

BIG DATA ANALYSIS – SEEK JOB LISTINGS

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PART 1 – DATA PREPARATION AND PRE-PROCESSING

Note: There is an interactive webpage which contains all information in this document along with interactive figures hosted on GitHub.

<https://connorf25.github.io/Big-Data-Analysis/>

DATASET DESCRIPTION:

The dataset is composed of data taken from SEEK job market and is composed of a CSV file just under 900MB large. Within the CSV file there are 12 columns (excluding the ID) which carry a range of metadata about the job listing. This information includes the company, date, classification, requirements, salary and the location of the job. The data ranges over the span from October 2018 until March 2019 with 318,477 entries.

There are 3 main components of the job which will be studied over the time period, this includes classification/subclassification, location and salary (lowest/highest). Therefore, the relevant columns will be Date, Location, Classification, SubClassification, Lowest Salary and Highest Salary. Optional columns to extract information from include the Company, Area, and JobType. Due to the wide variation in formatting with columns such as Title, Requirements and FullDescription, these columns will be discarded along with ID.

DATASET PREPARATION AND PRE-PROCESSING:

The first step was to load in the dataset into a data frame via the `pd.read_csv()` function. After this the ID was dropped and the data set was scanned for duplicate listings, of which 8607 were found. Following this the duplicate listings were dropped from the table using `df.drop_duplicates()`. Additionally, the Title, Requirement and FullDescription columns were dropped as these are not useful for analysis due to the variety of formatting.

Following this the dataset was checked for null values. Any rows where a null value appeared in; Date, LowestSalary or HighestSalary were also dropped to prevent null values from interfering with calculations. Two extra columns were added, AverageSalary and RangeSalary which are the average and range of the highest and lowest salary values.

The date value initially was an object, as was determined upon inspection with `df.dtypes`. By using `pd.to_datetime()` it was possible to normalize that object to a `datetime64` object for time series analysis. This date was then used as the index for the graph `df.set_index('date')`.

HYPOTHESIS OF ANALYSIS OUTCOME:

It is expected that the highest paying and jobs will revolve around the field of IT and Health. The most abundant jobs but at a lower pay rate will be in the domain of retail. The major cities such as Melbourne, Sydney and Brisbane will all have the highest average pay rate in addition to the most job listings. It is hypothesised that the average salary between all job listings will be around \$30/40 an hour. It is also predicted that one of the supermarket chains (Coles/Woolworths/ALDI) will have the most job listings out of any company.

PART 2 – DATA ANALYSIS AND INTERPRETATION

JOB METADATA:

SALARY DISTRIBUTION

The first analysis of the Job metadata was to create a histogram of the job salaries to analyse the distribution of the salaries. As expected, lower salaries are much more common than higher salaries with the 3 most

common bins by a large amount being 0-20, 40-60 and 60-80. This is to be expected however given the typical hierarchical structure of jobs with the majority of jobs being low to mid paying.

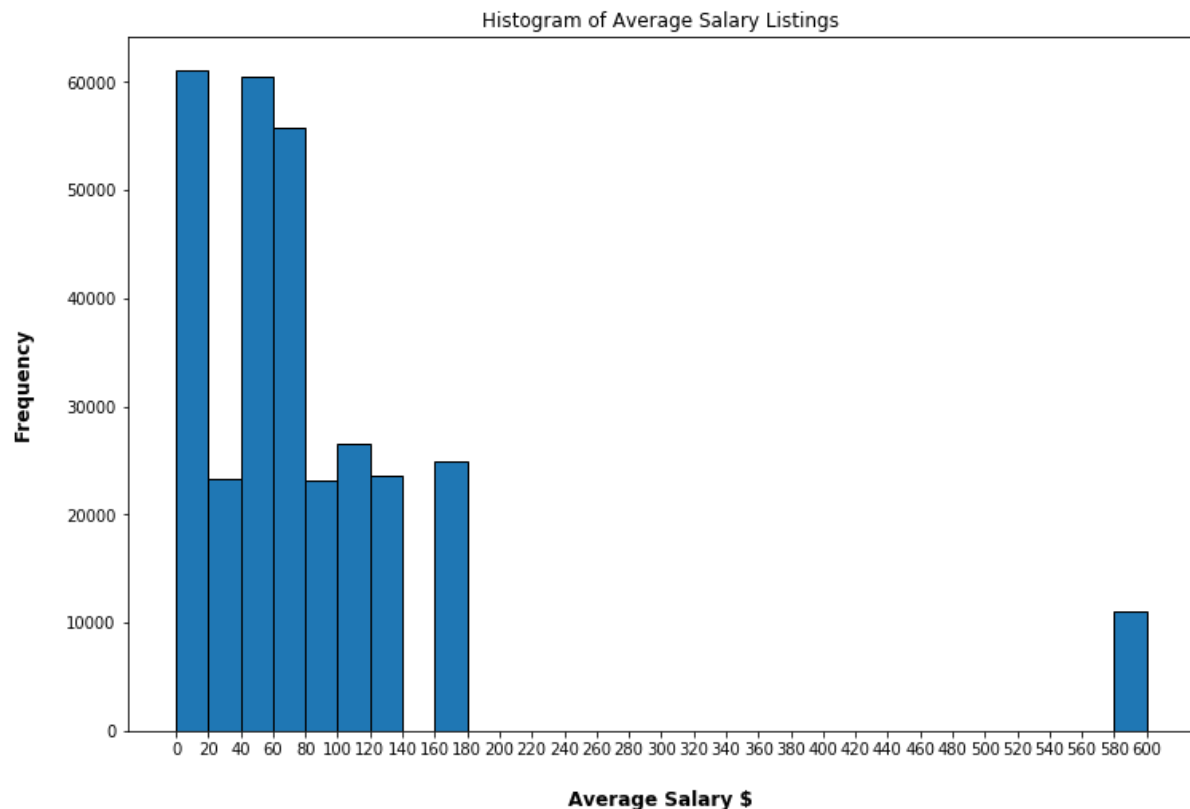


Figure 1: Histogram of Average Salary for all Listings

However, an anomaly in this histogram which is apparent is that there is a high number of outlier jobs paying \$580 to \$600. Using exploratory data analysis this bin will be analysed to determine what the root cause of this anomaly is.

