



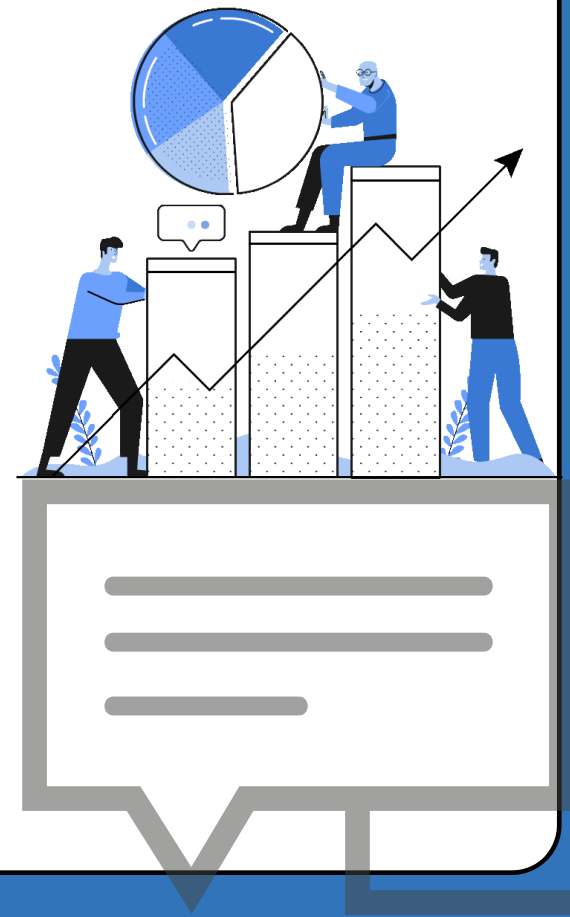
# UNVEILING OPPORTUNITIES: A JOURNEY THROUGH LINKEDIN JOB POSTING VIEWS



# INTRODUCTION



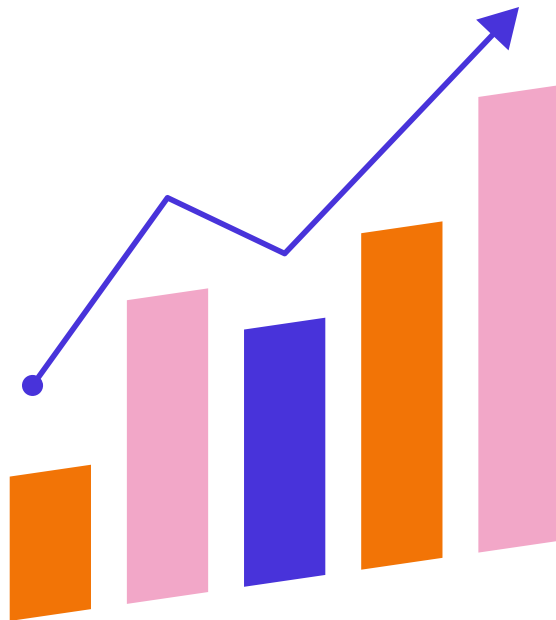
**WHAT MAKES YOU CLICK  
ON A JOB POSTING?**



