

# FREELANCER EARNINGS & PERFORMANCE ANALYSIS

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# — Problem Statement

- The freelance economy is expanding rapidly, but freelancer earnings remain unpredictable.
- Many freelancers face income disparities despite similar skills and effort.
- Key factors such as experience level, job category, platform, client location, and payment methods may significantly influence earnings and long-term success.
- Without clear insights, freelancers and platforms struggle to identify what truly drives higher income and client satisfaction.



## WHY IT MATTERS

- Understanding what drives freelancer earnings can help reduce uncertainty in the gig economy.
- By analyzing factors like experience level, job category, platform, and client region, we can identify patterns linked to higher income and stronger client satisfaction.
- Insights from this analysis can guide:
  - Freelancers → to choose platforms, categories, and strategies that maximize earnings.
  - Clients → to recognize value and invest in long-term freelancer relationships.
  - Platforms → to design better support systems for freelancers.
- This study provides a foundation for forecasting earnings potential based on existing freelancer and job data..

# Data Overview

## DATA SIZE & SCOPE

- 1.9M Freelancers
  - 638.5 K Beginners
  - 609.5 K Experts
  - 654.3 Intermediates
- Variables:
  - Experience Level
  - Platform
  - Job Category
  - Client Region/Continent
  - Earnings
  - Hourly Rate
  - Success Rate
  - Client Rating
  - Rehire Rate
  - Marketing Spend.

