

Here is Dátila Silva
Data Analyst/23 - Hyper Island,
Welcome!

ABOUT

This project was created for the company Bella and is an analysis of women data with a focus on foreigners and technology professionals.

The project begins with an overview of women and men in Sweden and aspects of foreign women who are the potential audience for the Beela program.

The next step is an analysis of Google Analytics and a Beela survey(2021).

At the end, insights to develop the program.

CONTENT

1. Introduction
2. Potential audience - An overview in Sweden
3. The Beela's Google Analytics
4. The survey 2021
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1. INTRODUCTION

BEELA

"At Beela we are committed to decreasing the evident gap in the *unemployment rate between foreign-born women, particularly those from non-European countries, and women and men born in Sweden.*

Making a career transition is hard. *We help immigrant women and non-binary people define their path*, get unblocked, and meet their learning goals. Passion brought us here and we are empowering the next generation of talented *immigrant women and non-binary people* to realize their potential, creating a better future for all."

Learn more at:
<https://beela.se/#about-us-id>



PROJECT BRIEF

Inspired by the idea of UN Sustainable Development Goals number 5 (gender equality) and the Beela Program (I am a mentee!), the idea is to develop the individual project (Hyper Island) through a short online volunteer internship between weeks 31 and 38 of 2022 for recommendations and insights for developing the Beela program - using data visualization at the end.

The plan, process, and execution might, for example, seek and analyze data on women, audience engagement, Beela data from social media, feedback, and Google Analytics will be analyzed and captured.

METHODOLOGY

PROCESS AND ANALYZE DATA

The analysis process was executed with the Python programming language and libraries for visualization, and Google Collaboratory for code.

PLAN, EXECUTE AND IDENTIFY RESOURCES

The suggested initial focus for the research was gender distribution in Sweden. To initiate such a suggestion, I looked for a reliable data source: data from Statistics Sweden (<https://www.scb.se/>).

Statistics Sweden Statistics Sweden describes itself as "responsible by official statistics and by other statistics".

Beela is a new company and after researching the profile of the potential audience, was analyzed Beela data: Google Analytics and a survey created last year (2021).

COMMUNICATE PROBLEMS, RECOMMENDATIONS AND INSIGHTS

In the course of the work, insights were presented for the company, however, a final conclusion can be observed in the last chapter of the work.

WORK METHODOLOGY

There were face-to-face and online meetings with tools such as Google Meeting. Slack was used for communication and documents were shared on Google Drive or email. In Miro, notes and conclusions.

Project Point of Departure (POD) and documents were developed for organization and better project development.

During the execution of the project all questions were resolved with the Beela team, I also had support from mentor and the weekly online feedback meetings at Hyper Island.

TECHNICAL INFORMATION

Data Cleaning: All data was translated from Swedish to English and saved in new file.

Data Visualization (Colors): There was used palette #f8df78, like the Beela logo color.

Google Colaboratory access:

https://colab.research.google.com/drive/1uOUioC8P5P_QoJpoBRwMitFlieWwxj3q?usp=sharing

<https://colab.research.google.com/drive/1oYAgS-7Grllm6oPYpHGCUh8UxFe3cGp?usp=sharing>

Google Drive access:

<https://drive.google.com/drive/folders/1BdbXDhcHPQyMlc7auiJkadPIAlv3L4BN?usp=sharing>

