

A
FIELD PROJECT REPORT
ON

“LinkedIn as a Job Search Tool: Analysing User Strategies and Hiring Trends with Power Bi and Excel”

SUBMITTED TO



“SAVITRIBAI PHULE PUNE UNIVERSITY”
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FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION (MBA).

UNDER THE GUIDENCE OF
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THROUGH



DR. MOONJE INSTITUTE OF MANAGEMENT AND
COMPUTER STUDIES, NASHIK
(2024-2025)

DECLARATION

I undersigned hereby declare that, the field project titled "**LinkedIn as a Job Search Tool: Analysing User Strategies and Hiring Trends with Power Bi and Excel.**" is executed as per the course requirement of a two-year full-time MBA Program of Savitribai Phule Pune University.

This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

Place: Nashik

MRS. SAKSHI SANDIP LOHARKAR
MBA-I (Business Analytics)

Date:

ACKNOWLEDGEMENT

It is my pleasure to thank all who helped us directly or indirectly in the preparation of this project report. It is a great privilege to record our deep sense of gratitude to all the faculties who stood by us throughout the making of this field project report. It was very exciting for us to work on the project "**LinkedIn as a Job Search Tool: Analysing User Strategies and Hiring Trends with Power Bi and Excel.**"

During this work, I am gaining both practical as well as theoretical knowledge regarding it. My first thanks go to Dr. Moonje Institute of Management and Computer Studies, Nashik for providing us with an excellent environment like computer centre, library as well as providing us excellent faculty guiding for the completion of my field project, I am greatly obliged to my field project guide Dr. ANAMIKA DIXIT for her benevolent guidance, suggestions, and help for preparing this project.

Place: Nashik

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MBA-I (Business Analytics)

Date:

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EXECUTIVE SUMMARY

This field project explores the evolving role of LinkedIn as a powerful job search and recruitment tool. With over 900 million users globally, LinkedIn has transformed how professionals seek employment and how recruiters identify talent. The study aims to analyze user strategies—such as profile optimization, keyword usage, endorsements, and networking behavior—and correlate them with visibility and hiring outcomes. It also investigates hiring trends across industries, job roles, and geographies using real-world LinkedIn data.

By utilizing Power BI and Excel, the project presents dynamic dashboards and visual analytics to uncover insights related to skill demand, recruitment patterns, and industry-specific trends. These tools enable deep data filtering, visualization, and trend forecasting, making it easier to interpret large volumes of professional data.

Findings indicate that users who actively maintain their profiles and engage with content are more likely to attract recruiters. On the employer side, hiring is increasingly driven by data, with a focus on skills-first recruitment and remote opportunities.

This project bridges the gap between qualitative user strategies and quantitative hiring data, offering a comprehensive view of LinkedIn's impact on the job market. The insights can guide both job seekers and recruiters in leveraging LinkedIn more effectively.

CHAPTER NO.1

INTRODUCTION

INTRODUCTION

In the digital age, LinkedIn has emerged as a leading platform for professional networking, job searching, and talent acquisition. With over 900 million users worldwide, LinkedIn is not only a social network but a data-rich environment where user strategies and hiring trends unfold in real time. Professionals leverage LinkedIn to build personal brands, connect with potential employers, and access job opportunities, while organizations use it to source, evaluate, and recruit top talent. Analyzing the interactions, behaviors, and trends on LinkedIn provides valuable insights into how users approach job searching and how hiring practices evolve across industries. By harnessing tools like Power BI and Excel, researchers and HR professionals can extract, transform, and visualize data from LinkedIn and related sources to uncover meaningful patterns.

This study aims to explore how user strategies—such as profile optimization, networking activities, and job application behaviors—affect hiring outcomes. Simultaneously, it examines hiring trends, including recruitment cycles, in-demand skills, and geographic hiring shifts. Power BI and Excel serve as the analytical backbone, enabling efficient data management, interactive dashboards, and insightful reporting. Through this analytical lens, the research seeks to bridge the gap between digital job-seeking strategies and modern hiring dynamics, offering actionable intelligence for job seekers, recruiters, and decision-makers alike.

PROBLEM STATEMENT

In today's digital-first job market, LinkedIn has emerged as a central platform for professional networking, job searching, and talent acquisition. However, despite its widespread adoption, there remains a lack of clear understanding about which specific user strategies on LinkedIn most effectively enhance job-seeking success. Additionally, the rapid evolution of hiring trends—driven by automation, AI, remote work, and skills-based hiring—makes it challenging for job seekers and recruiters alike to stay updated and aligned with market expectations.

While LinkedIn provides access to vast amounts of professional data, many users and hiring professionals do not fully utilize this data to make informed decisions.

SCOPE OF STUDY

This study focuses on evaluating LinkedIn as a strategic tool for job seekers and recruiters by analyzing user behavior, profile optimization techniques, and current hiring trends. The scope includes an in-depth examination of LinkedIn user strategies such as profile completeness, keyword usage, endorsement patterns, networking activities, and content engagement. The study also explores how these strategies influence visibility, connection requests, and job opportunities on the platform.