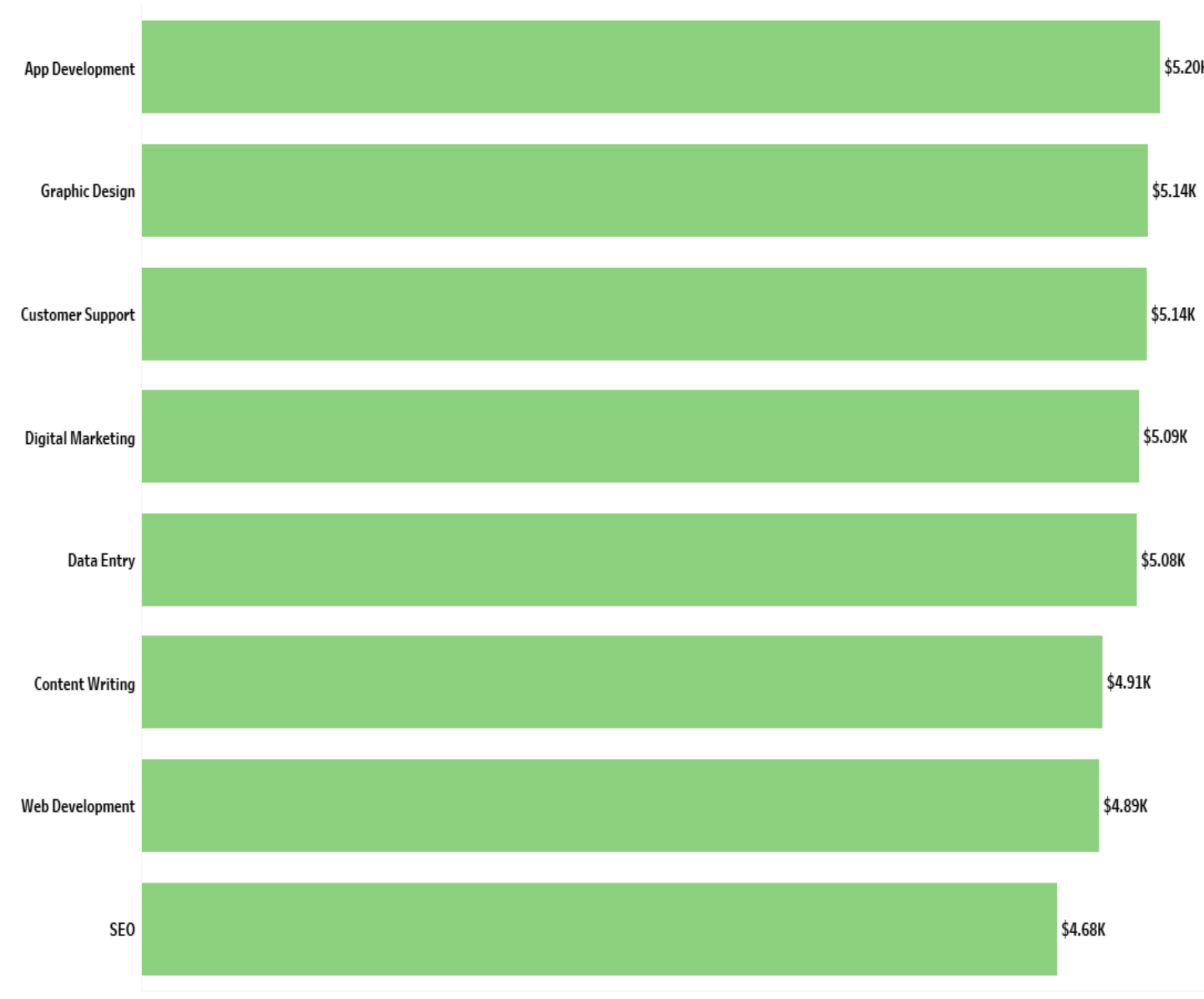


## Methodology / Approach

- Data Collection: Two datasets provided – Freelancer Details and Job & Earnings Data.
- Data Preparation:
  - Joined both tables using Freelancer\_ID as the key.
  - Ensured consistency of data types (numeric vs categorical).
  - Cleaned data for analysis (checked for nulls, duplicates, outliers).
- Exploratory Analysis:
  - Descriptive statistics to summarize earnings, rates, and success metrics.
  - Grouped data by Experience Level, Job Category, Platform, and Continent.
- Visualization in Tableau:
  - Built a dashboard to compare hourly rates, earnings patterns, and success metrics.
  - Used bar charts, heatmaps, donut charts, bubble maps, and performance indicator cards,
- Interpretation: Linked patterns between variables (e.g., experience vs avg earnings, continent vs rehire rate) to provide insights on freelancer success.







