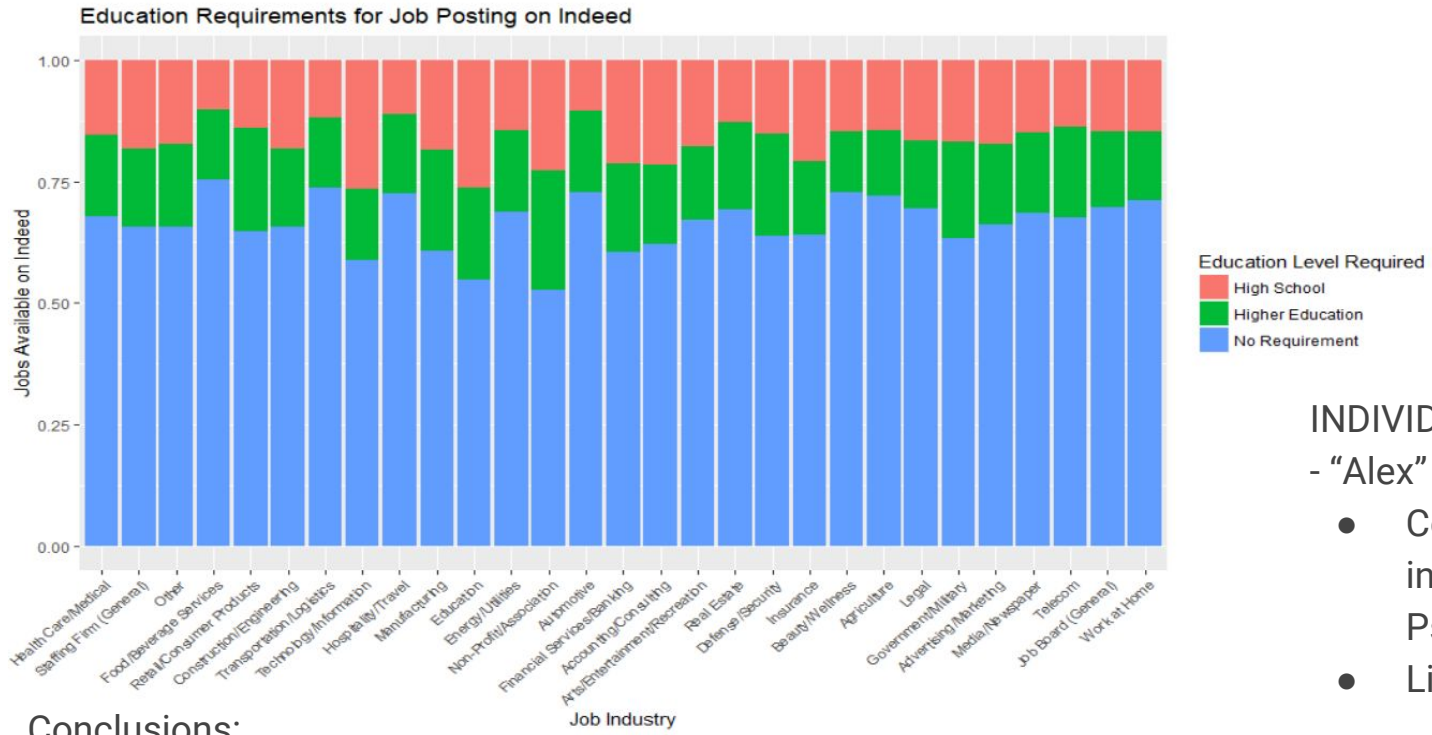


Team R-Some DataFest 2018

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- Our angle: **Guiding** US users through the job-finding process using Indeed, including:
 - What industries have the highest proportion of postings for their given education level (**target optimal INDUSTRY**)
 - Industries with the most job opportunities in each US state (**target optimal GEOGRAPHY**)
 - How other users are using Indeed, giving insight to: (**target optimal WEBSITE USAGE**)
 - Industry competitiveness
 - Day-to-day number of job postings by industry
 - The best time to search for a job on Indeed
- **GOAL:** To help the INDIVIDUAL use Indeed in the most **customized, efficient** way!
 - Recommendations on how to best find a job for any jobseeker (using Indeed, of course :D)

Targeting Optimal INDUSTRY (for an individual's education level)



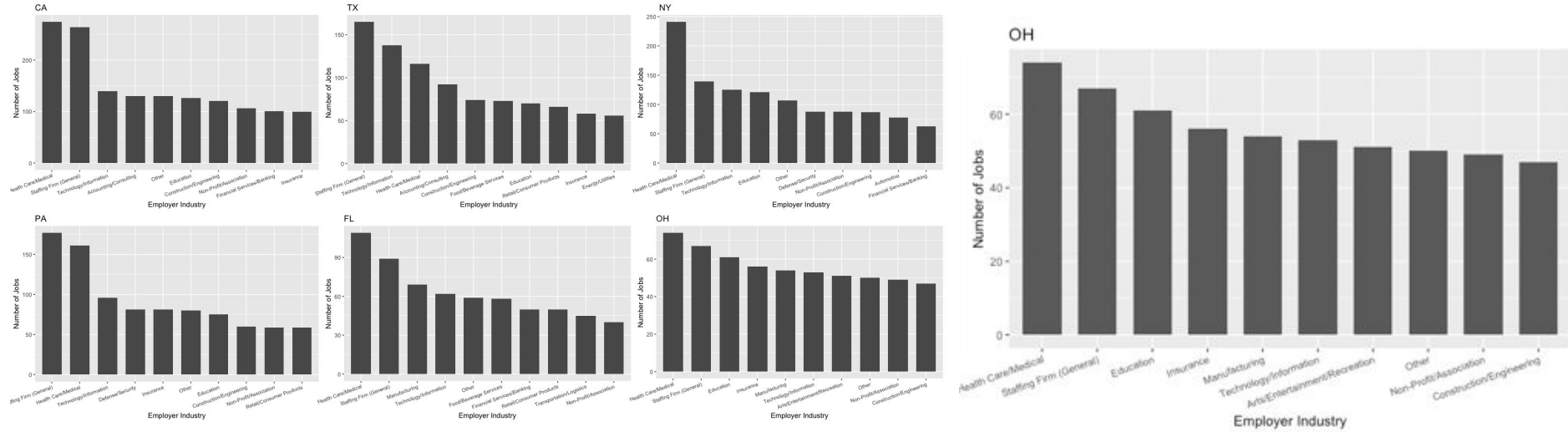
INDIVIDUAL sample customer
- "Alex"

