

LINKEDIN JOB RECOMMENDATION

**Best Job recommendations for Fresh
Graduates based on College**

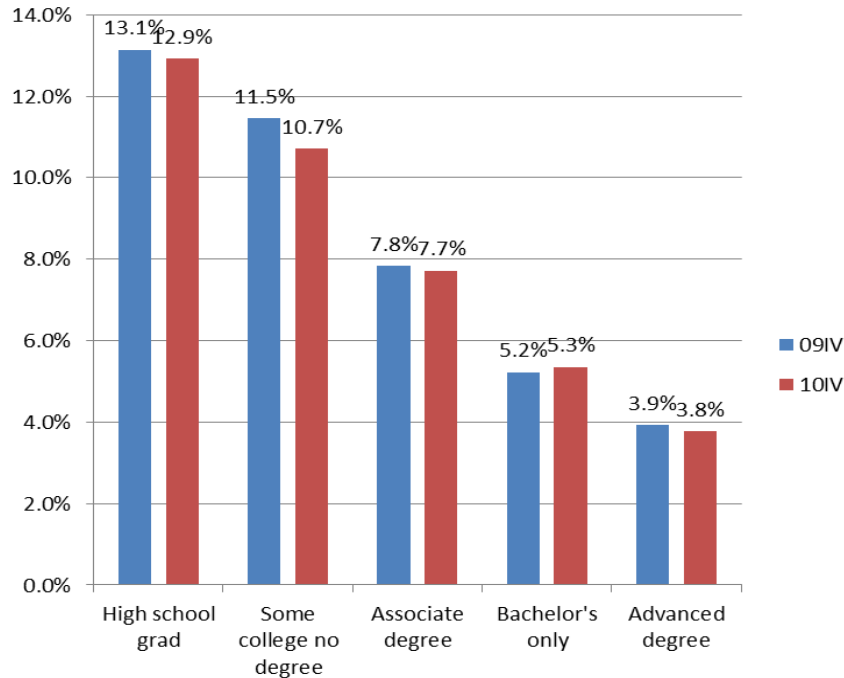
Product Owner: KAZEEM SULAIMON



Background

- LinkedIn has a total of 660 Million active users
- There are 40 million students and recent college graduates on LinkedIn
- LinkedIn now has over 30 million companies on LinkedIn with 20 million open job listings.
- We aim to recommend job listing to recent collect graduates based in their skills set and their preference.

Unemployment Rates for Young Workers, by Education (ages 25-34, not seasonally adjusted)



Data: Current Population Survey Chart: South Mountain Economics

Our major focus is on
the Bachelor's degree
holder

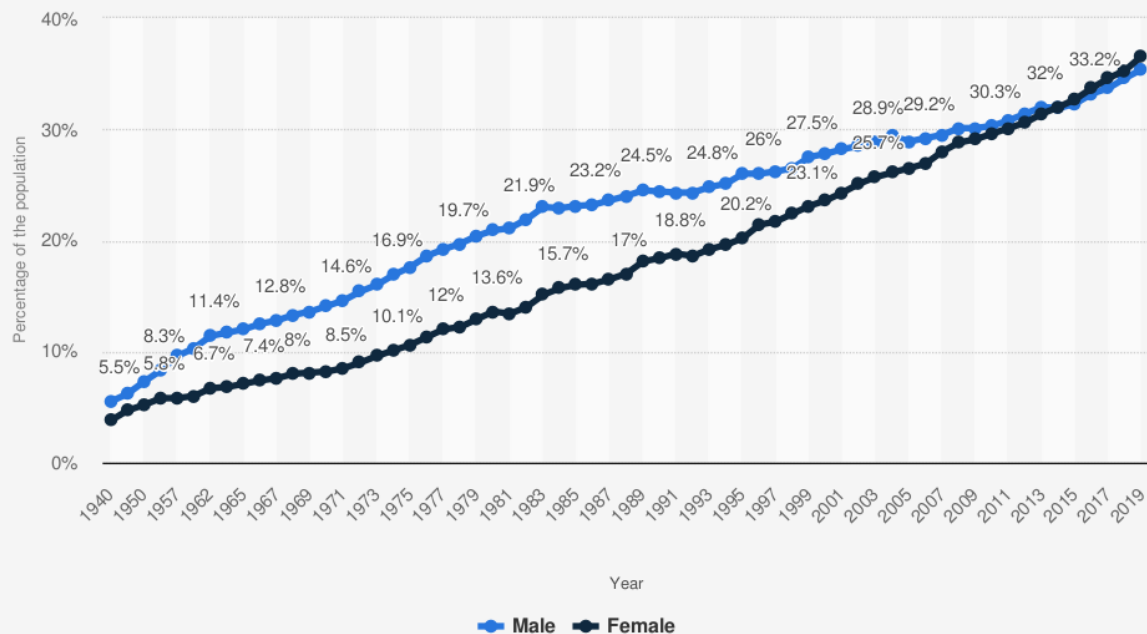
Initial Focus

- The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.
- Recommending graduates for jobs based on their skill and preference aligned with our company goal and mission.

