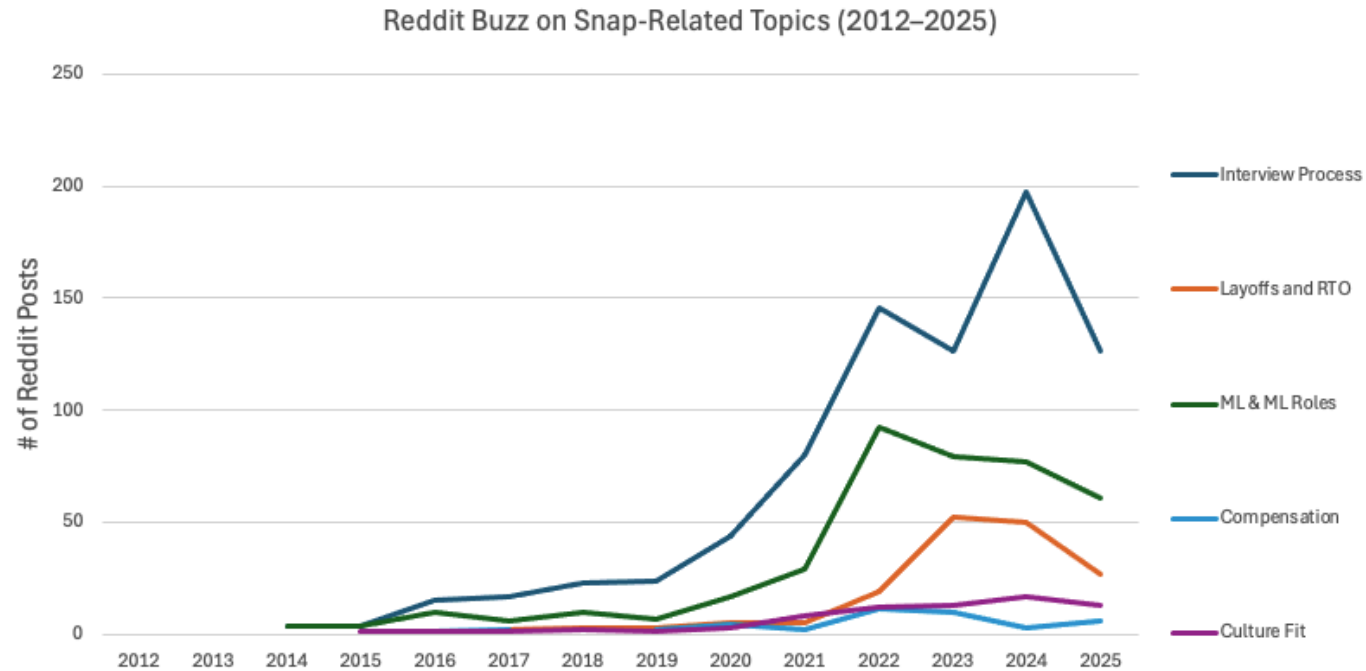
