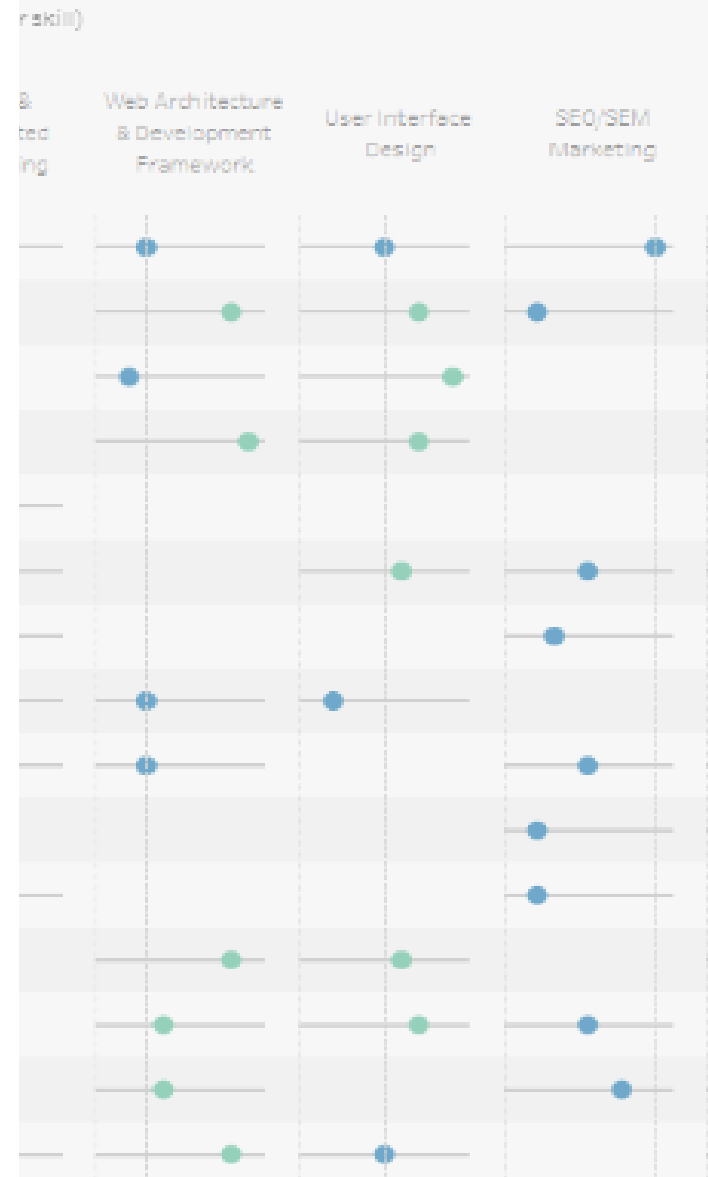


Business Analytics Nanodegree

Report for Project 1

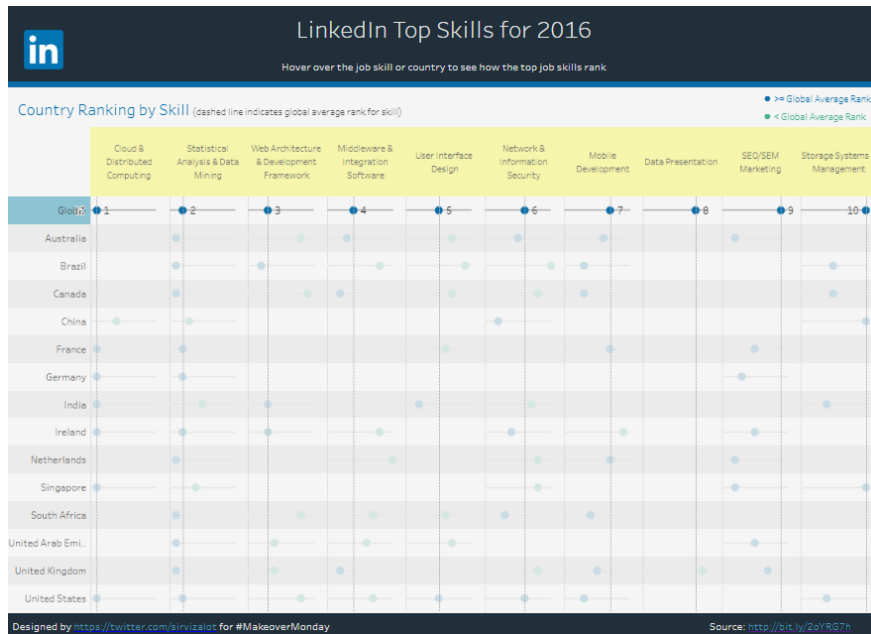
APRIL 18

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Data Insight 1

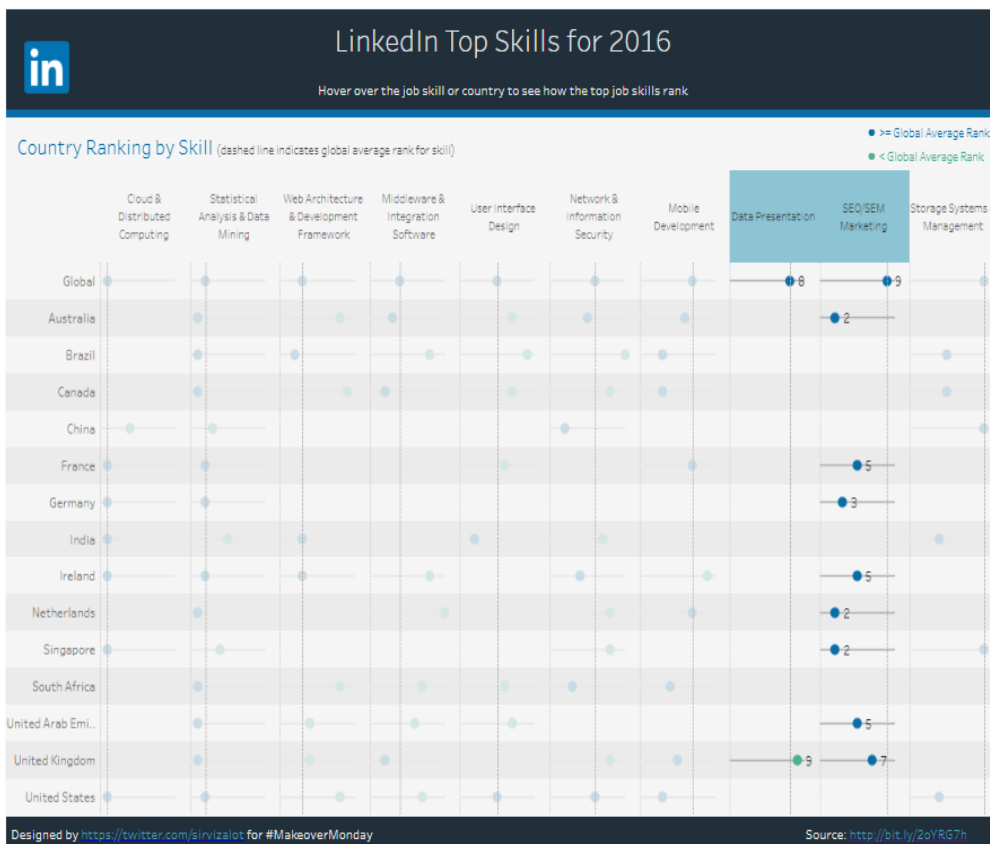
Top Tech Countries moving beyond SEO/SEM; Data Viz Skills only catching up



The top 10 skills globally as per LinkedIn statistics are all in Technology – either related to software development, computer engineering or data - clearly indicating the digital age is still alive and thriving.

Of these, Data presentation (global rank 8) and SEO/SEM (global rank 9) fall towards the fringes of technology with shades of presentation and marketing skills respectively.

If you select both Data Presentation and SEO/SEM Marketing columns, an interesting insight presents itself.