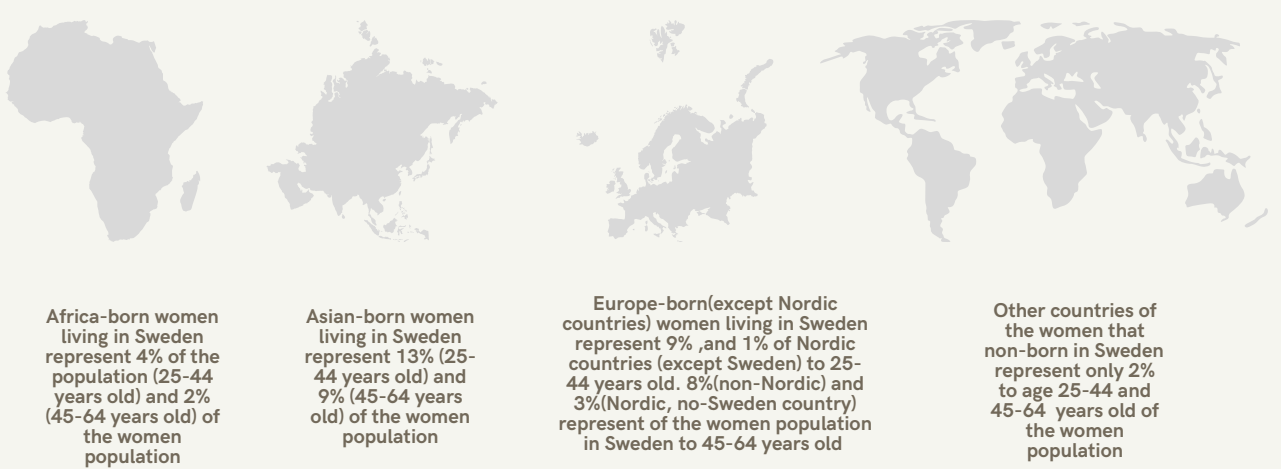
1. OVERVIEW

Who is the potential audience? An overview - a study on the difference between men and women in different contexts, as well as women born in Sweden and and born in other countries in Sweden.

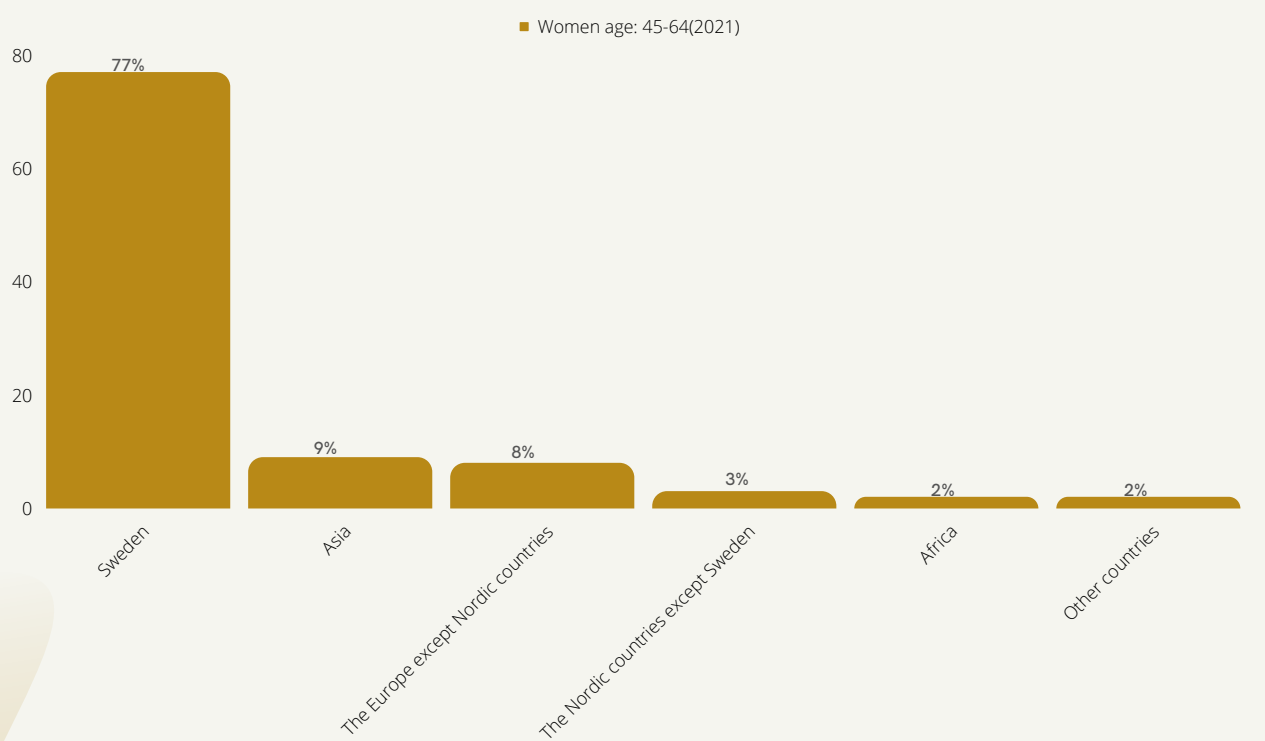
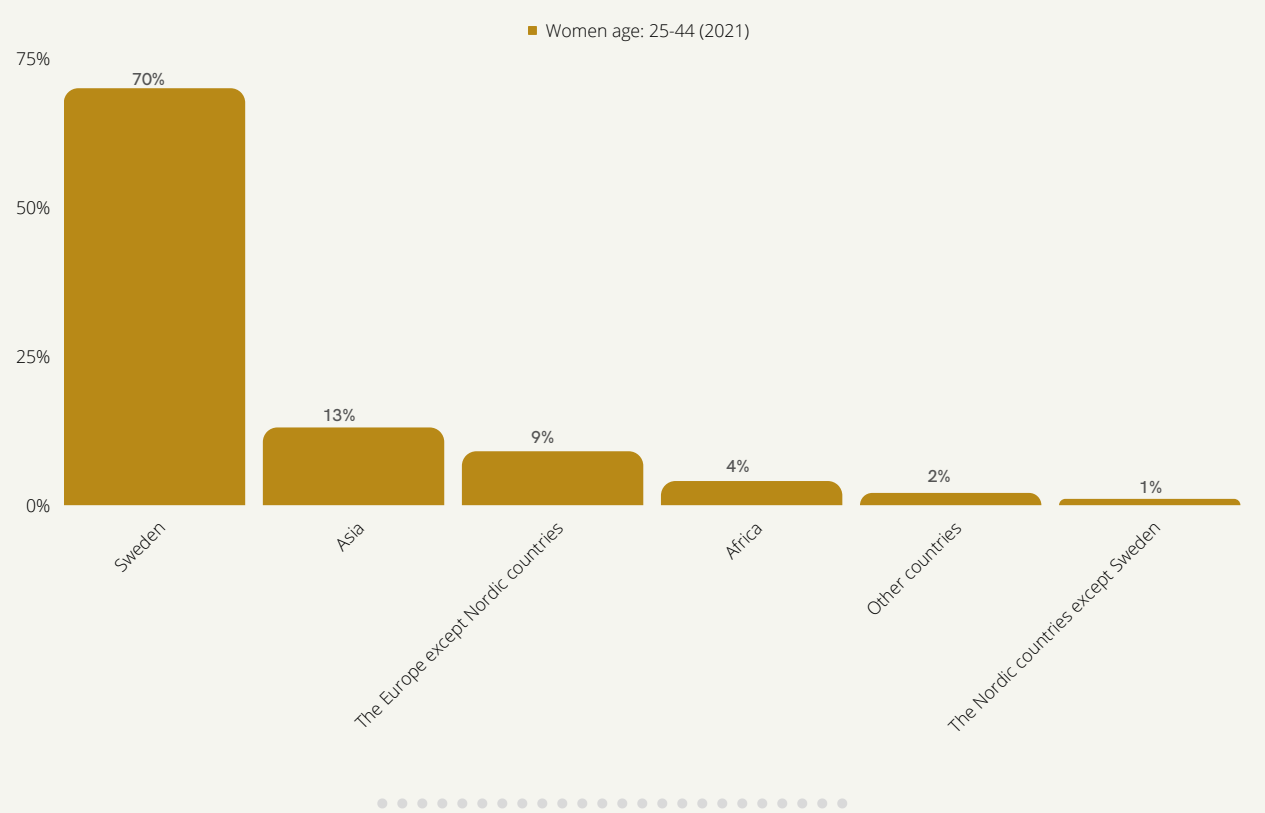


