



# Snap Signals

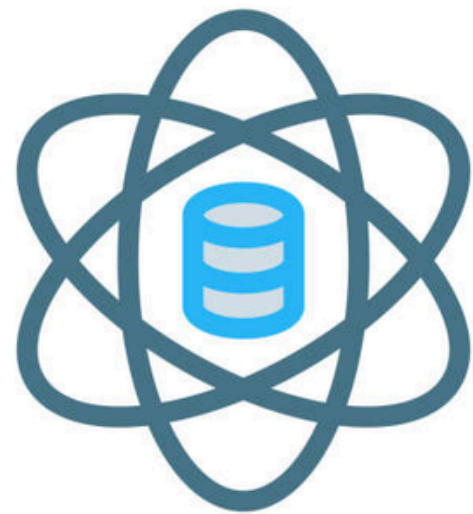
Mapping Job Trends & Public Sentiment

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<https://github.com/jameszimmerman3/snap-signals>

## Who I'm helping

Snap's Data Science &  
Talent Strategy teams



## The problem

Are Snap's job  
investments aligned  
with public sentiment?

## The solution

Compare **Reddit sentiment**  
+ **Indeed job data** using  
SQL, Python & dashboards  
to spotlight high-ROI focus  
areas.

- Use SQL, statistical modeling, and dashboards
- Python as programming language
- Statistical modeling concepts

**Relevance:** Using real-world data to influence decision-making and employer branding.



Snap Inc.

## Data Scientist, 1+ Years of Experience

New York, United States · 3 months ago

Promoted by hirer · Responses managed off LinkedIn

### About the job

Snap Inc is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. Snap contributes to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. The Company's three core products are Snapchat, a visual messaging app that enhances your relationships with friends, family, and the world; Lens Studio, an augmented reality platform that powers AR across Snapchat and other services; and its AR glasses, Spectacles.

The Product team uses creativity, insights, and operational excellence to steer our product vision across Snap Inc. This team of designers, scientists, and product managers work in a highly collaborative environment to build the products and experiences that bring our community together in new and special ways.

We're looking for a Data Scientist to join Snap Inc.

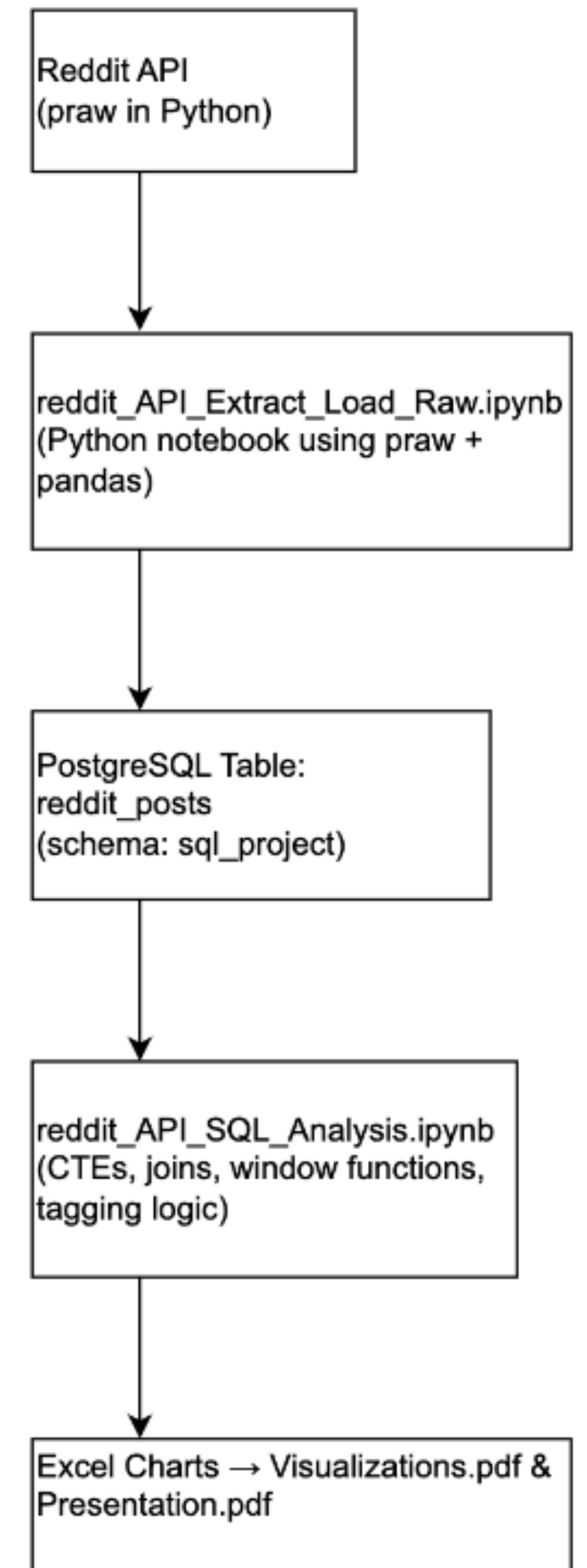
What you'll do:

- Apply your expertise in quantitative analysis, data mining, and statistical modeling to deliver impactful, objective, and actionable data insights that enable informed business and product decisions
- Drive informed and timely decision-making that improves and optimizes the way our products are created, executed, and adopted'
- Collaborate with product managers, engineers, product marketers, and designers

# Reddit as API Data Source

via PRAW API

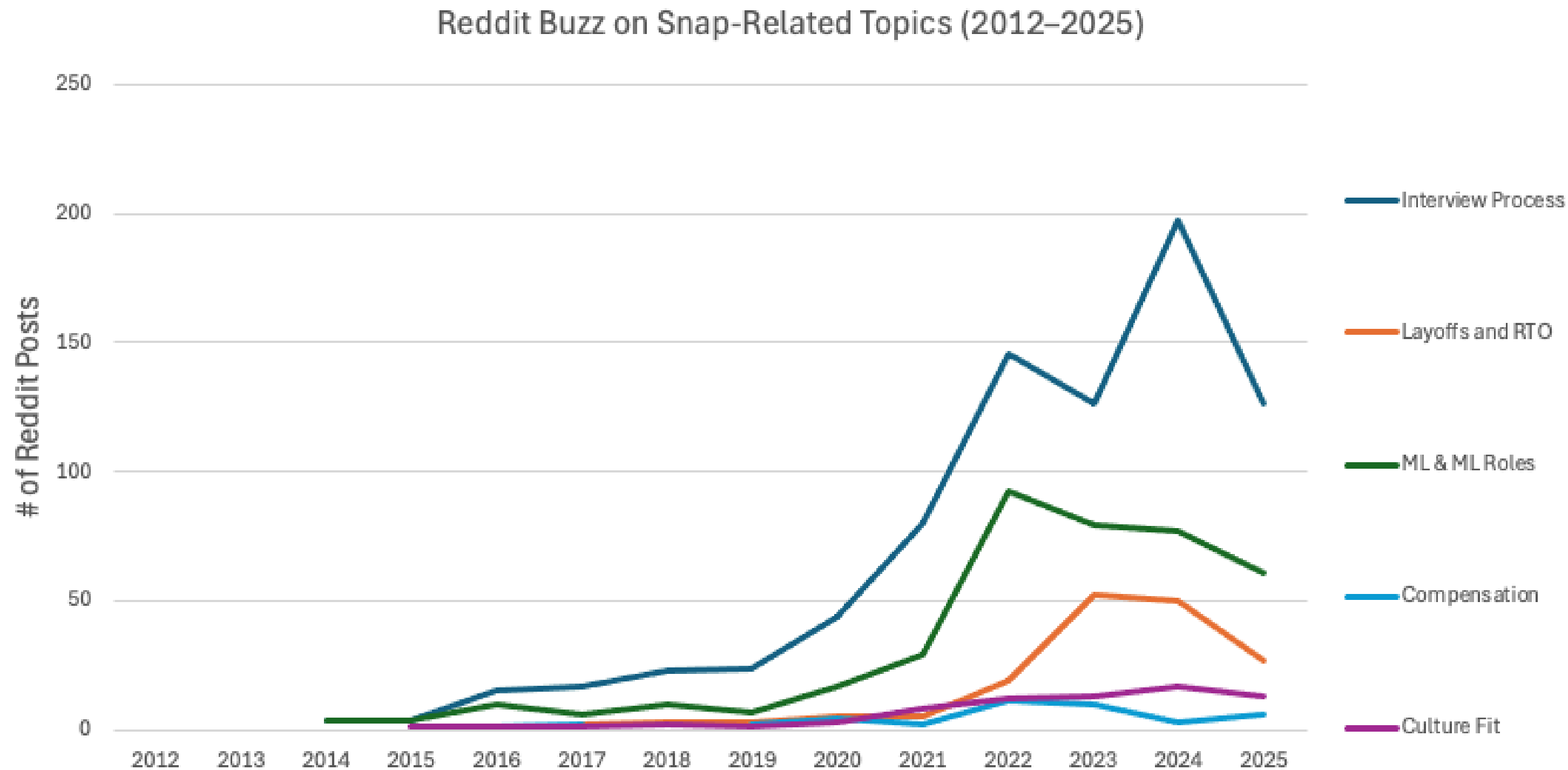
- **1800+ posts** across tech subreddits
- **Metrics:** upvotes, comments, tags, subreddit, topic
- **Job relevance:** measures candidate sentiment toward Snap's roles, hiring, and culture — key for product and talent strategy.



