

Project Proposal

Name

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Project Name

Snap Sentiment Insights

Link to GitHub Repository

<https://github.com/jameszimmerman3/SQL-project>

Job Description

The selected role is a full-time **Data Scientist** position at **Snap Inc.** in Los Angeles, CA. The job requires applying SQL, Python, and data analysis to guide product strategy, understand user behavior, and evaluate performance. It also involves cross-functional collaboration with product managers and engineers. I selected this role because it aligns with my long-term goal of applying data science in a fast-moving, product-driven tech company. Snap's emphasis on AR, ML, and personalization makes it an ideal place to explore how user and workplace feedback can inform hiring priorities and organizational focus.

Problem

How aligned is Snap Inc.'s current hiring strategy with what users and employees are saying online?

This project evaluates external sentiment from Reddit (e.g., culture complaints, layoffs, product shifts) and compares it against Snap's public job listings (titles, requirements, salary, focus areas). The goal is to uncover whether hiring trends—such as a push for AI/ML roles or return-to-office mandates—reflect known pain points or product directions discussed by the community. This analysis mimics what a real-world data

scientist might do when supporting talent strategy or product roadmap decisions.

Data Sources

Reddit API (PRAW)

- **Method:** API
- **Link:** <https://praw.readthedocs.io>
- **Details:**
Scraped 1,800+ posts from subreddits like r/cscareerquestions, r/techcareers, and r/snapchatsupport using keywords related to Snap Inc. work culture, hiring trends, AI roles, return-to-office mandates, and layoffs. This provides raw user sentiment from job seekers, employees, and engineers.

Indeed.com

- **Method:** Web scraping
 - **Details:**
Scraped 10 senior-level job postings at Snap Inc., capturing job titles, compensation, location, and descriptions. These postings reveal Snap's priorities, such as increased investment in AI, infrastructure, and in-office requirements.
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Why These Sources Matter

Together, these sources capture two sides of the employer brand:

- **Reddit = the outside voice:** commentary from tech workers and potential applicants.
- **Indeed = the inside message:** what Snap is saying it wants in candidates.

Analyzing these sources side-by-side demonstrates the ability to extract value from unstructured web data and use SQL/Python to uncover signals a hiring manager would care about—exactly the kind of value validation a Data Scientist at Snap would be expected to bring.