# AREAS OF INTEREST



THE MAIN FOCUS IS TO GAIN INSIGHTS INTO  
THE JOB TRENDS AND FACTORS INFLUENCING  
NUMBER OF VIEWS IN THE JOB POSTINGS



# 🔍 DATA SCIENCE SOLUTIONS:

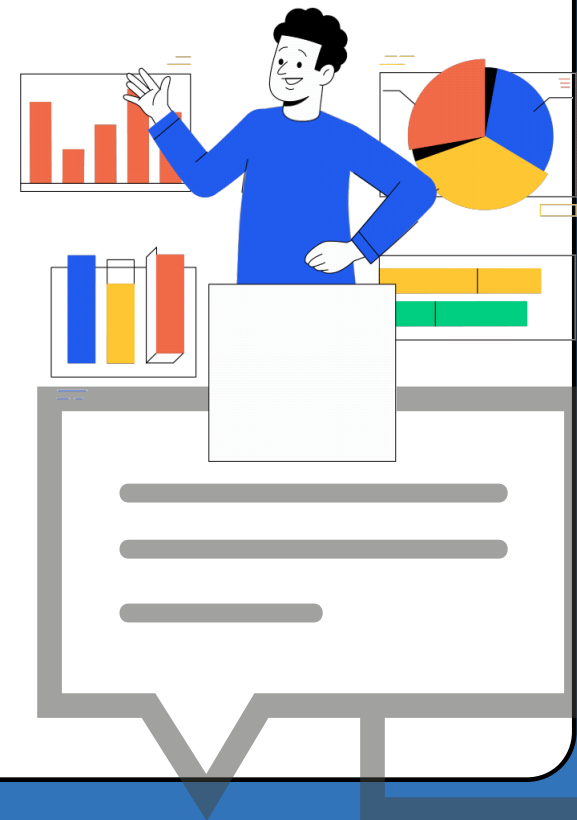


## THE PROPOSED DATA SCIENCE SOLUTION INVOLVES THE FOLLOWING COMPONENTS:

1. EXPLORATORY DATA ANALYSIS
2. FEATURE ENGINEERING
3. PREDICTIVE MODELING

## FURTHER ANALYSIS WILL INVOLVE:

1. LINEAR REGRESSION
2. FEATURE IMPORTANCE ANALYSIS
3. CORRELATION ANALYSIS
4. EVALUATION METRICS



# Q IMPACT

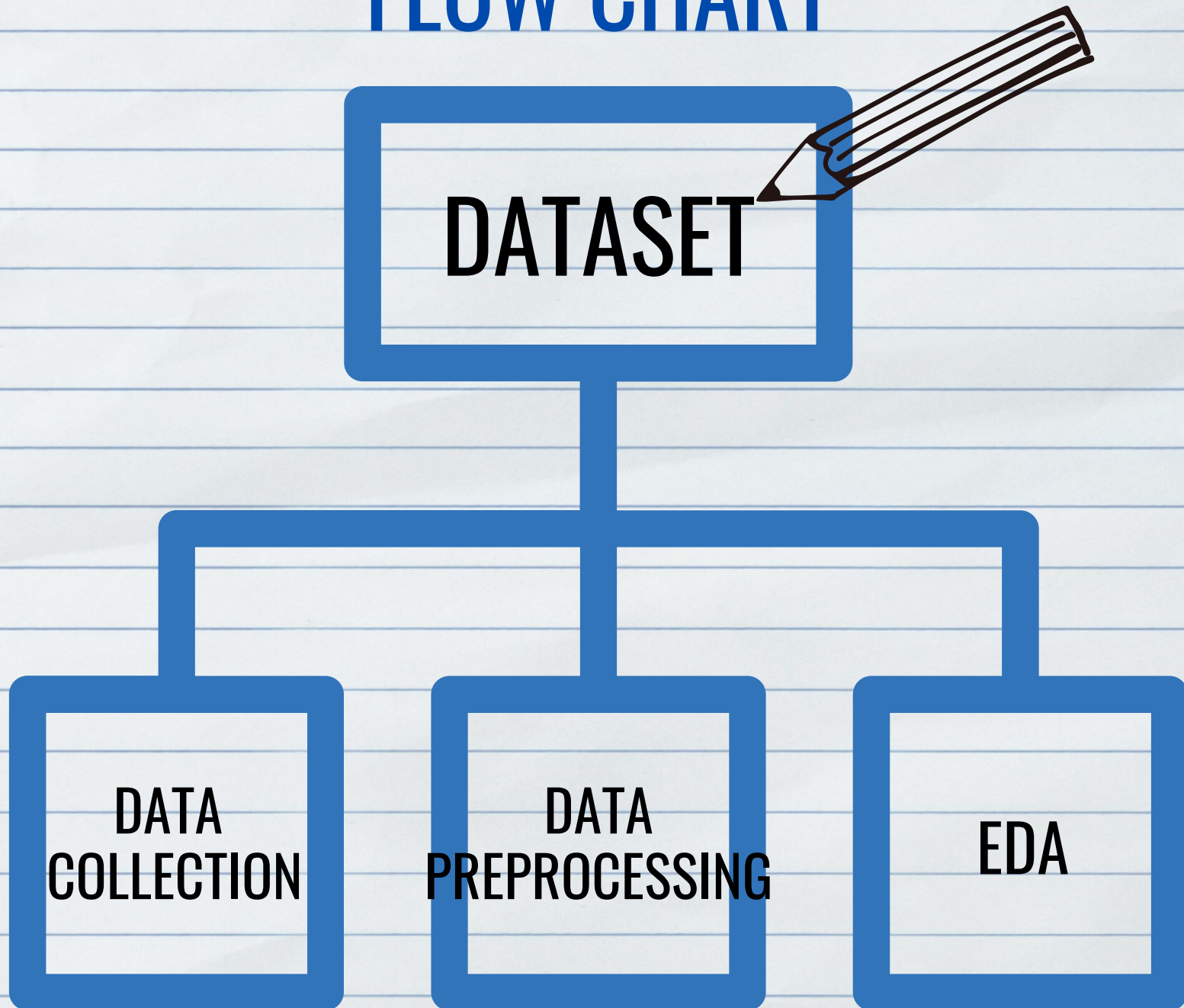


THE ANALYSIS OF THE JOB POSTING DATASET CAN ADD SIGNIFICANT VALUES TO:

- **COMPANIES AND RECRUITERS**
- **JOB APPLICANTS**



# FLOW CHART



# DATASET



**THE DATASET CONTAINS A COMPREHENSIVE RECORD  
OF 33,000+ JOB POSTINGS**