Opportunity

- With millions of fresh graduates joining the labour market yearly, it's becoming a problem for them to get their desired job based on their skills set. We aim to be able to solve this problem by creating an algorithm-based app that will be able to match job postings to candidates based on what's filled in their profile.
- There is an ever-increasing recently graduated population growth.
- In 2020, a total of 3,898,000 fresh graduates entered the labour market, however we record about 53% of them have been unemployed or underemployed. Our focus is to reduce this number to its minimal.
- With a current unemployment rate of 6.9%, we hope to reduce it further through our job recommendation app.

Percentage of the U.S. population who have completed four years of college or more from 1940 to 2019, by gender



Source
US Census Bureau
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Additional Information:
United States; 1940 to 2019; 25 years and older

Proposal

- We aim to build an algorithm driven app, that helps find the right connections, the right network, and the right job recommendations based on skills and preference for recently graduated job seekers.

Return On Investment

- According to a survey by Clutch on the number of hours required for mobile app activities revealed that the high median cost to build an app is **\$171,450**, with an extensive range from under **\$30K** to over **\$700K**. Our total budget for the app is **\$1million**
- Our usual premium account range from **\$29.99** to **\$59.99** per month, however since this app will be recently graduated jobseeker, our charges will range from **\$9.99** to **\$14.99** subscription fee till they get a job .
- From a pool of over **3.9million** recently graduated job seekers, we aim to have a minimum of **1Million** actives subscribers(free accounts) and **200,000** premium accounts , totaling **\$1,998,000** to **\$2,998,000** in revenues.

Return on Investments

- Our total investment is **\$1,000,000**
- However our revenue ranges from **\$9.99** to **\$14.99** per subscription

We calculate our median Revenue = **$(\$9.99 + \$14.99) / 2 = \$24.98 / 2 = \12.49**

Averagely our revenue = **\$12.49**

Our ROI = (total revenue – total expenditure)/total expenditure

total revenue = **$\$12.49 \times 200,000 = \$2,498,000$**

ROI = **$(\$2,498,000 - \$1,000,000) / \$1,000,000 = 1.498 = 149.8\%$**

This is more than double of our initial investment

Measurement

- Our goal is to have a minimum of 200,000 users from the recently graduated job seekers. This is 5.13% of the total number of the recently graduated
- Our premium subscription growth is one of the major KPIs to be tracked, it is the base of all over revenue source, it translates to users satisfaction.
- Our major goal is users satisfaction, how fast we are able to get users their desired job based on recommendation, this will in turn increase our premium user subscription which translates to an increase in revenue for us.
- Our focus will be on how happy our users are after using our app, this will be done through getting user feedbacks, our overall retention rate and our referral system.
- One of the major goals is to reduce churn as much as possible, it is one of our basic KPIs to be tracked

INDEED

- Indeed is an American worldwide employment website for job listings launched in November 2004.
- Job listing on Indeed is free, however, Job can be sponsored a promoted with a payment of \$5 daily fee
- Indeed has an average visitor of 250million worldwide users monthly. They have huge market presence because of their free services, however this does not translate to revenue
- Indeed earns a profit using a pay-per-click model. That means employers posting jobs pay a small fee each time a job seeker views a posting. Most clicks on Indeed.com cost between \$0.25 - \$1.50. The site also earns revenue through traditional website advertising.

