



## **CoverQuick Industry Research**

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## **1] Executive Summary:**

The CoverQuick Industry Research project provides a comprehensive analysis of user demographics, industry preferences, and resume quality metrics. Through the examination of a dataset comprising over 20,000 data points, this report aims to identify the top industries favoured by CoverQuick's users, understand the age range and experience level of the target audience, and determine the key skills and experience sought after by these users. The findings reveal that the primary industries for CoverQuick's marketing efforts should be IT, sales, finance, and marketing. The ideal customer profile consists of individuals aged between 20 and 30 with 5 to 10 years of experience in their respective fields. Key skills such as sales associate, marketing, and project management are in high demand among these users. To improve the user experience and optimize resume quality, recommendations include incorporating dropdown menus for countries and education, implementing compulsory questions for resume creation, developing industry-specific resume formats, and providing guidance and tips for resume content. By implementing these recommendations, CoverQuick can tailor its services to meet the needs of its ideal customers, enhance user satisfaction, and effectively position itself in the market.

## **2] Introduction**

The dataset is an assortment of resumes that job seekers for various positions have submitted. It contains details about education, employment history, talents, and personal characteristics. The dataset can be used for a number of things, such as analyzing employment patterns, locating skill gaps, and enhancing hiring and retention efforts.

### **2.1] Strengths of a dataset:**

**Large sample size:** As there are 39450 rows in our dataset. As a result, a large data collection can give a more accurate representation of the population under research and can boost the statistical strength of any research.

**Variable diversity:** A diverse group of variables can enable a more thorough examination of the effects of business performance and can aid in the discovery of correlations or patterns that might otherwise go undetected. Structured data that is simple to analyze and categorize, such as work experience, education, years of experience, age, and abilities, are frequently included in job descriptions and resumes.

**Contextual information:** Resume can provide insight into the abilities and experience of possible applicants, whilst job descriptions can provide useful information about the job criteria and qualifications.

**Real-world information:** Because the dataset is based on real-world data, it is applicable to the present job market and can shed light on the talents and credentials that are currently in demand.

### **2.2] Weaknesses of a dataset:**

**Sampling bias:** Results may not be generalizable to the full population if the sample employed in the data collection is not representative of the community being investigated. This limits the generalizability of the results in our scenario because the dataset may be biased toward particular industries, employment types, or demographics.

**Missing information:** Resumes and job descriptions may not give a complete picture of a candidate's abilities or experience, and they may exclude crucial information like soft skills or experience specialized to a certain industry. Furthermore, the analysis may be constrained by missing or incomplete data, which may result in results that are incorrect or biased.

### **3] Methodology**

The research was conducted using CoverQuick's dataset, which provided access to over 20,000 data points. The following methodologies were employed:

- Conduct interviews and regular meetings with CoverQuick's management to gain insights into the company's strategy, operations, and market positioning.
- Perform exploratory data analysis (EDA) on the provided dataset, using techniques such as data cleaning, integration, and variable transformation.
- Apply Python programming language and libraries such as Pandas, Scikit-learn, and NLP for data analysis and modelling.
- Utilize official standard tools like Django and PostgreSQL for data analysis, focusing on data cleaning, customization, and query optimization.
- Establish a correlation between job descriptions and resume data using algorithms and techniques from natural language processing (NLP).
- Rank resumes based on their alignment with job descriptions, taking into account factors such as missing data, structure, and grammar.
- Analyze the final results and generate actionable insights for CoverQuick's team.

#### **3.1] Tools and Techniques**

1] Python: - We used Python as the programming language to accomplish our goal, applying a variety of approaches such as data cleaning and sorting. We were able to patch gaps in the data and ensure that variables were levelled and assigned proper formats using these procedures. We were able to assure that our subsequent analysis would be trustworthy and useful by using this complete approach to data preparation. This resulted in valuable insights for the CoverQuick team.

2] Django and PostgreSQL: - To derive insights from the data in Django, we used Django's database querying capabilities to retrieve the necessary information. By integrating Pandas, a powerful data analysis library, we manipulated and analyzed the data to identify trends in demographics, industries, experience levels, and skills. Once the analysis is completed, we can leverage Django's templating system or frontend frameworks like React or Vue.js to create custom reports and interactive dashboards, ensuring a visually appealing and user-friendly presentation of the data. This combined approach allows you to effectively analyze the data, extract valuable insights, and present them in an intuitive manner.

