



# Shiny Life

Salary and lifetime value estimation

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# “Outline

- 01 Background & Objective
- 02 Demo
- 03 Data field & Formula
- 04 Assumptions
- 05 Business Plan & Prospect

*Future?*



# *Objective*

**Help people plan for their future in an early start**

create an earnings estimation program that enables users to key in their personal information, and get more accurate results and their lifetime value

# *Plan for our own future*

Knowing the probable money  
one can earn, and plan for  
one's future in an early start



Take control of your own life



Only one lifetime for anyone



# *Target customer*



New graduates



People choosing  
schools and  
departments  
due to industries



People  
considering a  
different job



# Background

Several platforms offer earnings information, but rarely provide customized results

Job-searching platform in Taiwan:

**104** 人力銀行

**1111** 人力銀行  
[www.1111.com.tw](http://www.1111.com.tw)

**yes123** 求職網

**518** 人力銀行



# 104 Job Bank Analysis



## Strength

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- Earliest to form
- Widely known
- Biggest database



## Weakness

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- Many company advertisements but not really having job vacancies
- Functions and strategies similar to other competitors thus difficult to have a breakthrough performance



# *Distinctive features of Shiny Life*



Customized earnings



Possible jobs



Raw data as reference



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E

Demo

*Before we start...*



**<https://ppt.cc/fnhapx>**

## ? Demission & Satisfaction

Job & Personal Life-Value <

Life-Value

Data Sample

Comparison <

Salary Plot

Raw Data

Years you plan to work:

1



<https://ppt.cc/fnhapx>

## On my job, this is what I feel about...

1. Being able to keep busy all the time

Satisfied



2. The chance to work alone on the job

Satisfied



3. The chance to do different things from time to time

Satisfied



4. The chance to be 'somebody' in the community

Satisfied



5. The way my boss handles his/her workers

Satisfied



6. The competence of my supervisor in making decisions

Satisfied





# ShinyLife

? Demission & Satisfaction

👤 Job & Personal Life-Value <

📊 Life-Value

☰ Data Sample

⚖️ Comparision <

📊 Salary Plot

🗄️ Raw Data

Years you plan to work:

1



<https://ppt.cc/fnhapx>

## Job & Personal Life-Value

The industry you want to get in:

The company you want to get in:

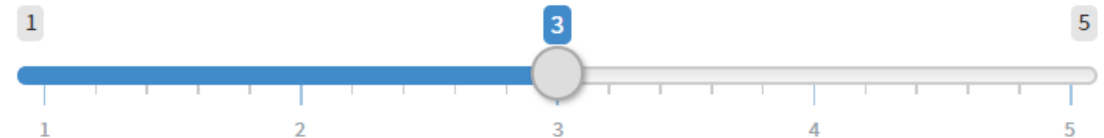
Your education level:

Your current working experience: [years]

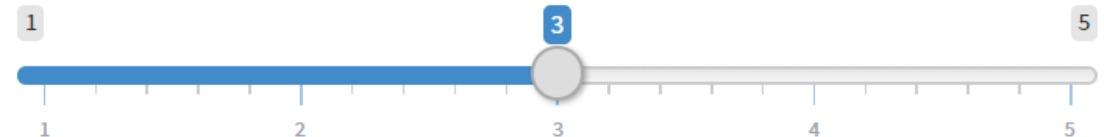
0~1

The weekly working hours you can accept: [Hours/week]

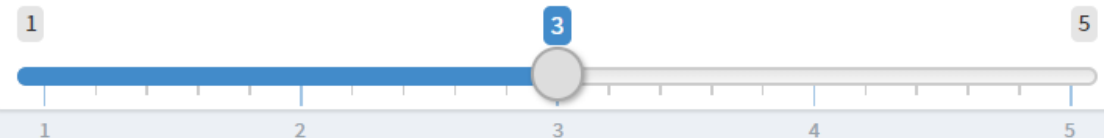
How important do you think the recommendations of the current staff are:



The job's importance to your future career growth



The job's importance to your resume:



Salary Comparison

Summary

### Comparison



Estimated Total Salary: **905,609 (\$ NTD)**

Your Life-Value Index = **76.2 /100**

Salary Comparison

Summary

**905609 (\$ NTD)**

Estimated Total Salary



**76.2 %**

Estimated Life Index



RECOMMEND COMPANY

**Evergreen Marine**

The company that suits you the most



SALARY

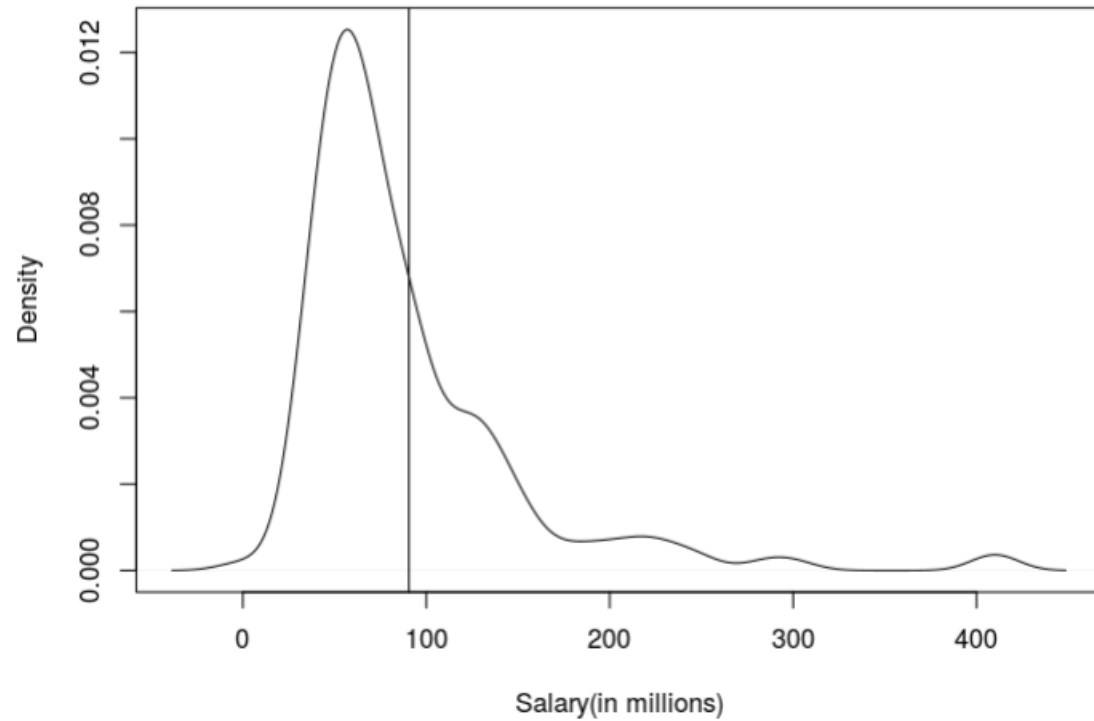
**410**

Highest possible salary (/month)

