Our Process

Overview of Data

◇ Date, Employer Industry, city, admin1(state)

◇ Determined Indeed's job listing throughout regions of the US

◇ Normalized to average the population throughout each state(job listings per capita)

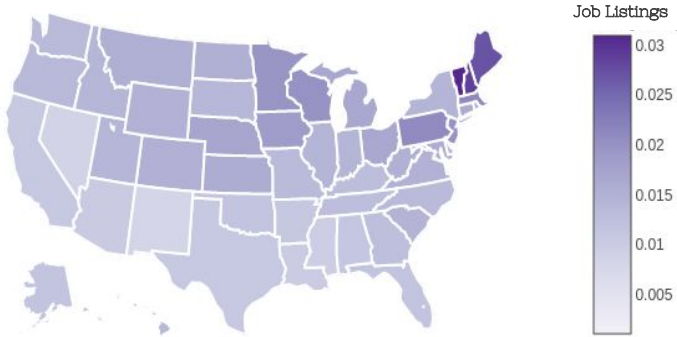◇ The states with the most searches for "Indeed" is observed to show largest industries

External Data

◇ Google Trends search for "Indeed" throughout the US

◇ US 2010 Census Population data

  ▪ Used to derive the Job Listings per Capita

◇ US Bureau of Labor Statistics
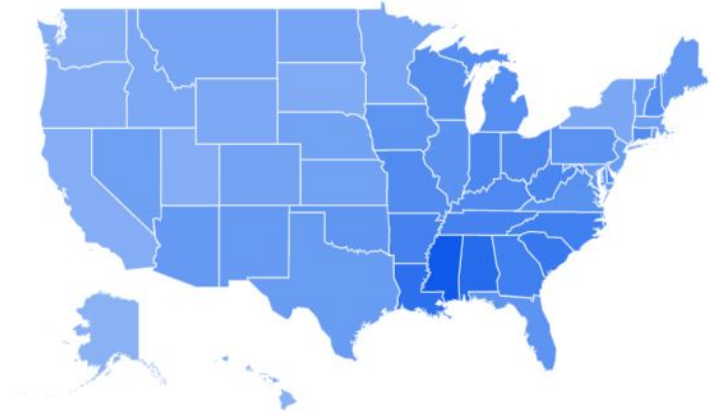
  ▪ Job trends of Mississippi for the last 20 years
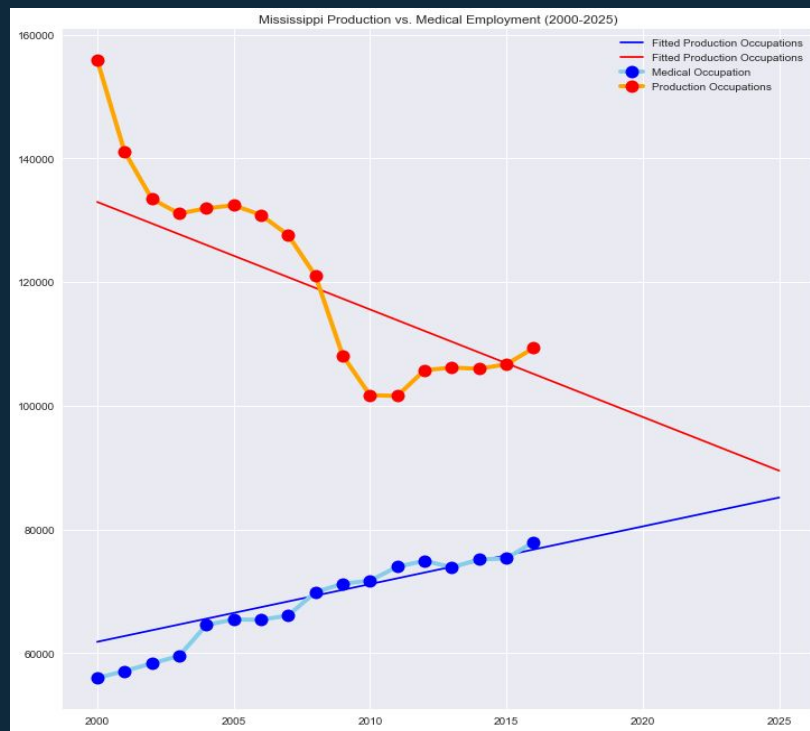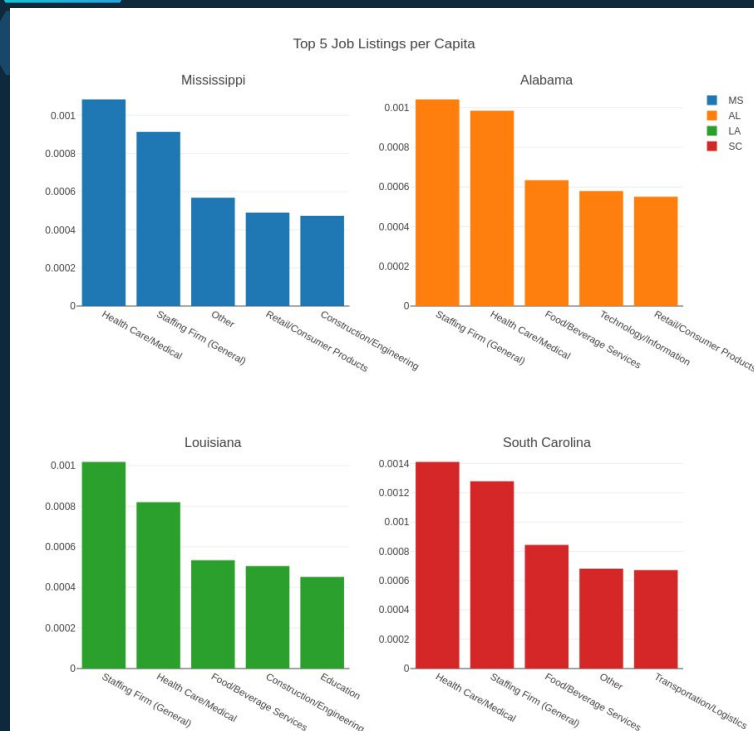
Indeed's Job Listings vs. Searches

Job Listings per Capita

Google Trends Indeed Search Interest

Deeper Analysis

New Southern Market Strategy

Support

◇ Falling industries result in the unemployment of millions. Sponsor companies and organizations that provide industry switching education programs. These programs will efficiently allow individuals to experience new opportunities quickly new positions towards employment.

Benefits

◇ Offer special perks to graduates like premium job listings, priority applications, guaranteed interviews, etc...

Partnerships

◇ Work with hiring companies to maximize their visibility to potential job candidates.

20,000

Potential Applicants from Mississippi Production Industry

120,000

Applicants in Southern US from Production Industry

2%

Percent increase of unique monthly visitors from just four states