3] Natural Language Process(NLP):- To gather insights about CoverQuick's users, including the three industries they primarily apply to, demographics, resume quality, age range, experience level, and trends in experience and skills, Natural Language Processing (NLP) techniques can be employed. NLP tools such as text classification, named entity recognition (NER), sentiment analysis, topic modelling, data visualization, and statistical analysis can be utilized. Text classification helps identify the industries users apply to, while NER extracts relevant information from resumes. Sentiment analysis evaluates resume quality, and topic modelling uncovers common themes. Data visualization presents findings effectively, and statistical analysis provides quantitative insights. By leveraging these NLP techniques, valuable insights can be derived from the resume data, addressing various aspects of user preferences and characteristics.

### **3.2] Key Risks and Strategies to Mitigate Them**

#### **1] Biased or Inaccurate Results:**

Risk: NLP models and techniques may produce biased or inaccurate results due to training data limitations or inherent algorithms biases.

Mitigation Strategy: Carefully curate and preprocess the training data to minimize bias and ensure representation from diverse sources. Perform thorough testing and validation of the models to identify and rectify any biases or inaccuracies. Continuously monitor and evaluate the performance of the models, refining them as necessary to improve fairness and accuracy.

#### **2] Lack of Sufficient and Representative Data:**

Risk: Insufficient or unrepresentative data could lead to incomplete or biased insights, affecting the reliability of the findings.

Mitigation Strategy: Ensure a comprehensive data collection process that captures a diverse range of resumes from CoverQuick's users. Consider techniques such as stratified sampling to ensure representation across industries, demographics, and experience levels. Collaborate with the CoverQuick team to gather additional data if necessary to augment the existing dataset.

#### **4. Project Scope Creep:**

Risk: The project's scope may expand beyond its initial objectives, resulting in delays, resource constraints, or loss of focus.

Mitigation Strategy: Clearly define the project's objectives, deliverables, and timeline at the outset. Regularly revisit and reassess the scope, ensuring that any changes align with the project's goals and resources. Have a change management process in place to evaluate and prioritize any proposed scope changes to avoid unnecessary disruptions.

## **4] Timeline**

The project will be executed according to the following timeline:

Week 1-3: Conduct initial meetings with CoverQuick's management and gather necessary information.

Week 4-6: Perform exploratory data analysis, data cleaning, and customization.

Week 7-9: Implement algorithms and techniques to establish correlation and rank resumes.

Week : 10-11: Analyze the results, identify key insights, and formulate recommendations.

Week 12: Prepare the project report and presentation.

## 5] Analysis and Findings

### 5.1] Data Collection and Preparation

- We found severe difficulty with missing data while preparing data for analysis, which hampered our ability to extract meaningful insights.
- To overcome this issue, we used a technique known as "Dependable to Relate Variable," which entails focusing on relevant columns and their related fields within the dataset. For example, while references are not typically included in a resume, education is an important factor.
- As a result, we treated education as a dependent variable during data preparation, while references were treated as an optional field.
- We used Python as the programming language to accomplish our goal, applying a variety of approaches such as data cleaning and sorting.
- We were able to patch gaps in the data and ensure that variables were levelled and assigned proper formats using these procedures.
- We were able to assure that our subsequent analysis would be trustworthy and useful by using this complete approach to data preparation. This resulted in valuable insights for the CoverQuick team.

data.describe()			
	id	content	jobDescription
count	39450	39450	13058
unique	39450	28600	12195
top	clf7yo3t70000yk2unt32re3h	{"awards": {"awards": []}, "header": {"role": ...	Who we are\nAbout Stripe\nStripe is a financia...
freq	1	8169	153

**Table 5.1.1: Data Description**

This summary provides information about the non-null values, uniqueness, most frequent values, and frequencies of the dataset's columns.

