



# FREELANCEGIG ANALYTICS

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*Comprehensive Analysis of Gig Economy*







## -- Business Introduction --

**FreelanceGig Analytics** is a data-driven company focused on analyzing trends in the gig economy. The company provides insights into **freelancer earnings, job success rates, and market trends** across various platforms. By analyzing freelancer performance and earnings, **FreelanceGig Analytics** helps businesses, freelancers, and policymakers make informed decisions.

## -- PROBLEM STATEMENT --

The **Gig economy** is growing rapidly, with freelancers working across various platforms. However, freelancers and clients often **struggle to predict earnings, job success rates, and demand for certain skills**. There is a need for data-driven insights to forecast freelancer earnings and job trends.







## -- Rationale for Project --

- Analyze freelancer job trends,
- Assess freelancer earnings.
- Identify key success factors.
- Forecast freelancer earnings
- Develop interactive dashboards.



Table 1	Freelancer Details
Freelancer_ID	Unique identifier for each freelancer
Job_Category	Type of freelance work (e.g., Web Development, Data Entry)
Platform	Freelancer platform (e.g., Fiverr, Upwork)
Experience_Level	Beginner, Intermediate, or Expert
Client_Region	Region of the client (e.g., Asia, USA, Europe)
Payment_Method	Mode of payment (e.g., Mobile Banking, Crypto)





Table 2	Job & Earnings Data
Freelancer_ID	Unique identifier for each freelancer
Job_Completed	Number of jobs successfully completed
Earnings_USD	Total earnings in USD
Hourly_Rate	Freelancer's hourly rate in USD
Job_Success_Rate	Percentage of successful jobs completed
Client_Rating	Average client rating (1-5 scale)
Job_Duration_Days	Number of days taken to complete a job
Project_Type	Fixed or Hourly
Rehire_Rate	Percentage of clients who rehired the freelancer
Marketing_Spend	Amount spent on marketing (\$)

# --Project Plan--

## Data Importation into Tableau

- Import two separate tables (Freelancers Table and Jobs Table).
- Ensure correct data types for each column.

## Joining Tables

- Use Freelancer\_ID as the common key.
- Perform an inner join to combine freelancer details with job data.

## Creating Charts

- Earnings vs. Job Category: Identify which freelance categories earn the most.
- Job Success Rate by Platform: Compare success rates of freelancers across platforms.
- Hourly Rate vs. Experience Level: Analyze whether experienced freelancers earn higher hourly rates.

## Creating Dashboards

- Freelancer Performance Dashboard: Visualize job success rate, client ratings, and rehire rate.
- Earnings Forecasting Dashboard: Predict future freelancer earnings based on historical data.

## Recommendations

- Identify high-paying freelance categories.
- Suggest the best platforms for different experience levels.
- Forecast earnings trends to help freelancers make better career decisions.

# --Deliverables--

## Data Cleaning and Processing

- Dataset Cleaning
- Table Joining

## Tableau Dashboard

- Relevant KPIs
- Apply Slicers

## Reporting

- Power Point Slide
- Dashboards
- Recommendations