# LinkedIn Company Followers Data Analysis

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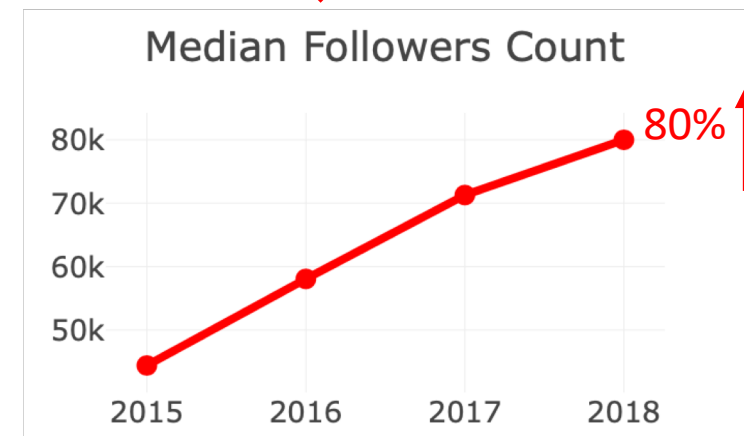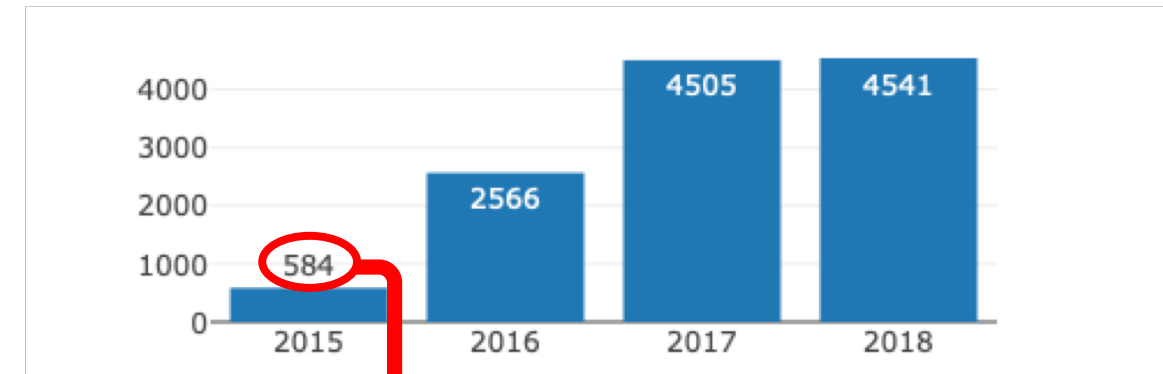# Motivation: Why LinkedIn company followers data is interesting?

## Personal

- Benefits to follow:

  find connections, learn more for interview…
- But, which companies to follow?

## Company

- Benefits to be followed:

  showcase, generate new business, attract quality employees…
- But,

  enough followers?

  followers increasing fast?

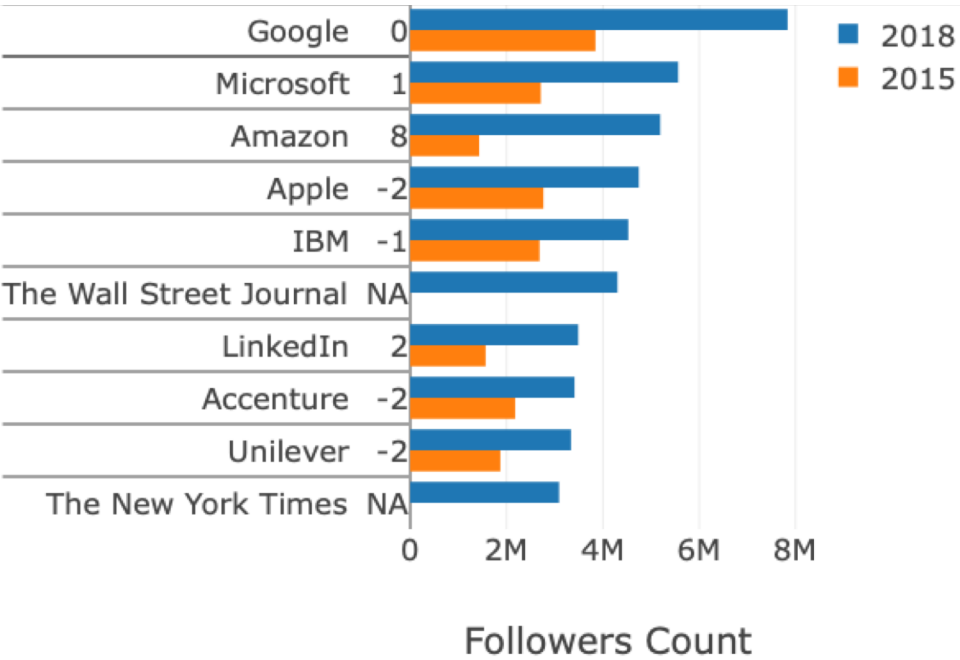  if not, how to increase followers?

  encourage employees on platform?