- College diploma, major in Mathematics and Psychology
- Lives in Florida

Conclusions:

- Alex will choose Education
- See which industry has the highest proportion of postings for given education level

Targeting Optimal GEOGRAPHY (US state)



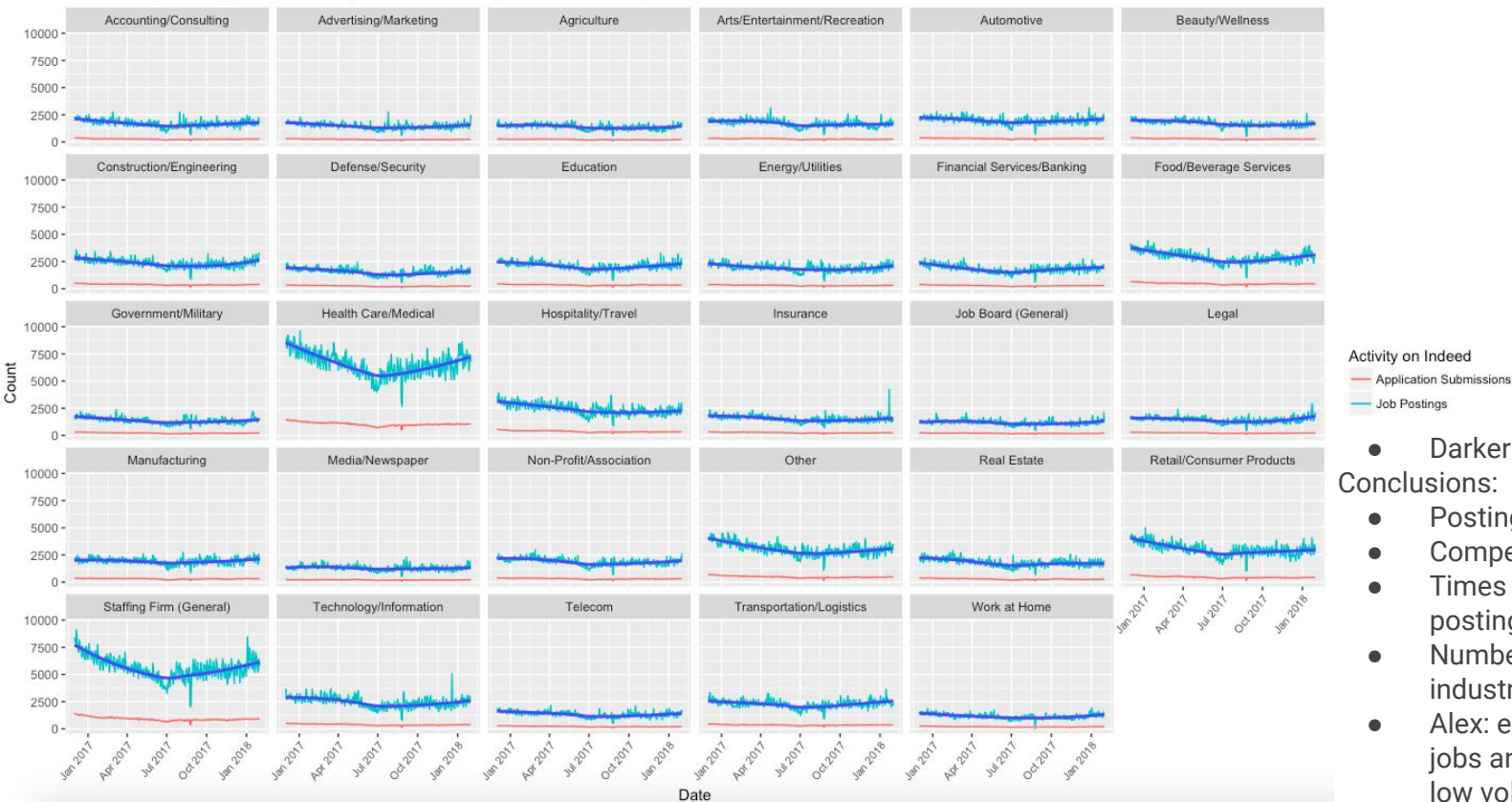
- 6 states shown are the states with the most overall jobs
- Industries shown are the 10 industries with most job postings in that state
- **Jobs that require an education level higher than individual's are filtered out (shown graphs are for jobs that require higher education or lower (Alex))**

Conclusions:

- Alex will optimally move from Florida to Ohio
- Shows most popular industries in states with the most overall jobs, customized for individual education level

Targeting Optimal WEBSITE USAGE (Indeed.com)

Job Posting and Application Activity on Indeed.com (12/1/16 - 1/31/18)



- Darker blue line is best fit line
- Conclusions:
- Posting “volatility”
 - Competitiveness
 - Times when Indeed has most postings
 - Number of overall jobs in each industry
 - Alex: education, low number of jobs and applicants generally low volatility
 - Other fields have an optimal time of year to apply