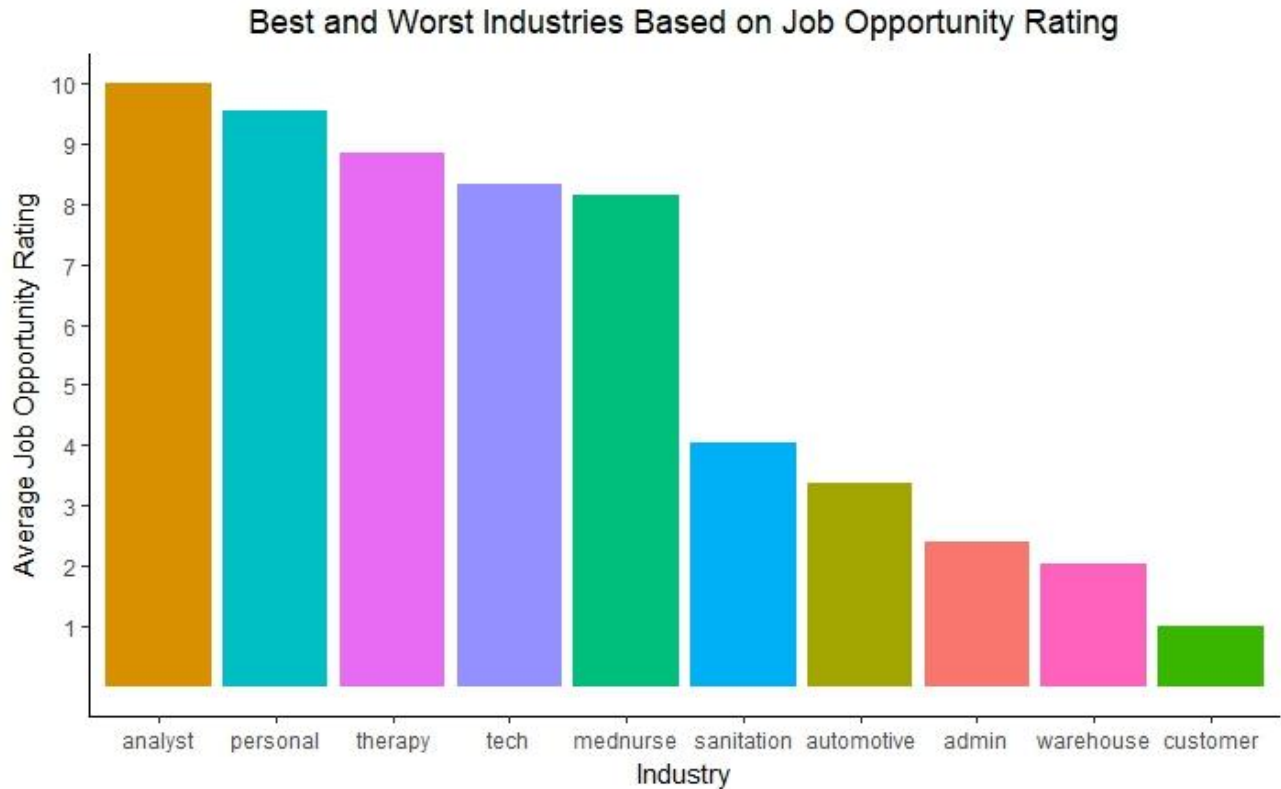# Indeed: Clicks, Applies, and Job Opportunity

Regression Toward the Team

Munkh-Erdene Baatarsuren, Ryan Cox, Evan Moore, Ilina Shah, Kristina Yamkovoy
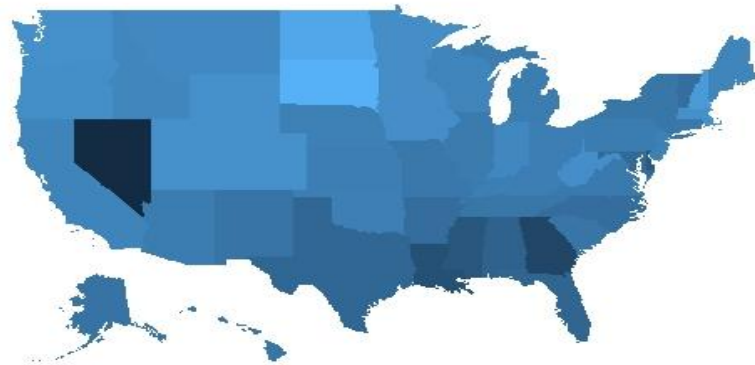
Methods

- Clicks → applications → vacant roles are filled.
- *Job opportunity rating* describes percentage of unique postings in industry divided by percentage of average daily clicks for that industry, normalized on scale of 1-10.

Best and Worst Industries Based on Job Opportunity Rating

Bar chart titled "Best and Worst Industries Based on Job Opportunity Rating" showing Average Job Opportunity Rating (y-axis, 1–10) by Industry (x-axis): analyst ~10, personal ~9.5, therapy ~8.8, tech ~8.3, mednurse ~8.1, sanitation ~4, automotive ~3.3, admin ~2.4, warehouse ~2, customer ~1.

State Level Results

Average Job Rating By State (Top 5 Jobs only)
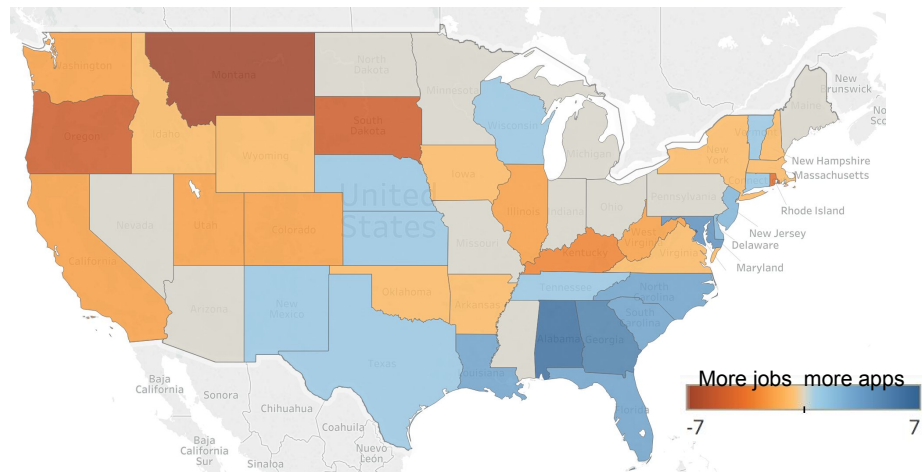
Average Job Opportunity Rating   10.0 7.5 5.0 2.5

- First plot focuses on higher education jobs. Second plot focuses on license and no requirement jobs.
- *Employees:* Focus on dark areas indicating high potential for employment.
- *Employers:* Focus on light areas indicating high potential for growth.
- **Conclusion:** Nevada/Georgia good for higher ed requirement, Montana/Oregon good for no requirement.

More jobs   more apps
-7   7

City-Level Results

- Determined a "saturation level" based on a difference of normalized "click interest" and "job availability"

- X axis: proportional difference

- Y axis: city

- **Conclusion**: Companies seeking to expand ops might want to look at cities where the desired workforce is undersaturated

Saturation of Title Categories By City