Date	Company	Location	Area	Classification	SubClassification	LowestSalary	HighestSalary	JobType	Year	Month	Day	Year_Month	AverageSalary
2018-10-05	AIMS International Executive Search	Sydney	CBD, Inner West & Eastern Suburbs	CEO & General Management	General/Business Unit Manager	200	999	Full Time	2018	10	5	2018-10	599.5
2018-10-05	AIMS International Executive Search	Brisbane	CBD & Inner Suburbs	CEO & General Management	COO & MD	200	999	Full Time	2018	10	5	2018-10	599.5
2018-10-05	AIMS International Executive Search	Brisbane	CBD & Inner Suburbs	CEO & General Management	CEO	200	999	Full Time	2018	10	5	2018-10	599.5
2018-10-04	Hender Consulting	West Gippsland & Latrobe Valley	NaN	CEO & General Management	General/Business Unit Manager	200	999	Full Time	2018	10	4	2018-10	599.5
2018-10-04	Hender Consulting	Bairnsdale & Gippsland	NaN	CEO & General Management	General/Business Unit Manager	200	999	Full Time	2018	10	4	2018-10	599.5

Figure 2: First 5 Outliers where the Average Salary is 580-600

Analysis of the outliers appear to reveal that all if them contain an average salary of \$599.5. This is an average between 200 and 999, which is the low and high salary for all these jobs. The predicted reason for this same salary is due to the fact that all of these jobs are listed at the highest possible price range allowed on SEEK.

Out of these outlier jobs; ICT, Healthcare, Construction, Mining and Government were the highest paying suggesting that these jobs may be the highest paying, however this will be explored further in the data.

AVERAGE SALARY OVER TIME

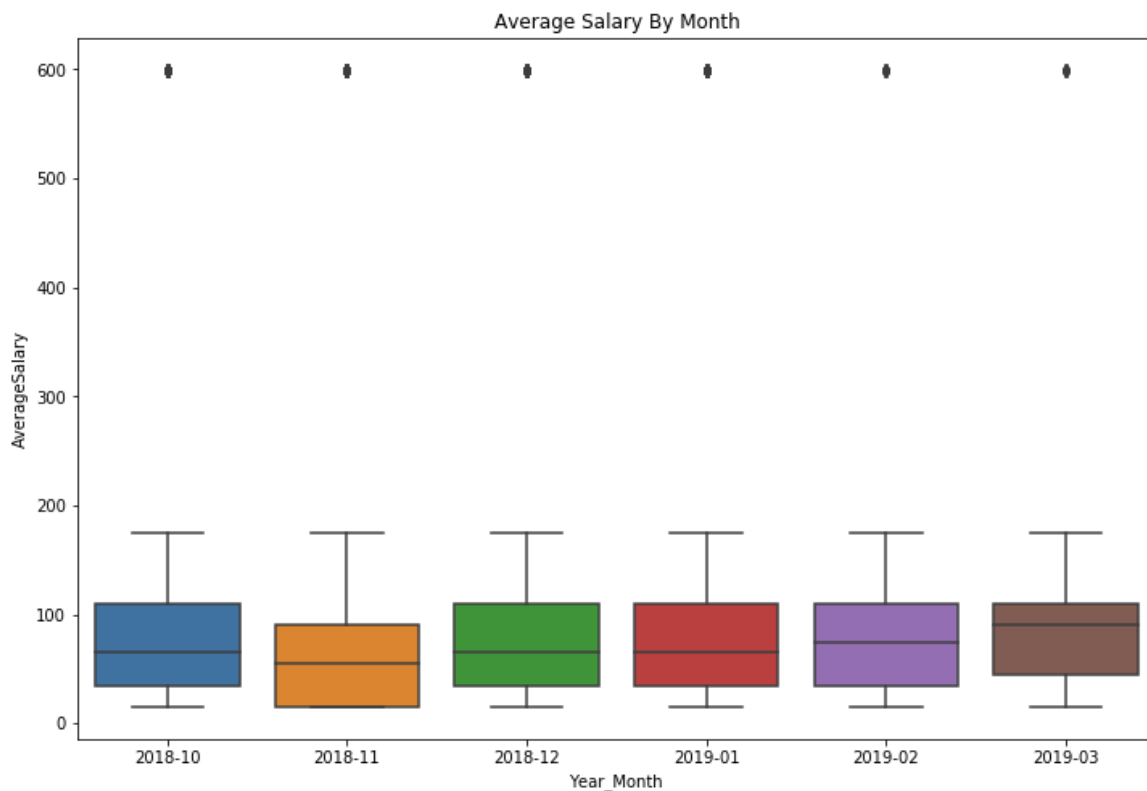


Figure 3: Average Salary by Grouped by Month Boxplot

The boxplot above for the average salary by month reveals that while salary is fairly stable, there was a sharp drop in November compared to other months. The predicted cause of this is that Christmas casual listings in retail spiked in November, causing the average salary for that month to be lower in comparison to the other months.

However, this boxplot fails to demonstrate another feature with the data which is present in the time series graph below (see Figure 4); that there was a huge spike in the average salary around early December.