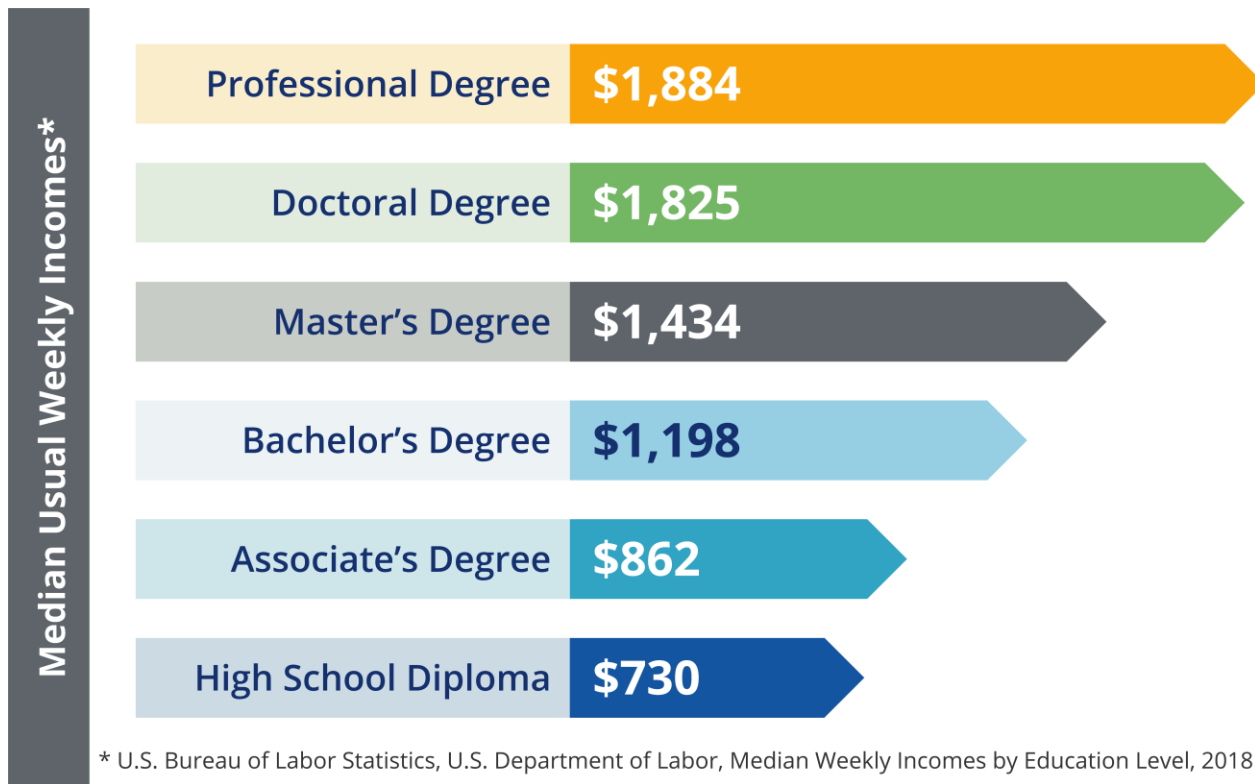
ZIPRECRUITER

- ZipRecruiter is an online job board that allows employers to post jobs to hundreds of job boards including ZipRecruiter itself. ZipRecruiter has gradually changed from an applicant tracking system (ATS) into a job board
- ZipRecruiter's Profiles feature aims to help millions of mobile app users find their dream job by simplifying the resume-building process and making it easier for them to stand out to employers. Profiles allows them to fill out a summary including their skills, certifications, desired salary and career objective.
- In 2017, Facebook also partnered with the company and integrated ZipRecruiter into its platform. In 2018, the company reported that over 1.5 million businesses and 430 million job seekers used its platform. The bulk of ZipRecruiter's revenue comes from the monthly subscription plans that it charges businesses to use their platform.
- Plans start as low as \$249 per month. ZipRecruiter normally creates a customized plan based on the needs and size of the company seeking to hire.

Our Advantages

- Due to our specially tailored algorithm, we are better suited to find the right industry, right company, right people in the company and the right career opportunities for job seekers based on goals, skills and presence.
- Since recently graduates earn good salary in the labour market, it will be easy to get users to subscribe to for our premium package
- Our Paid subscription plans is till the subscriber gets a job, not monthly, or pay per click, this will give us a huge advantage in the market, it meets the customers major goal, which is securing a job because of his/her skills and desire.
- We also have a free account to enable customers to go through our app to see what we offer.
- We are strictly professional based platform

Weekly pay distribution based on degree type



Roadmap Pillars

- The vision is simple, its in line with our overall business mission statement “to connect the world's professionals to make them more productive and successful”
- With this app we aim to connect fresh graduate to the profession world making them successful and productive.
- For our app we will have three themes and phases, now (app development (iOS and Android), next(usability and technicality testing) and later(the marketing team responsible for user growth and monetization customer report, reducing churn, and increasing revenue).

NOW

- Data gathering : we will get needed data from both companies(job available) and Universities(student details, graduation date, skills set).
- App Development : we use the data collected to develop our algorithm driven app which will be able to recommend jobs to prospective users(registered graduates) on our platform.

NEXT

- Usability : we will improve our users ability to use our app and also users interaction.
- Technicality : improve the overall performance of the App

LATER

- Monitorization : here we will attempt to market our product to the users, to entice them to register for our premium package, which is one of our major source of income.
- User Growth : with more users comes more potential revenue, the marketing team will work on growing the number of our potential users, this can be done through targeted ads, showing our reviews and customer ratings. While also reducing customer churn.
- Upgrade : provide necessary upgrades to accommodate the growing needs of the users.

Where do we go from here?

- The App will work in line with the organization overall goal, to connect the world's professionals to make them more productive and successful. Which each year, we aim to increase the total of our total users.