# Key Insights

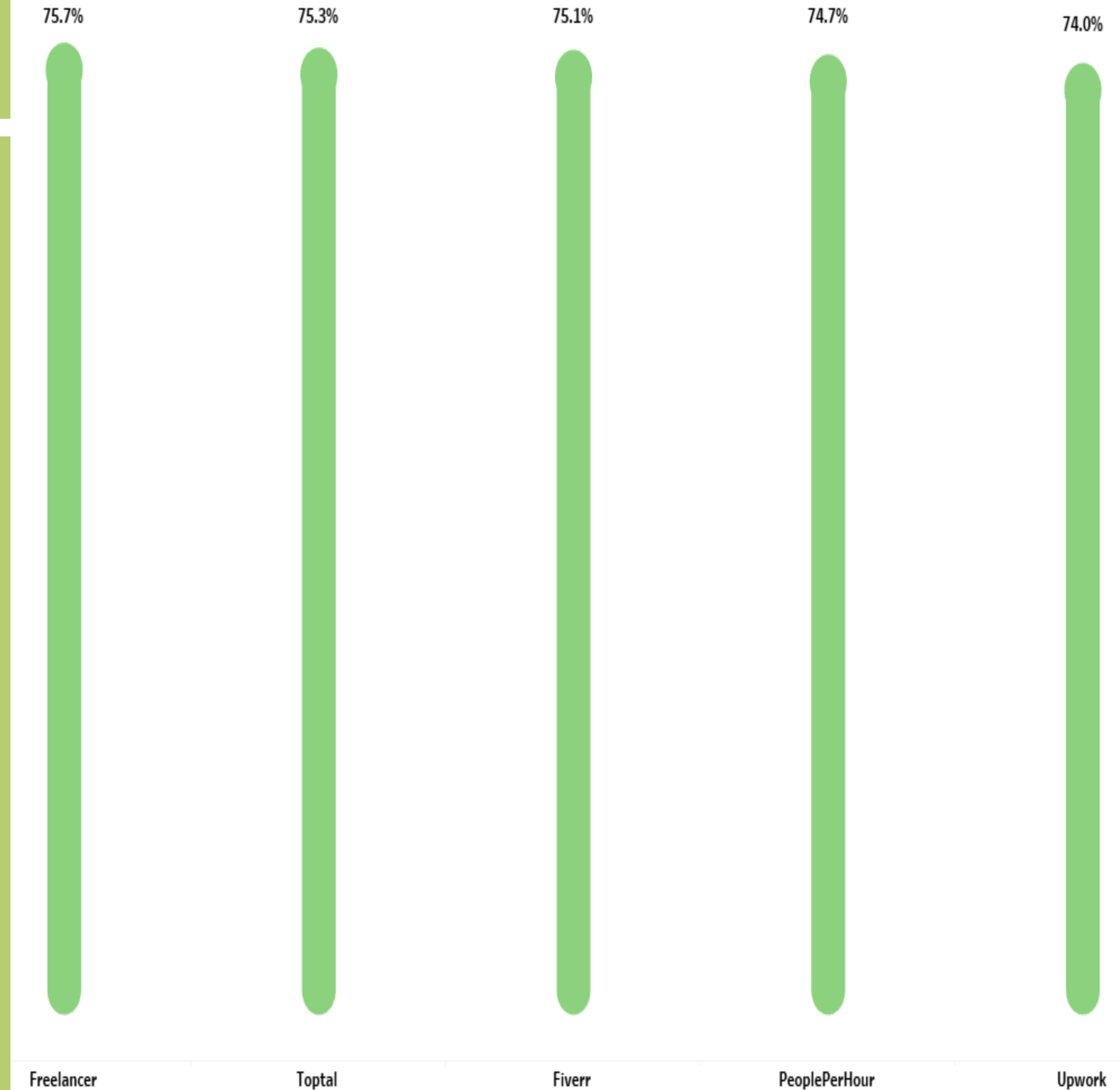
## Earnings by Job Category

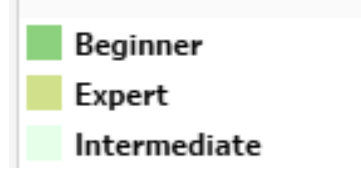
- App Development leads with the highest average earnings (\$5.20K).
- Graphic Design and Customer Support follow closely at \$5.14K each.
- Digital Marketing (\$5.09K) and Data Entry (\$5.08K) also perform well.
- Lower-earning categories include Content Writing (\$4.91K), Web Development (\$4.89K), and SEO (\$4.68K).
- Overall, the differences between categories are relatively small (all within the \$4.6K – \$5.2K range).

# Key Insights

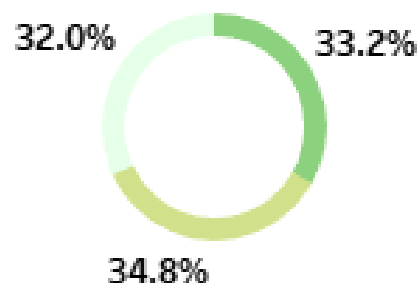
## Job Success by Platform

- Among the platforms, Freelancer records the highest job success rate (75.7%). However, the gap between platforms is relatively small, indicating that overall performance is fairly consistent across platforms.

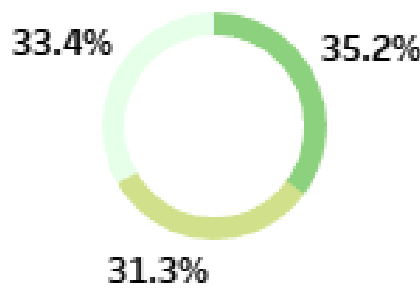




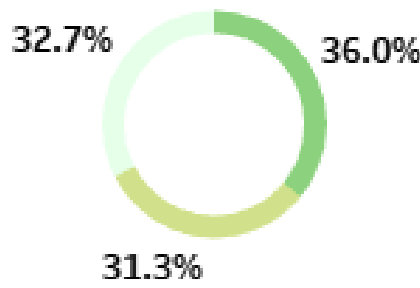
Fiverr



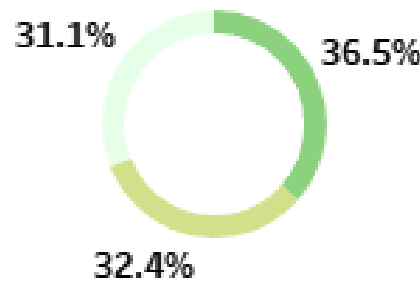
Freelancer



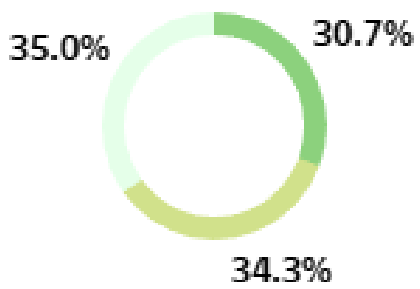
PeoplePerH...



