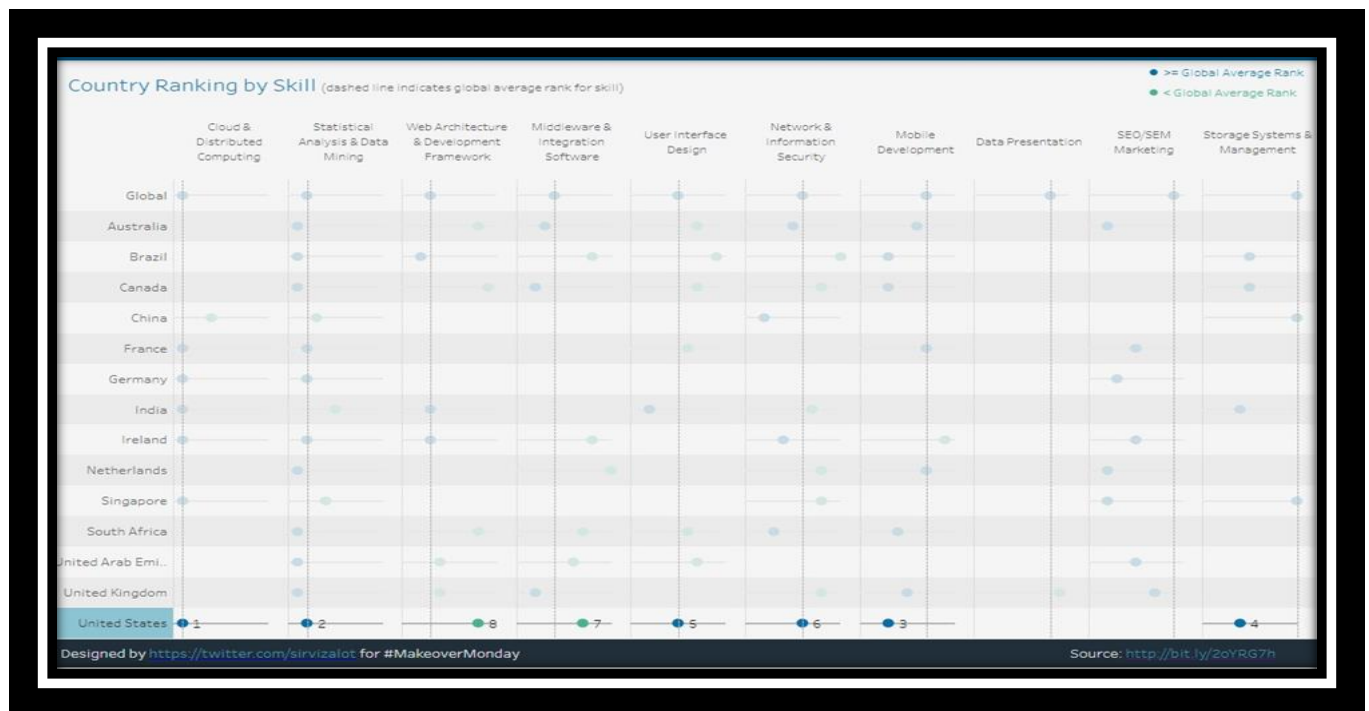
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Introduction

This project uses a single Tableau Dashboard to present three insights.

About the Dashboard

- The visualization leverages LinkedIn's yearly list of the abilities that companies seek most in candidates and breaks it down internationally and in 14 countries to present the top 10 skills of 2016

Insight1: *The most in-demand skills are found in the United States. The nation that most closely resembles the top 10 skills is the United States.*

Country Ranking by Skill (dashed line indicates global average rank for skill)

As can be seen in the screenshot, it is present in 8 out of the 10 skills, and in 6 of them, its performance is equal to or better than the global average. Above the dataset, it appears to be the market with the most forward-thinking potential; this could be because Silicon Valley, a hub for high technology and innovation worldwide, is located there.

This realization came to me as I simultaneously clicked on each nation to emphasize just its rankings, then I compared the rankings for each talent to the global average. In contrast to the other countries, the United States' ranks may be examined by clicking on them, and there are hardly no green dots (below average) to be seen.

Insight 2: *The market in Germany is less flexible.*

Germany only scores in three of the talents, Cloud & Distributed Computing, Statistical Analysis & Data Mining, and SEO/SEM Marketing, even though none of them are below average in Germany. The screenshot below demonstrates this:

Designed by https://twitter.com/sirvizalot for #MakeoverMonday   Source: http://bit.ly/2oYRG7h

Furthermore, they outperform the global average in terms of marketing, a skill whose need has been declining in comparison to prior years. Likely due to a market that is more traditional and less receptive to modern ideas.

This realization came to me after clicking on Germany, which highlighted the appropriate row and made clear that it included very few dots. And what attracted my eye was that the ranking in the Marketing column was significantly different from the global average.

Insight 3: *Marketing and storage management are dependable professions*

SEO/SEM Only two skills—marketing and storage systems and management—have no below-average countries. In terms of the entire world, it appears that talents have stabilized. Even more evidence of this trend may be found in the field of marketing, where all nations perform above average.

Conclusion:

The dashboard was straightforward and simple to comprehend at first glance, making it easy to grasp how skill adaptation can vary from country to country. While others, like Germany, appear to be more conservative and have lower levels of elite talent. Others, like the United States, who have a presence in practically every top skill, are more on the trend-setting route.

Additionally, it was evident that certain abilities, such as marketing, had a higher level of stability than others, such as middleware & integration software, where countries tended to perform below the worldwide average. This is also connected to shifts in the demand for certain talents, as Marketing fell from #4 to #9 in demand in 2016 compared to 2019.

By clicking on each column, I learned that the two mentioned columns had no green dots, indicating that every country in the dataset has a ranking that is equal to or higher than the average.