**THE DATA IS COLLECTED OVER THE COURSE OF 2 DAYS,  
MONTHS APART**

**EACH INDIVIDUAL POSTING CONTAINS 27 UNIQUE  
VALUABLE JOB ATTRIBUTES**

**TWO SEPARATE DATA BRANCHES: JOBS & COMPANY**



# DATA COLLECTION



- JOB\_ID
- COMPANY\_ID
- TITLE
- DESCRIPTION
- MAX\_SALARY
- MED\_SALARY
- MIN\_SALARY
- PAY\_PERIOD
- FORMATTED\_WORK\_TYPE
- LOCATION
- APPLIES
- ORIGINAL\_LISTED\_TIME
- REMOTE\_ALLOWED
- VIEWS
- JOB\_POSTING\_URL
- APPLICATION\_URL
- EXPIRY
- CLOSED\_TIME
- FORMATTED\_EXPERIENCE\_LEVEL
- SKILLS\_DESC
- LISTED\_TIME
- POSTING\_DOMAIN
- SPONSORED
- WORK\_TYPE
- CURRENCY
- COMPENSATION\_TYPE





# DATA QUALITY ISSUES



**SOME OF THE CONCERNS INCLUDE:**

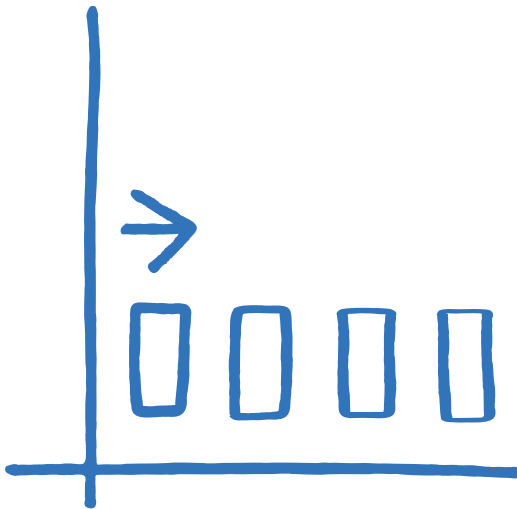
- **NULL VALUES**
- **IRRELEVANT VARIABLES**
- **AMBIGUOUS DATA ENTRIES**
- **LACK OF INDUSTRY INFORMATION**