First, let's get to know the population of women and men in Sweden. In 2021, Sweden totaled a population of 10.452.326 million, where 49.67% are women and 50.33% are men. This percentage means 69.088 thousand more men than women in 2021.

The Beela has a main target audience is foreign-born women.
So, the above women scenario in Sweden is (age between 25-64 years old):



We can get an overview of age analyzed and compared with women born in Sweden:

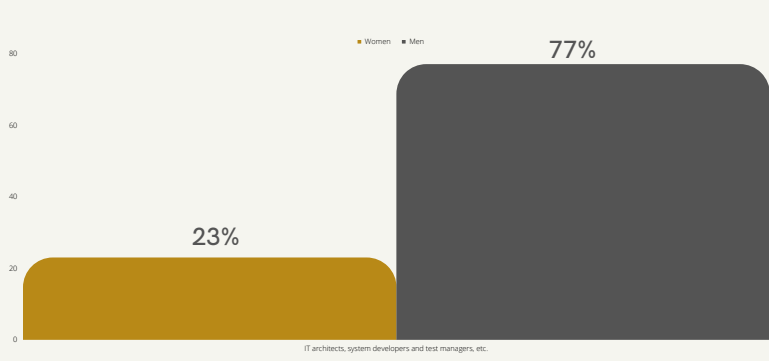


From data analysis and charts, it can be seen that 29% of women in Sweden birthed other countries at the age of 25-44 (stat 2021) and 24% of women in Sweden birthed other countries at the age of 45-64.



The most representative percentage of foreign-born women in Sweden comes from Asia, which is important in the next developments of activities in the company Beela, because cultural and linguistic factors can be taken into account to reach the target audience.

Bella is a program to help women in technology and an analysis of how the Swedish company welcomes the female audience will help Beela, for example, in campaigns for women to enter the technology job market.



