# Relationship between Industries, Traffic on Indeed, and Layoffs

A presentation by
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Applications Across Industries

- Starting Ideas:
  - Brainstorm major events of 2017: Hurricane season, Russian Collusion, Charlottesville, #MeToo, potential trade wars
  - Do some industries receive more job applications at different times of the year?
  - I.E. landscaping in the spring and summer, plowing in the winter, ect
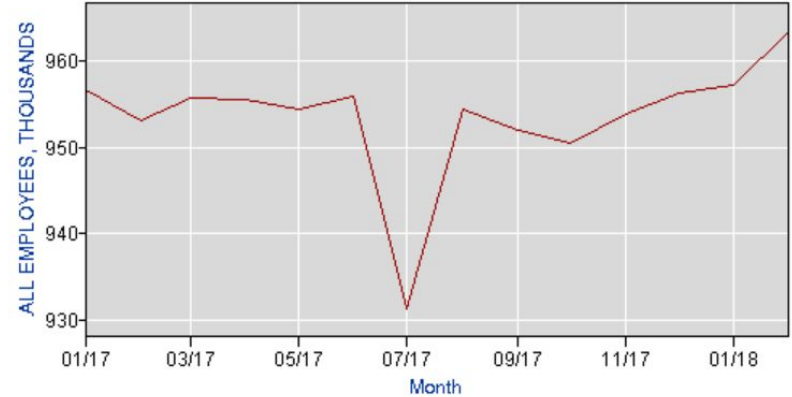- Discovered an anomaly in the Automotive industry
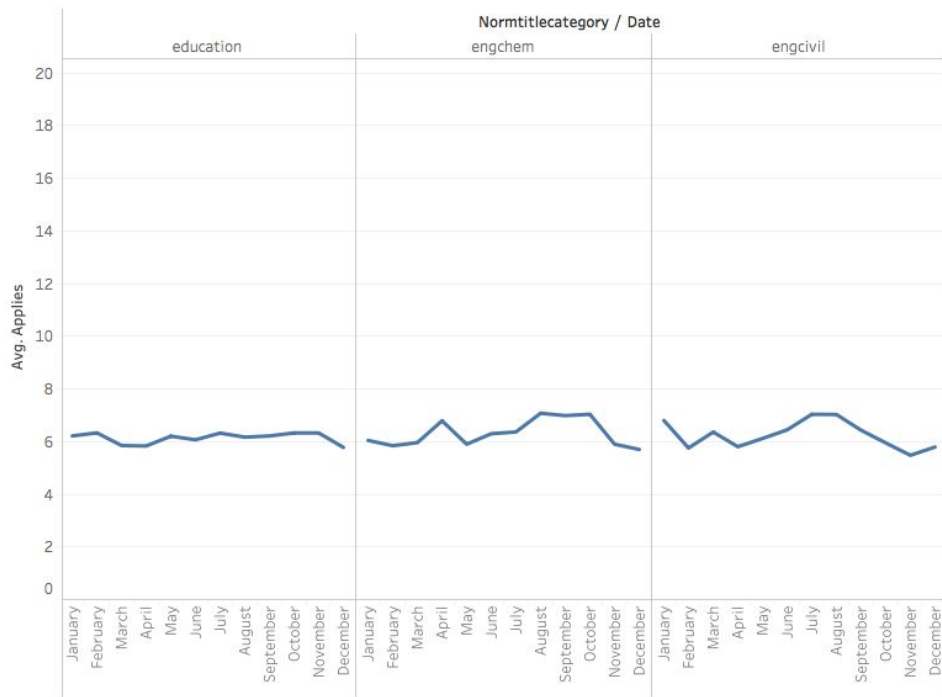
Indeed Data vs Bureau of Labor Statistics Data
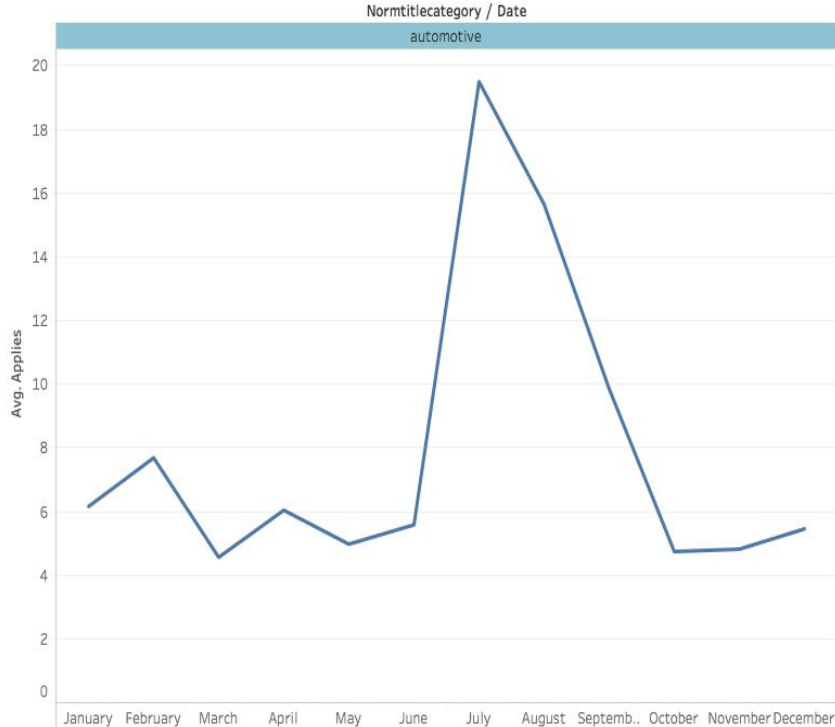
According to this New York Times article, decreasing sales led automotive powerhouses to layoff a large number of employees in Summer 2017.

Meaning and Significance

- There seems to be a correlation between automotive layoffs and an increase in automotive job applications
  - People can shy away from changing fields especially later in life
  - They are going to look for jobs in their industry
- Pay-per-click model
  - Indeed profits from more clicks on job posting
- More clicks on job postings
  - Indeed can expect an increase in applications when an industry is in the red
  - When an industry has layoffs, Indeed can target users with experience in the relevant field
  - This all would lead to more profits for Indeed as well as providing more economic opportunities to those who fall victim to layoffs