Case studies for Business Analysts

Layoffs After Covid

Layoffs Dataset

The following is data on the companies that had layoffs. They are categorized based on the country, industries, and the number of employees laid off.

1. Load the excel data onto Power BI.
2. Transform the data to remove any blank items or errors from columns & close & apply.
3. Create a Clustered Column Chart containing the data of the Company and total laid off.
4. Customise this visual to make it better using the 'Format your Visual' option.
5. Create another visual - a Gauge visual with the average fund raised and give it the color Blue.
6. Customise & format the visual to make it better.
7. Create a 'pie chart' visual using the data of Location and total laid off.
8. You can customize the visual to make it better.
9. Create a tree map between the company and the funds raised. See if there's any correlation between the two quantities.
10. Customise and format all the charts into a dashboard with a standard color theme and font.

After completing the above exercises, you can share the Power BI file with me.

Company	Location	Industry	Total laid off	Country	Funds raised
Amazon	Seattle	Retail	10000	United States	108
Meta	SF Bay Area	Consumer	11000	United States	26000
Fly homes	Seattle	Real Estate	300	United States	310

Coursera	SF Bay Area	Education		United States	458
Spotify	Stockholm	Media		Sweden	2100
Unacademy	Bengaluru	Education	350	India	838

| Company	Location	Industry	Total laid off	Country	Funds raised
Brainly	Krakow	Education	25	Poland	148
Practically	Hyderabad	Education		India	14
Twitter	SF Bay Area	Consumer	3700	United States	12900
Udaan	Bengaluru	Retail	350	India	1500
Booking.com	Grand Rapids	Travel	226	United States	
Microsoft	Seattle	Other		United States	1
Byju's	Bengaluru	Education	2500	India	5500
Spotify	Stockholm	Media		Sweden	2100
Ola	Bengaluru	Transportation	200	India	5000
Netflix	SF Bay Area	Media	30	United States	121900
Food panda	Singapore	Food	60	Romania	749
Uber	Vilnius	Transportation	60	Lithuania	24700
Rupeek	Bengaluru	Finance	50	India	172
Meesho	Bengaluru	Retail	300	India	1100
Linktree	Melbourne	Consumer	50	Australia	165
Ola	Bengaluru	Transportation	1000	India	5000
Shopify	Ottawa	Retail	1000	Canada	122
Udaan	Bengaluru	Retail	180	India	1500
Unacademy	Bengaluru	Education	150	India	838

Total layoffs by companies
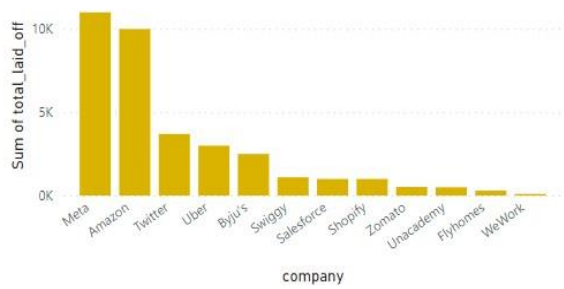
Sum of total_laid_off by location

Sum of funds_raised

93K
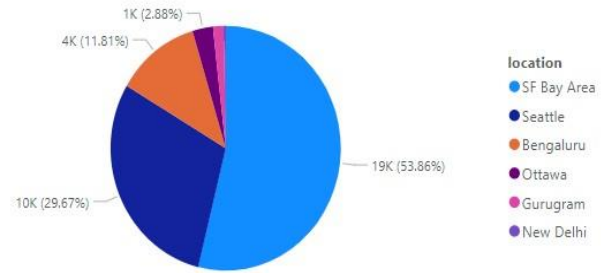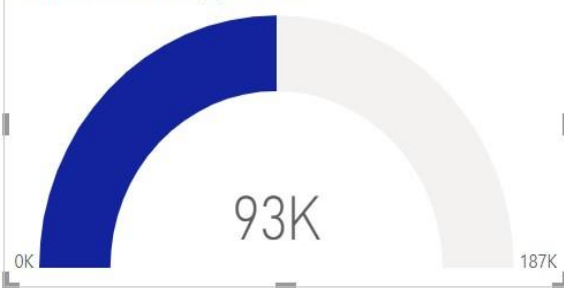
Sum of funds_raised by company
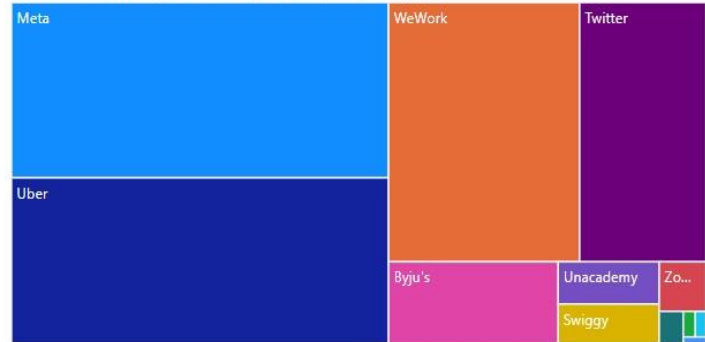
➢ Also, do share your views on the case as to why the layoffs happened and which sector or company inside the tech space would be most impacted.