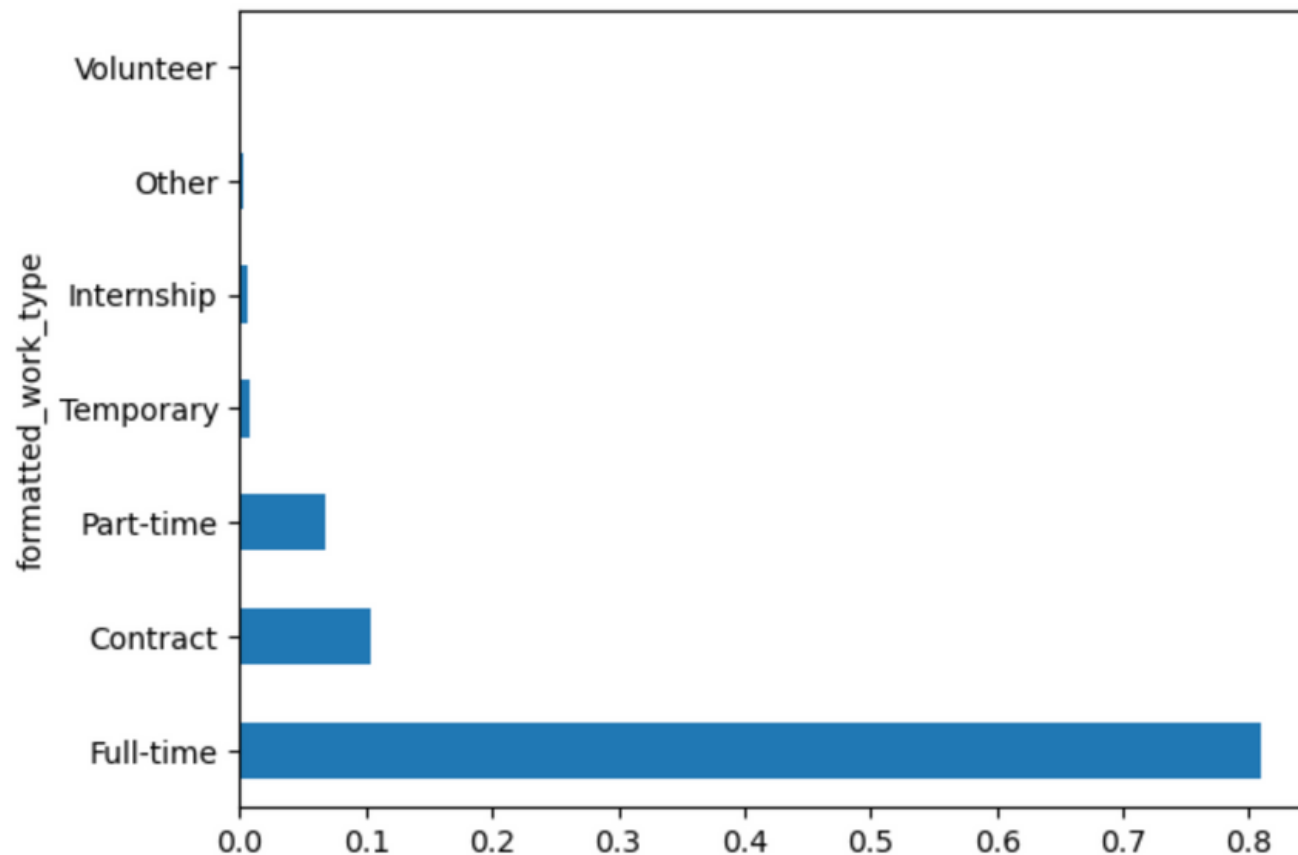
# 🔍 EXPLORATORY DATA ANALYSIS



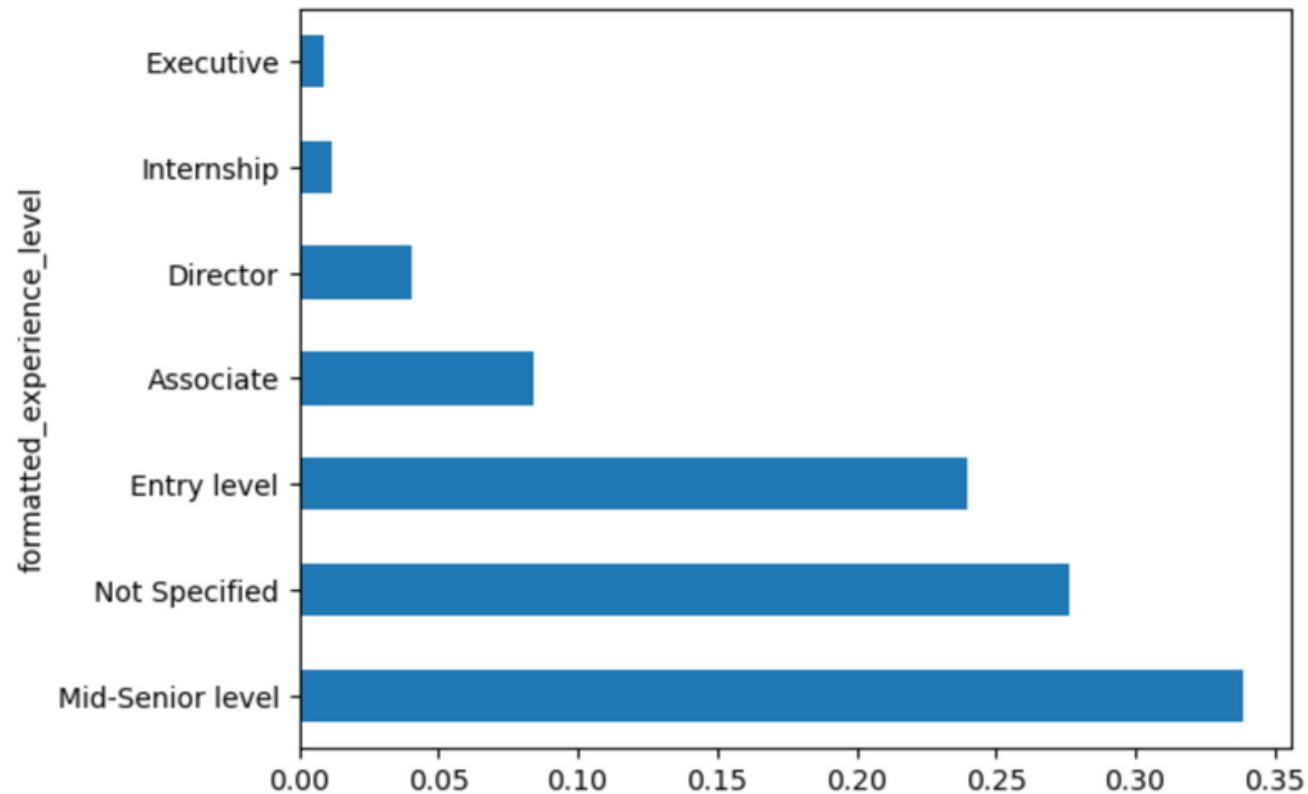
THE PLOTS SHOWN IN THE SUBSEQUENT SLIDES  
DISPLAY RELATIONSHIP OF DIFFERENT VARIABLES  
WITH VIEWS



