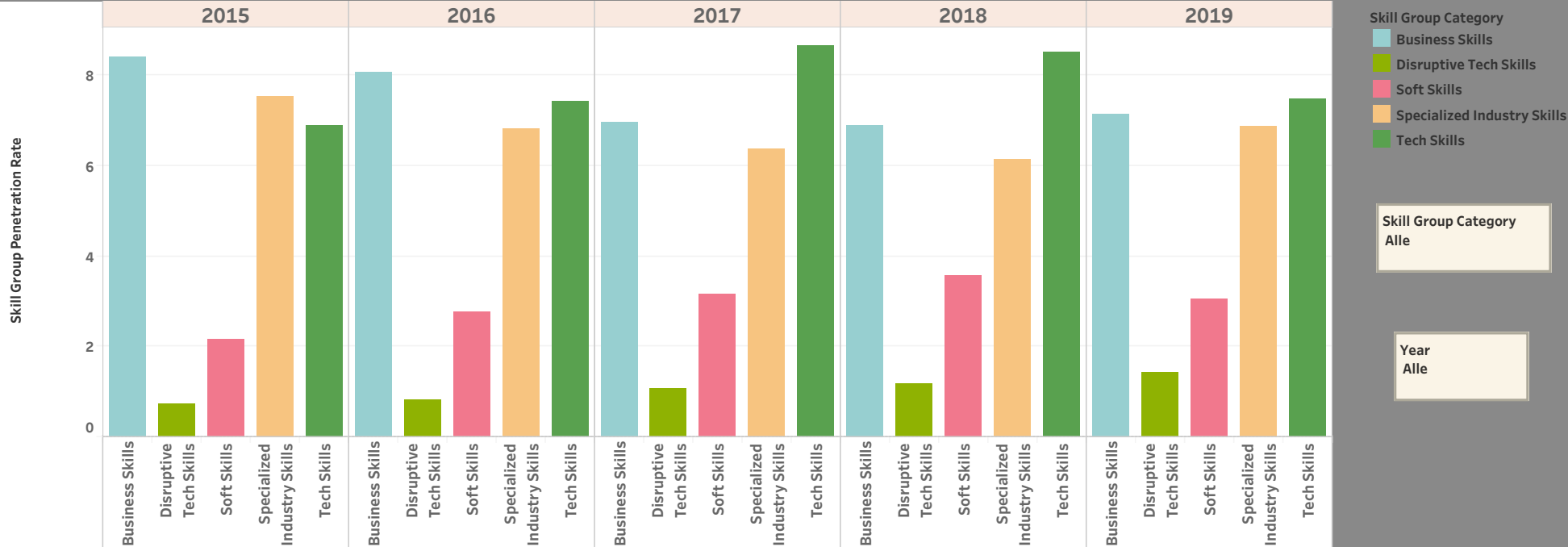


skills catgegories and years



skills categories and years overview

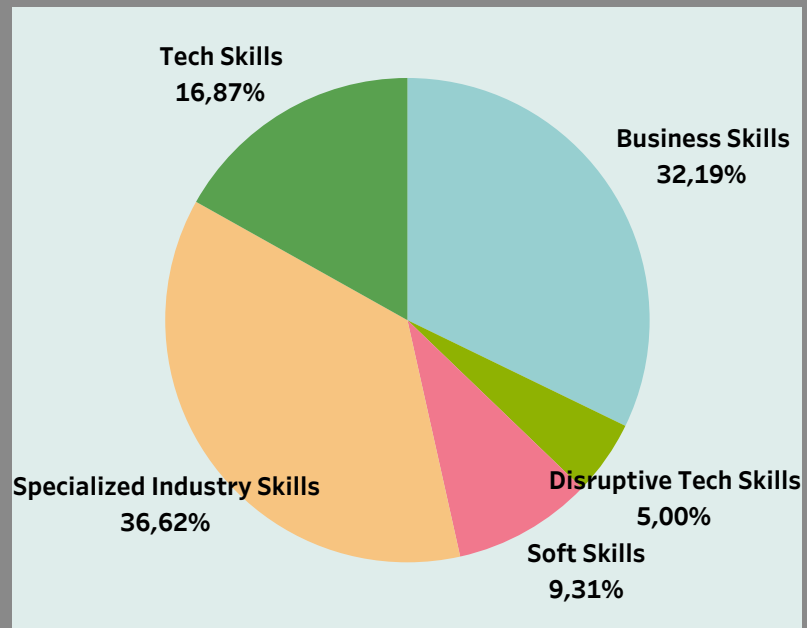
Skill Group Categ..	Skill Group Name	2015	2016	2017	2018	2019
Business Skills	Accounts Payable	0,036	0,031	0,028	0,030	0,076
	Administrative Assistance	0,082	0,086	0,111	0,121	0,361
	Advertising	0,481	0,429	0,354	0,385	0,447
	Affiliate Marketing	0,001	0,001	0,001	0,001	0,003
	Auditing	0,122	0,098	0,075	0,072	0,097
	Bookkeeping	0,046	0,046	0,052	0,052	0,090
	Business Management	1,910	2,094	1,865	1,803	1,121
	Capital Markets	0,432	0,355	0,289	0,281	0,280
	Commercial Banking	0,153	0,126	0,102	0,096	0,100
	Compensation & Benefits	0,013	0,008	0,005	0,005	0,012
	Competitive Strategies	0,006	0,004	0,002	0,002	0,003
	Corporate Communications	0,141	0,121	0,082	0,087	0,135
	Customer Experience	0,055	0,050	0,049	0,059	0,112
	Debt Collection	0,000	0,000	0,001	0,001	0,002
	Digital Marketing	0,487	0,499	0,487	0,512	0,557
	Economics	0,006	0,005	0,004	0,006	0,009
	Employee Learning & Develop..	0,190	0,157	0,109	0,141	0,107
	Entrepreneurship	0,094	0,097	0,082	0,072	0,088
	Financial Accounting	0,307	0,284	0,253	0,247	0,280
	Growth Strategies	0,072	0,064	0,054	0,044	0,050
	Human Resources (HR)	0,255	0,234	0,160	0,174	0,248