Education Lv. Distribution

Industry Distribution

### Current Industry

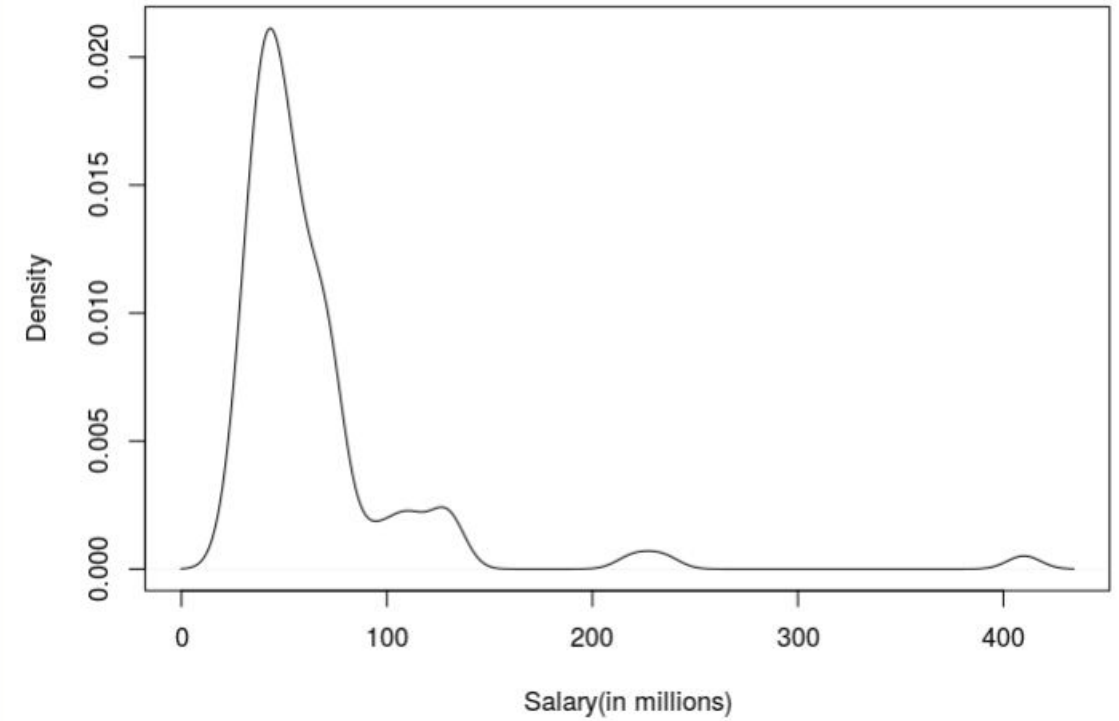


#Your Estimated Salary is higher than **68.2 %** of people in the same industry.

Education Lv. Distribution

Industry Distribution

### Current Education Level



#Your Estimated Salary is higher than **86.5 %** of people with the same education level as you.

# ShinyLife

? Demission & Satisfaction

Job & Personal Life-Value <

Life-Value

Data Sample

Comparison <

Salary Plot

Raw Data

Years you plan to work:

1



<https://ppt.cc/fnhapx>

## Employee Salaries

SalaryY	Industry	Company	Year	Hour	Fatigue	Recommend	GrowthHelp	CVHelp	Education
60.00	Electronic Machinery - Semiconductor Industry	TSMC	10~15	120+	6	2	1	2	High School/ Junior College
150.00	Electronic Machinery - Semiconductor Industry	TSMC	5~7	45~50	4	4	4	4	Local Public University Master
90.00	Electronic Machinery - Semiconductor Industry	TSMC	5~7	50~55	5	3	3	3	Local Private University Bachelor
140.00	Electronic Machinery - Semiconductor Industry	TSMC	5~7	50~55	5	3	2	3	Local Public University Master
150.00	Electronic Machinery - Semiconductor Industry	TSMC	7~10	55~60	7	2	3	4	Local Public University Master



# ShinyLife

? Demission & Satisfaction

🗂 Job & Personal Life-Value <

⚖ Comparision <

🏢 Company Comparision

☰ Data Sample

📊 Salary Plot

🗄 Raw Data

Years you plan to work:

10



<https://ppt.cc/fnhapx>

## Companies Comparison

### First Company

The first industry:

Electronic Machine  
Industry

The first company:

TSMC

### Second Company

The second industry:

Electronic Machine  
Industry

The second company:

Intel

### Third Company

The thrid industry:

Information Technology ▼

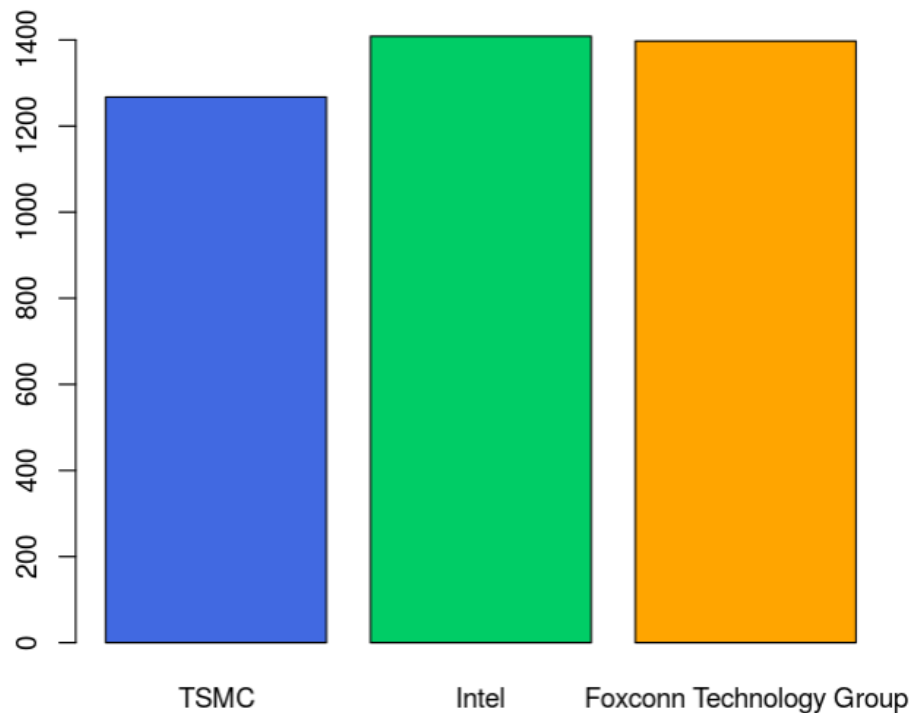
The thrid company:

Foxconn Technology Group ▼

Salary Comparison

Summary

### Comparison



### Estimated Salary:

First Company: **12,673,410 (\$ NTD)**

Second Company: **14,085,699 (\$ NTD)**

Third Company: **13,973,266 (\$ NTD)**

Salary Comparison

Summary

**12673410 (\$ NTD)**

Salary 1

**88.1 %**

Life Index 1

**14085699 (\$ NTD)**

Salary 2

**91.6 %**

Life Index 2

**13973266 (\$ NTD)**

Salary 3

**90.6 %**

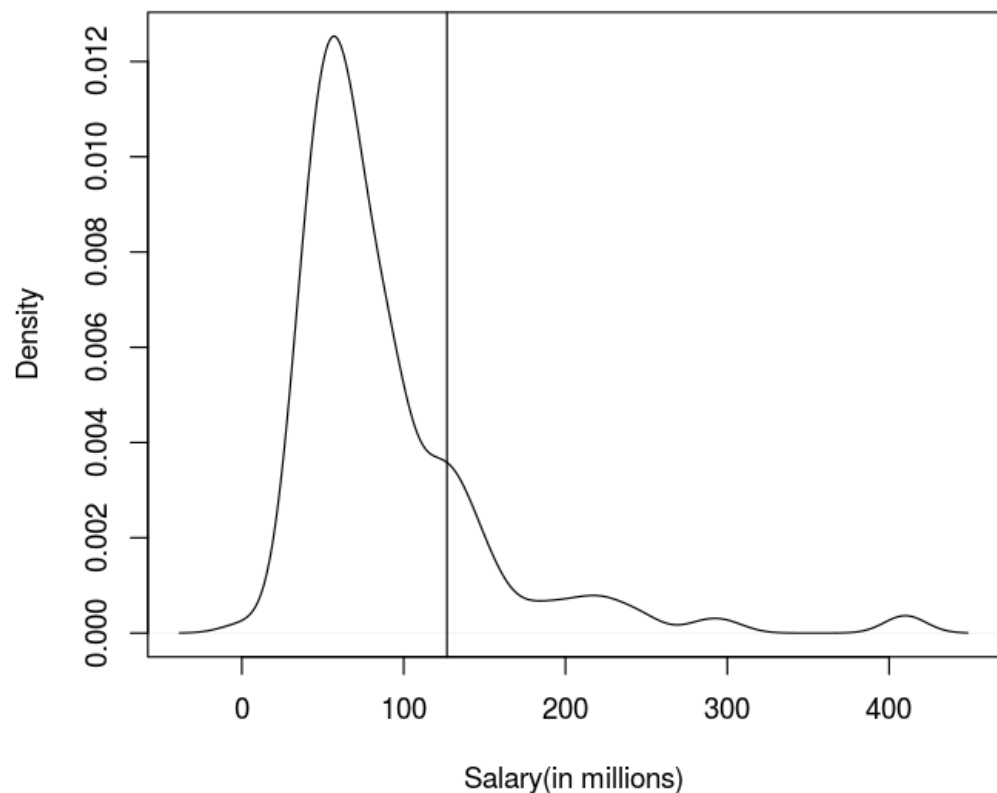
Life Index 3

☒ First Company ☐ Second Company ☐ Third Company

Education Lv. Distribution

Industry Distribution

### Current Industry

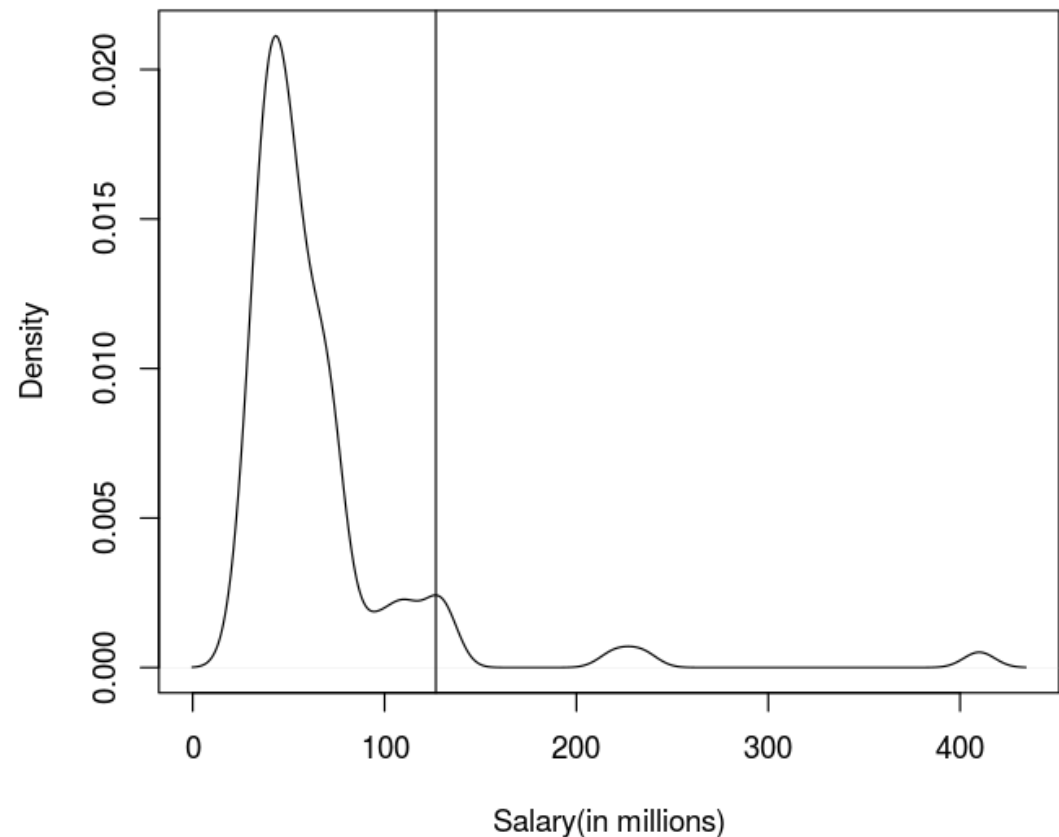


#Your Estimated Salary is higher than **81.8 %** of people in the same industry.

Education Lv. Distribution

Industry Distribution

### Current Education Level



#Your Estimated Salary is higher than **92.7 %** of people with the same education level as you.