Investigative Business Question #1

How has Reddit discussion around Snap's hiring, layoffs, and AI roles evolved over time?

# Interview Posts Up 146%, Layoffs & AI Also Spike



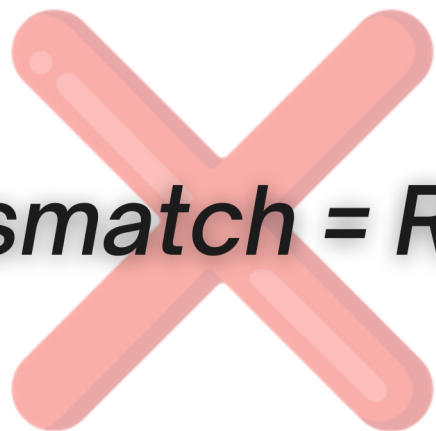
# Snap's Message Needs to Match the Buzz

## Recommendation

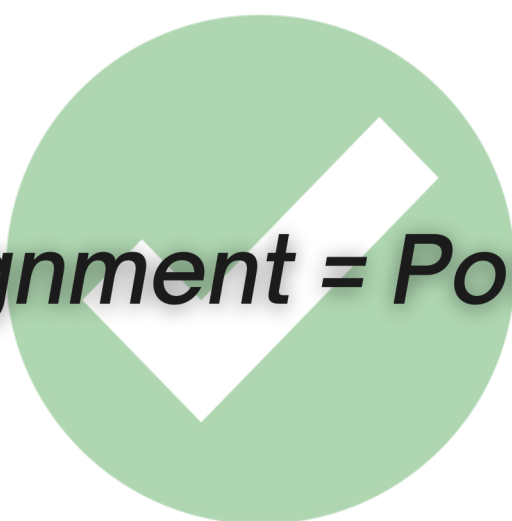
- Launch Hiring FAQ pages to reduce friction
- Address layoffs transparently online
- Spotlight AI team strength

