Business Thinking & Stakeholder Management

Clarifying questions:

Clarifying question 1: *Can I ask what you need this information for, what the purpose is?* This helps me make other decisions, such as whether to focus on just jobs added on Deel or those in the wider economy, what data sources to use, whether to focus on percentage or absolute growth, or what definitions of "job role" etc. (there are many different systems) would be best suited to the project.

Clarifying question 2: *When do you need this information by?* This helps me prioritise alongside my other work.

Key metrics
- **Metric 1:** Absolute job number of jobs added in last year in each country (on Deel) – likely a table showing top 5.
- **Metric 2:** Absolute number of jobs added in last year in each role (on Deel, with job title defining the role) – likely a table showing top 5.

Rational:

It seems likely the Head of Comms is most interested in growth in jobs covered by Deel (pending clarification) so would use this as the data source (also readily available). Percentage growth figures are likely also worth checking, but they often will potentially be dominated by countries and especially roles with very few jobs where small changes are large in percentage terms (e.g. a small role going from 5 jobs to 15 is a tripling in percentage terms, but only 10 jobs added), so for simplicity focusing on absolute change.

Using job title is likely fast and readily available, but with more time could use a different occupation classification scheme – e.g. O*NET if enough information in Deel to map jobs to this standard.

Analytics Skills

I have saved the full repository of my working as a zip file (happy to share also on github if easier). Within this, see Stata file, analysis.do for code and comments with more details on decisions (e.g. 480 observations (less than 0.1% of data) removed during cleaning etc). See also analysis.xlsx file for outputted data.

1) Top three countries

The top three countries in the most recent month (June 2024) are: Canada (3 185 active contracts), Great Britain/United Kingdom (2 920 active contracts), and Spain (2 477 active contracts).

2) Which roles are most popular?

The ten most popular job titles on Deel, in June 2024, are:

Job title	# of contracts
Software Engineer	1208
Software Developer	916
Senior Software Engineer	562
Account Executive	543
Account Manager	289
Customer Success Manager	250
Business Development Manager	250
Product Manager	204

Comment:

There are many ways to define popularity (e.g. most desired/applied to by job seekers, most advertised by employers, surveys on popularity etc.). However, given the data availability, it makes sense to use most contracts/jobs. (One could also look at fastest growing, but this seems to pick up fastest growth in popularity.) Given data, job roles are best classified using job-titles. However, with more time these could be aggregated into a smaller classification schemed (as there are over 19 000 job unique job title in data), again one option would be to try and map to occupation classifications in O*NET or another such standard. Table includes active and inactive contracts (less than 5% of contracts in June 2024).

3) Average salary increase for people in a job

Focusing on Canada as the country with the most contracts (in June 2024 at least, see question 1), *the average (mean) percentage salary increase for a worker was 3.0%.*

Key assumptions:

1) Includes those on salaries and excludes those on hourly wages.
2) Salary changes calculated on a rolling basis by comparing a person's salary to the same month a year ago (e.g. May 2024 to May 2023).
3) Only includes those who have worked in the same job/contract at least a year.
4) Average is at the contract-month level over the first six months of 2024 (see excel sheet for breakdown by month). Percentage changes are calculated as the increase with respect to the individuals salary a year ago.
5) Cannot look across people switching jobs/contracts (or working multiple, though rare for salaried workers).

Presentation and Storytelling

(for insight see attached pdf).

Comments on Global Hiring Report.

Overall Deel's Global Hiring Report makes for an engaging and informative read. The messages are communicated clearly, with a fun but still professional tone e.g. "Accountants are having a moment". The report also demonstrates useful insights that are possible with Deel's unique data.

Below are a few comments that could further improve the report:
- I like the voluntary and involuntary separations chart, but it only shows involuntary separations as a percentage of total separations. I wonder whether maybe Gen Z quits more than boomers? (that's certainly a media trope, but also changing jobs more when young is an age-old strategy, so I'd expect it). Hence, I would be interested in showing say overall rate of quits per worker or similar to dig into this.
- On page 7 the quote claims, among other things that, "Gen Z brings digital-native skills, a focus on purpose over pay, and a demand for career personalization and development to the workplace." That's certainly a narrative that's' common, but you could consider presenting evidence substantiating it. I appreciate you want to stay concise, but such evidence could be presented in a way that is fascinating for readers.
- Indeed, in general, I think the report could make a bit more use of analysis and data outside of Deel. This would make the report more comprehensive and authoritative and could help underscore the unique perspective Deel's data adds.
- The charts and statistics on domestic vs. foreign remote workers are particularly fascinating and a real strength of the report. However, I'd love for you to dig into this even more if possible. For example, it would be interesting to see how the share of domestic vs foreign remote workers changes in recent years (though perhaps you don't have enough years?).

Further very minor comments:

- Include a source caption on each chart. "E.g. Source: Deel's global employment data" or just "Source: Deel". This looks professional and is an opportunity to both sell your brand and emphasize the value you are providing with your data. Such captions/branding can also work well when sharing screen shots on social media.

- Page 4 and 5 use slightly different chart formats for no obvious reason, with the chart on page 5 including "total" and the chart on page 4 excluding the total. I'd recommend picking one option and being consistent.
- I'm not visually in love with the terminations charts on page 15 and 16, showing terminations by month for each of 2023-2024. They are quite busy and the message that 2024 had lower terminations than 2023 does not jump off the page as well as it could. In all honesty I'm not sure the perfect solution, but you could consider plotting the difference between the two months (instead of the levels of each year) and using clever shading and other visual strategies to make the difference pop.