In [51]: TestFrame

	city	state	country	KeyWords	awards	Education	Graduation Date	job Title	Previous organization	certifications
0	Nairobi	Nairobi	Kenya	[customer experience, empathy, expertise, "...]	[No awards]	[Bachelor Of Commerce]	[June 2013]	[Account Executive, Business Solutions Executiv...	[Amesi Kenya Limited, Nation Media Group, CMC ...]	[Introduction to Data Analytics]
1	Estcourt	KwaZulu Natal	South Africa	[computer databases, keyboard, mouse, track...]	[No awards]	[National Senior Certificate, ]	[2016, ]	[Marketing Agent, Delivery Driver, Educator As...]	[Hlalanathi Guest Lodge, Qhakaza Cleaning Solu...]	[OSHA-30, Procore Student Certification, Six S...]

Table 5.1.2: Dataset

The given DataFrame, named "TestFrame," displays information about individuals including their city, state, country, keywords, awards, education, graduation date, job titles, previous organizations, and certifications. It consists of multiple rows representing different individuals and their respective details, providing insights into their skills, experiences, and qualifications.

```
blank_row
len(blank_row)
```

23998

```
uniqueCountries=TestFrame['country'].value_counts()
print(uniqueCountries)
```

not found1915  
United States886  
Kenya678  
Nigeria323  
Canada281  
...  
Brunei Darussalam1  
Portugal1  
Dominican Republic1  
Djibouti1  
Spain1  
Name: country, Length: 101, dtype: int64

```
No_awards=TestFrame['awards']=="[No awards]"
No_awards.count()
```

343

Table 5.1.3: Missing values



CITY	STATE	COUNTRY	KEYWORDS	AWARDS	EDUCATION	GRADUATION DATE	JOB TITLE
London		United Kingdom	['node.js', 'security disclosure', '3rd party security audit cycle', 'javascript', 'shell', 'python', 'linux', 'docker', 'networking', 'asynchronous communication', 'kindness']	['No awards']	['AS Science with Specialization in Math', 'AS Engineering', 'Full-stack Web Development']	['January 2022', 'November 2022']	['Frontend Developer', 'Accessibility', 'First Year Assistant']
London		United Kingdom	['accounting', 'general ledger', 'accounts receivable/billing', 'accounts payable', 'fixed assets', 'period end/year end closing', 'financial reporting', 'internal control', 'accountants', 'general ledger entries', 'accruals', 'auditors', 'year-end audit', 'journal entries', 'subordinates', 'budgets', 'international accounting standards', 'standard costing system', 'revenue', 'expenses', 'budget forecasts', 'variance reports', 'source documents', 'vendors', 'contractors', 'customers']	['No awards']	['Education Missing']	['Education Missing']	['No experi

Table 5.1.4: Django Frame

## 5.2] Industries Analysis:

Upon analyzing the dataset, it was determined that the majority of CoverQuick users primarily apply to three main industries. The top industry, representing approximately 22.49% of users, is the IT industry. This suggests that a significant portion of CoverQuick's user base consists of individuals seeking employment in the field of information technology.

The second most popular industry, accounting for approximately 17.77% of users, is the sales industry. This finding indicates that a considerable number of CoverQuick users are focused on pursuing sales-related positions. It suggests that CoverQuick's services are particularly appealing to individuals seeking opportunities in sales and related fields.

The finance industry ranks third in popularity among CoverQuick users, with approximately 14.85% of users applying to this sector. This finding suggests that a notable portion of CoverQuick's user base is interested in finance-related roles, such as finance analysts, accountants, or financial advisors.