## Prediction

- Candidates trust Snap's vision
- Positive visibility = higher offer acceptance



***Mismatch = Risk***



***Alignment = Power***

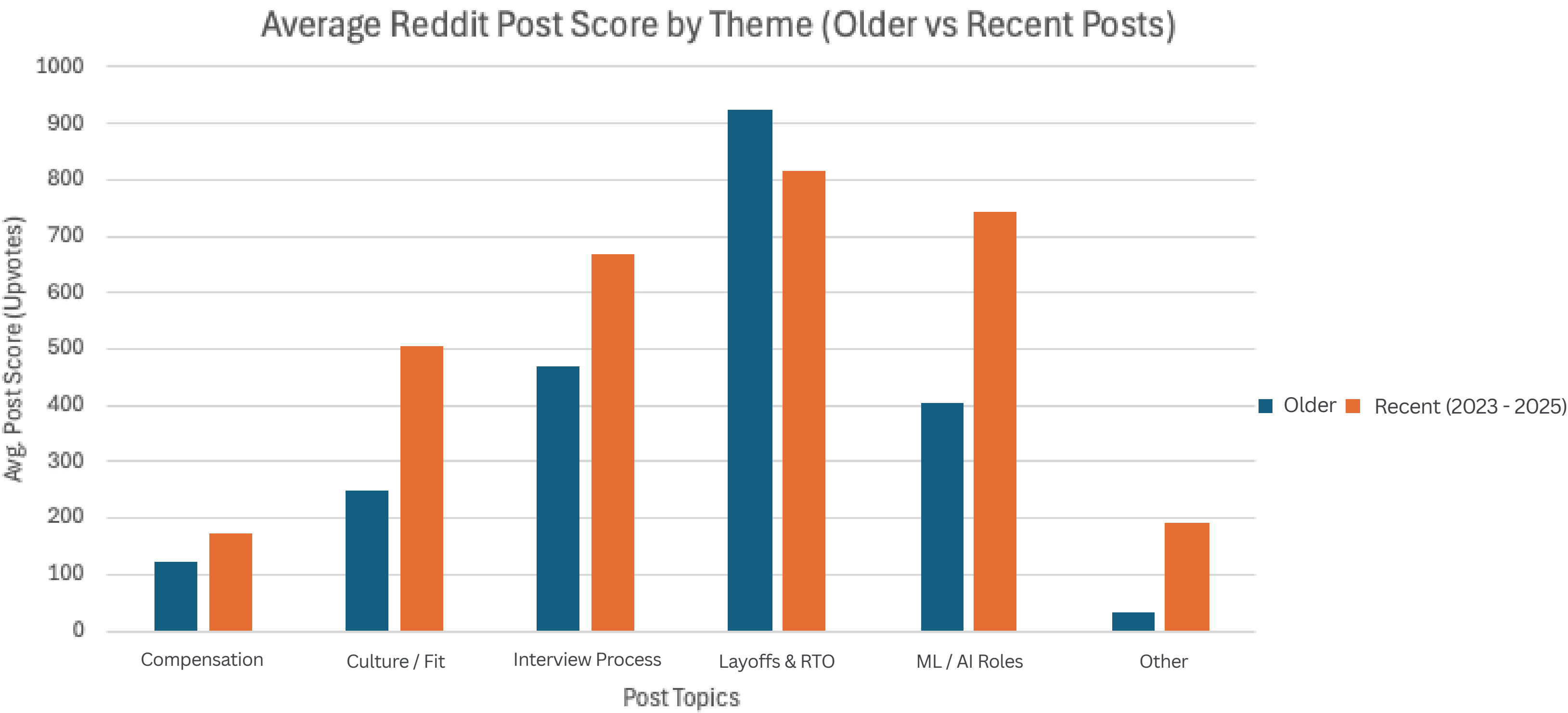
## Investigative Business Question #2

Which topics drive the most upvotes and comments on Reddit — and what does this say about Snap's public image?



# 880 Avg Upvotes for Layoffs

## But AI Still Drives the Most Buzz



# Turn Attention to Trust

## Recommendation

- Clarify Snap's AI strategy and job security outlook
- Create recruiter toolkits to address viral concerns with facts
- Use buzz to steer messaging

