

## 1. Query 1 (Projects): "Projects" = "Experience"

The data shows that "personal projects" (10.5k) and "side projects" (7.7k) are the community's answer to a lack of "work experience" (5.3k) when trying to "get job" (4.9k).

- **Action:** This validates [Project-Based] ROI Tag. SkillBridge shouldn't just list projects; it must **frame them as a substitute for on-the-job experience**. "Personalized Pathway" should curate projects that are explicitly designed to be portfolio-ready and mimic real-world tasks.
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## 2. Query 2 (Free Resources):

Found 18.8k posts where "free" (15k) and "cost" (8.7k) are key concerns, confirming the "Cost & Financial Constraints" cluster. The bigram **free resources** (1.2k) is a direct hit.

- **Action:** This is a 100% validation of "Free-First" bias. The data also shows **free time** (1.6k) as a major phrase. This means the perfect resource is **both free and time-efficient**. The system should prioritize high-quality, free resources that are self-contained and can be completed in a reasonable timeframe.
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## 3. Query 3 (The "Trust Gap"):

Most surprising insight. 36.8k posts about bootcamps, Coursera, and Udemy are **positive (+0.4524)**.

- **Action:** This refines "Trust Gap" insight. The problem isn't just that these platforms are "bad". The problem is that users are **paralyzed by the debate**. The N-grams (**cs degree, coding bootcamp, self taught**) show people are in a "maze of online courses".
  - This *massively* validates the "Navigator, Not an Aggregator" principle. Users don't need another comparison list. They need SkillBridge AI to make the "best" decision *for them*, cutting through the noisy debate and providing a single, trusted pathway.
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#### 4. Query 4 (The "Hurt"):

This query isolates the 11.9k negative posts. The top bigram is **job security** (2.1k), and the top keywords are **replaced** (4.2k) and **automation** (3.1k). This is the "anxiety" and "uncertainty" identified in the interviews .

- **Action:** This confirms *who* is afraid. The phrase **entry level** (0.3k) confirms the "erosion of the talent pipeline" fear. SkillBridge's "Why this matters" section must directly address this fear, explaining *how* a new skill provides **job security** against **automation**.
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#### 5. Query 5 (The "Help"):

The 42k *positive* posts are **obsessed with job security (13.3k)**. This is 6x more frequent than in the negative posts. How are they "proactively" seeking it? By focusing on specific, high-value roles: **software engineer** (5.7k), **machine learning** (2.2k), and **data science** (1.9k).

- **Action:** This confirms the project's core. **Anxiety about AI is the motivator, and upskilling into AI-resistant roles is the solution.** The system's tone should be empowering. It's not just "calm down"; it's "Here is the path to a more secure, high-demand career like **software engineer** or **data scientist**."
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#### 6. Query 6 (The "Pathway"):

This query (955 posts) and its sample posts are your MVP roadmap. The top bigrams are pathways: **software engineering** (484), **software engineer** (350), and **data analyst** (297).

- The sample posts are the user personas .
  - **Sample 2 (29-year-old in QA):** This is a primary target user, feeling discouraged and lacking a clear path.
  - **Sample 3 (Biomedical degree):** This user is asking the *exact* question SkillBridge AI is built to answer: "masters in SE, or if i can build my own portfolio via courses on udemy or coursera?"
  - **Sample 5 (Data Analyst):** This user is already in the field but feels stuck and is considering a **career change**, a perfect user for an *upskilling* pathway.

## Query Results:

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--- Query 1: (Theme: Learning\_Styles) AND (Keyword: 'projects') ---

**Why: Finds what portfolio projects users are discussing.**

Found 128367 matching posts.

### Top 15 Most Common Keywords (Unigrams):

projects: 155680

work: 127840

job: 116496

im: 110588

like: 90322

get: 87231

dont: 73110

time: 72125

would: 70890

experience: 60384

company: 58789

people: 53610

ive: 53572

also: 52335

one: 49032

### Top 20 Most Common Phrases (Bigrams):

feel like: 12217

personal projects: 10581

dont know: 9896  
side projects: 7789  
dont want: 6361  
work experience: 5356  
2 years: 5239  
im sure: 5222  
entry level: 5094  
computer science: 5038  
get job: 4972  
full time: 4744  
years experience: 4696  
new job: 4673  
make sure: 4520  
project management: 4359  
dont think: 4281  
current job: 4277  
software engineer: 4124  
open source: 4108

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--- Query 2: (Theme: Learning\_Barriers) AND (Keywords: 'free' OR 'youtube' OR 'affordable') ---

**Why: Finds community-vetted free/affordable learning resources.**

Found 18804 matching posts.