Skill Group Category
Alle

Skill Group Name
Alle

Year
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skills worldwide overview

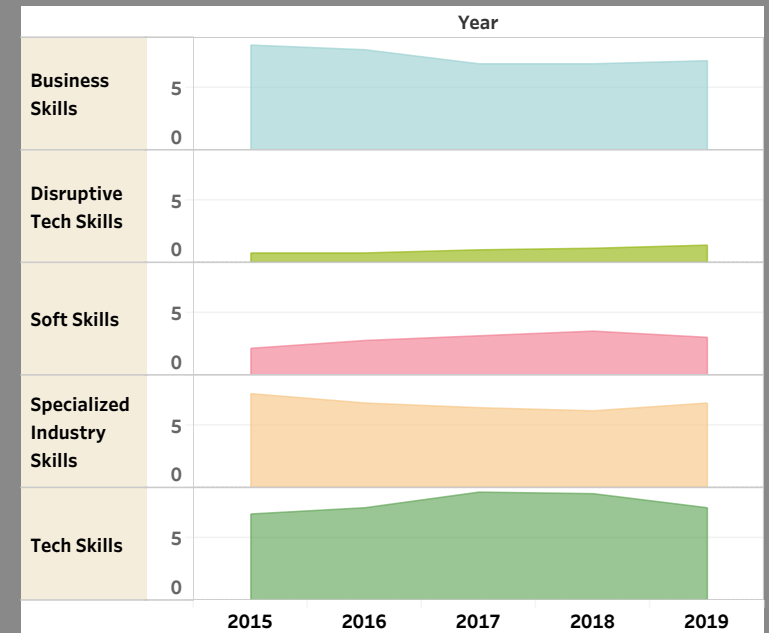


Skill Group Category
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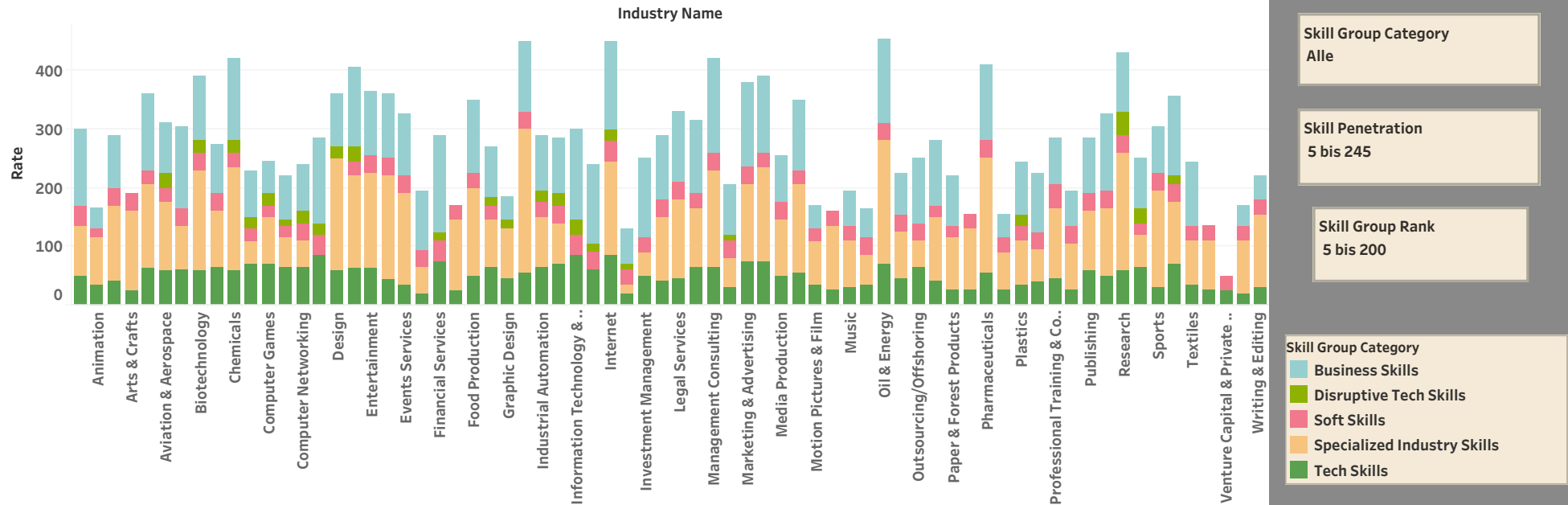
Skill Group Category