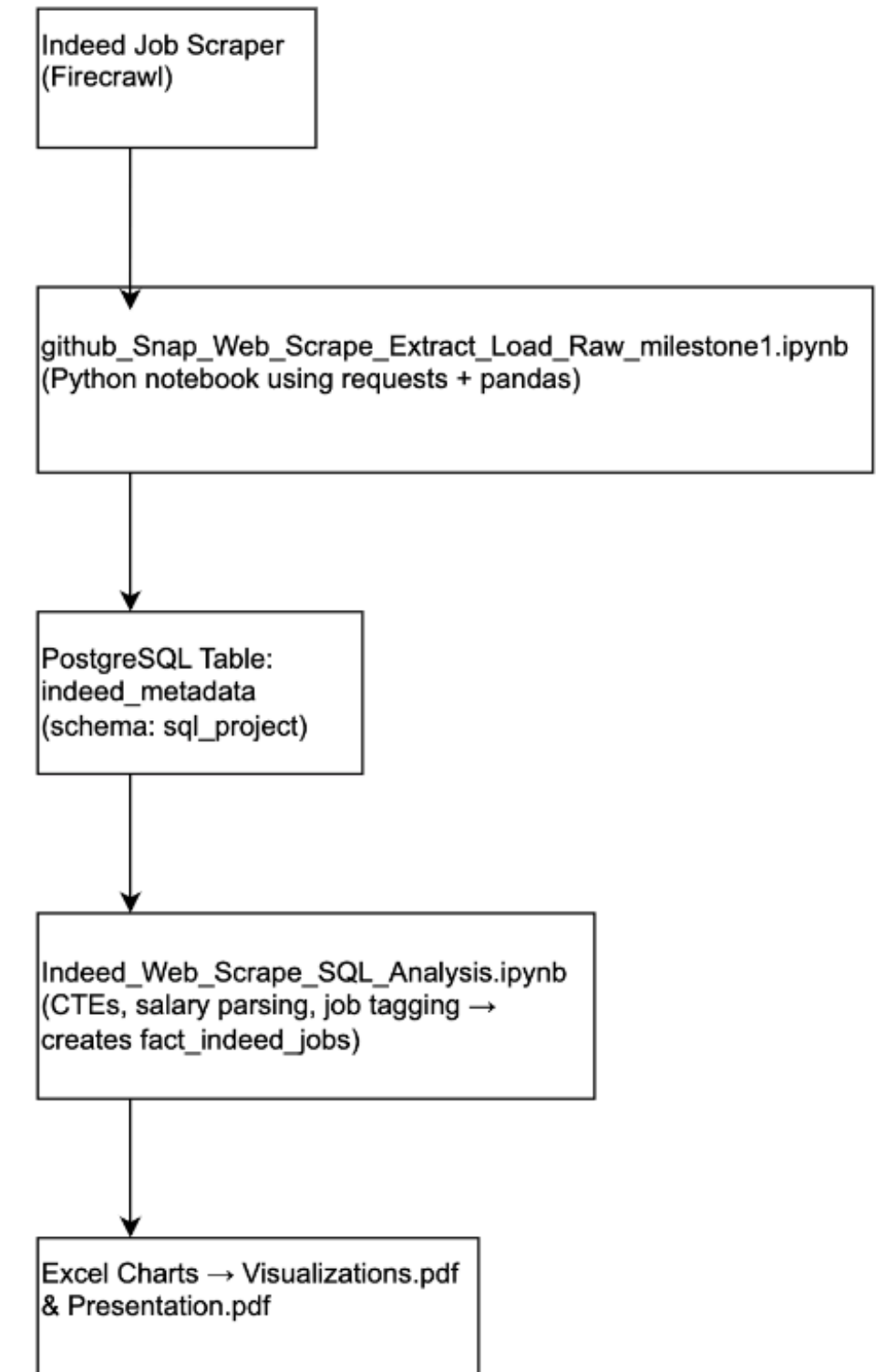
## Prediction

- Without messaging clarity, Snap risks **losing top talent**
- Engagement around AI can become **recruiting superpower**

# Indeed as Web Scrape Data Source

URL curation + Firecrawl scraping → JSON

- **Data collected:** job title, salary range, location, posting content
- **Key fields:**
  - Salary min/max parsing
  - Seniority detection
  - Focus area tagging (AI, Product, Data)
- **Job relevance:** Demonstrates ability to turn unstructured job listings into structured insights that inform hiring and product strategy.