This is a potential vision for, in addition to the program to encourage women in the technology area, activities that encourage companies to hire more female professionals can also be created.

In IT occupation, the women in Sweden represent only 23% while the men represent 77%.

Still, within this analysis, the result gets that the women's wage in IT is around 5% less than the men's, an average of 2.500 SEK.

Education still shows this discrepancy between genders in Sweden:



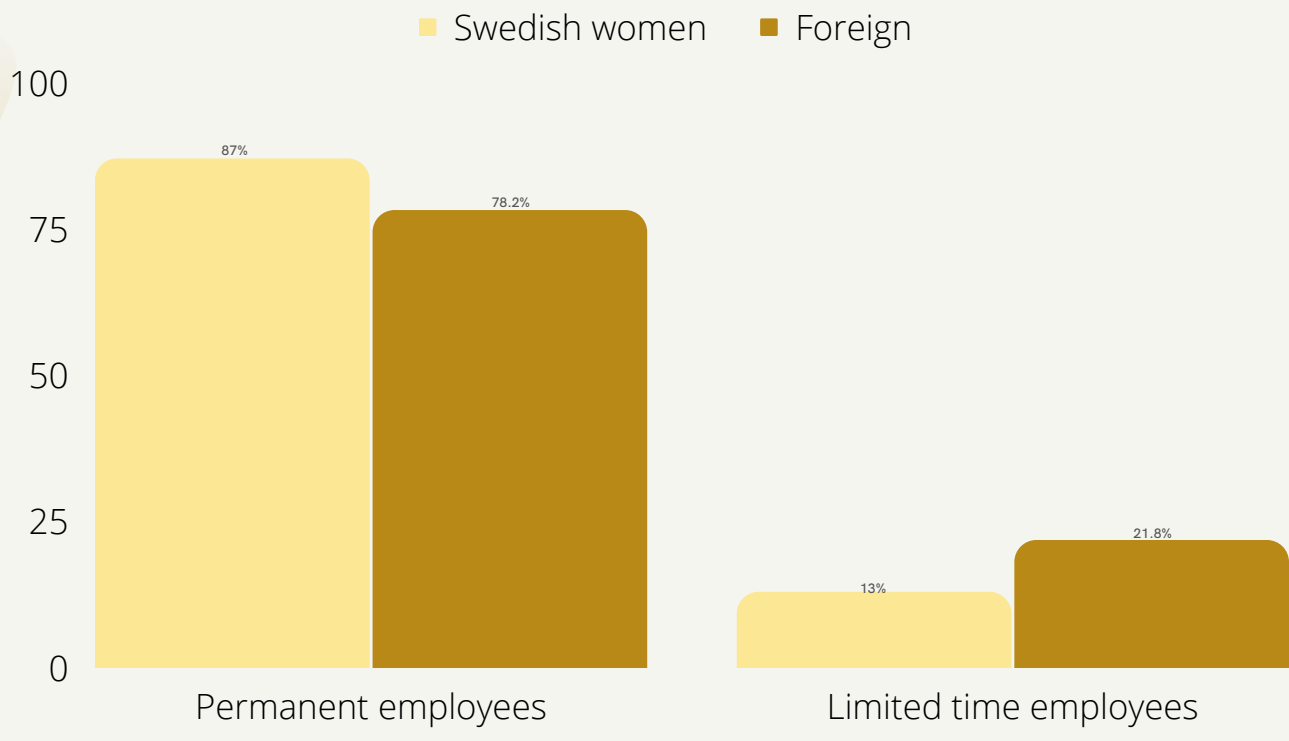
In upper secondary school graduates by program or attachment to program 2020/21, the men represent 80.9% while women represent only 19.1% in Technology

In a similar result, degrees at the undergraduate and graduate levels in higher education, by field, 2020/21- only in Technology and Manufacturing, 2020/21, the women in Sweden represent only 36% while the men represent 64%.



This indicates that, due to factors still to be studied by the company Beela, women are less involved in school subjects that involve the area of technology and this challenge can be included as a methodology of study to encourage them to enter the area.

In the last point of this overview about women in Sweden, in the scenario where Beela helps immigrant women, what kind of contract does the company offer them?





In the private sector, we are a difference between the type of contract for immigrant and non-immigrant women.

An interesting fact is that for foreign women it is less verified in the "permanent" modality, but when we analyze the bar on temporary contracts, foreign women surpass the Swedish woman in the type of contract.

Other topics in this analysis can be extracted from the [Collab link](#), however, at this point, it was possible to understand the potential audience for Beela.