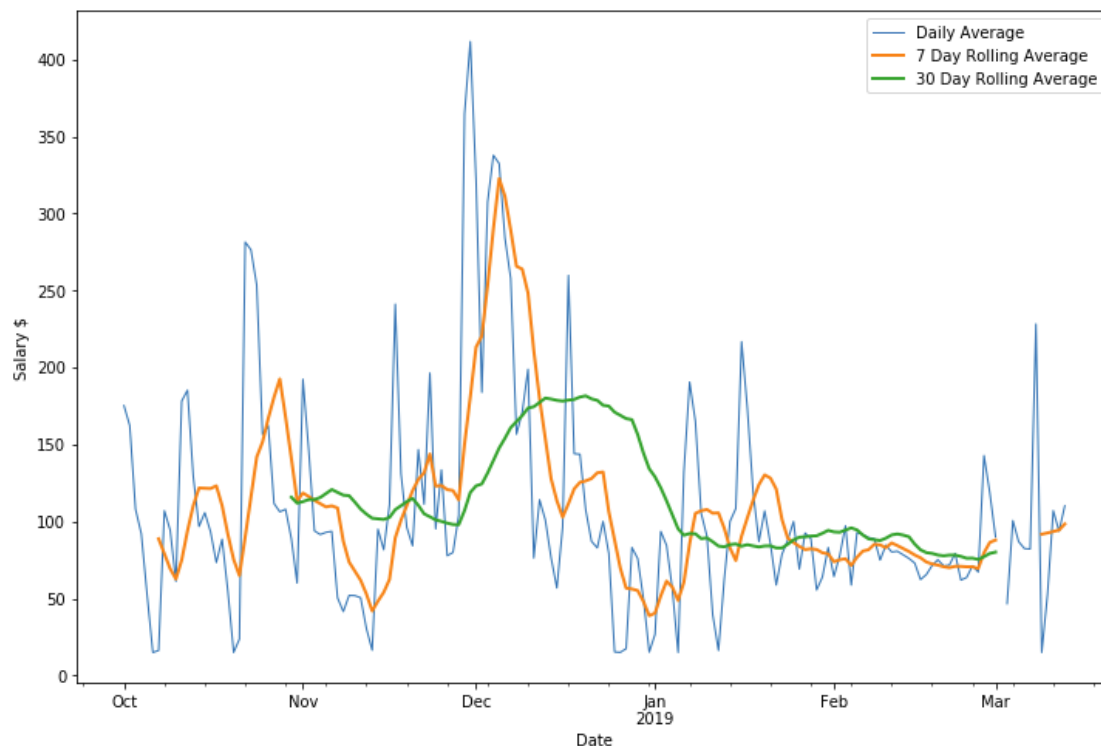


Figure 4: Time-series Graph for Salary

The large spike in early December is also evident on the rolling averages, however slightly delayed and less prominent. This is because rolling averages use an average of the past n-days, meaning that the data will be slower to respond to change.

The hypothesised cause for the spike in early December is people leaving high pay, high stress jobs in order to spend time with their family over Christmas. This results in a greater demand for people in these high paying positions leading to more SEEK listings and a spike in the average salary.

NUMBER OF JOB LISTINGS TIME ANALYSIS

Analysing the daily job listings over time reveals a trend downwards. This is revealed in Figure 5 below which demonstrates the average number of daily job listings with exponential smoothing implemented, however this trend downwards may just be because of seasonality. Late November/December reveals a dip in the number of job listings which then spiked again around new year before dipping again.

As for the monthly pattern of posting, it appears that the majority of jobs are posted in the middle of the month (see Figure 6). From the 23rd to the 28th in the month there appears to be overall a lower rate of posting.