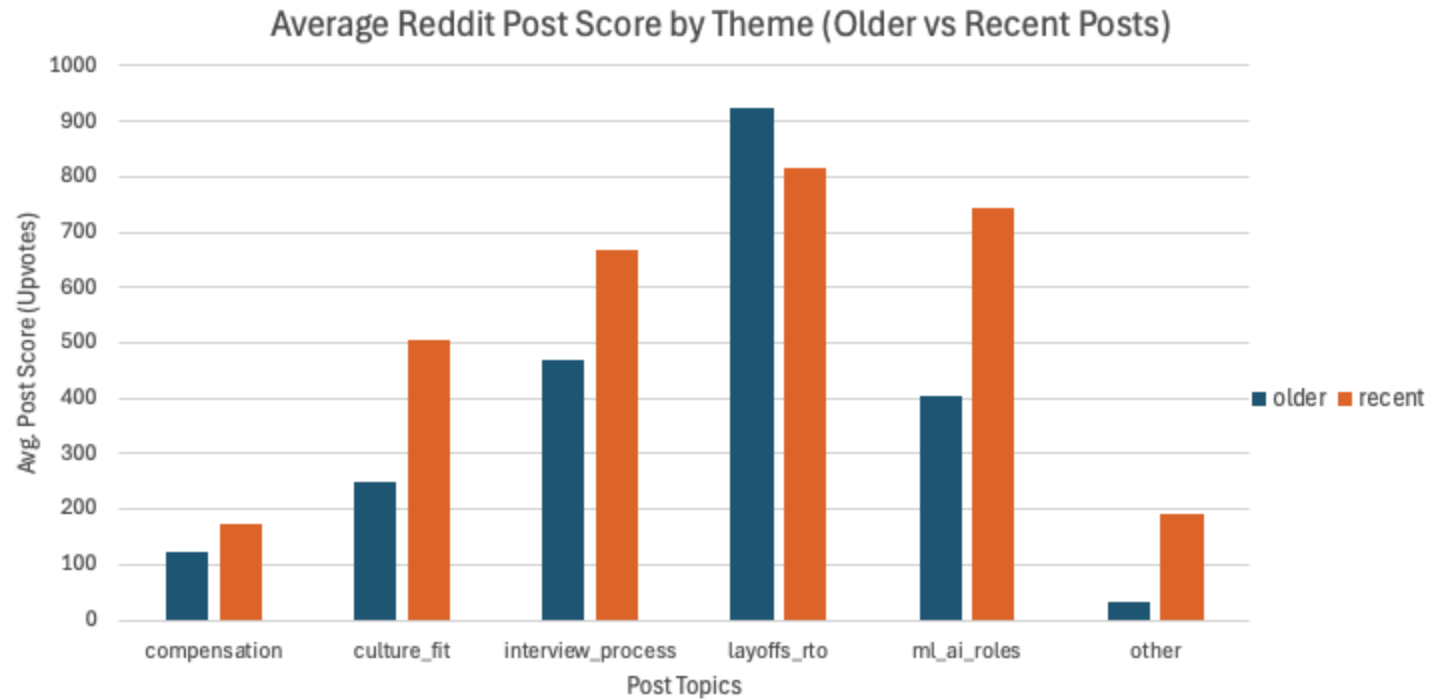