Toptal



Upwork



# Key Insights

## Jobs Completed by Experience Level

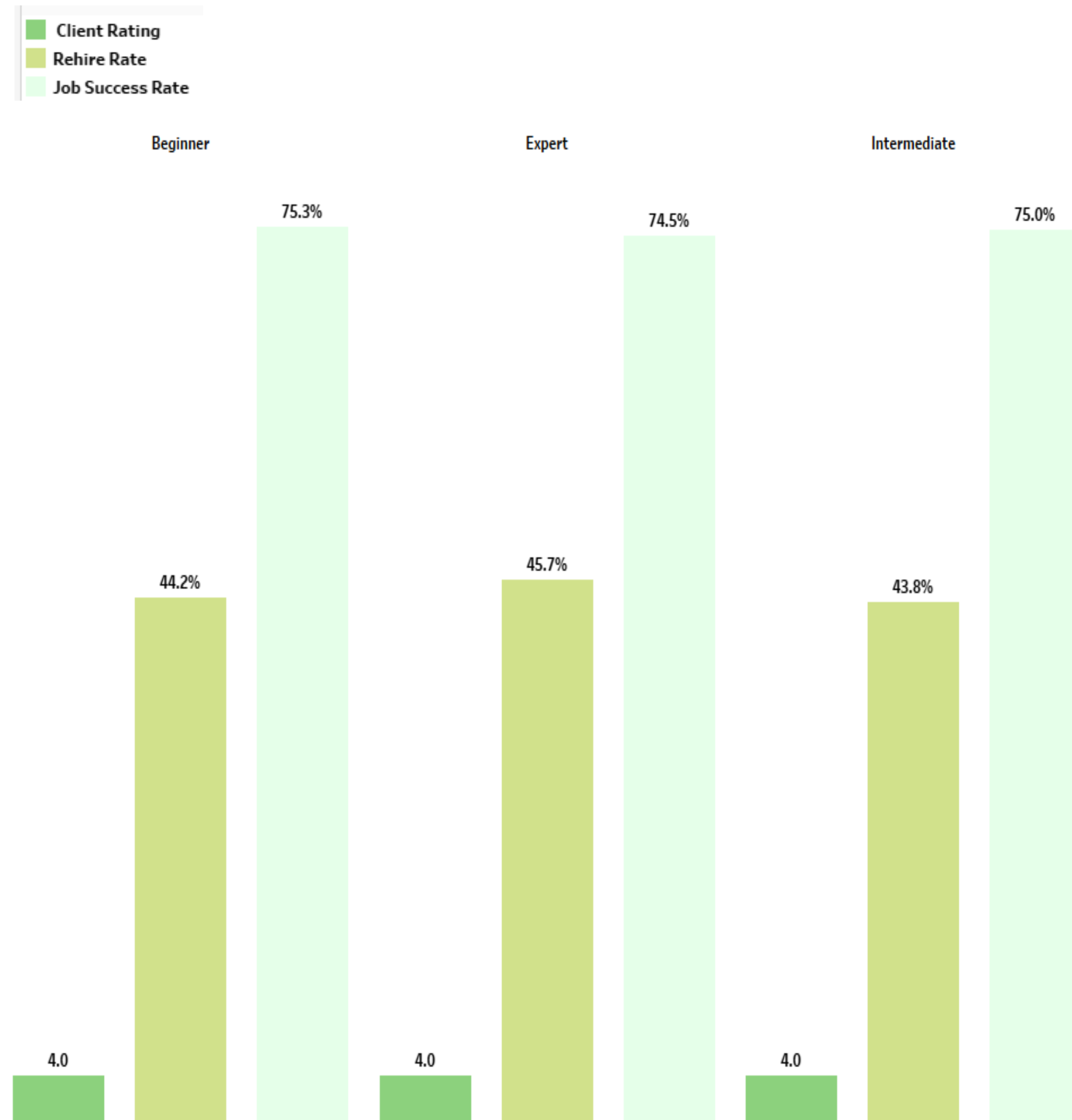
- The distribution of jobs is relatively balanced across experience levels ( $\approx 31\%$ – $36\%$ ) on all platforms.
- Fiverr: Experts lead slightly ( $34.8\%$ ), followed by Beginners ( $33.2\%$ ) and Intermediates ( $32.0\%$ ).
- Freelancer: Beginners ( $35.2\%$ ) have a small edge, with Intermediates ( $33.4\%$ ) and Experts ( $31.3\%$ ) close behind.
- PeoplePerHour: Beginners dominate ( $36.0\%$ ), while Intermediates and Experts are followed with  $32.7\%$  and  $31.3\%$  respectively.
- Toptal: Beginners again lead ( $36.5\%$ ), but Experts ( $32.4\%$ ) and Intermediates ( $31.1\%$ ) are close
- Upwork: Intermediates contribute the most ( $35.0\%$ ), ahead of Experts ( $34.3\%$ ) and Beginners ( $30.7\%$ ).



# Key Insights

## Performance Rate

- Job Success Rate is high across all experience levels ( $\approx 74\text{--}75\%$ ).
  - Beginners: 75.3%
  - Experts: 74.5%
  - Intermediates: 75.0%
- Rehire Rate is fairly consistent ( $\approx 43\text{--}46\%$ )
  - Experts slightly higher at 45.7%
- Client Ratings remain the same at 4.0 across all levels.