Overall, these findings highlight the dominant industries among CoverQuick users, with the IT industry being the most prominent, followed by sales and finance. It indicates that CoverQuick's services are well-aligned with the needs and aspirations of individuals seeking employment in these sectors. By catering to the specific requirements and preferences of these industries, CoverQuick can effectively tailor its offerings to meet the demands of its target market.

```
def display_graph_top_industries(request):
    # Retrieve all job titles
    job_titles = Candidate.objects.values_list('job_title', flat=True)

    # Extract keywords from job titles
    keywords = []
    for title in job_titles:
        if title:
            words = re.findall(r'[a-zA-Z]+', title.lower())
            keywords.extend(words)

    # Calculate keyword counts
    keyword_counts = dict(Counter(keywords))

    # Calculate industry keyword counts
    industry_keyword_counts = {industry: sum(keyword_counts.get(keyword, 0) for keyword in keywords) for industry, keywords in industry_keywords.items()}

    # Sort the industries based on their keyword counts in descending order
    sorted_industries = sorted(industry_keyword_counts.items(), key=lambda x: x[1], reverse=True)

    # Take the top ten industries
    top_industries = sorted_industries[:10]

    industry_names = [industry for industry, count in top_industries]
    industry_counts = [count for industry, count in top_industries]

    # Set the figure size
    plt.figure(figsize=(10, 6))

    # Generate the graph
    plt.bar(industry_names, industry_counts)
    plt.xlabel('Industry')
    plt.ylabel('Keyword Count')
    plt.title('Top Ten Industries based on Job Titles')
    plt.xticks(rotation=30, fontsize=8, ha='right')

    # Save the graph to a buffer
    buffer = BytesIO()
    plt.savefig(buffer, format='png')
    buffer.seek(0)

    # Set the appropriate response headers
    response = HttpResponse(content_type='image/png')
    response['Content-Disposition'] = 'inline; filename=graph.png'

    # Send the buffer content as the HTTP response
    response.write(buffer.getvalue())
    return response
```



Table 5.2.1: Top industries.

### 5.3] Demographic Analysis

The demographic graph indicates that the majority of CoverQuick's customers are from the United Kingdom, with a count of over 4,000. The second largest group of customers comes from the United States, with nearly 2,000 customers. Following closely is Kenya, with approximately 1,700 customers.

The data reveals that the highest number of users are located in the United Kingdom, indicating a significant market presence in that region. This suggests that CoverQuick has gained substantial traction and popularity among job seekers in the UK. The second largest customer base in the United States indicates that CoverQuick has also made an impact in the American market, though the customer count is slightly lower compared to the UK. Lastly, the presence of around 1,700 customers from Kenya suggests that CoverQuick has also managed to attract users from outside the traditional English-speaking markets.

Overall, the demographic distribution of CoverQuick's customers highlights the company's success in capturing a diverse user base across multiple countries. This demonstrates the global appeal and effectiveness of the CoverQuick platform in assisting job seekers in creating high-quality resumes and cover letters.

