



FREELANCING PLATFORM PROJECT

ABSTRACT

This project aims to analyse a dataset containing information about freelancing jobs and provide valuable insights into the freelancing market. The dataset includes details such as job titles, categories, experience levels, budgets, client information, and posting dates. By conducting exploratory data analysis, this project uncovers patterns and trends within the dataset, helping stakeholders make informed decisions and better understand the freelancing landscape.

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Project Abstract: Freelancing Platform Project Dataset

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Introduction

The rise of freelancing has transformed the way people work, offering flexible opportunities and a global talent pool. However, navigating the freelancing market can be challenging due to the vast amount of data available. This project focuses on analysing a comprehensive dataset of freelancing jobs to gain insights into various aspects of the market.

Feature Description

The dataset for this project consists of the following features:

1. Title: The title of the job posting.
2. Category Name: The category to which the job belongs.
3. Experience: The required level of experience for the job.
4. Sub Category Name: The sub-category to which the job belongs.
5. Currency: The currency in which the budget is specified.
6. Budget: The budget allocated for the job.
7. Location: The location where the job is based.
8. Freelancer Preferred From: The preferred location of the freelancer.
9. Type: The type of job (e.g., full-time, part-time, hourly).
10. Date Posted: The date when the job was posted.
11. Description: A description of the job.

12. Duration: The expected duration of the job (if specified).
13. Client Registration Date: The registration date of the client.
14. Client City: The city of the client.
15. Client Country: The country of the client.
16. Client Currency: The currency preferred by the client.
17. Client Job Title: The job title of the client (if specified).

Problem Statement

The project aims to address the following questions:

1. What are the most common job categories in the freelancing market?
2. How do experience levels vary across different locations?
3. Which categories have the highest and lowest budgets?
4. Are there any trends in job postings based on the month?
5. What is the distribution of freelancing jobs across different locations?
6. Which countries have the highest number of job postings?
7. What is the budget distribution based on experience level?

Challenges

The project faces several challenges, including:

1. Dealing with missing or incomplete data: The dataset had missing values or incomplete information, which requires careful handling to ensure accurate analysis.
2. Handling categorical variables: Categorical variables such as job categories and experience levels need to be properly encoded or transformed for analysis.
3. Identifying outliers: Outliers in budget values may impact the analysis, and proper techniques need to be employed to identify and handle them effectively.
4. Interpreting insights: The obtained insights from the analysis need to be interpreted and translated into actionable recommendations for stakeholders.

Conclusion on Data Analysis

- The project starts by looking at the different types of jobs available in freelancing. It finds that the Design category is the most popular, while the Music & Audio category has the fewest jobs. This information helps us understand the overall freelancing landscape better.
- Next, we examine the experience levels required for freelancing jobs in different locations. We discover that Expert and Entry levels are in high demand, while there are fewer opportunities for those with Intermediate experience. This helps us understand which experience levels are more sought after in each location.
- We also analyse the budgets for different job categories. Some categories like Design, Business, Digital Marketing, Branding & Sales, and Music & Audio have lower budgets, while categories like Technology & Programming, Writing & Translation, Video, Photo & Image, and Social Media offer higher budgets. This information gives us insights into the financial aspects of freelancing in each category.
- We then explore the number of job postings each month to identify any patterns or trends. This helps us determine which months have the highest job postings, which can be useful for planning and resource allocation.
- Additionally, we investigate the distribution of jobs in different locations, with a focus on remote areas. We find that remote locations have a higher concentration of freelancing jobs, which highlights the opportunities available in these areas.
- The project also examines the top client countries with the most job postings. We identify the United Kingdom, the United States, and India as the leading countries. This information allows us to focus our efforts and resources on these prominent markets.
- Furthermore, we analyse the distribution of jobs based on experience levels within these top client countries. We find out which countries have the most jobs for Entry, Expert, and Intermediate experience levels, helping us understand the demand for freelancers with different expertise in different regions.

- Lastly, we explore the relationship between budget and experience level. We observe that Entry-level jobs often have higher budgets compared to Intermediate-level jobs. This gives us insights into the financial considerations associated with different experience levels.
- In conclusion, this project provides a comprehensive understanding of the freelancing job market. We gain insights into the distribution of job categories, demand for different experience levels, budget dynamics, posting trends, location patterns, and client country preferences. These insights empower us to make informed decisions, optimize job postings, allocate budgets effectively, and take advantage of the opportunities in the freelancing industry.

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