# Key Insights

## Platform Earnings by experience

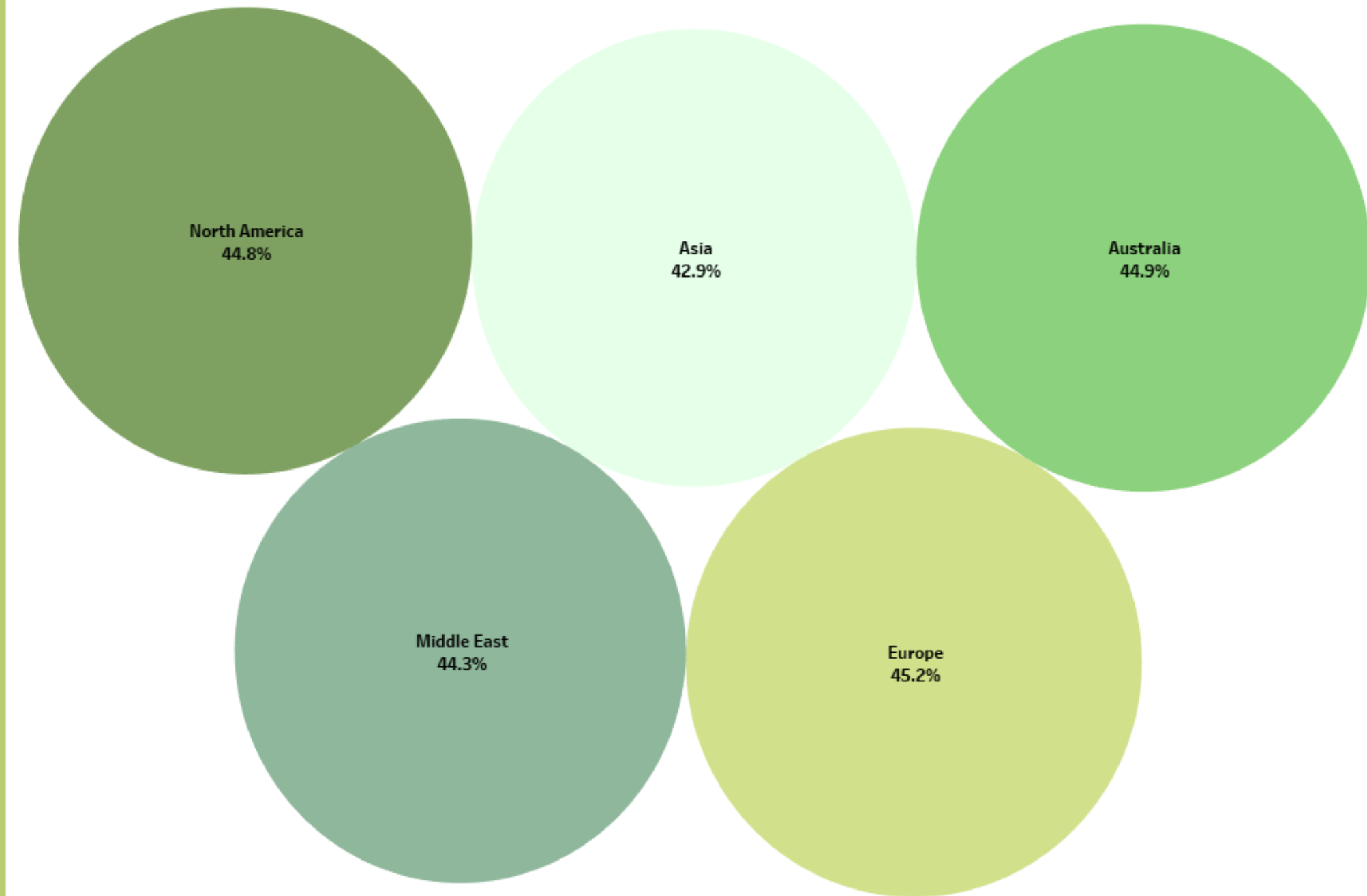
- Intermediates consistently earn the highest across most platforms:
  - Fiverr (\$5.4K), PeoplePerHour (\$5.4K), Upwork (\$5.2K).
- Experts earn slightly higher than Beginners on Freelancer (\$5.1K vs \$4.8K), but lower on Upwork (\$4.6K).
- Beginners earn competitively, especially on Upwork (\$5.2K).
- Earnings range is narrow overall (\$4.6K–\$5.4K), showing relative stability.