Data Presentation skills are still not in the top 10 in almost all countries except the UK. Countries are only catching up to it.

SEO/SEM Marketing no longer falls in the top 10 in the US, India, China, Canada; possibly indicating that these countries have moved towards cutting-edge technological skills. Most of the other countries, however, indicate the opposite trend. It ranks higher than the global average indicating it is still in demand there.

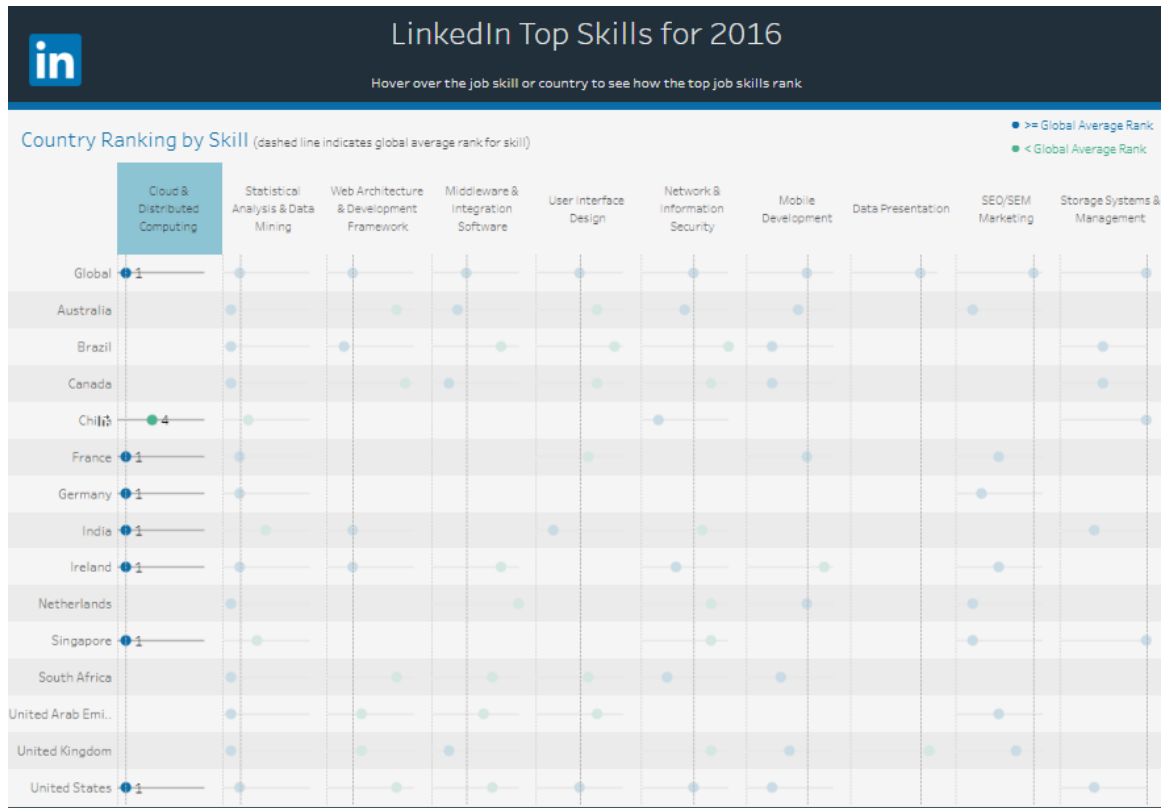


* NR: (Not recorded in 2015)

A look at the slide from LinkedIn indicates that SEO/SEM Marketing is indeed on the decline, falling 5 spots from the previous year, whereas Data Presentation has only entered the top 10 this year, with NR indicating that it was not recorded the previous year.

