

Linkedin data analysis project details

Attributes of raw data

- Name
- Profile summary
- Current company
- E-mail
- Location
- Education
- Skills
- Endorsnment within 24 hours
- Connections
- Post frequency
- Date of birth
- Recommendation
- Profile view
- Engagement percentage
- Last update
- Profile id
- Content type

KPIs

1. Total Connections

- **Formula:** =SUM(Connections)
- **Observation:** Measures the overall network size.

2. Average Post Frequency

- **Formula:** =AVERAGE(Post frequency)
- **Observation:** Determines how often users post content.

3. Average Engagement Percentage

- **Formula:** =AVERAGE(Engagement percentage)
- **Observation:** Evaluates user engagement with their posts.

4. Total Endorsements within 24 hours

- **Formula:** =SUM(Endorsement within 24 hours)
- **Observation:** Indicates the immediate impact and validation of user skills.

5. Average Profile Views

- **Formula:** =AVERAGE(Profile view)

- **Observation:** Assesses profile visibility and interest.

6. Total Recommendations

- **Formula:** =SUM (Recommendation)
- **Observation:** Reflects the credibility and trustworthiness of users.

Graphs

1. Connections by Location

- **Type:** Bar Chart
- **X-axis:** Location
- **Y-axis:** Sum of Connections
- **Observation:** Identifies regions with the most connected users.

2. Post Frequency Distribution

- **Type:** Histogram
- **X-axis:** Post Frequency
- **Y-axis:** Number of Users
- **Observation:** Shows the distribution of how frequently users post content.

3. Engagement Percentage by Content Type

- **Type:** Pie Chart
- **Slices:** Content Type
- **Values:** Average Engagement Percentage
- **Observation:** Reveals which content types generate the most engagement.

4. Endorsements vs. Skills

- **Type:** Scatter Plot
- **X-axis:** Skills
- **Y-axis:** Endorsements within 24 hours
- **Observation:** Correlates specific skills with the number of endorsements received.

5. Profile Views Over Time

- **Type:** Line Chart
- **X-axis:** Last Update (Date)
- **Y-axis:** Profile Views
- **Observation:** Tracks profile view trends over time.

6. Recommendations by Education Level

- **Type:** Stacked Bar Chart
- **X-axis:** Education Level
- **Y-axis:** Sum of Recommendations
- **Observation:** Analyzes the correlation between education level and recommendations received.

Additional Insights

- **Top 5 Most Connected Users**
 - **Formula:** Use Excel's SORT and TOP N functions on the Connections column.
 - **Observation:** Identifies the most well-networked individuals.
- **Profile Engagement Analysis**
 - Combine Engagement Percentage, Profile Views, and Post Frequency to create a multi-dimensional analysis of user engagement.
- **Skills Analysis**
 - **Type:** Word Cloud or Bar Chart
 - **Values:** Frequency of each skill
 - **Observation:** Highlights the most common skills among users.