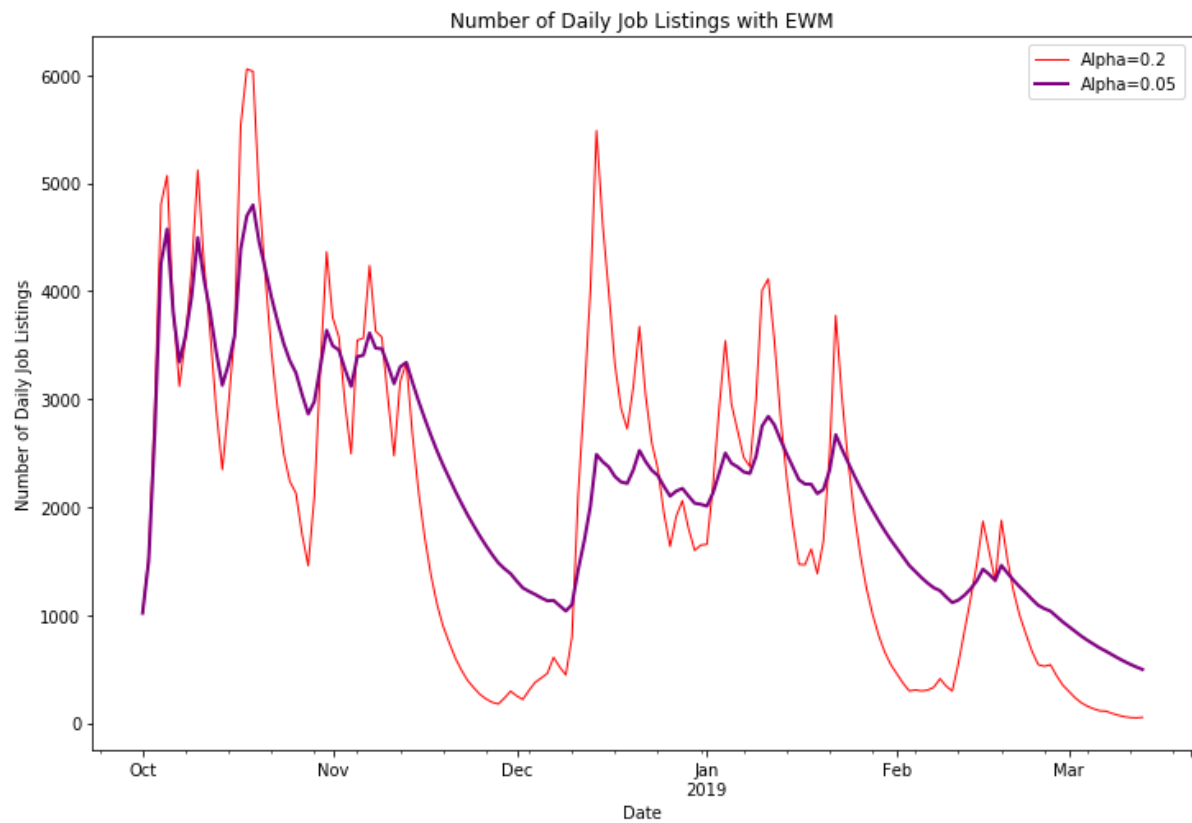


Figure 5: Number of Daily Job Listings with Exponential Weighted Smoothing

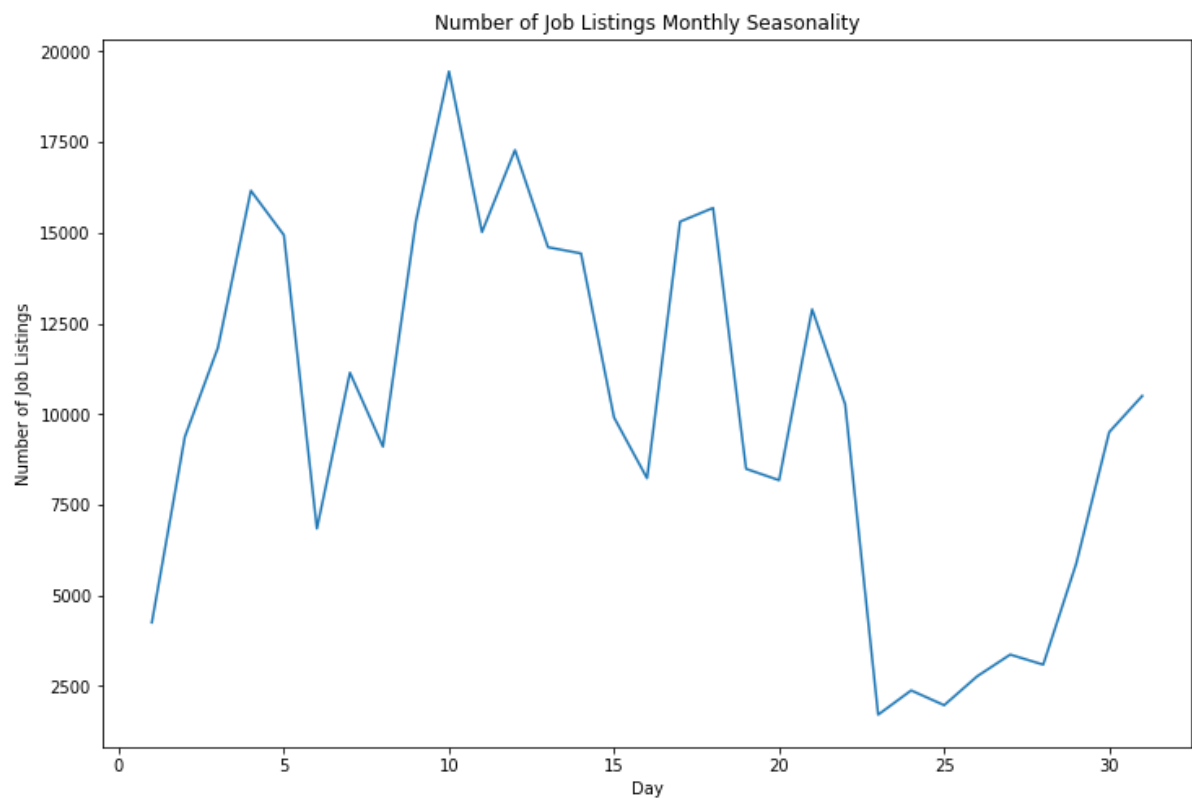
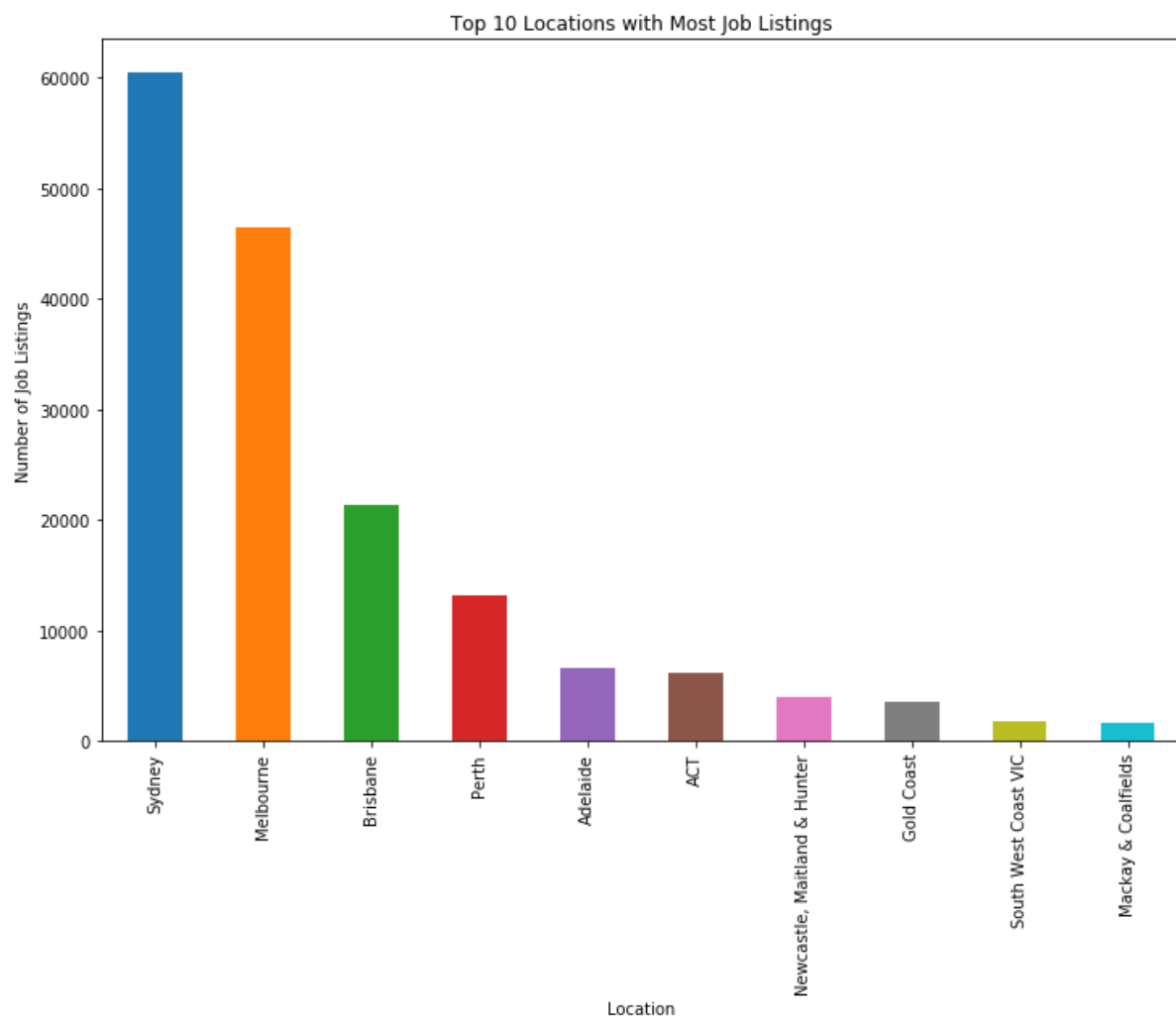