	Fiverr	Freelancer	PeoplePerHour	Toptal	Upwork
Beginner	\$4.9K	\$4.8K	\$4.9K	\$4.9K	\$5.2K
Expert	\$5.0K	\$5.1K	\$4.7K	\$4.9K	\$4.6K
Intermediate	\$5.4K	\$5.2K	\$5.4K	\$5.1K	\$5.2K

# Key Insights —

## Rehire Rate by Continent

- Europe has the highest rehire rate at 45.2%, slightly ahead of Australia (44.9%).
- North America (44.8%) and the Middle East (44.3%) are close behind.
- Asia shows the lowest rehire rate at 42.9%, though the difference is relatively small compared to other regions.



# Freelance Gig Performance Dashboard

 TOTAL FREELANCERS

1.9M

 TOTAL EARNINGS

\$9.8M

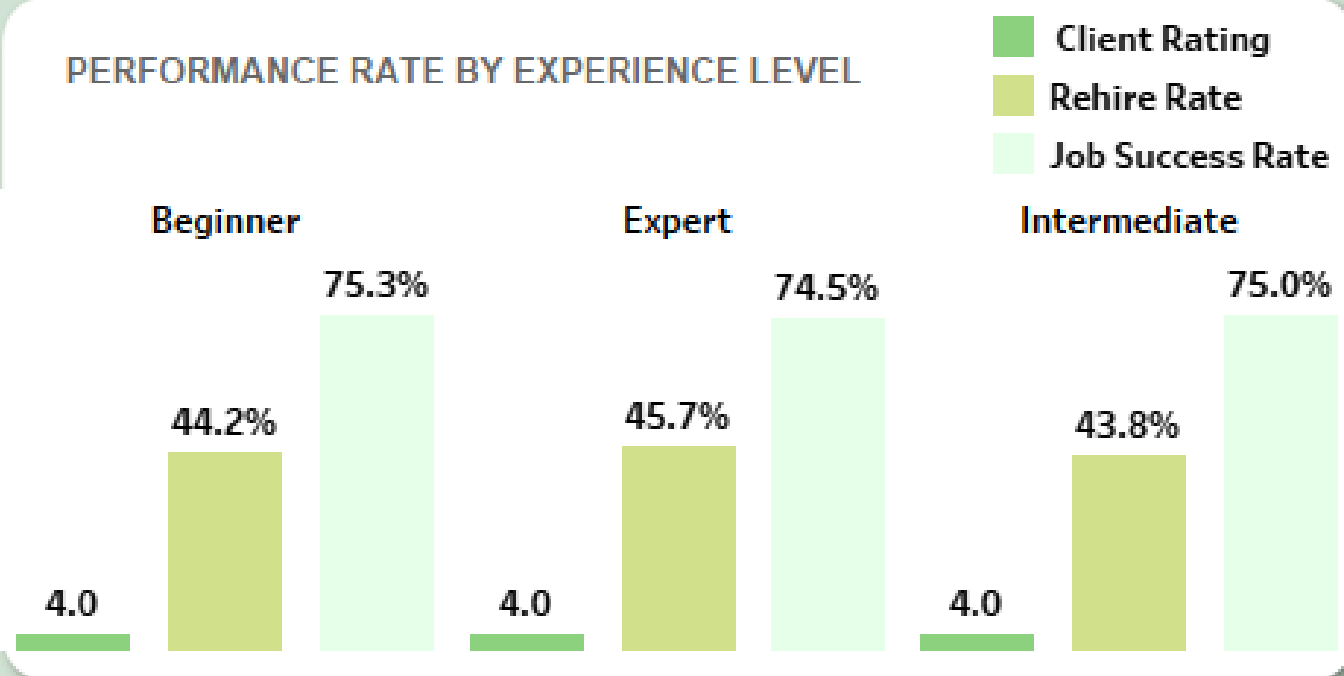
 AVG. CLIENT RATING

4.0

 TOTAL MARKET SPEND

\$484.6K

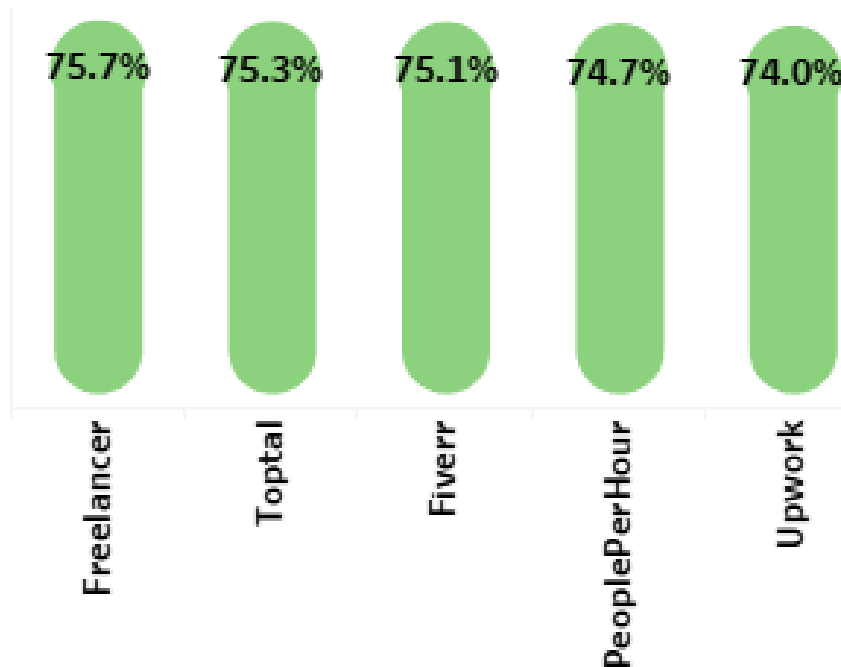
Performance Rate by Experience Level



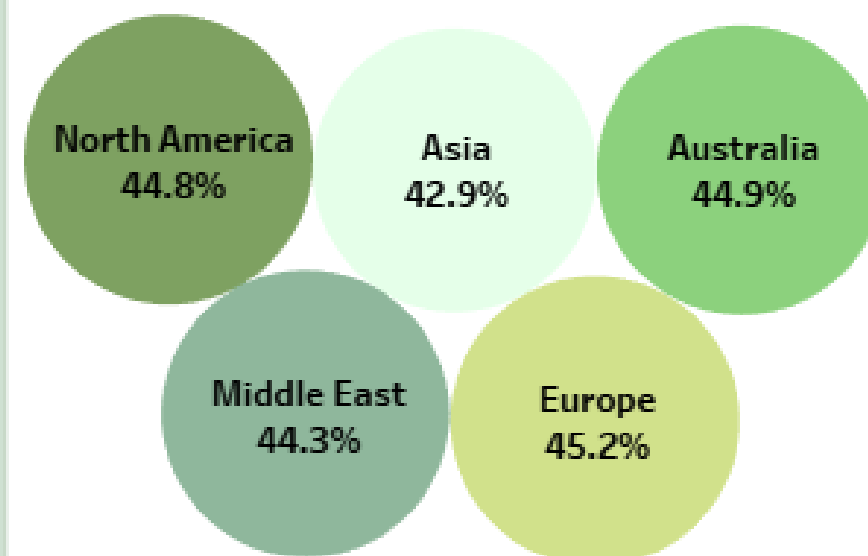
Platform Earnings by Experience

	Fiverr	Freelancer	PeoplePerH..	Toptal	Upwork
Beginner	\$4.9K	\$4.8K	\$4.9K	\$4.9K	\$5.2K
Expert	\$5.0K	\$5.1K	\$4.7K	\$4.9K	\$4.6K
Intermediate	\$5.4K	\$5.2K	\$5.4K	\$5.1K	\$5.2K