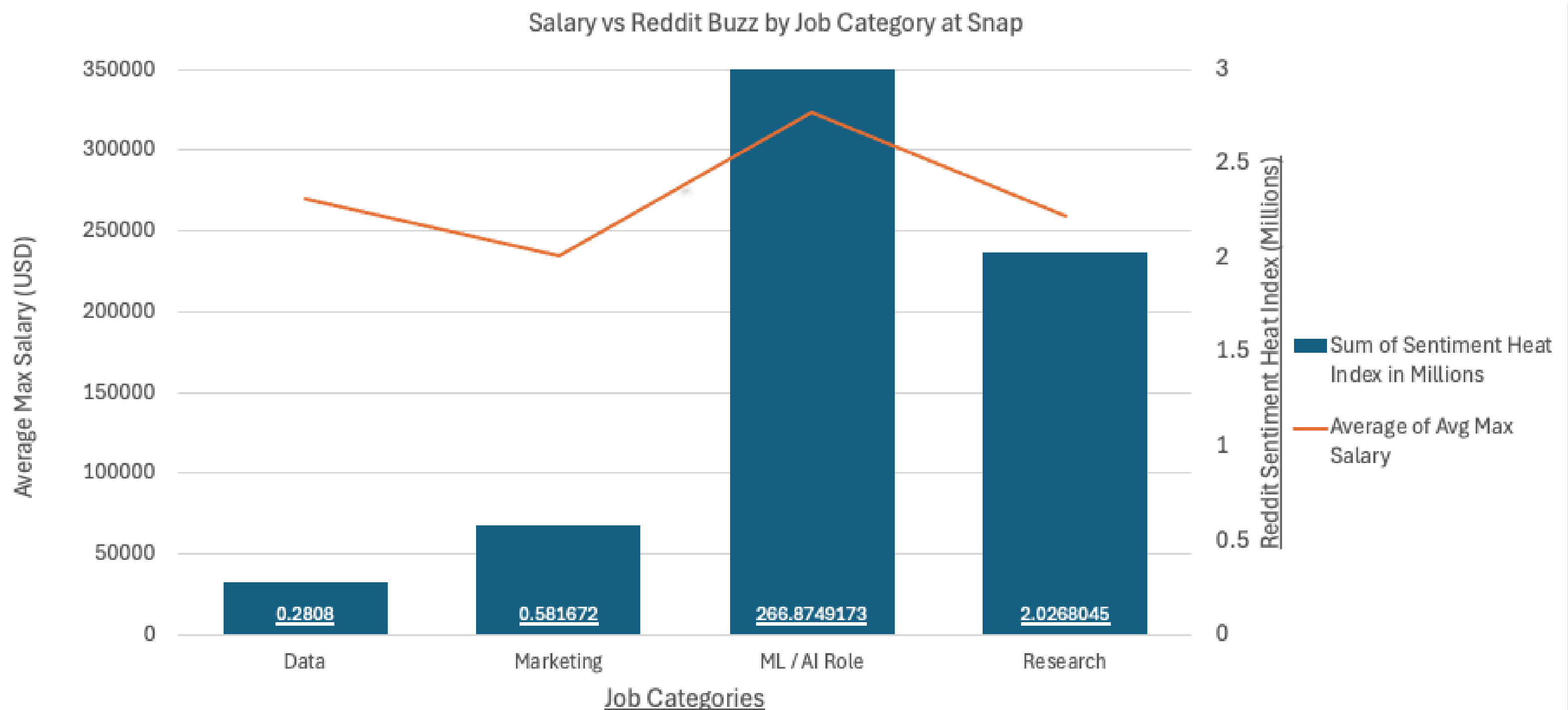


### Investigative Business Question #3

Which Snap job categories offer both high salaries and high public engagement on Reddit?

# \$323K Roles, 1,300+ Posts

## AI/ML Dominates Both Pay and Buzz



# Double Down on AI. Rebrand the Rest

## Recommendation

- Highlight AI/ML momentum in branding
- Use community enthusiasm to attract talent
- Investigate low-engagement roles (e.g., Data, Marketing)