Figure 6: Number of Job Listings Grouped by Day of the Month

MARKET BY LOCATIONS

**Figure 7: Top 10 Job Locations**

As is expected, the main cities are where the majority of job listings appear in the major capital cities in Australia. Gold coast ranks 8th on this scale with 3581 job listings. Sydney is by far the largest with 17 times the number of listings at 60462 total listings. The number of job listings then appears to exponentially decrease when moving from the major cities to the minor cities.

Analysis of the average salary at each location revealed an unexpected result; the top paying locations aren't always the large cities. For example, the small town of Port Headland was ranked 7th with an average salary of \$99.53 despite being a small country town.

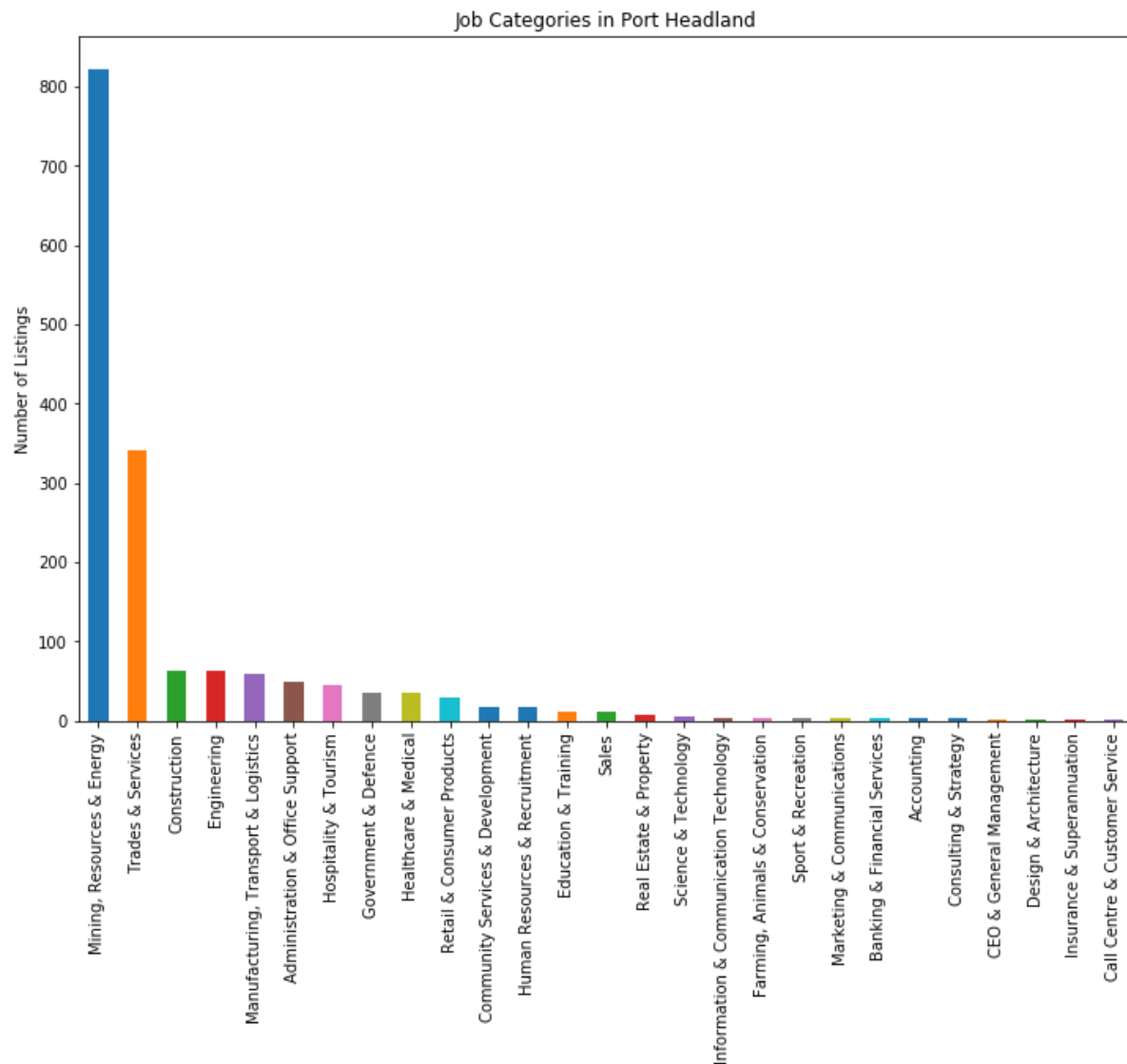


Figure 8: Job Categories in Port Headland

Analysis of the job categories in port headland reveal that the largest category by a fair amount is Mining, Resources & Energy. This may explain the unusually high salary for this area as the average salary for this sector is \$128.66. This is more than likely the explanation for any small country town that has an unusually high salary, due to the high pay capacity of mining and energy jobs.