## Reddit Business Question 1 Visual



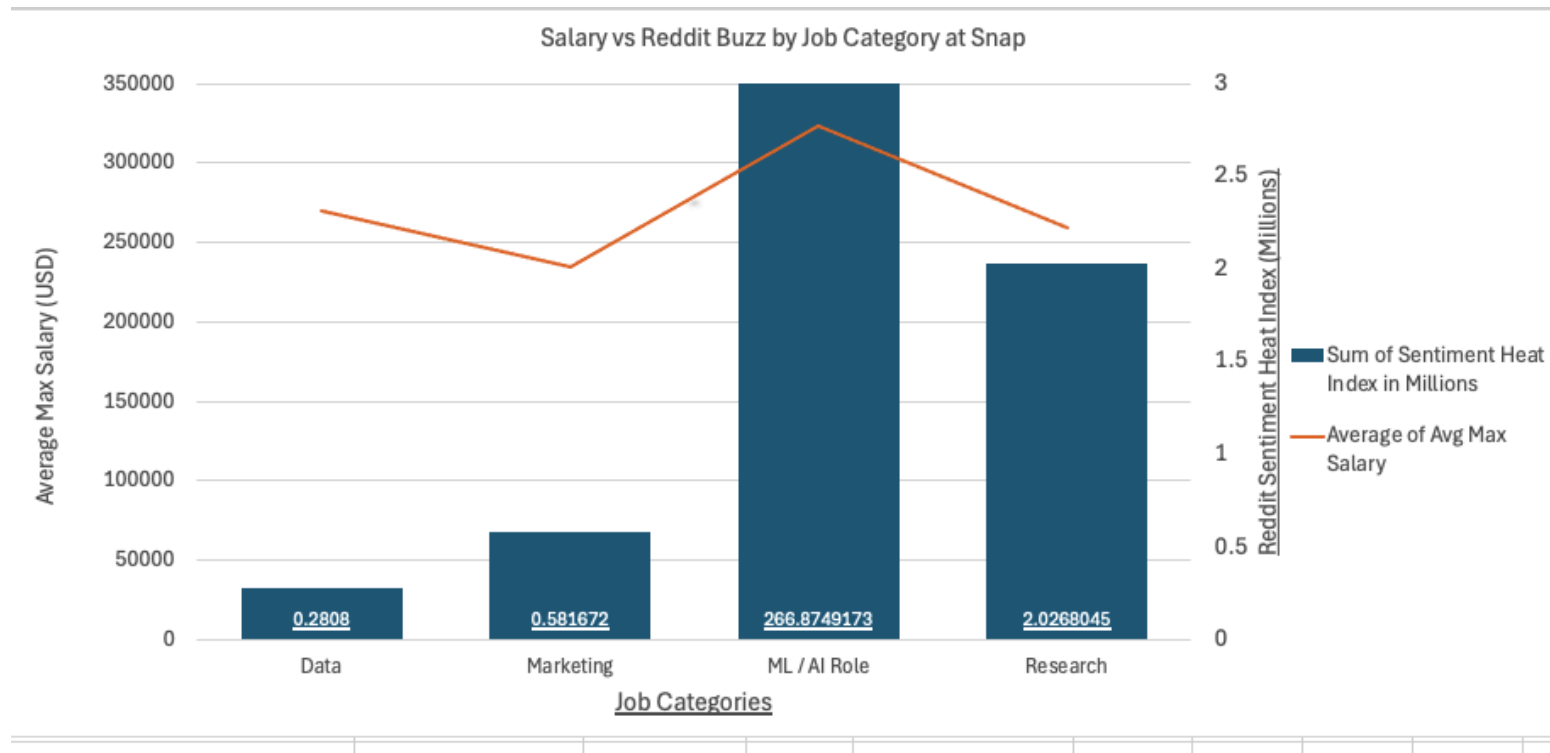
This line chart visualizes Reddit discussion volume around key Snap-related topics from 2012 to 2025. The sharp rise in posts about interviews (up 146% from 2021 to 2024) signals increased candidate friction or curiosity around Snap's hiring process. Layoff and return-to-office concerns surged in parallel, peaking in 2023–2024. Meanwhile, posts about AI/ML roles, though slightly declining from their 2022 peak, remain high, indicating ongoing interest in Snap's technical direction. These trends reflect shifting public sentiment around opportunity, risk, and innovation at Snap, offering insight into what candidates care about most.

