

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID591322 |
| Project Name | The Future Of Work: Data Analysis Of Glassdoor Jobs |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:

The future of work in data analysis using Glassdoor job data, brainstorming and idea prioritization play a pivotal role. This process involves generating ideas such as skill development platforms, custom job alerts, remote work toolkits, diversity dashboards, and mentor-matching platforms, all informed by insights from Glassdoor listings. Idea prioritization leads to the selection of initiatives that cater to evolving demands, including skill acquisition, remote work adaptation, diversity promotion, and mentorship facilitation. By harnessing the power of Glassdoor data, these strategies aim to equip professionals with essential skills, support remote work transitions, promote diversity and inclusion, and foster mentorship opportunities, ensuring alignment with the dynamic landscape of data analysis employment

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & Idea prioritization

"Data analysis of Glassdoor jobs informs career decisions, aids recruitment, and influences policy and education. It helps job seekers, employers, and policymakers navigate the evolving workforce landscape."



Need some inspiration?
See a Filled version of this template to kickstart your work.

[Open example](#)

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1 Define your problem statement

The rapidly evolving job landscape, coupled with changing work dynamics, necessitates a comprehensive data-driven analysis of Glassdoor job data to anticipate future trends, provide insights for job seekers and employers, and inform policy and education strategies.

How might we best problem statement?

- How can Glassdoor job data be used to spot changing job descriptions and competencies for data analysts?
- What effect do Glassdoor job ratings and reviews have on data analyst hiring success and retention rates?
- How might Glassdoor's job analysis influence the pay scales and advancement plans for data analysts?
- How can diversity and inclusion issues be addressed in data analysis for job posts and recruitment activities using Glassdoor job data?

Key rules of brainstorming

To run a smooth and productive session

- Defer Judgement
- Stay on Topic
- Quantity over quality
- Build Ideas
- Encourage Diverse Perception
- Documentation

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Brainstorming is a creative problem-solving technique where individuals or groups generate a wide range of ideas and solutions in a free and open environment, fostering innovation and collaboration.

TIP

Open Link to see the insights of data analyst in glassdoor website

Santhos

To identify changing skill demands, examine the keywords and frequency of job listings.

Compare the success rates of job applications for data analysts with Glassdoor company ratings.

To discover market benchmarks for data analyst occupations, analyse Glassdoor compensation data.

Examine Glassdoor reviews for information on diversity and inclusion policies at businesses.

Bhanu

To identify new technology trends, look for temporal patterns in job descriptions.

Examine the link between favourable ratings and continued employment in data analyst positions.

Examine how job analysis might help match compensation to the duties of a data analyst.

Examine how underrepresented groups are portrayed in job listings for data analysts.

Manoj

Analyse data analyst job advertisements from various sectors to find similar skill needs.

Consider how company branding and its impact on attracting top personnel are affected by Glassdoor ratings.

Examine how qualifications and experience affect the wage ranges listed on Glassdoor.

Verify whether Glassdoor ratings represent diverse and inclusive company cultures.

Siva

Use Natural Language Processing (NLP) to identify language and skill changes in job descriptions.

Examine the impact of Glassdoor evaluations on employee commitment and satisfaction.

Examine the ways in which insights from job analyses can direct the creation of mapped-out career trajectories for data analysts.

Examine how Glassdoor reviews on diversity may affect hiring choices.

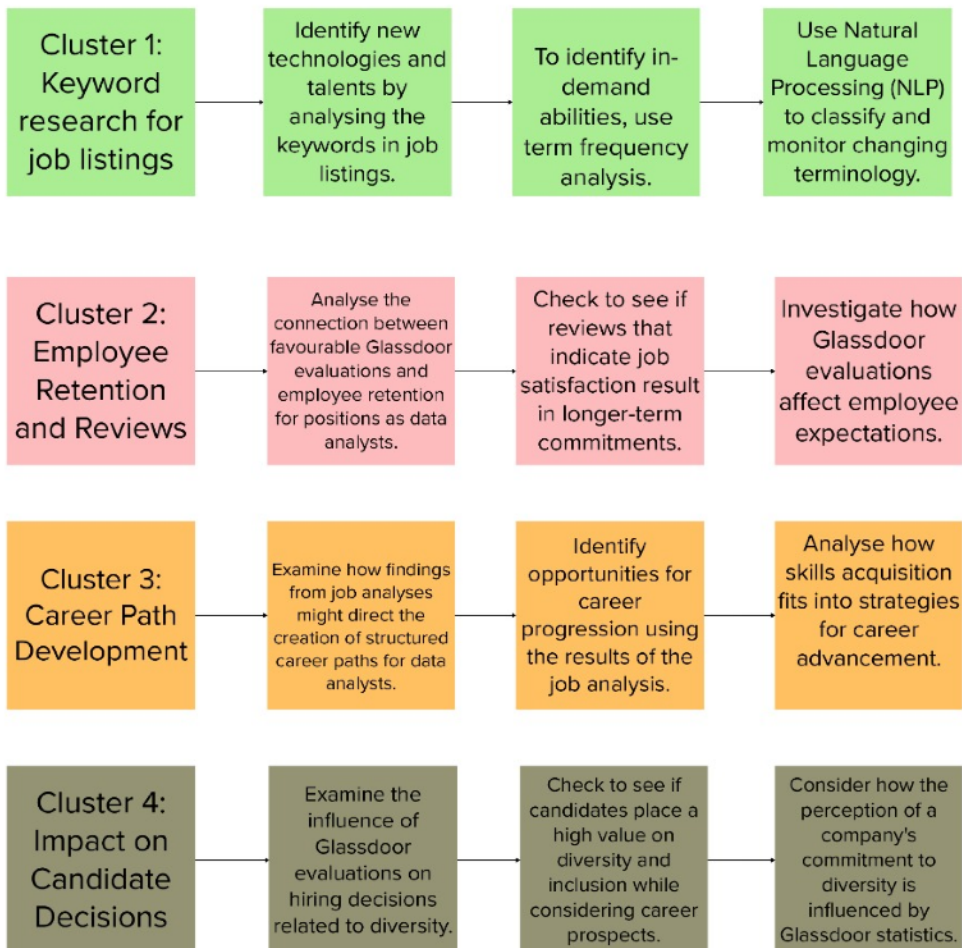


Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Step-3: Idea Prioritization

Prioritize

"The Future of Work: Data Analysis of Glassdoor Jobs" involves considering their potential impact and feasibility

Tip
Place points on your canvas to point to where ideas have moved up or down the y-axis. The facilitator will confirm the spot by using the laser pointer holding the M app on the keyboard.

Importance

Feasibility

"The Future of Work: Data Analysis of Glassdoor Jobs" involves considering their potential impact and feasibility

Tip
Place points on your canvas to point to where ideas have moved up or down the y-axis. The facilitator will confirm the spot by using the laser pointer holding the M app on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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Reference Link: <https://app.mural.co/t/dataanalyst8727/m/dataanalyst8727/1696765066801/448e634dba71a410579c860cc22ecc2046858c4b?sender=uc51f6896ec2b606f2c9e6819>