MARKET BY SECTORS

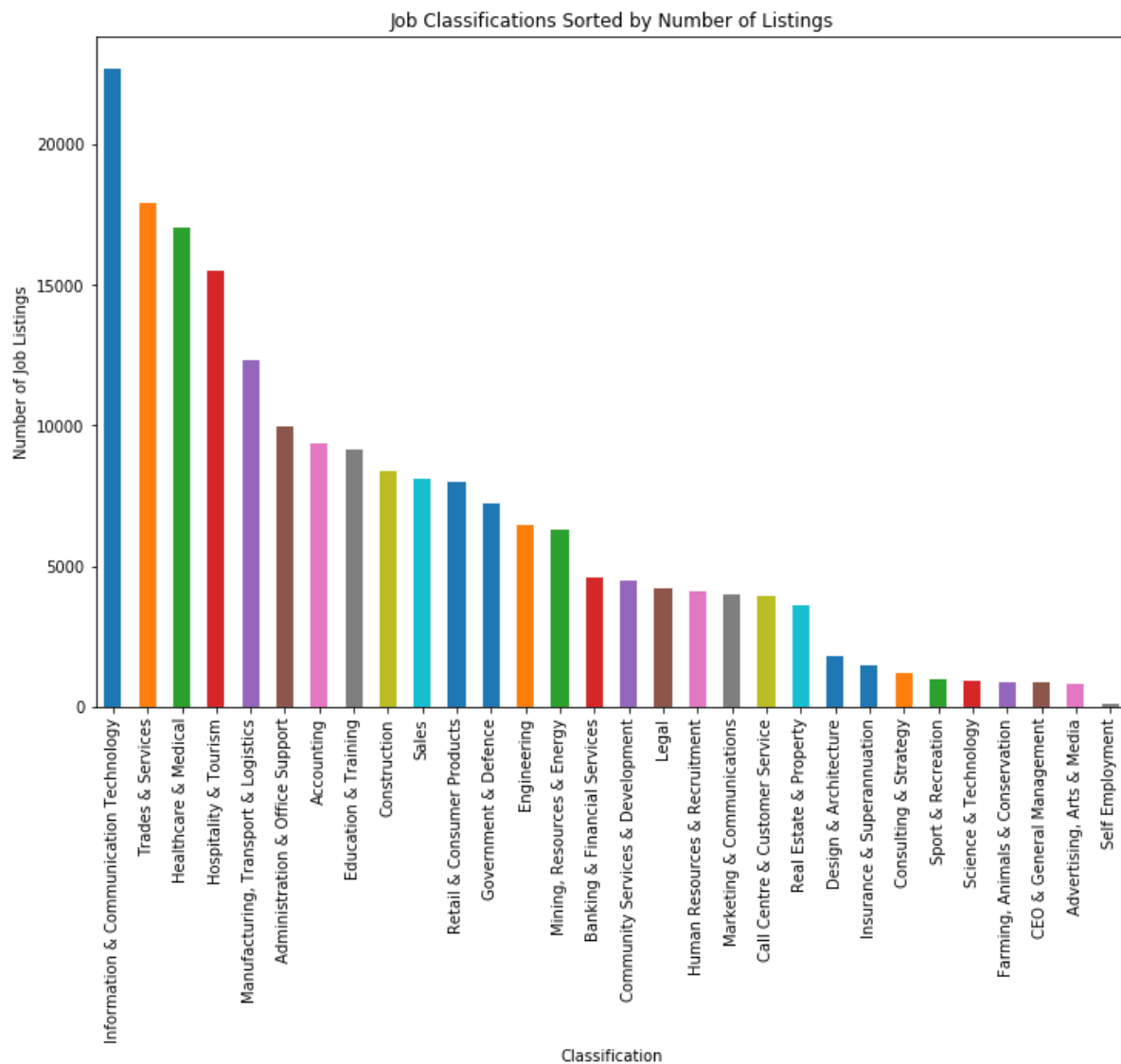


Figure 9: Number of Job Listings by Sector

Analysis of the above bar chart reveals the sectors that are in high demand. The largest sector by some margin is ICT with 22715 total job listings in the dataset. Following this is trades & services along with healthcare & medial. Self employment was the least common category which is unsurprising considering SEEK is designed to allow companies to find employees.