**Top 30 Most Common Keywords (Unigrams):**

job: 24561  
get: 20563  
work: 20311  
im: 19586  
like: 18380  
would: 16123  
dont: 15356  
time: 15184  
free: 15095  
people: 11937  
also: 11800  
want: 11087  
years: 10339  
one: 9331  
good: 9242  
know: 9224  
make: 9158  
even: 9037  
cost: 8715  
really: 8455  
ive: 8347  
need: 8307  
go: 8226  
company: 7933

career: 7895

experience: 7819

degree: 7811

could: 7637

much: 7524

pay: 7514

**Top 20 Most Common Phrases (Bigrams):**

dont know: 1935

cost living: 1874

feel like: 1822

free time: 1633

dont want: 1491

free resources: 1213

get job: 1209

full time: 1123

2 years: 1117

entry level: 1079

im sure: 1059

computer science: 1054

feel free: 904

years ago: 881

go back: 813

job market: 793

current job: 789

high school: 785

make sure: 777

community college: 775

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**--- Query 3: (Theme: Learning\_Barriers) AND (Keywords: 'coursera' OR 'udemy' OR 'bootcamp') ---**

**Why: Analyzes sentiment and complaints about paid platforms.**

Found 36803 matching posts.

Total posts analyzed: 36803

Average Compound Sentiment: 0.4524

Positive Posts (>0.05): 26893

Neutral Posts: 3832

Negative Posts (<-0.05): 6078

**Top 15 Most Common Keywords (Unigrams):**

bootcamp: 33560

job: 29360

get: 24344

im: 22875

like: 20165

degree: 17276

work: 16865

would: 15957

dont: 15622

people: 14268

time: 13871

experience: 13209

years: 12376

also: 11630

know: 10914

### **Top 20 Most Common Phrases (Bigrams):**

cs degree: 2987

coding bootcamp: 2649

get job: 2443

entry level: 2347

dont know: 2200

feel like: 2048

computer science: 2030

bootcamp grads: 1880

software engineering: 1769

bootcamp grad: 1656

data science: 1589

software engineer: 1576

2 years: 1467

6 months: 1463

self taught: 1459

first job: 1407

job market: 1403

years ago: 1317



web development: 1308

full time: 1254

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--- Query 4: (Theme: AI\_Anxiety) AND (Sentiment: Negative) ---

**Why: Isolates the 'paralysis' posts to find \*who\* is most anxious.**

Found 11925 matching posts (out of 57359 total AI posts).

**Top 20 Most Common Keywords (Unigrams):**

job: 12200

work: 7678

im: 7313

get: 6262

people: 5872

dont: 5585

ai: 5119

like: 4734

jobs: 4406

years: 4399

time: 4380

would: 4266

replaced: 4237

company: 4177

one: 3930

even: 3709

know: 3329

new: 3166

also: 3122

automation: 3117

### **Top 20 Most Common Phrases (Bigrams):**

job security: 2181

dont know: 801

feel like: 606

dont want: 517

replaced ai: 478

job market: 469

new job: 465

years ago: 419

im sure: 376

let go: 345

get job: 338

2 years: 337

10 years: 329

dont think: 327

entry level: 326

current job: 321

5 years: 320

6 months: 308

years experience: 299

even though: 283

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--- Query 5: (Theme: AI\_Anxiety) AND (Sentiment: Positive) ---

**Why: Isolates the 'proactive' users to see \*how\* they are adapting.**

Found 42001 matching posts.

**Top 20 Most Common Keywords (Unigrams):**

job: 56905

im: 36801

work: 36794

like: 32464

get: 27447

would: 25550

dont: 22136

ai: 21793

time: 20203

people: 19962

company: 19805

years: 19332

also: 17868

good: 17640

security: 16576

want: 16468

software: 16091

ive: 15862

engineer: 15718

career: 15708

**Top 20 Most Common Phrases (Bigrams):**

job security: 13351

software engineer: 5771

feel like: 3570

dont know: 3049

computer science: 2357

machine learning: 2230

dont want: 2154

data science: 1973

job market: 1837

software engineering: 1802

im sure: 1802

current job: 1764

new job: 1752

2 years: 1673

senior software: 1638

us remote: 1595

san francisco: 1554

new york: 1550

years ago: 1516

years experience: 1503

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--- Query 6: (Bigram: 'career change') AND (Keywords: 'qa' OR 'data analyst' OR 'software engineer') ---

**Why: Finds user-generated pathways for your target roles.**

Found 955 matching posts.

