

Datafest 2018

Visualizing Job Growth in Industries Over Time: a “Shiny” and “Leaflet” Application in R



Arizona State University

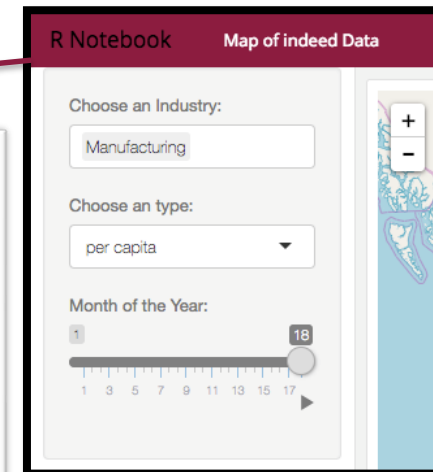
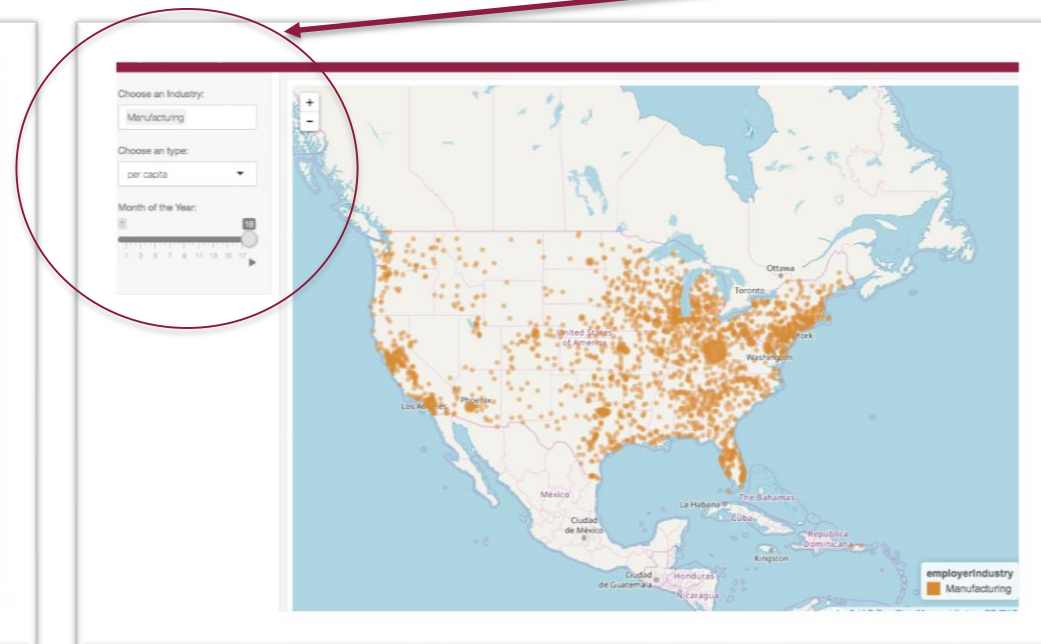
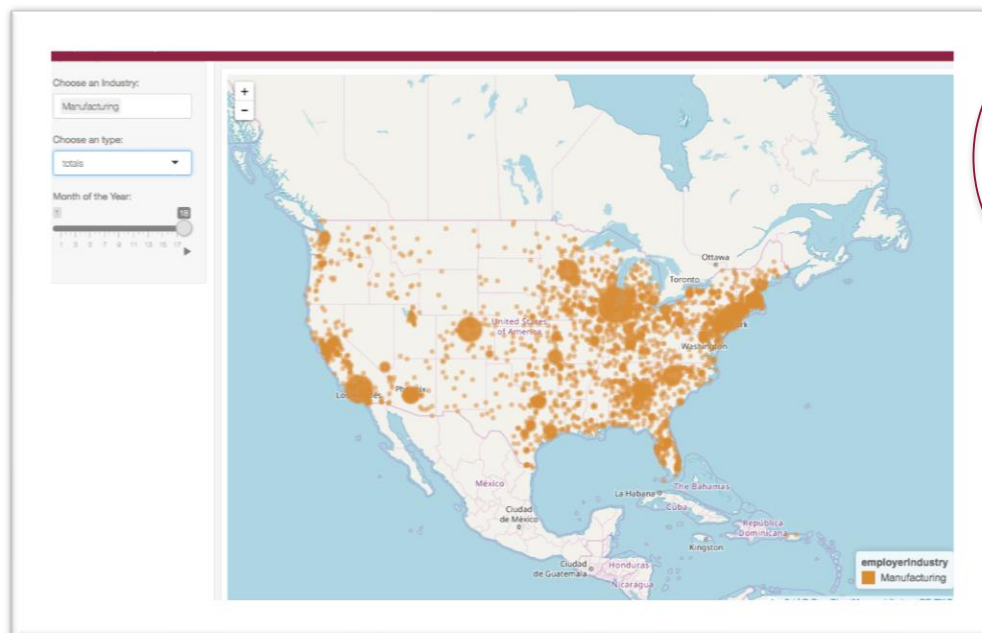
Team M&M

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The Application

- **Interactive Map of Job Growth (indeed.com)** in the United States (*per capita* and *total*) → August 2016 to January 2018
 - By “**employerIndustry**” → Health Care/Medical, Technology/Information, Agriculture, etc.
 - **External Data Utilization:** U.S. Cities Population, Latitude, and Longitude
 - R → “Shiny” and “Leaflet”



The Application (cont.)

- Business Case
 - **indeed.com** → supplement strategic marketing initiatives (e.g. *Legal Job-Growth in Boston? Market to Boston's Law Students!*)
 - **indeed.com** Users → strategize and optimize the **indeed.com** experience (e.g. *Technology/Information Job-Growth in Phoenix? Attend Arizona State University for Expedited Employment in Tech.!*)