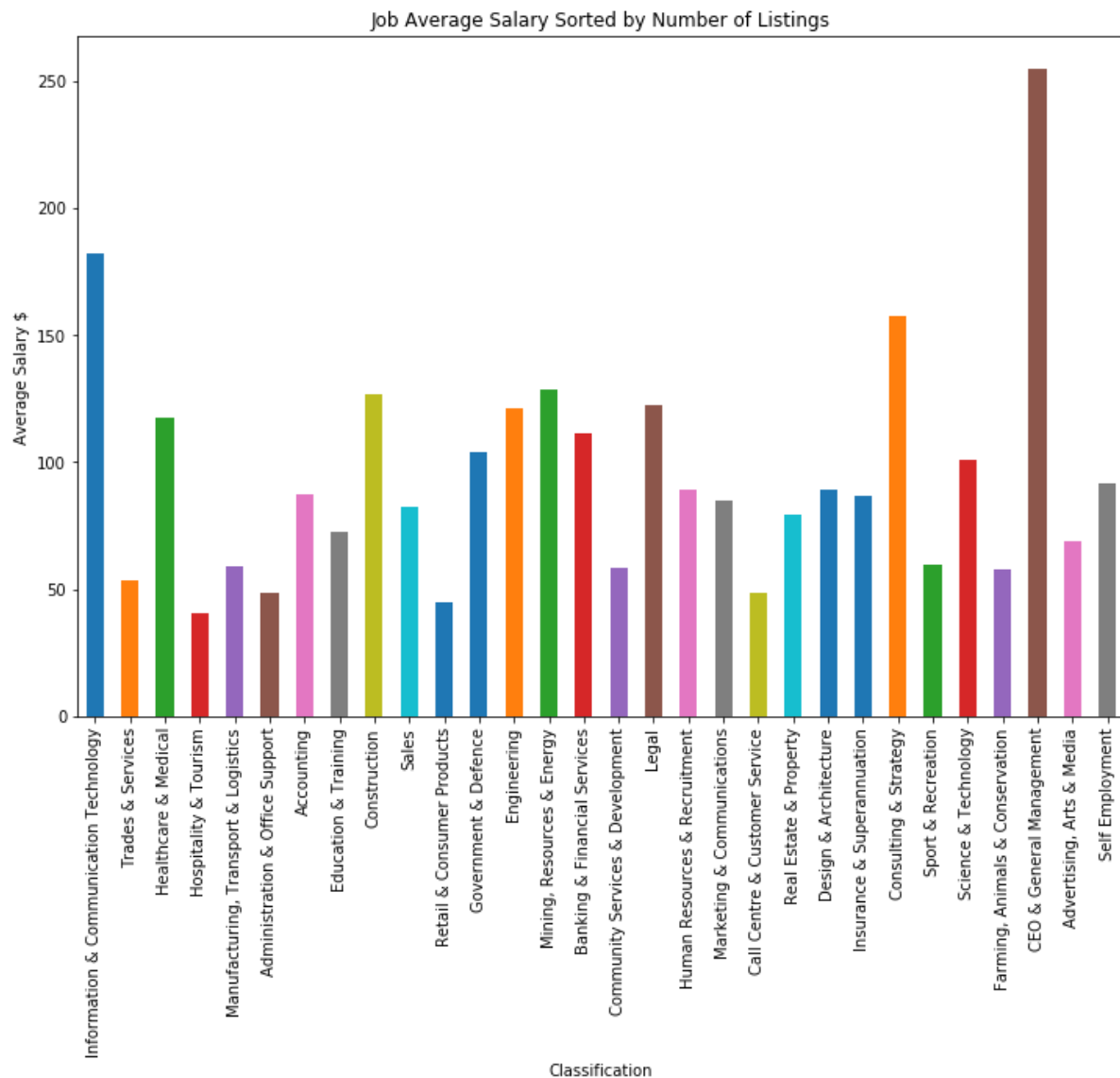


Figure 10: Average Job Salary each Sector Sorted by Number of Listings (left to right)

Unsurprisingly, the highest paying classification is CEO & General Management followed by ICT. However, one thing to note is the difference between job availability for the two classifications as is shown in the number of job listings per sector (see Figure 8). This puts ICT in a better position for going into as a potential career path due to the higher demand.

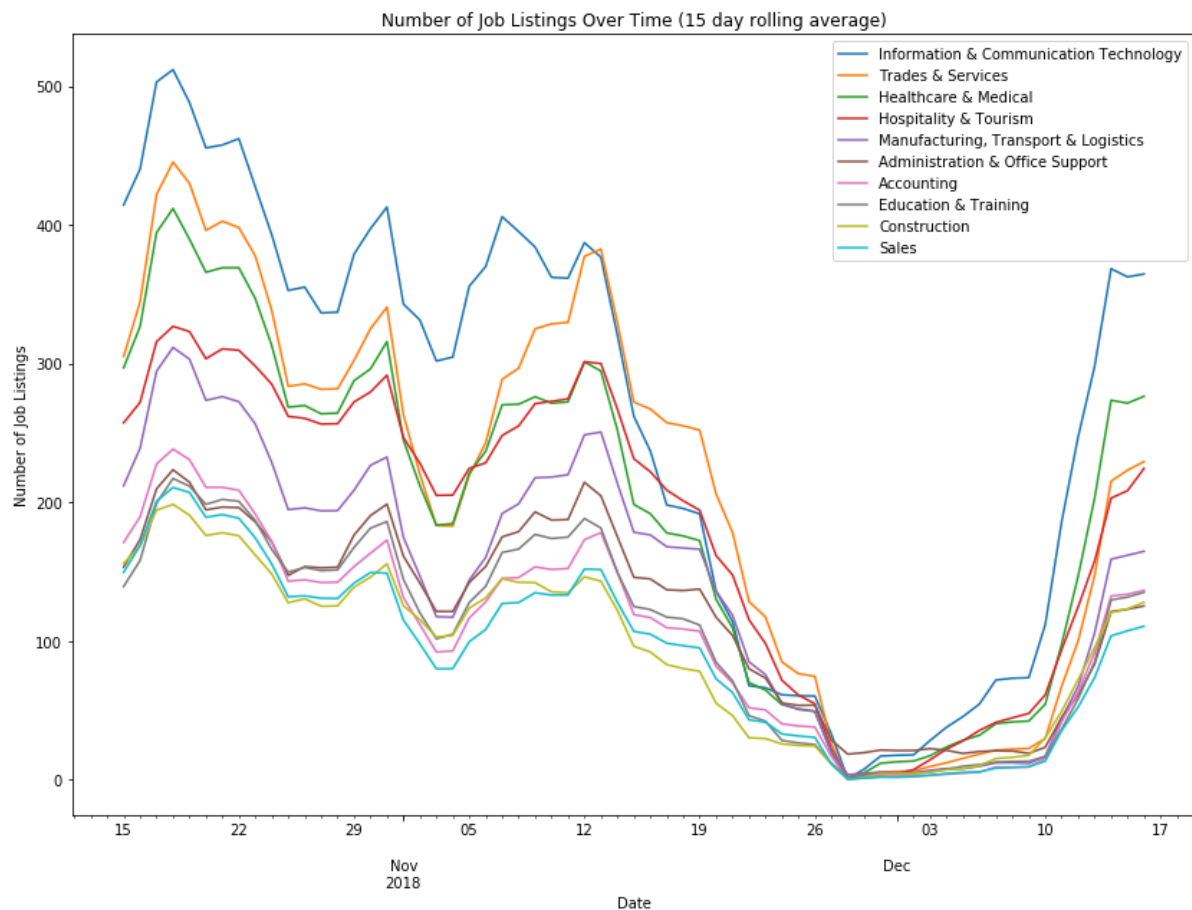


Figure 11: Number of Job Listings by Sector Over Time (30 day rolling average)

It appears in the number of job listings by sector there is continual decline until the start of December when a huge re-emergence in the number of job listings appears. Because the trend is being analysed over such a short timeframe. To assist with looking at the trend, linear regression will be implemented.

Figure 12 below demonstrates the implementation of linear regression. It is evident in the diagram that all sectors show an overall downtrend. Trades show the quickest decline, while all other fields show similar yet slower downtrends. However, because the data is only over 80 days, it is difficult to draw any solid conclusions.