## Data (source: Thinknum)

- *Large:* **957**MB

  **140** industries
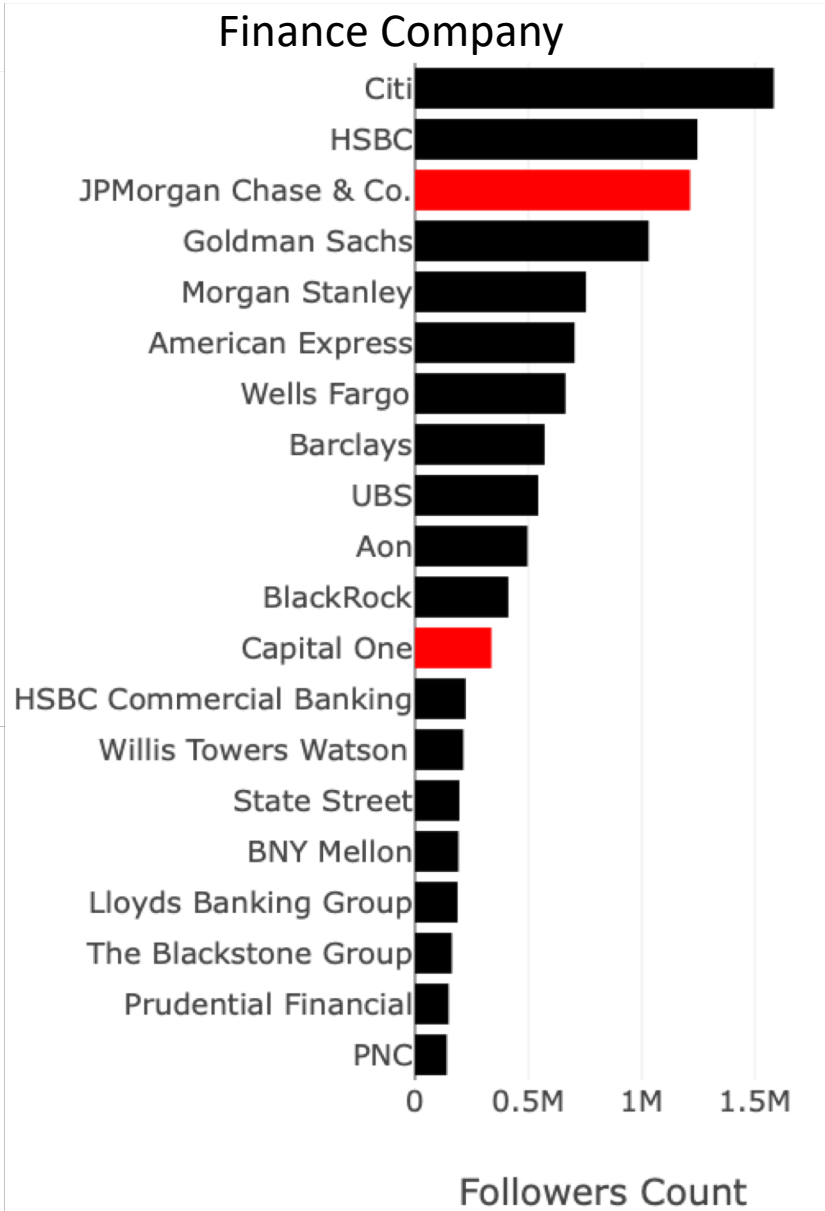
  **4610** companies
- *New:* 2015.9.14-2018.7.17

# Personal: which companies to follow?



2018 TOP 10 Followed Company at LinkedIn
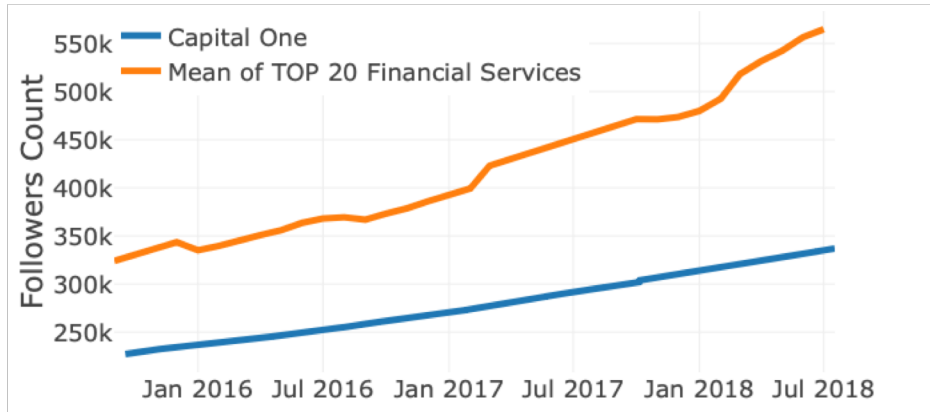
2018 TOP 20/268 Followed Finance Company

2018 TOP 20/145 Followed Internet Company

# Company

- enough followers?
- followers increasing fast?

Capital One: Rank 12 in Financial Services in 2018



- if not, how to increase followers?
  encourage employees on platform?



2018



Capital One

Aon

Amazon