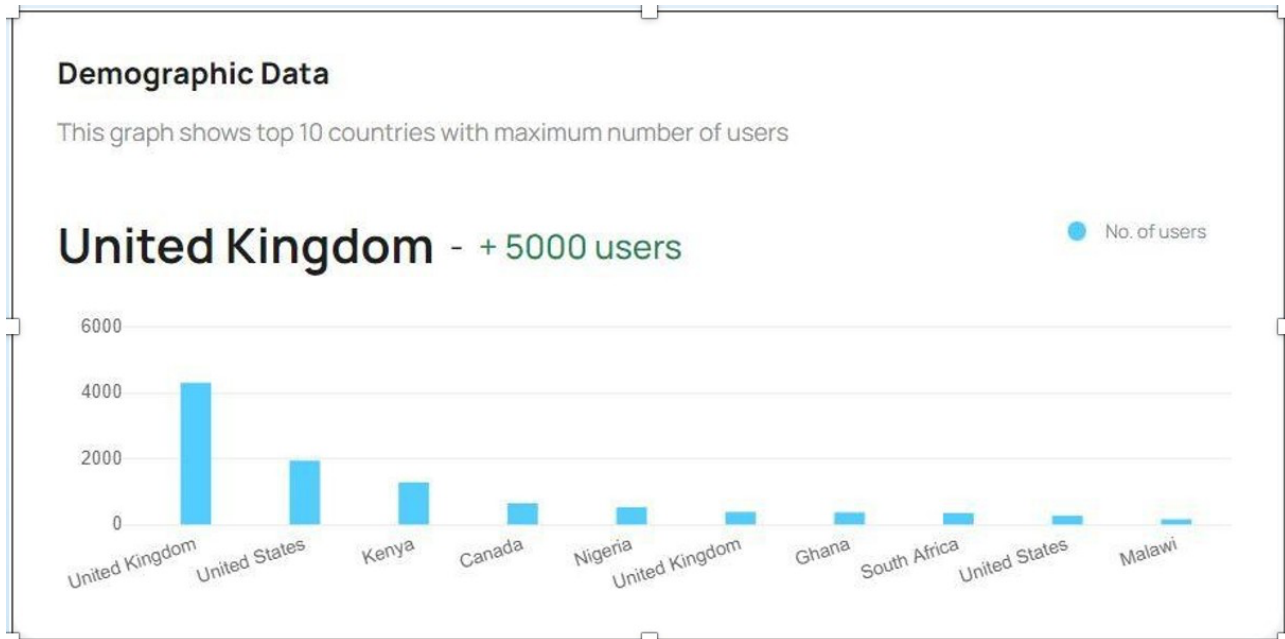


Table 5.3.1: Demographic data

#### 5.4] Age Range and Experience Level Analysis

After analyzing the dataset, it was observed that the age distribution of CoverQuick users can be categorized into three main age ranges.

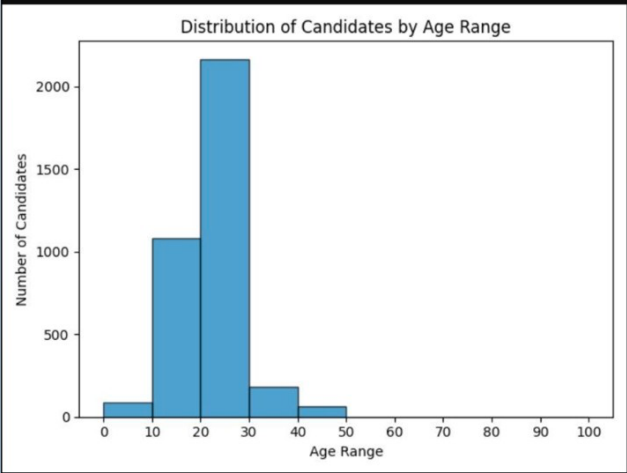
The first age range, consisting of individuals between 10 and 20 years old, comprises just above 1000 users. This indicates that a small but notable portion of CoverQuick's user base consists of relatively young individuals who are already engaging with the platform to explore employment opportunities or enhance their resumes at an early stage of their careers.

The second age range, encompassing users between 20 and 30 years old, is the most prominent, with more than 2000 users falling into this category. This finding suggests that the majority of CoverQuick users belong to the young professional segment who are actively seeking job opportunities or looking to improve their chances in the job market. This age range represents a significant target audience for CoverQuick, highlighting the platform's appeal to early to mid-career professionals.

On the other hand, the age range of 30 to 50 years old is relatively less represented among CoverQuick users, with a count of around 250 individuals. This indicates that the platform may attract fewer users in this age bracket, possibly due to a higher proportion of established professionals who have already established their careers and may have less immediate need for resume-building or job-seeking assistance.

In summary, the analysis reveals a user base primarily composed of individuals aged 20 to 30, indicating CoverQuick's strong appeal to young professionals. The presence of a smaller but still significant group of users in the 10-20 age range suggests an early engagement with career development. While the user count for the 30-50 age range is comparatively lower, it signifies a

potential growth opportunity for CoverQuick to expand its reach to more experienced professionals looking for resume support or career transitions.



```

candidates = Candidate.objects.all()
ages = []

for candidate in candidates:
    try:
        graduation_dates = candidate.graduation_date.strip("[]").replace("'", "").split(", ")
        if "Education Missing" in graduation_dates or len(graduation_dates) == 0:
            continue # Skip candidates with missing graduation date

        graduation_years = []

        # Check if the list of graduation dates is not empty
        if graduation_dates:
            for date in graduation_dates:
                if date.strip(): # Check if the date is not empty
                    if len(date) == 4:
                        graduation_years.append(int(date))
                    else:

```

Table 5.4.1: Age Range

5.5] Skills Trends:

The analysis of user preferences and skill requirements among CoverQuick's target users revealed interesting findings. The most sought-after skill by users is photography, indicating a significant demand for individuals with expertise in this field. This suggests that many users are looking to showcase their photography skills and potentially pursue careers in photography-related roles.