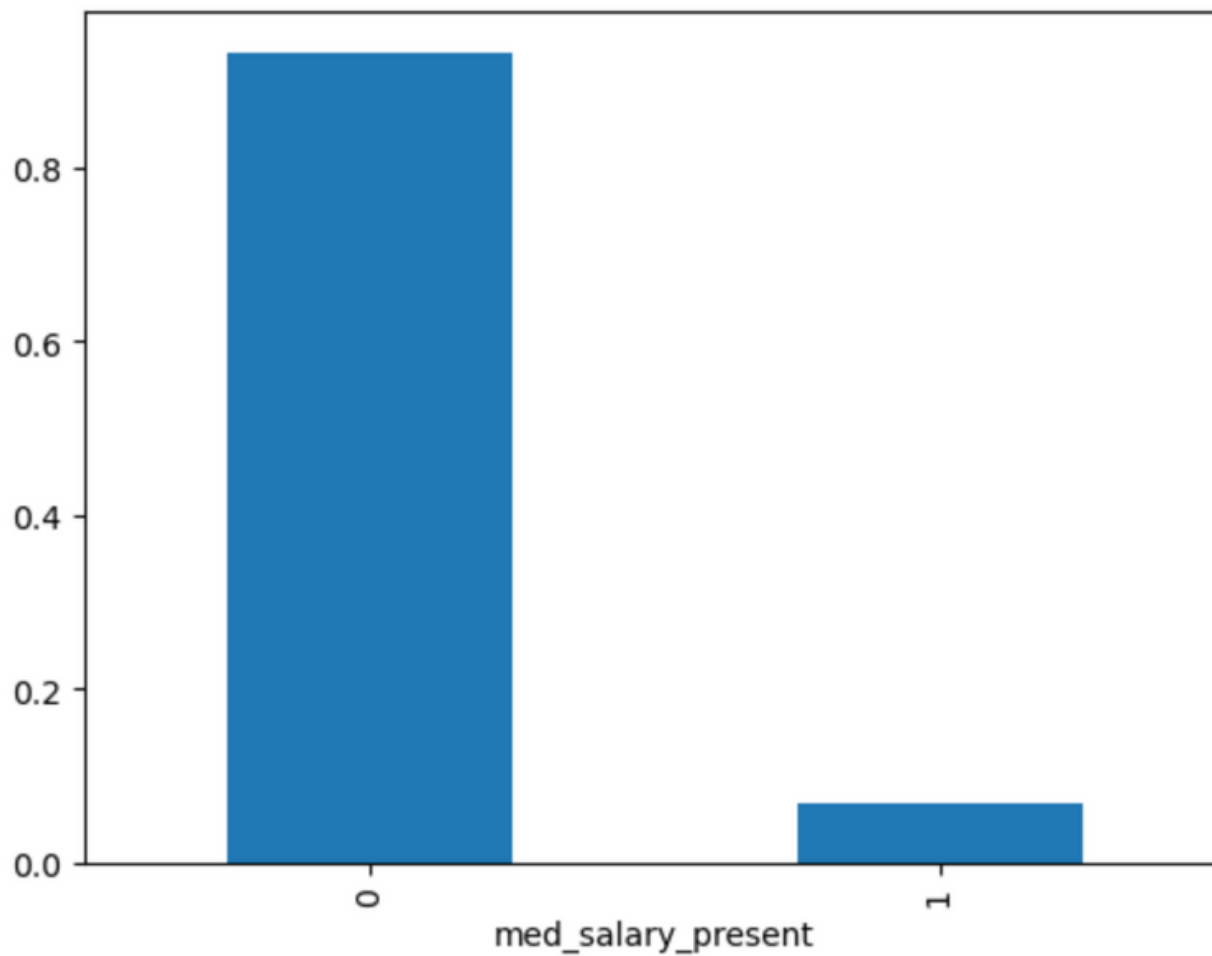
# WORK TYPE



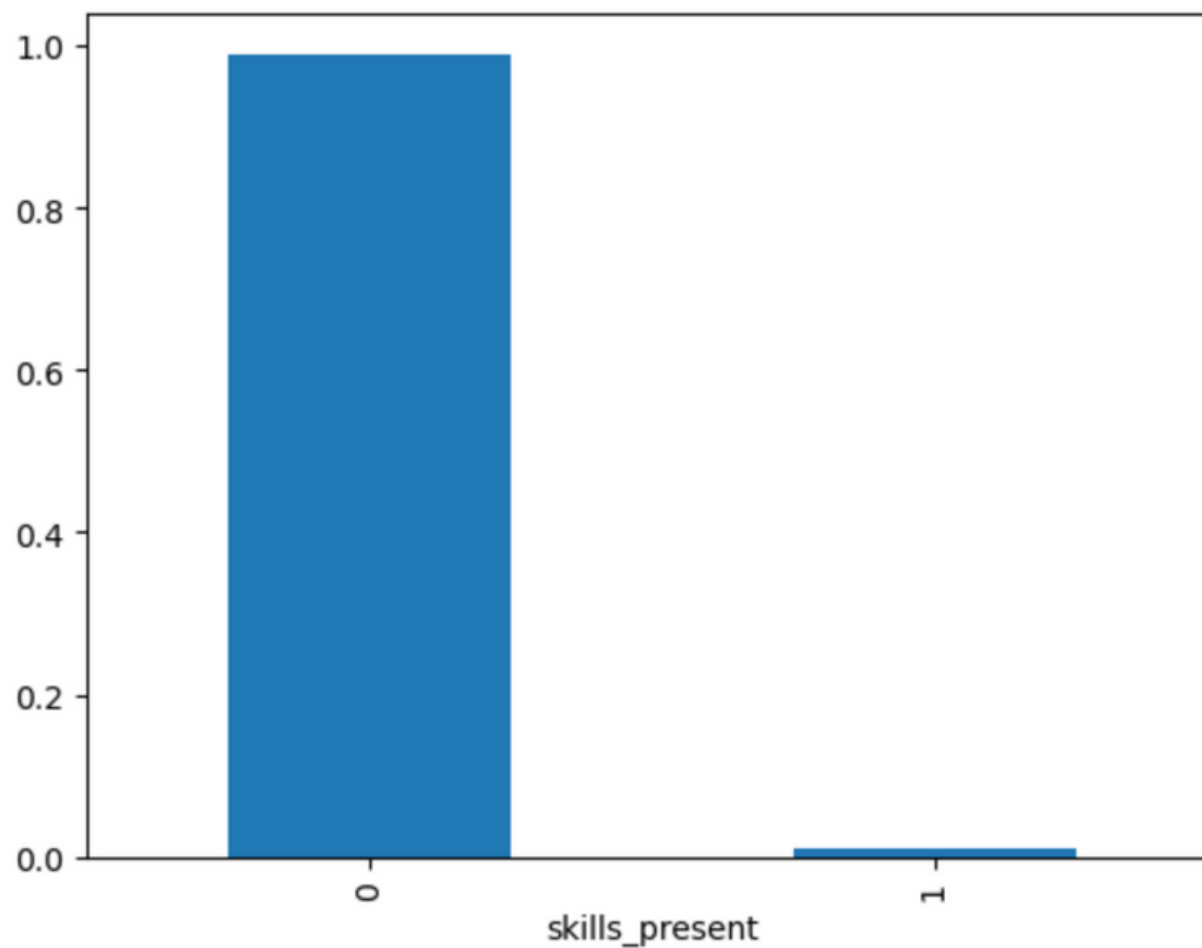
# Q EXPERIENCE LEVEL