## Reddit Business Question 2 Visual



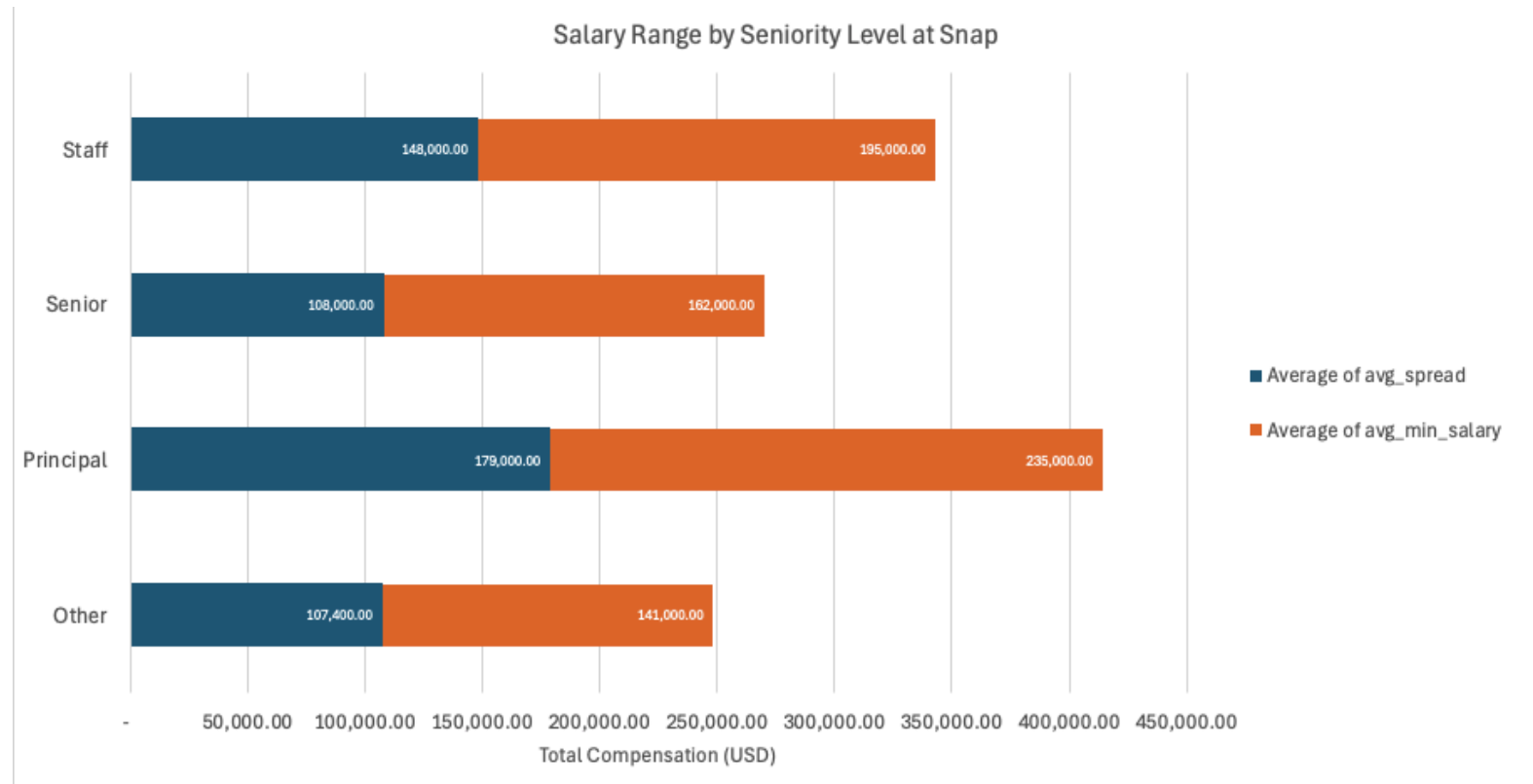
This chart compares the average upvote score of Snap-related Reddit posts across key themes, split into "Older" (pre-2023) and "Recent" (2023–2025) eras. Layoff-related posts consistently held the highest average scores, reflecting sustained concern over job security. Meanwhile, engagement with AI/ML and interview topics has grown sharply, signaling rising public interest in Snap's hiring strategy and tech direction.

## Indeed Business Question 1



This combo chart compares average max salary (line) and Reddit sentiment heat index (bar) across key Snap job categories. “ML/AI Roles” stand out with both the highest average salary at **\$323K** and an exceptional Reddit heat index of **~267M**, reflecting high visibility and excitement in the tech community. Despite strong pay, roles in **Data** and **Marketing** see minimal public traction, suggesting a disconnect between compensation and online buzz. “Research” roles, though fewer in number, perform surprisingly well on both fronts, earning **\$259K** on average and generating notable engagement. These findings highlight a branding opportunity for under-discussed yet high-paying roles.

## Indeed Business Question 2



This chart illustrates the average salary range across Snap's job seniority levels. Each bar represents the average minimum salary (orange) and the additional average spread (blue) up to the average maximum salary. Principal roles have the highest overall compensation, averaging \$414K, with the widest spread (\$179K), indicating more flexible or negotiable pay at the top. Staff-level roles saw the biggest jump in average max salary (up 27% from Senior to Staff), highlighting Snap's significant investment in mid-to-senior leadership. The consistent spread for Staff and Principal roles may signal growing compensation complexity at higher levels.