Ideation Phase
Brainstorm & Idea Prioritization Template

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

Step-2: Brainstorm, Idea Listing and Grouping

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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

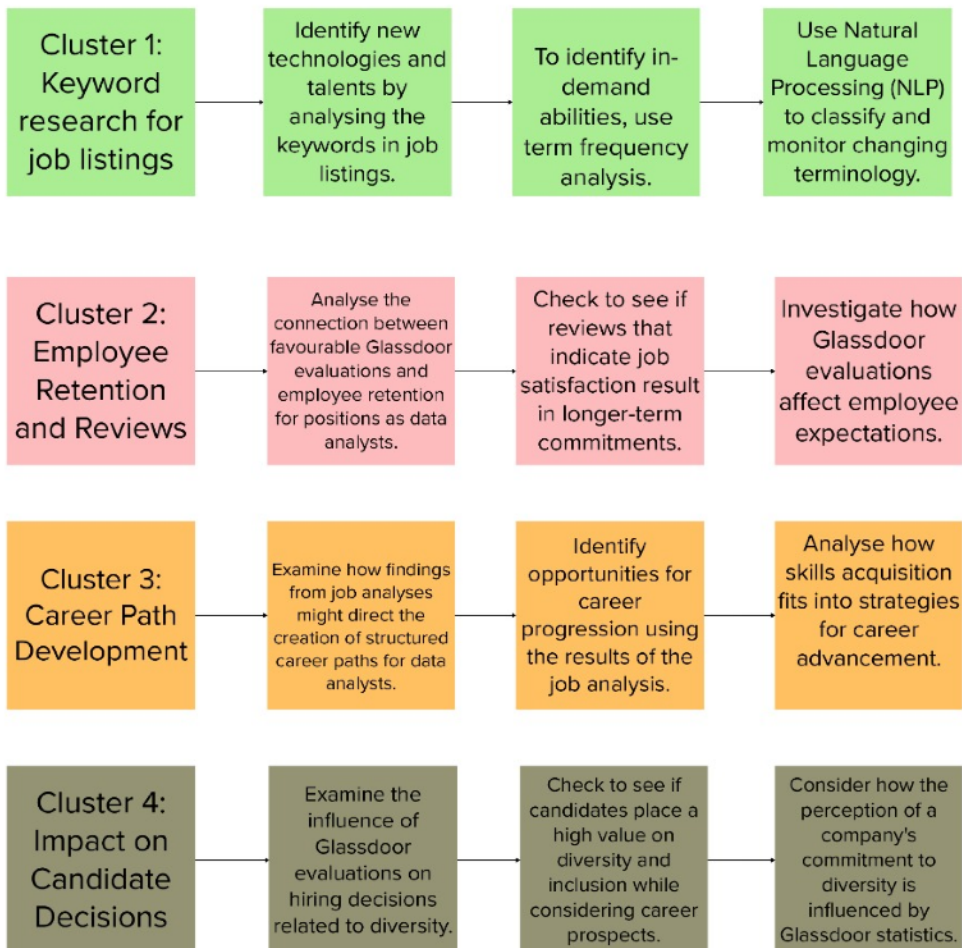| Santhos	Bhanu	Manoj	Siva
To identify changing skill demands, examine the keywords and frequency of job listings.	To identify new technology trends, look for temporal patterns in job descriptions.	Analyse data analyst job advertisements from various sectors to find similar skill needs.	Use Natural Language Processing (NLP) to identify language and skill changes in job descriptions.
Compare the success rates of job applications for data analysts with Glassdoor company ratings.	Examine the link between favourable ratings and continued employment in data analyst positions.	Consider how company branding and its impact on attracting top personnel are affected by Glassdoor ratings.	Examine the impact of Glassdoor evaluations on employee commitment and satisfaction.
To discover market benchmarks for data analyst occupations, analyse Glassdoor compensation data.	Examine how job analysis might help match compensation to the duties of a data analyst.	Examine how qualifications and experience affect the wage ranges listed on Glassdoor.	Examine the ways in which insights from job analyses can direct the creation of mapped-out career trajectories for data analysts.
Examine Glassdoor reviews for information on diversity and inclusion policies at businesses.	Examine how underrepresented groups are portrayed in job listings for data analysts.	Verify whether Glassdoor ratings represent diverse and inclusive company cultures.	Examine how Glassdoor reviews on diversity may affect hiring choices.

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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 and 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.

| Cluster 1: Keyword research for job listings | → | Identify new technologies and talents by analysing the keywords in job listings. | → | To identify in-demand abilities, use term frequency analysis. | → | Use Natural Language Processing (NLP) to classify and monitor changing terminology. |

| Cluster 2: Employee Retention and Reviews | → | Analyse the connection between favourable Glassdoor evaluations and employee retention for positions as data analysts. | → | Check to see if reviews that indicate job satisfaction result in longer-term commitments. | → | Investigate how Glassdoor evaluations affect employee expectations. |

| Cluster 3: Career Path Development | → | Examine how findings from job analyses might direct the creation of structured career paths for data analysts. | → | Identify opportunities for career progression using the results of the job analysis. | → | Analyse how skills acquisition fits into strategies for career advancement. |

| Cluster 4: Impact on Candidate Decisions | → | Examine the influence of Glassdoor evaluations on hiring decisions related to diversity. | → | Check to see if candidates place a high value on diversity and inclusion while considering career prospects. | → | Consider how the perception of a company's commitment to diversity is influenced by Glassdoor statistics. |

Step-3: Idea Prioritization

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