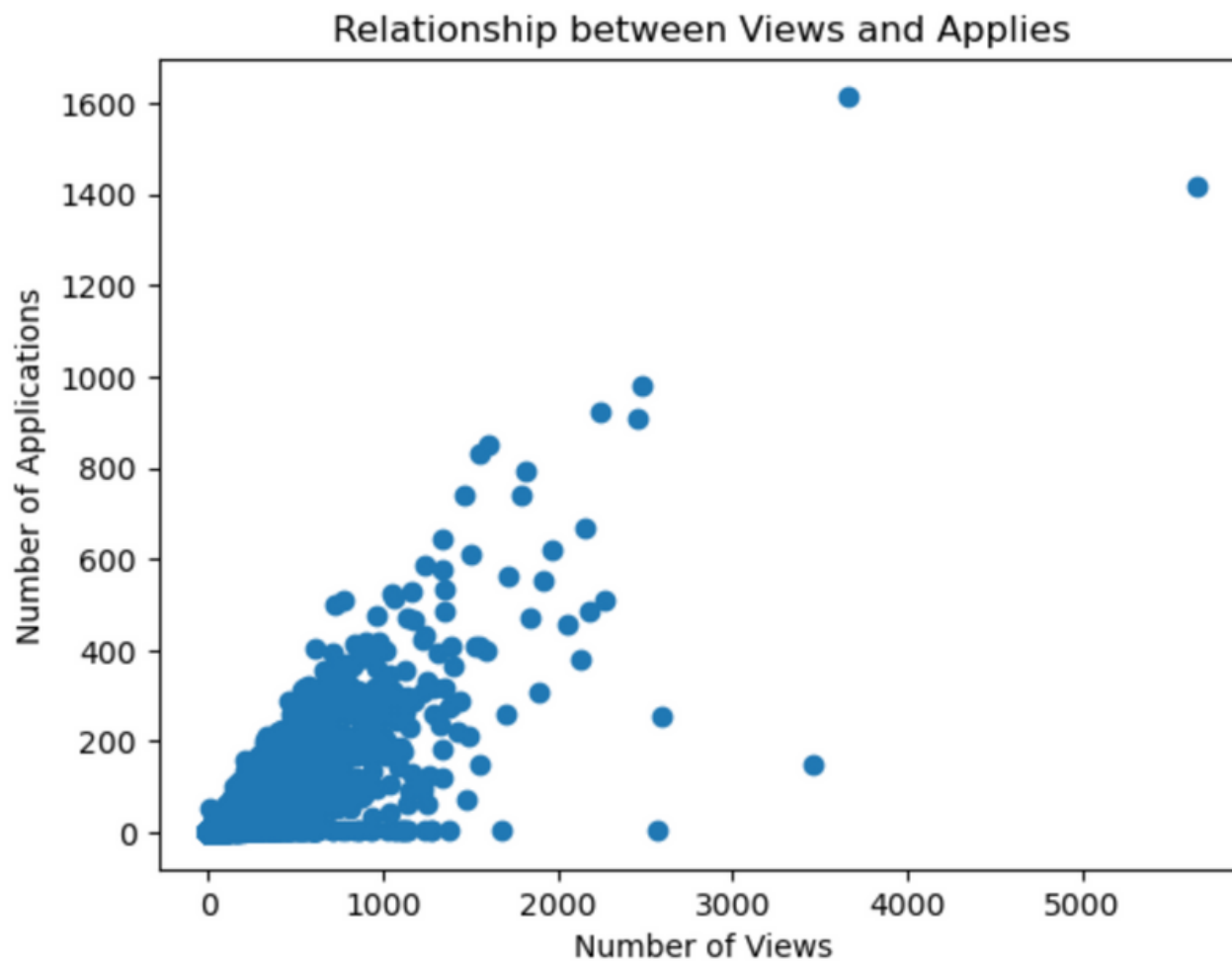
# Q MEDIAN SALARY



# SKILLS DESCRIPTION



# Q VIEWS AND APPLIED



# THANK YOU FOR LISTENING!

For more information, check out my GitHub:  
<https://github.com/doublej01/Social-Network-Modeling>