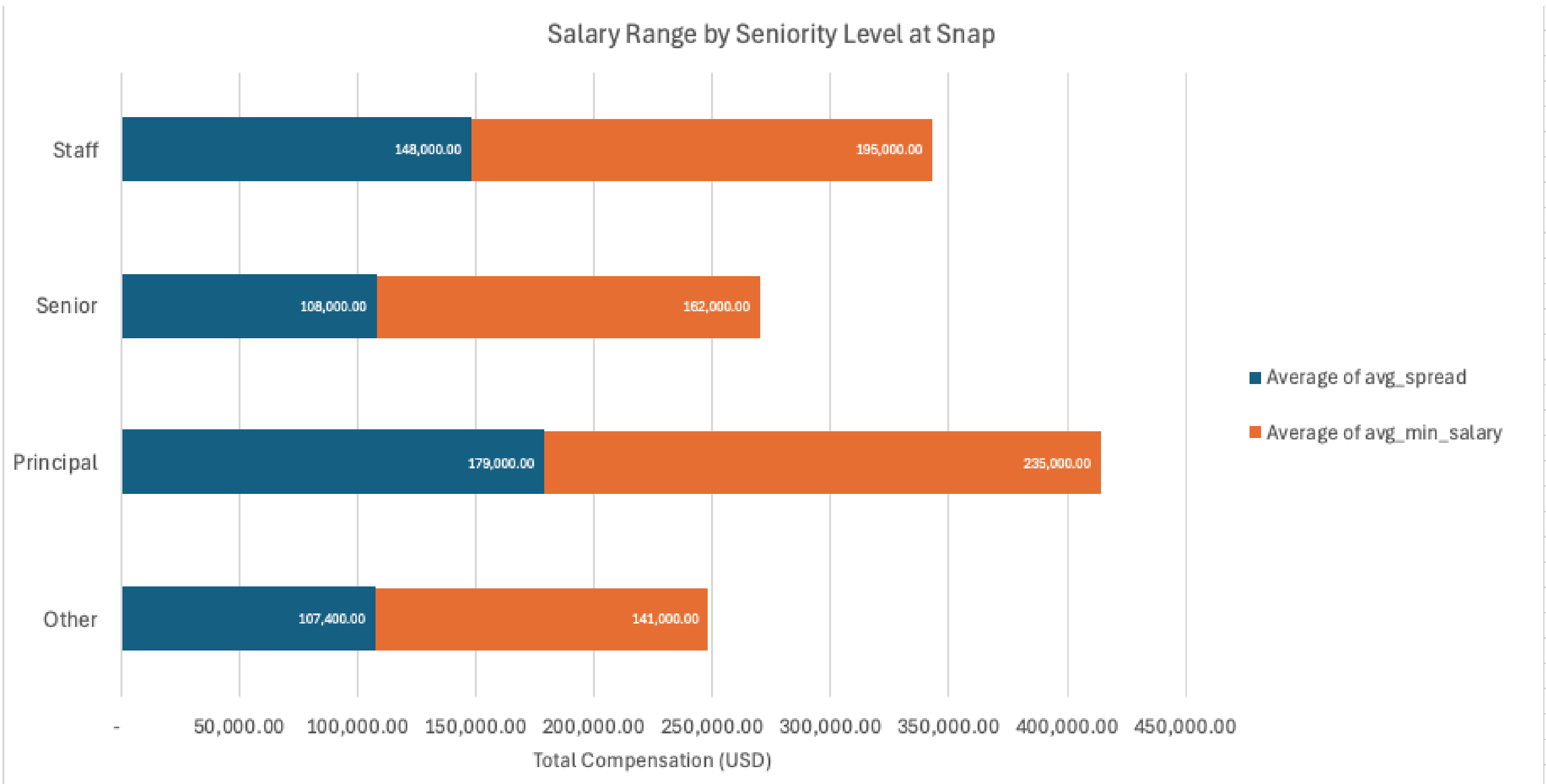
## Prediction

- Attract stronger AI talent faster
- Rebranded roles (like Marketing/Data) will gain traction online
- Public perception better matches internal investment

## Investigative Business Question #4

How does job seniority level relate to salary competitiveness and spread at Snap?

