

Tableau: Writeup

From the tableau visualization, I analyzed the job postings in the state of California (USA) since it forms a considerable portion of the total job postings in the dataset (~10%).

Problem Statement: How to maximize revenue for Indeed for a particular job posting

Here are the key observations derived from the dataset (*state - CA, USA):

1. No job posting with 'Description Word Count' less than 461 has more than 40 average number of clicks and no job posting with 'Description Word Count' less than 921 has more than 50 average number of clicks/day. Thus, in order for a job posting to get more than 40 clicks/ day their job description should have atleast 461 words.
2. The more the number of clicks, the lesser the 'Job Age Days' for a job. Thus, if a posting has more clicks, it's more probable that it will be filled sooner.
3. I further found the top five industries using the 'Norm Title Category' which do better for long ads as compared to shorter ads.

Results: As stated in the observations the description needs to be of a certain minimum lengths in order to do well in terms of clicks per day. But, for Indeed to maximize their revenue they need to maximize 'Average clicks per day * Job Age Days'. From the data available, I'd recommend focusing on increasing Average clicks per day which would improve the quality of ads as well as gradually improve their revenue.