Jobportal Dataset Dictionary

| **No** | **Attributes Name** | **Description** |
| --- | --- | --- |
| 1 | no | Row Number |
| 2 | age | User's age |
| 3 | age\_group | User's age group |
| 4 | los | Length of stay between registered date and current date |
| 5 | last\_login\_days\_ago | Length of stay between last login date and current date |
| 6 | info\_vacancy\_period | Period when users need to be inform about vacancy |
| 7 | is\_take\_test\_minat | Flag for users who take "tes minat dan bakat" |
| 8 | is\_experienced | Experience flag |
| 9 | is\_need\_job | Need a job flag |
| 10 | is\_auto\_apply\_job | Apply automatically flag |
| 11 | is\_completed\_profile | Completed profile flag |
| 12 | total\_docs\_upload | Number of documents that user upload into Jobportal |
| 13 | is\_cv\_uploaded | Flag for users who already upload their CV |
| 14 | expected\_salary | Range salary that user expect for next job |
| 15 | have\_additional\_skill | Additional skill flag |
| 16 | usr\_group\_specialization | User's specialization group |
| 17 | usr\_last\_education | User's latest education |
| 18 | apply\_job\_weekend\_weekday\_tendency | Tendency of applying job in Jobportal platform on weekend / weekday |
| 19 | apply\_training\_weekend\_weekday\_tendency | Tendency of apply training in Jobportal platform on weekend / weekday |
| 20 | training\_level\_tendency | Tendency of apply training level in Jobportal platform (basic/moderate/expert) |
| 21 | education\_enthusiast\_lvl | Segmentation about enthusiastic level about education - Basic - Moderate - Advance |
| 22 | frequency\_activity | User segmentation based on frequency on activity (apply, view, training, etc.) in Jobportal platform  - ntile 1 = low  - ntile 2 = medium  - ntile 3 = high |
| 23 | recency\_engagement | User segmentation based on recency on visit Jobportal platform  - ntile 1 = high  - ntile 2 = medium  - ntile 3 = low |
| 24 | user\_lifecycle | User lifecycle in Jobportal platform  - new = registered but not yet engage  - first active = active / engaged for the first time within past 30 days  - retain = active / engaged users within past 30 days with previous transaction / engagement happened not more than 30 days ago  - resurrect = active / engaged users within past 30 days with previous transaction / engagement happened more than 30 days ago  - churn = users with last transaction / engagement happened more than 30 days ago |
| 25 | user\_ses | Users Socio-Economic Status based on their income, education and occupation (A, B, C, D and E) |
| 26 | job\_sensitivity | Users behavior due to vacancy open in Jobportal platform based on number of viewed job and apply job (high, medium and low) |
| 27 | searching\_job\_behavior | Users behavior related their searching vacancy  - Active candidate = Currently looking for new positions and they are able to apply for a job. They frequently visit job boards and other similar media to keep an eye out for new jobs.  - Passive candidate = Could change jobs now but aren’t currently looking for new opportunities. They might not have had the time to start their job search or might not be motivated to start looking.  - Future candidate = Candidates are not in a situation that allows them to apply for a vacant position even if they are interested. They might not yet have the qualifications for a new position or may have just started a new fixed term contract. |
| 28 | work\_distance\_tendency | Indicate the distance between user's home and intention work location province (job that they applied)   - Same province  - Explorer but prefer same province  - Explorer and prefer different province |