B-PALs

Day one we just looked at the data and tried to filter out unnecessary columns and rows. We found that we only got a subset of the data there are companies that jump from having 5 job postings at one time event to having 32 job postings in the next event associated with that job. We also found that for each job hash there were times that the job title was not consistent between job events even with the same hash. There were six hundred duplicated jobhashes out of 236635 job postings, meaning there were two job titles under the same job hash.

On this slide, the font of the text indicates the number of jobs and the color indicate the number of companies in that field. So the larger the text is the more jobs there are. And the darker the text is the more companies there are too. Thus, Indeed should reach out to more companies that has lighter color or smaller font as their category.

The ratio between number of job applies to number of job postings within a state. The darker the color, the more applicants per job.
For example: Number of companies and number of job postings in ID and NV are fairly close. However, the color indicates that there were more job applicants per job posting in NV compare to ID. This tells us that there are more job demand in NV and Indeed.com should consider recruiting more companies in the darker region like NV.

We found that on average over a one week period in 2017 the most applies were on Tuesday and Monday. And the least application were sent out on the weekends. From this information we know that it will be best for companies to make postings late sunday night or very early sunday morning so the company will get the most potential employees to apply. We also looked at data on job postings and applications over all the months of 2017 and found that most job postings are posted in july but most applications are submitted in January and March. Similar to our first conclusions we can tell companies to try to make postings closer to when people are looking for jobs if they want to get more applicants.

On the fourth slide, we use a scatter plot to represent the relation between the number of applies and the number of applications which are reviewed. Each data point represents one job post, and the size of it represents the length of its description, the bigger size indicates the longer length. The darkness of each data point represents the age of the job post, the darker it is, the older the job post is. The shape of the data point indicates whether the job requires any education or not. According to this plot, the relation between the number of applications and the number of applications is a linear relation, and there are no relation between the length of description and the age to the number of applications and reviews.