# ShinyLife

? Demission & Satisfaction

📄 Job & Personal Life-Value <

⚖️ Comparision <

📊 Compary Comparision

☰ Data Sample

📊 Salary Plot

🗄️ Raw Data

Years you plan to work:

10

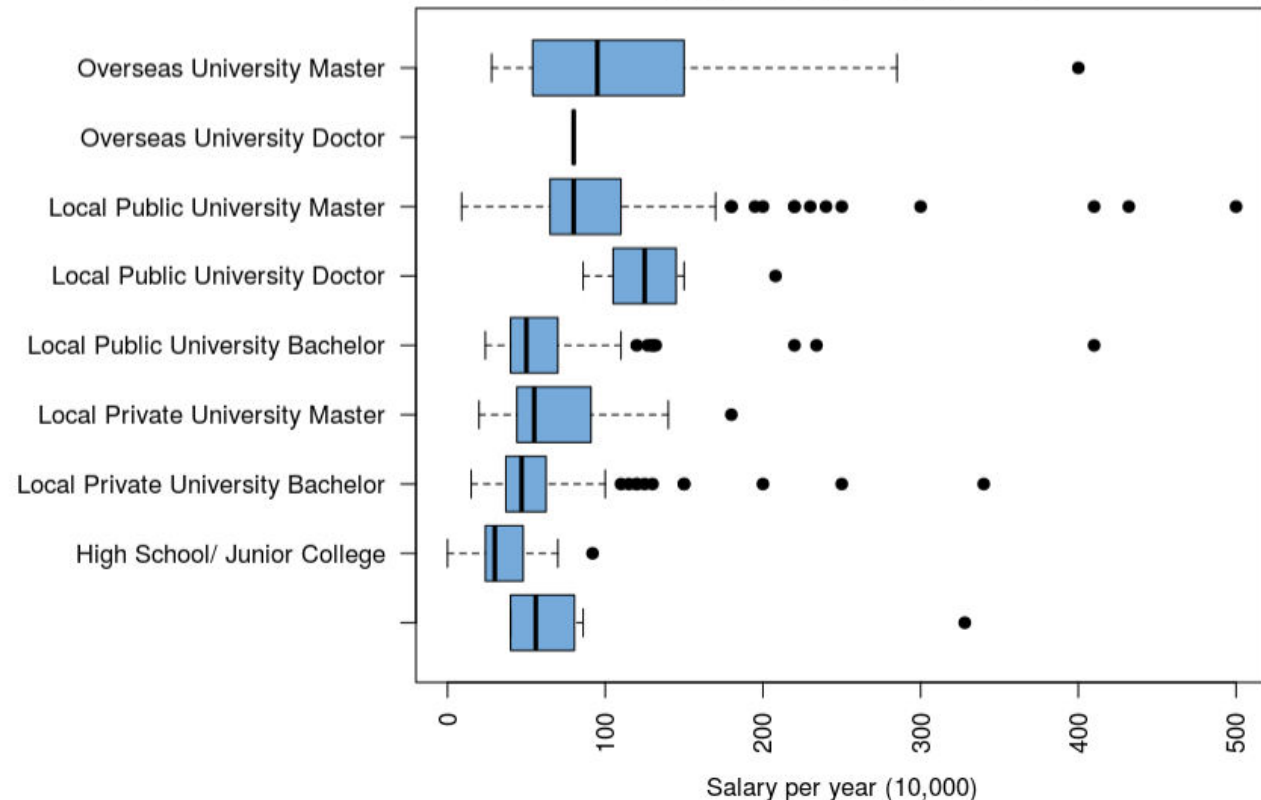


<https://ppt.cc/fnhapx>

Industry Comparison



Education Level Comparison



year (10,000)

Salary per year (10,000)



# ShinyLife

? Demission & Satisfaction

🗂 Job & Personal Life-Value <

⚖ Comparision <

🏢 Compary Comparision

☰ Data Sample

📊 Salary Plot

🗄 Raw Data

Years you plan to work:

10



<https://ppt.cc/fnhapx>

## RawData

SalaryY	Industry	Company	Year	Hour	Fatigue	Recommend	GrowthHelp	CVHelp	Education
42.00	Accommodation and Food Service	Charming City Hotel	1~2	50~55	3	1	1	2	Local Public University Bachelor
10.00	Accommodation and Food Service	Deng Bubble	0~1	30-	7	1	3	1	High School/ Junior College
35.00	Accommodation and Food Service	Howard Hotel	4~5	60~70	6	1	3	3	Local Private University Master
27.00	Accommodation and Food Service	Isabelle Foods	0~1	60~70	5	3	2	2	Local Private University Bachelor
30.00	Accommodation and Food Service	Kilin Hotel	0~1	45~50	5	2	1	1	Local Public University Bachelor
32.00	Accommodation and Food Service	Kuo Yuan Ye Foods	0~1		6	1	2	2	Local Private University Bachelor
24.00	Accommodation and Food Service	Pacific Hot Spring Hotel	0~1	50~55	6	1	3	3	High School/ Junior College