Following photography, the next highly desired skill is project management. This indicates that there is a substantial need for individuals who can effectively plan, organize, and execute projects. Project managers play a crucial role in various industries, ensuring the successful completion of initiatives within defined timelines and budgets.

Web design is another skill that is highly valued among CoverQuick's users. This finding suggests that many users are seeking opportunities in the field of web design, where they can utilize their creativity and technical expertise to create visually appealing and functional websites. The demand for web designers aligns with the increasing importance of digital presence for businesses across industries.

The sales associate is another skill that ranks high in user preferences. This indicates a significant number of users who are interested in sales-related roles, which require strong communication and interpersonal skills. Sales associates play a vital role in driving revenue growth for organizations by effectively promoting products or services and establishing relationships with customers.

Overall, the analysis highlights the prominence of photography as the most desired skill among CoverQuick's users. It also emphasizes the importance of project management, web design, and sales associate skills in meeting the needs of the target users. Understanding these skill preferences can help CoverQuick tailor its services and provide relevant resources to support users in their career aspirations.

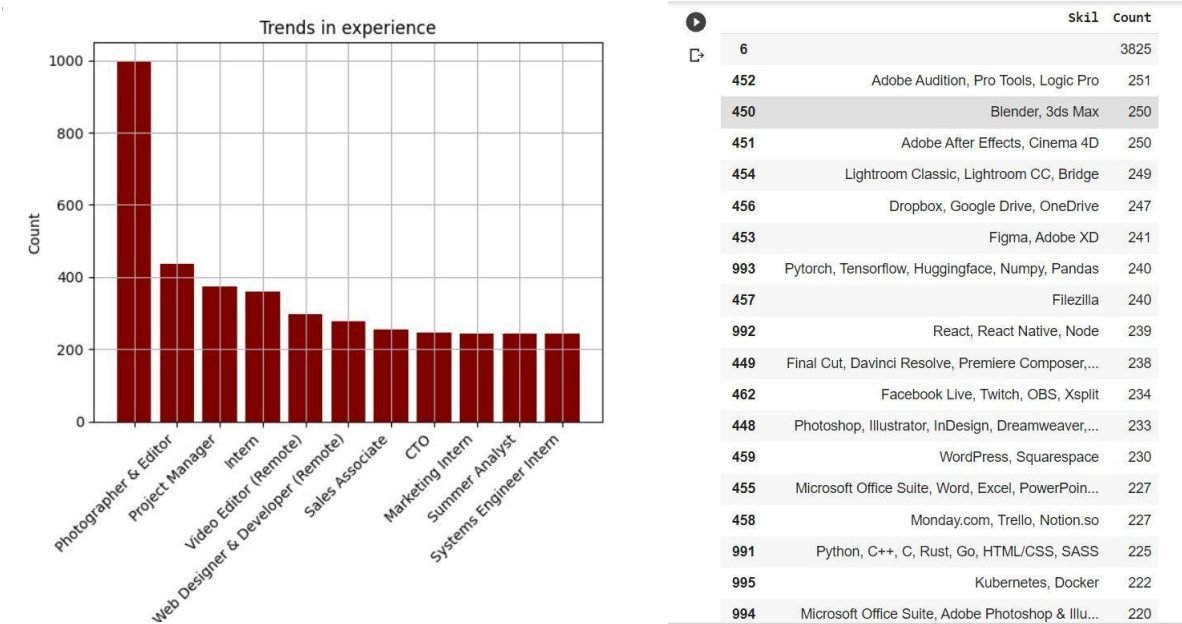


Table 5.5.1: Skill Trend.

5.6] Resume Quality Metrics

Each correct criterion listed contributes 1 point towards assessing the quality of a resume. However, in the previous description, there was no mention of deducting points (-1) for criteria that are missed or not met. It's important to consider both positive and negative aspects when evaluating resume quality.

To elaborate further, evaluating a resume based on important sections, such as work experience, education, and projects, adds a point for each section that is included and presented effectively. Additionally, adhering to a reasonable resume length (around 300-500 words) is beneficial, although deviating from this range does not necessarily indicate a poor resume and does not result in a deduction.