Success Rate by Platform



Rehire Rate by Continent

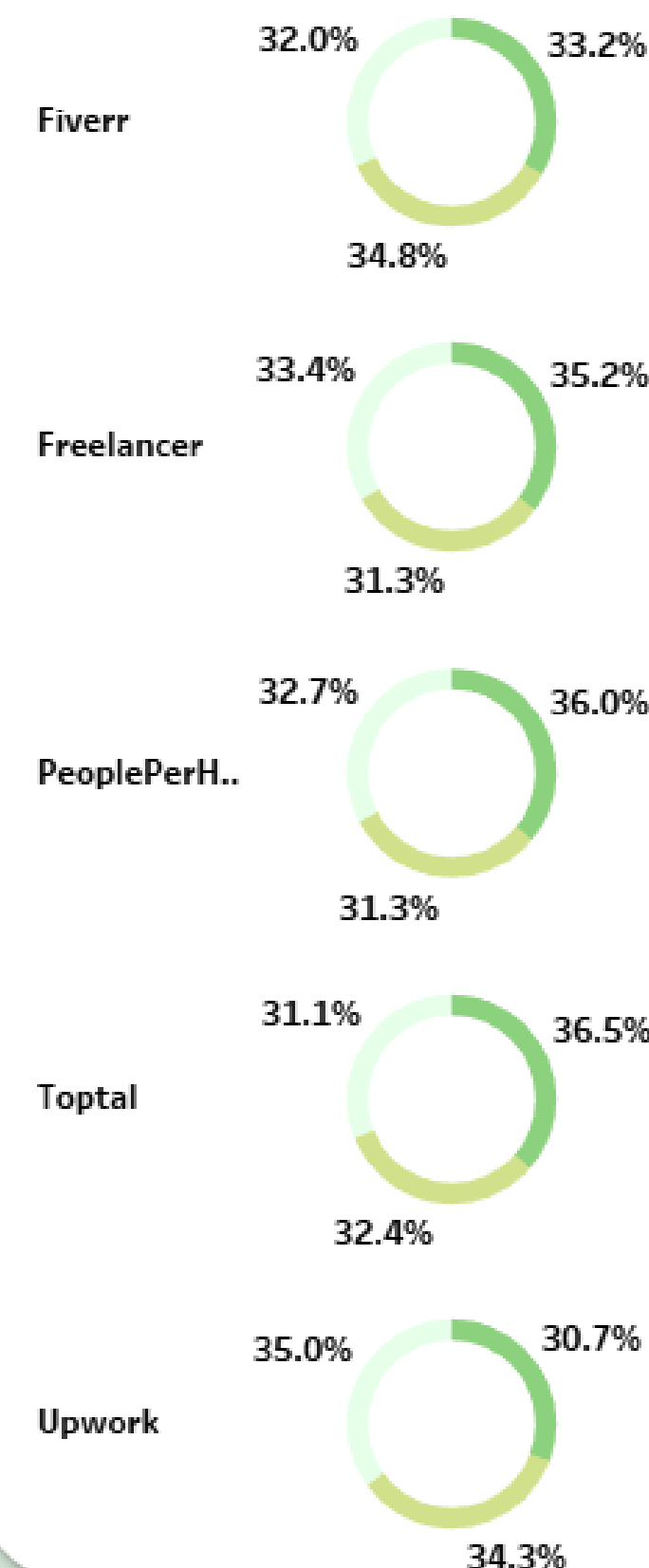


Earnings by Category

App Development	\$5.20K
Graphic Design	\$5.14K
Customer Support	\$5.14K
Digital Marketing	\$5.09K
Data Entry	\$5.08K
Content Writing	\$4.91K
Web Development	\$4.89K
SEO	\$4.68K

Jobs Completed by Experience Level

Beginner  
Expert  
Interme..



# Recommendations

## 1. Jobs Completed Vs. Experience Level

- Freelancers: Beginners should target Freelancer, PeoplePerHour, and Toptal where they secure more jobs; Intermediates thrive on Upwork, while Experts should focus on platforms that reward specialization like Fiverr.
- Platforms: Platforms with more Beginners should provide onboarding and training, while those favoring Intermediates/Experts should enhance advanced job-matching and premium project opportunities
- .Clients: Hire Beginners for simpler, cost-effective tasks, Intermediates for steady and reliable work, and Experts for complex, high-value projects.

## 2. Platform Success Rate

- Freelancers: Diversify across multiple platforms since success rate differences are marginal; opportunities exist everywhere.
- Platforms: Differentiate by offering better client support and fair policies to stand out in a competitive landscape.

# Recommendations

## 3. Rehire Rate by Continent

- Freelancers: Target Europe & Australia for long-term client relationships.
- Platforms: Encourage repeat contracts through loyalty rewards (discounted fees for repeat hires).
- Clients in Asia: Build trust by offering more multi-project opportunities to freelancers.

## 4. Platform Earnings by experience

- Freelancers: Focus on strategic platform selection (e.g., Upwork, Fiverr, PeoplePerHour), where Beginners and Intermediates can achieve competitive earnings.
  - Build specialized skills rather than relying only on years of experience to boost income.
- Platforms: Ensure fair earning potential across levels by benchmarking rates and offering category-specific support/training.
  - Highlight opportunities for new and intermediate freelancers to attract fresh talent.



# Recommendations

## 5. Earnings by Job Category

- Freelancers: Prioritize high-demand technical skills (App Dev, Design, Customer Support).
- Platforms: Offer skill-building programs in SEO & writing to raise their market value.
- Clients: Recognize underpriced skills (SEO, writing) and offer competitive pay to improve freelancer motivation.



# Conclusion

01

## **Freelancers:**

Focus on specialization, diversify platforms, and target high-paying regions & categories.

02

## **Clients:**

Retain quality freelancers by rehiring and offering fair compensation.

03

## **Platforms:**

Improve differentiation with training, support, and policies that enhance freelancer trust & loyalty.

# THANK YOU!

