

DataFest2018

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We began to analyze the data by looking through the lense of each users. These include potential employees looking for jobs, companies posting their jobs trying to find the right employees, and Indeed.com themselves.

Companies

We used this data to find insights to help companies that post jobs and look for applicants on Indeed. Companies using Indeed want to find the perfect fit for their job opening; in order to help with this goal, we focused on the question of how companies can best maximize the amount of hires that result in their use of this website. In order to answer this question, we compared the amount of clicks per application post to the amount of applies per application post. They are linearly related– the more people that click on an application, the more people apply to the job. As such, a company would best use their resources by creating Indeed job postings that get as many people to click on them as possible.

Employees

As a generalization, we can split people up (relative to their careers) into two different categories: place people and position people. Position people are those who care exclusively (or at least mostly) about their job, not where it is. Place people are those who want a suitable job for them, but are more interested in taking whatever is available to them that allows them to stay in (or move to) their favorite place. Indeed does a fantastic job catering to position people, with a very effective feature that allows you to search for jobs based on job title or some job metrics. However, Indeed somewhat struggles catering to position people. The location radius feature sometimes stretches to include jobs outside the radius to fluff the number of matches, and it's hard to visualize where jobs are relative to the place your searching if you don't know every single suburb in a 50 mile radius. So, we created a tool in Tableau to do exactly that. You can visualize the jobs in the area and check the postings based on their proximity to your target location. As everyone knows: Location. Location. Location.

Indeed

Indeed wants to get as many people as possible to use their website. As such, they are invested in the success of both the companies and the employees. So, to maximize the usage, indeed.com wants a breadth of jobs in many different locations, a large depth of jobs in popular locations, and many clicks on every job posted.