Using action verbs in resume bullets is another positive aspect that earns a point. Similarly, avoiding pronouns like "I," "we," or "me" in the document is preferred and contributes to the overall score.

On the other hand, excessive bullet points in a resume section (more than 10) are seen unfavorably and could result in a deduction of points (-1). Spelling mistakes are also penalized, and each error

could lead to a deduction, with a buffer of up to 10 spelling mistakes allowed considering technical terms.

Furthermore, excessively long sentences or bullet points should be avoided for improved readability and would not incur a deduction unless they hinder clarity or conciseness.

It's essential to consider both positive and negative aspects when assessing resume quality, assigning points for meeting the desired criteria and potentially deducting points for missed or subpar elements. This balanced evaluation provides a more comprehensive understanding of the resume's overall quality.

Candidate Score Summary

#	User ID	Score	Resume Status
1	clf7f9tuw00tau12vb5ntt5cq	8.5	Excellent
2	clf72epez00gdyo2vylqxfvrz	8.5	Excellent
3	clf6y3unr00odxa2yi0284vgc	6.5	Average
4	clf7bw7ty003uxc2ujvpvk8th	8.5	Excellent
5	clf6talqd00bvui2vnk9l6nc4	8.5	Excellent

User ID	Score	Resume Status	Area of Improvement
clf7f9tuw00tau12vb5ntt5cq	8.5	Average	N/A
clf72epez00gdyo2vylqxfvrz	8.5	Average	N/A
clf6y3unr00odxa2yi0284vgc	6.5	Average	<ul style="list-style-type: none"><li>state missing</li></ul>
clf7bw7ty003uxc2ujvpvk8th	8.5	Average	N/A
clf6talqd00bvui2vnk9l6nc4	8.5	Average	N/A
clf7ney0d000jx52tqofai8k7	8.5	Average	N/A
clf7c3vwc0049x72wa2dpx7ng	8.5	Average	N/A
clf7buwf400q6u12vfgvh10lf	8.5	Average	N/A
clf8cyej00iwnw2xejclgzy3	8.5	Average	N/A
clf7xtir2005owr2uot3dsfvr	8.5	Average	N/A
clf6y3zww00d4vq2w8l51r9hk	4.5	Bad	<ul style="list-style-type: none"><li>city missing</li><li>state missing</li><li>country missing</li></ul>

Industries based on Score Categories

Industry	Excellent Count	Average Count	Bad Count
IT Industry	2146	643	53
Sales Industry	1019	303	29
Finance Industry	186	64	3
Marketing Industry	799	226	12
Healthcare Industry	25	3	0
Manufacturing Industry	26	0	0
Consulting Industry	53	23	1
Media and Entertainment Industry	390	117	3
Real Estate Industry	60	18	0
Education Industry	72	20	2

Table 5.6.1: Resume analysis.

## 6] Conclusion

Based on the analysis conducted, the ideal customer profile for CoverQuick is as follows:

**Target industries:** The primary focus of CoverQuick's marketing efforts should be on the IT, sales, finance, and marketing industries. These sectors have a high demand for personalized cover letters and resumes, making them the most suitable industries for CoverQuick to target.

**Resume quality expectations:** The expected resume quality metrics for the ideal customers of CoverQuick should align with industry standards in the IT, sales, finance, and marketing sectors. Resumes should showcase a strong emphasis on relevant skills, achievements, and experiences specific to these industries.

**Age and experience range:** The ideal age range for CoverQuick's target users is between 20 and 30 years. This age group typically represents early to mid-career professionals who are actively seeking job opportunities and are more likely to benefit from CoverQuick's services. The preferred experience level for the target users is between 5 and 10 years, indicating individuals with a solid foundation of professional experience.

**Preferred skills and experience:** The most sought-after skills and experience by CoverQuick's target users include sales associates, marketing, and project management skills. These skills are highly valued in the IT, sales, finance, and marketing industries and are crucial for success in roles within these sectors.

