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# The Data



Jobs

Companies

Salaries

Interviews

## Google Reviews

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All Employees | [Current Employees Only](#)

**4.2** ★★★★★☆ 2,047 reviews

Culture & Values

Work/Life Balance

Senior Management

Comp & Benefits

Career Opportunities

95% Approve of the  
CEO



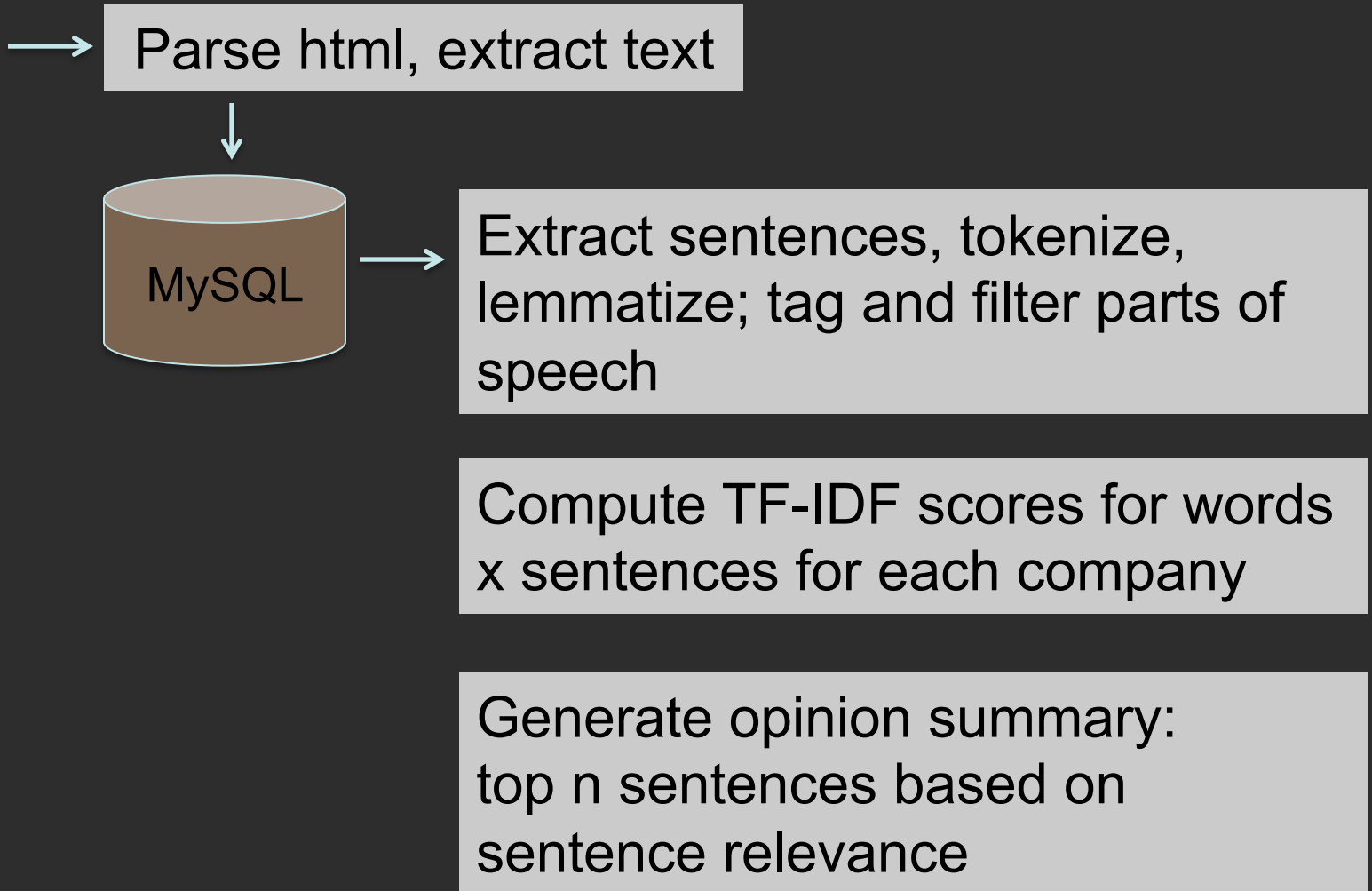
Larry Page

(1,050 ratings)



*2,000+ reviews*

# The Pipeline



# Example

Strong benefits, and easy work life balance.

# Text Processing

“strong”, “benefit”,  
“easy”, “work”, “life”, “balance”

# Text Processing

“strong”: adjective

~~“benefit”: noun~~

“easy”: adjective

~~“work”: noun~~

~~“life”: noun~~

~~“balance”: noun~~

# Text Processing

Strong benefits, and easy work life balance.

0.6428            +            0.4756

# Text Processing

Strong benefits, and easy work life balance.

0.6428 + 0.4756

Sum = 1.1184



# The Status Quo

## Review Highlights

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**Pros:** "All things considered, workload was manageable and [work/life balance](#) was great" in 78 reviews

"[Free food](#) even for contractors (red badge employees)" in 195 reviews

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**Cons:** "This is one reason why maintaining a good [work-life balance](#) can be challenging" in 81 reviews

"Getting slower as it's a [big company](#) - but probably still the best of its size" in 59 reviews

# Google: 2 Positive Reviews

- + Google makes it very easy to work your hardest, and that is a huge bonus if you are interested in super charging your career.
- + Flexibility to work in different departments after a year or two with the company.

## 2 Negative Reviews

- There's a strategy vacuum in many product areas.
- Even if you are doing well, there's probably somebody else putting in more than the extra effort.

# Value

- User/member engagement, satisfaction, retention
- Other uses:
  - Competitive product analyses
  - Analyzing results from large-scale surveys

# The future...

- Further refine text processing and analytic pipeline
- Extend to other data sources
- Develop summary-level visualization approach

*Thanks!*

Linda George