- Business Skills
- Disruptive Tech Skills
- Soft Skills
- Specialized Industry Skills
- Tech Skills

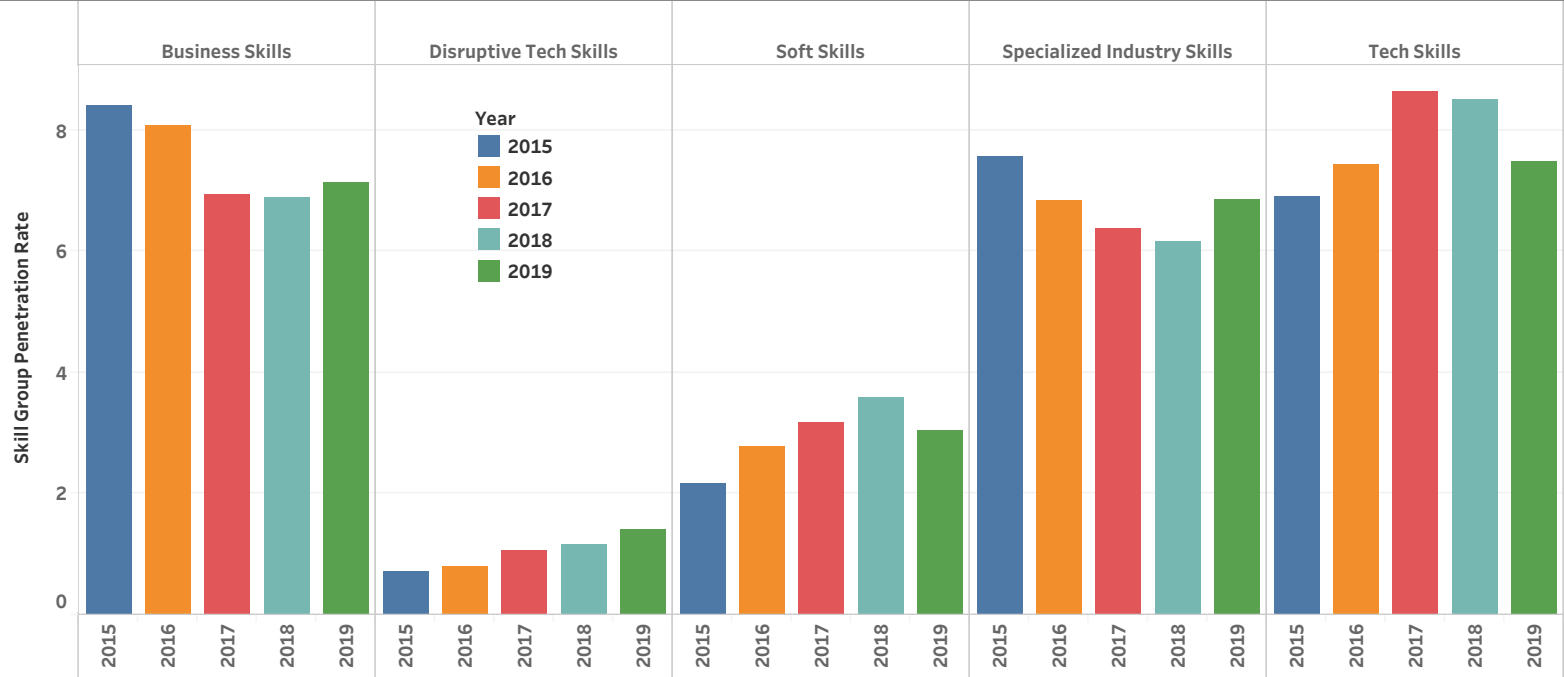
trends overview



skills and industrial areas



skill - categories worldwide 2015 - 2019



Year
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Skill Group Category
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Skill Group Penetration Ra..
0,0001 bis 0,273