# \$414K & Climbing: Leadership Pay Comes with Pricey Spread





# Double Down on AI. Rebrand the Rest

## Recommendation

- Define clear pay bands per level
- Standardize salary spread expectations
- Improve transparency in job listings

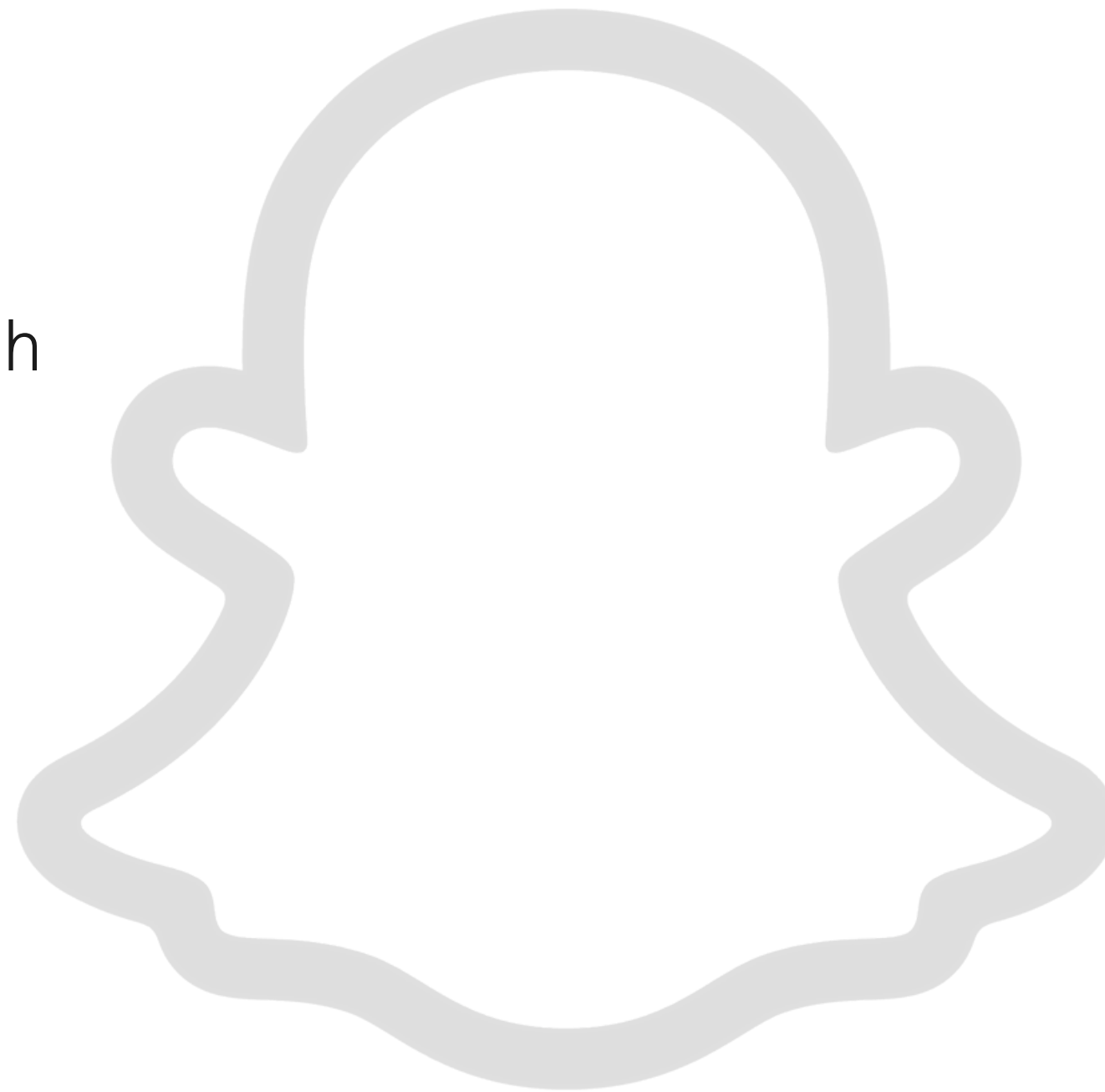
## Prediction

- Reduced candidate drop-off at senior levels
- Stronger leadership talent pipeline

# Align Snap's Hiring with Buzz

## What we found

- AI roles: high pay, high buzz
- Reddit flags hiring concerns



## The Risk

- Messaging gaps risk top talent

## Project Strength

- Bridged public sentiment + strategy
- Delivered real insights from noise