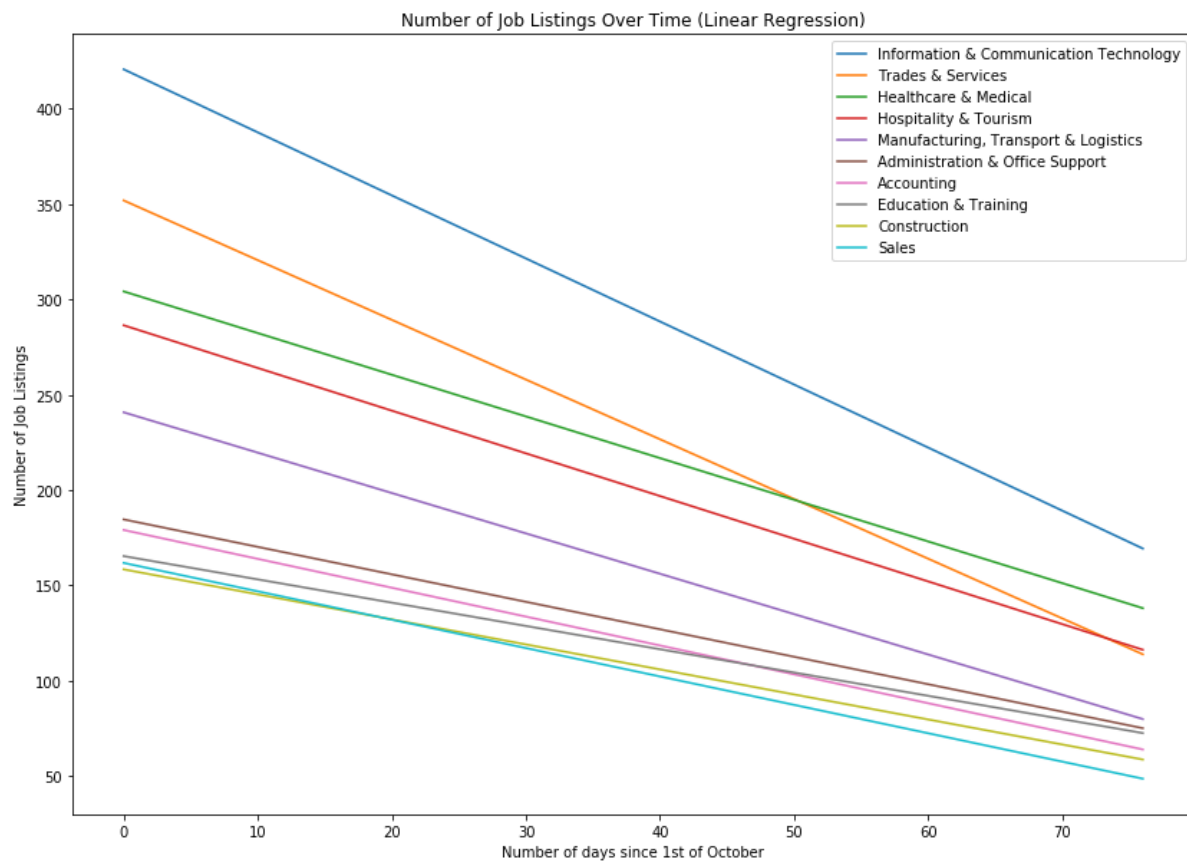


Figure 12: Trend of Job Listings with Linear Regression

INTERACTIVE RESULTS

<https://connorf25.github.io/Big-Data-Analysis/website/interactive.html>

This GitHub webpage features interactive figures the user can interact with. It works through implementation of d3 JS to allow embedded data documents. They are hosted on ObservableHQ and embedded onto the webpage.

The first diagram is a collapsible tree which allows the user to browse the subsectors for each category in an easy to visualize format.

PART 3 – EVALUATION

FINDINGS

Through analysis of the data analytics, it has been established that there is an overall downtrend in the number of market listings across all sectors, while the average salary remains relatively stable. The large majority of salaries are listed at between \$20-80. With quite a few outliers all listed at \$200-999 which most likely correspond to the maximum possible values possible on SEEK.

There was a dip in salaries in mid-November most likely corresponding to a listing of casual Christmas positions in retail. In early December there was a surge in salaries most likely related to people leaving high paying positions to spend time with family instead. For people searching for a high paying job, this corresponds to the best time to apply.

Based off the number of listings in each sector, and the average salary in each, ICT appears to be the best field for balancing a high demand with a good salary (highest demand and 2nd highest average salary). While CEO & General Management offer the highest salary, it is not advisable to enter this sector looking for a job due to the low availability.

BALANCING THE MARKETS

For balancing the job market, it is suggested that more workers choose to go into sectors such as ICT, Trades, Healthcare and Hospitality. This will help lower the number of active listings on SEEK for these industries.

When balancing the locations in terms of employment, it is suggested that employers move more towards remote working to prevent the oversaturation of jobs which are exclusive in cities.

REFINEMENTS

The main refinement which could be made to the dataset is a longer timeframe than a few months. If for instance, the timeframe was expanded to a few years; seasonality could be taken into account to allow for looking at long term trends. Without any big disruptions, the job market tends to remain stable over the timeframe of months and hence, very little can be extracted from the data by looking at trends over time.

In addition to this, the 2019 data is missing multiple fields including the sector and subsector of each job. This makes time series analysis for the data broken down into sectors even harder as there is only 3 months to look at.

Other job listing websites should be explored and if international websites are used, the international data could be compared to Australian data to compare the markets in different countries. Perhaps this could even be used to make predictions about where to move depending on the decided sector as a career path.

IMPLICATIONS FOR EMPLOYEES AND EMPLOYERS

The main implication for employees within the findings of the data analysis is that to land a casual retail job, it is best to look around mid-November and to find a high paying job it is best to look around early/mid-December. As for which sector to target, for the best job opportunities it is recommended to live in a major city and choose to do ICT. This will also provide a competitive salary. For a high salary with out the skill investment needed for ICT, it is possible to chose to do mining work in a small country town such as Port Headland.

For employers, it is recommended to create listings for Christmas casuals in early November if it is desired to get in early and have the competitive advantage over other businesses. The trade off for this is that the employee will have to remain hired for a longer time compared to listing it later.

ONLINE DATA STORY

<https://connorf25.github.io/Big-Data-Analysis/>