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# Data Field & Formula

# Raw Data

Our data are collected from a platform that allows users to share their work conditions publicly

公司名稱 ↓	年薪(萬)▼	月薪(萬,台幣)▼	公司產業	縣市	公司職位	總年資	每週工作時數▼	操勞指數	推薦指數	對成長的幫助▼	對履歷的幫助▼
矽品	65		4 電子機械 - 半導體業	新竹	工程師	3~4	50~55	有些操	一般	普通	一般
矽品	55		4 電子機械 - 半導體業	台中	設備工程師	7~10	50~55	相當操	不推薦	不滿意	
矽品	127		6.5 電子機械 - 半導體業		課長	4~5	50~55	有些操	一般	滿意	一般
矽品	90		5.4 電子機械 - 半導體業			3~4	50~55	普通	推薦	普通	沒幫助
矽品	70		4.7 電子機械 - 半導體業	台中	工程師	1~2	40~45	還算涼	推薦	普通	有幫助
矽品	63		4.5 電子機械 - 半導體業	台中	工程師	0~1	30以下	一點點操	不推薦	非常不滿意	沒幫助
矽品	95		5.4 電子機械 - 半導體業	新竹	課長	5~7	45~50	普通	一般	滿意	一般
矽品	88		5.4 電子機械 - 半導體業	台中	工程師	2~3	50~55	一點點操	非常推薦	非常滿意	非常有幫助
矽品	55		3.6 電子機械 - 半導體業	新竹	設備工程師	0~1	30~40	相當操	一般	普通	一般
環鴻科技股份有限公司	102		6.3 電子機械 - 半導體業	南投	軟體開發工程師	2~3	45~50	一點點操	推薦	普通	一般
瑞鼎	75		4.5 電子機械 - 半導體業	新竹	工程師	2~3	50~55	有些操	不推薦	不滿意	一般
瑞鼎	140		7 電子機械 - 半導體業	新竹	專案副理	7~10	45~50	普通	推薦	滿意	有幫助
瑞晶	75		5.4 電子機械 - 半導體業	台中	資深工程師	2~3	45~50	有些操	推薦	普通	一般

# Data Preparation

After selecting the needed columns and translation, our data looks something like this...

RawData											
SalaryY	Industry	Company	Year	Hour	Fatigue	Recommend	GrowthHelp	CVHelp	Education	SalaryM	AvgYear
42.00	Accommodation and Food Service	Charming City Hotel	1~2	50~55	3	1	1	2	Local Public University Bachelor	3.50	1.50
10.00	Accommodation and Food Service	Deng Bubble	0~1	30-	7	1	3	1	High School/Junior College	0.80	0.50
35.00	Accommodation and Food Service	Howard Hotel	4~5	60~70	6	1	3	3	Local Private University Master	2.50	4.50
27.00	Accommodation and Food Service	Isabelle Foods	0~1	60~70	5	3	2	2	Local Private University Bachelor	2.30	0.50



# *Data Fields*

There are at total 14 fields in our data.

For each company, we have its:



## **Company Info**

- Industry
- Company Name
- Education Level



## **Work Conditions**

- Salary (Per Year)
- Years Worked In
- Hours of Work (Per Week)



## **Employee Indices**

- Fatigue
- Recommendation
- Growth Overall
- Resume Benefits

## *Growth Rate*

The final four columns are used to calculate the salary growth rate

For each job, we have its:

**Starting Salary**

**Years Worked In**

**Current Salary**

# *Growth Rate*

Let's assume:

Starting Salary

300K

Years Worked In

10

Current Salary

1000K

$$300 \times (1 + G)^{10} = 1000$$

$$G = 0.128$$

# Retention Rate

According to the previous formula, retention rate ( $\gamma$ ) is considered in calculations, and is computed by a series of questions:

**1. Being able to keep busy all the time**

Satisfied ▼

**2. The chance to work alone on the job**

Satisfied ▼

**3. The chance to do different things from time to time**

Satisfied ▼

Satisfied = 1

Dissatisfied = 0

# *Retention Rate*

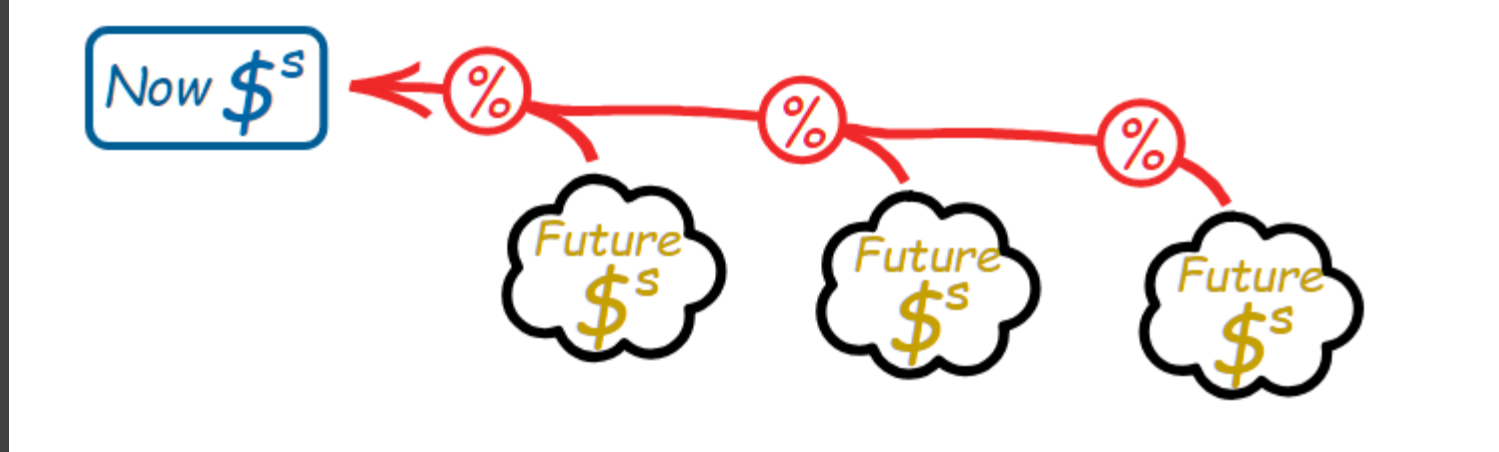
We want our retention rate to lie in the range of 0.5~1, thus we have the following calculations:

$$\sum_{i=1}^{15} Q_i = \ln \frac{\gamma}{1-\gamma} \quad \Rightarrow \quad 0.5 \leq \gamma \leq 1$$



# Method

We used the Net Present Value (NPV) method to calculate the present value of future earnings total



# Method

Let's assume that:

- Starting Salary = 300K
- Years To Work = 10
- Growth Rate = 12.8%
- Treasury Bill Rate = 2.73%
- Retention Rate = 80%

$$\sum_{n=1}^{10} 0.8 \times \frac{300 \times (1 + 0.128)^n}{(1 + 0.0273)^n}$$

$$= 4160.33 \text{ K}$$



“

“

Assumption

# *Assumption*



Ignore job titles  
and gender factor



Salary is used to  
estimate lifetime  
value



Salary increases  
every year



The background image shows a group of people sitting at a long wooden table, likely in a meeting or workshop. They are focused on their work, with some looking at papers and others at devices. A semi-transparent grey overlay covers the right side of the image, and a white curved line with a dot at the end is on the left side. The text is centered over the overlay.

“



# Business Plan & Prospect



# *Business Plan*



*Helping employees find their worth and their earning potential*

# *Prospect*



## **Increase users**

- Cooperate with universities
- Help graduate students get their potential salary
- Career path explorer



## **Info-sharing**

- Share salary information
- Share interview experiences
- Rate company
- Salary negotiation guide

*Q & A*