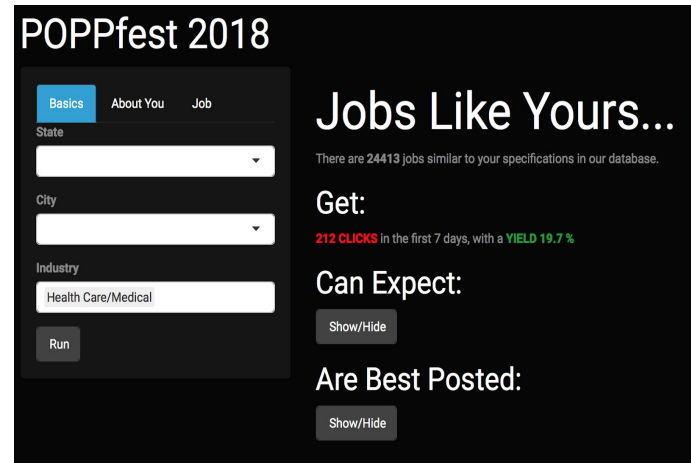# ACOF: POPPfest 2018

Bodhi, Brendan, Jason, Kelly, Natalia

POPP (Personalized Occupation Posting Program):

POPP is our suggestion for a product or service that we believe indeed.com should offer to its clients. Our predictive models were thwarted by inconsistencies between industries and other factors, and we realized that employers care primarily about jobs similar to their own. Therefore, we created this tool to give them important and relevant information before posting a job. Variables included are: # of similar jobs, expected # of clicks and yield (applications/clicks) within 7 days, timeline of job activity after posting and best days in the calendar year to post. The benchmark of 7 days is especially important to

employers as jobs tend to get more clicks, with a higher yield, in that timeframe. It is also important to note that all projections are based on historical data from 2016-17. POPP should serve as a marketing strategy for indeed.com to allow them to recruit more participants and increase their market share.

Insights: Beyond our service suggestion, we also gathered coordinates of approximately 38,000 cities in the United States from an external source and used them to map job applications. We found that out of the top ten largest cities in the country, San Diego and San Jose seemed to have fewer job postings than other top ten cities. San Francisco also had conspicuously few technology-related jobs, odd for such a large center of tech. We suggest indeed.com focus on expanding into these markets and will note that POPP makes it easy for indeed.com or prospective firms to make similar decisions.

Next Steps: The power of the POPP relies on how many jobs have been previously posted with similar criteria. As a result, in non-metropolitan cities, and in industries where posting on indeed.com is rare, the insights obtained from POPP are less useful. Thus, gathering more data in these areas is crucial to POPP's success as a useful application for indeed.com to offer. The end goal of POPP is to be a premium service that suggests the optimal posting times and provides the most useful business insights so that companies can maximize the number of clicks and applications on their job postings.