By focusing marketing efforts on these target industries, ensuring the expected resume quality metrics, targeting the appropriate age and experience range, and highlighting the preferred skills and experience, CoverQuick can effectively tailor its services to meet the needs of its ideal customers and maximize the value it provides to job seekers in these sectors.

## 7] Milestones

1] **Data Collection and Preparation:** This milestone involves obtaining a representative dataset of resumes and preparing it for analysis. It includes gathering resumes from CoverQuick's users, cleaning the data, and structuring it in a suitable format for NLP tasks.

2] **Demographic Analysis:** This involves extracting relevant demographic attributes from the resumes and performing statistical analysis to identify patterns and trends in user characteristics such as gender, education level, location, and years of experience.

3] **Age Range and Experience Level Analysis:** Determining users' approximate age range and experience level is crucial. This milestone involves extracting relevant information such as graduation dates and work experience details, and analyzing them to estimate users' age range and experience level distribution.

4] **Skills and Experience Trends:** Analyzing the resumes to identify trends in skills and experience is an important milestone. This can involve applying NLP techniques like named entity recognition



(NER) to extract skills, conducting frequency analysis to identify commonly mentioned skills, and detecting trends or patterns over time.

5] Resume Quality Metrics: Creating a resume quality metric based on sentiment analysis or other relevant factors is another milestone. This involves developing a model or algorithm to objectively assess a resume's quality, assigning scores or labels indicating the level of quality.

## **8] Budget**

The project does not require any specific budget allocation as it will be conducted as part of the academic requirements for the students involved. No financial or material support will be sought from CoverQuick.

## **9] Recommendations**

1. Implement Dropdowns for Countries and Education: To ensure a standardized format and improve user experience, it is recommended to incorporate dropdown menus for selecting countries and educational qualifications within the CoverQuick platform. This will help users input their information consistently and reduce the risk of errors or inconsistencies in resume content.

2. Include Compulsory Questions for Resume Creation: To gather comprehensive and relevant information from users, consider adding compulsory questions during the resume creation process. These questions can focus on key details such as work experience, skills, and achievements. By making certain fields mandatory, CoverQuick can ensure that users provide essential information, resulting in more robust and effective resumes.

3. Tailor Resume Formats for Different Industries: Recognizing that each industry has unique resume requirements, it is recommended to develop different resume formats tailored to specific sectors such as IT, sales, finance, and marketing. This will enable CoverQuick to provide industry-specific templates and guidelines, helping users create resumes that align with the expectations of their target industries. Customized formats will enhance the relevance and professionalism of the resumes generated through the platform.

4. Provide Guidance and Tips for Resume Content: Alongside the resume creation process, consider offering guidance and tips to users. This can include suggestions on how to highlight relevant skills, accomplishments, and experiences specific to their desired industries. By providing informative content and guidance, CoverQuick can assist users in crafting compelling resumes that effectively showcase their qualifications and increase their chances of success.

By implementing these recommendations, CoverQuick can enhance the user experience, streamline the resume creation process, and ensure the produced resumes adhere to industry standards. The addition of dropdown menus, compulsory questions, industry-specific resume formats, and guidance will contribute to the overall effectiveness and professionalism of CoverQuick's services.



## **10] Acknowledgement:**

We would like to express our sincere gratitude to CoverQuick for providing me with the opportunity to work on this industry research project. We am grateful for their cooperation and for granting me access to their dataset, which was instrumental in conducting the analysis. Their support and insights throughout the project were invaluable in gaining a deeper understanding of the resume industry.

We would also like to extend our heartfelt appreciation to Professor Chintaka Pathum Dinesh for his guidance, expertise, and continuous support throughout this experiential learning course. His valuable feedback, encouragement, and mentorship have been instrumental in shaping this project and enhancing my understanding of data analysis and research methodologies.

We would also like to thank our teammates and colleagues who collaborated on this project, sharing their knowledge and contributing to the successful completion of the research. Their collective efforts and dedication have been integral to the outcomes achieved.

Lastly, I am grateful to Northeastern University, Vancouver and the College of Professional Studies for providing me with the opportunity to pursue the MPS program and participate in this experiential learning course. The academic environment and resources have played a crucial role in enhancing my skills and knowledge.

## 11] Reference

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