Data Insight 2

Demand for Cloud Computing skills driven by a few select countries

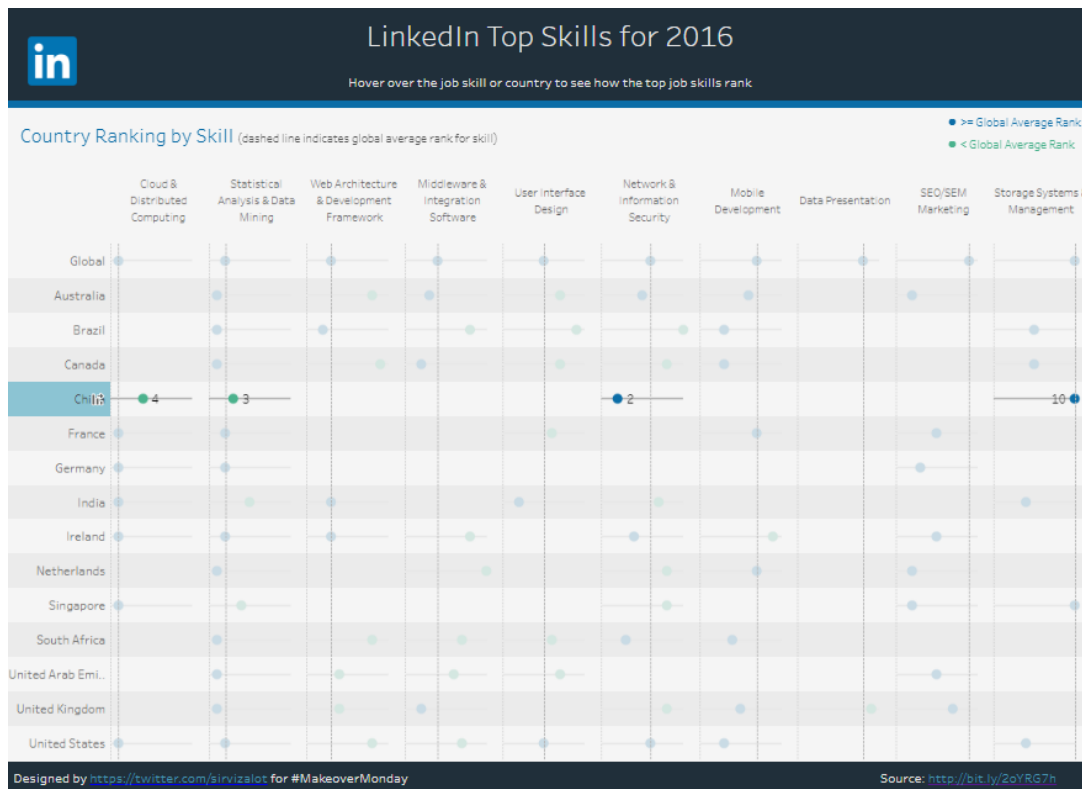


If you click on the Cloud & Distributed Computing column in the dashboard, it displays the ranks of individual countries in this skill as well as the global rating.

Interestingly, in 6 of these countries (US, Singapore, Ireland, India, Germany and France), it is the top skill (same as global average). On the other hand, in 6 other countries, it doesn't even fall in the top 10 skills. This is probably because the demand for cloud and distributed computing is derived largely from a few countries where these technologies are implemented/ developed primarily. Since it requires heavy investments in the form of data centers, the US likely is one of the largest players in this field. While adoption of the technology has been rapid and it is widely used, its development likely remains concentrated in a few countries who are at the cutting edge of technology. Interestingly, it is only ranked 4th in China.

Data Insight 3

China follows a different path altogether



If you click on the row header for China, it indicates a trend that is very different and opposite to the global trend. Of the top 10 Global skills, only four are there in the top 10 for China. Of those, Cloud Computing and Data Analysis are not the top 2 but fall at 4th and 3rd positions respectively. Network & Information Security which falls at rank 6 globally ranks 2nd most demanded by Chinese employers.

A quick look at the top 10 skills for China from the LinkedIn slides reveals the different path that China



is following. There is a trend towards hardware-related technology skills like Virtualization, Network Security, Mac/Linux/Unix systems, storage systems etc. Other skills like Automotive-related ones and Public Policy skills find their place in China's top 10, unlike the global trend.