**Top 30 Most Common Keywords (Unigrams):**

career: 1914

im: 1807

job: 1460

work: 1169

software: 1161

change: 1153

would: 1058

like: 1047

years: 880

get: 867

data: 782

ive: 752

time: 721

dont: 716

engineering: 709

experience: 660

want: 658

also: 606  
degree: 587  
people: 563  
working: 562  
really: 533  
engineer: 519  
know: 513  
company: 486  
good: 471  
make: 470  
tech: 464  
looking: 457  
year: 454

**Top 20 Most Common Phrases (Bigrams):**

career change: 959  
software engineering: 484  
software engineer: 350  
data analyst: 297  
computer science: 159  
feel like: 158  
dont know: 128  
data analytics: 98  
im looking: 95

im sure: 94

make career: 94

entry level: 91

dont want: 91

looking career: 88

2 years: 85

would like: 79

back school: 79

3 years: 79

data science: 78

job market: 75

### --- Sample Posts (Query 6) ---

SAMPLE: 45 here. i was a bank employee for 10 years,absolutely depressed. i managed to completely change careers and become a software engineer (currently on my 4th year as one).

i don't know whether this path is right for me or not. i like the work/life balance, i like the higher salary - on the other hand, i'm not a computer geek or something, so there are times that i feel that i can only learn so much and that i will never be so good as to get a senior role.

i followed this path because that's wha...

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SAMPLE: career crossroads? for context i'm a science major in new jersey. i'm 29 with a few years of qa under my belt in food and beverage manufacturing. but besides that not much else. maybe it's because i'm harping on the negatives to much recently but it seems every post i read on reddit is about some 22 - 26 year old whose making 110k+. it leaves me discouraged knowing i don't love or even like my job and the prospect of making that kind of money seems almost a near impossibility. i have no real men...

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SAMPLE: career change advice? uk based hi all, i have a degree in biomedical science but i want to become more involved in digital pathology and ai software. i'm wondering if it's necessary to either do an undergraduate in software engineering (full stack? devops?), a masters in se, or if i can build my own portfolio via courses on udemy or coursera that way, like studying a python course.

any help appreciated!...

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SAMPLE: yes and no.

definitely that people who can't get a role as a software engineer are taking jobs as testers, qa, cloud practitioners, project managers, it, and so on. it's good that there are more people with these skills in adjacent roles.

however this isn't about whether people do or don't have degrees - universities have never graduated enough people to meet industry demand, so there have always been other pathways to get a job as a software developer. bootcamp grads can apply for grad and ju...

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SAMPLE: laid off, career change while i have some time? hello,

i am a 29 year old male and i have worked at large bank for over 6 years now (probably 4-5 years too long but here we are.) originally as a business analyst but really doing anything data (ms access, excel, sql) related for the team i supported. then i moved to another team and became a "data analyst", but it was more or less the same, just using alteryx for etl and domo for dashboarding, but we barely make dashboards. i've been remote sin...

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## Reddit Data Analysis

### --- Thematic Analysis ---

#### Post/Comment Count by Theme:

Learning_Styles	183375
Learning_Barriers	181367
Other	128125
Upskilling_Motivation	58829



AI\_Anxiety 57359

Name: count, dtype: int64

### --- Sentiment Analysis for 'AI\_Anxiety' Posts ---

Total 'AI\_Anxiety' posts analyzed: 57359

Average Compound Sentiment: 0.4387 (from -1 Negative to +1 Positive)

Positive Posts (>0.05): 42001

Neutral Posts: 3433

Negative Posts (<-0.05): 11925

### --- Keyword & Phrase Frequency (N-grams) ---

#### Top 30 Most Common Keywords (Unigrams):

job: 467308

im: 396844

work: 387338

get: 334220

like: 318423

would: 277255

dont: 268110

time: 239379

people: 211085

years: 190235

company: 188796

want: 185810

also: 183263

ive: 172966

experience: 171113

career: 168796

know: 167161

one: 165730

good: 165416

make: 158508

projects: 155736

even: 149681

really: 148174

working: 140731

need: 138145

new: 134789

go: 132899

jobs: 131741

much: 130048

think: 128275

#### **Top 20 Most Common Phrases (Bigrams):**

feel like: 37433

dont know: 36858

cost living: 25727

dont want: 25423

career change: 22059

entry level: 20188

get job: 19668

im sure: 19584

2 years: 18308

new job: 18299

full time: 17418

job security: 15800

years experience: 15618

current job: 15605

dont think: 15464

years ago: 15124

computer science: 14872

software engineer: 14647

job market: 14521

go back: 14198