From the recruiters' perspective, the research examines hiring trends including the most in-demand skills, preferred candidate attributes, remote job growth, and industry-specific requirements. The analysis will utilize real-world datasets from LinkedIn (either public or anonymized sample data) and process them using Microsoft Excel and Power BI for data cleaning, analysis, and interactive visualizations.

Geographically, the study focuses on a global LinkedIn user base with particular attention to trends in India, the United States, and other high-growth markets. The study is limited to the LinkedIn platform and does not include analysis of other job portals.

The findings aim to offer actionable insights for job seekers to improve their LinkedIn presence and for recruiters to better understand emerging hiring patterns, making the job search and recruitment process more data-driven and effective.

LIMITATION OF STUDY

While this study provides valuable insights into how LinkedIn functions as a job search and recruitment tool, it is subject to several limitations. Firstly, the study relies on publicly available or sample LinkedIn data, which may not capture the full depth or diversity of user behaviors and hiring trends across all industries and regions. Access to comprehensive real-time data is restricted due to LinkedIn's privacy policies and API limitations, which may limit the accuracy or generalizability of findings.

Secondly, the analysis is based primarily on quantitative methods using Power BI and Excel. While these tools provide strong capabilities for visualization and trend analysis, they may not fully reflect qualitative factors such as user motivation, recruiter bias, or company-specific hiring practices.

Moreover, the study assumes a level of consistency in user activity and recruiter behavior that may not exist in real-world scenarios. Variables such as user intent, cultural differences, economic shifts, and algorithm changes on the LinkedIn platform may influence outcomes in ways that are difficult to measure.

Finally, the findings are limited to LinkedIn and do not consider job search dynamics on other platforms such as Indeed, Naukri, or Glassdoor, which may offer different user experiences and hiring strategies.

SIGNIFICANCE

This study holds significant value in the context of a rapidly evolving digital job market. As LinkedIn continues to reshape how professionals search for jobs and how companies identify talent, understanding the strategies that lead to successful outcomes becomes increasingly important. The research offers meaningful insights for **job seekers, recruiters, and career advisors** by analyzing the most effective LinkedIn practices using real data.

For job seekers, this study highlights how profile optimization, skill endorsements, and networking behavior can enhance visibility and improve job search outcomes. It empowers individuals with data-driven strategies to increase their chances of being discovered by recruiters.

For recruiters and HR professionals, the study provides valuable trend analysis on hiring practices, in-demand skills, and candidate behavior, helping them to streamline their sourcing strategies and align with market expectations.

By leveraging Power BI and Excel, the project demonstrates the value of using business intelligence tools in analyzing large-scale career and employment data. The interactive dashboards created can serve as decision-support tools for both job applicants and hiring teams.

Overall, the study contributes to a better understanding of the LinkedIn ecosystem and promotes a more effective, data-informed approach to modern job searching and recruitment.

OBJECTIVE

1. To examine how job seekers utilize LinkedIn features to enhance job search outcomes.
2. To evaluate the effectiveness of Power BI and Excel in analyzing LinkedIn user behavior and recruitment data.
3. To develop interactive dashboards that illustrate job search behaviors and hiring trends using LinkedIn data.
4. To propose a data-driven framework for improving LinkedIn-based recruitment and job search strategies
5. To explore correlations between user strategies on LinkedIn and actual recruitment outcomes

CHAPTER NO - 2

LITERATURE REVIEW

LITURATURE REVIEW

LinkedIn has emerged as a powerful platform in modern job search strategies, serving both job seekers and recruiters in a digitally connected labor market. Studies highlight its dual functionality as a professional networking site and a job-matching tool (Nikolaou, 2014). Job seekers leverage LinkedIn to showcase their skills, expand networks, and apply for roles, while recruiters use it to screen candidates and analyze talent pools (Zide et al., 2014). Research emphasizes the impact of profile optimization, activity level, and endorsements on hiring outcomes (van de Ven et al., 2019).

Data analysis tools such as Power BI and Excel have become essential for visualizing hiring trends and user engagement on LinkedIn. Scholars have used Excel for trend analysis and predictive modeling, while Power BI enables dynamic dashboards for real-time insights (Prajapati, 2020). Combining these tools allows researchers and HR professionals to identify patterns in recruitment, such as industry demand, skill gaps, and demographic engagement.

Overall, LinkedIn's data-rich environment, when analyzed effectively, provides valuable insights into evolving hiring practices and user behaviors, guiding both strategic job search approaches and informed recruitment decisions.

CHPATER NO-3

RESEARCH METHODOLOGY

Research Methodology

1. Research Design

This project employs a **mixed-methods approach**, combining both quantitative and qualitative techniques to analyze user strategies and hiring trends on LinkedIn. The study aims to understand how LinkedIn is utilized for job searching and recruitment, and how tools like Power BI and Excel can provide insights from the data.

2. Objectives

- To identify common job search strategies used by LinkedIn users.
- To analyze hiring trends across different industries, job roles, and regions.
- To visualize and interpret the LinkedIn data using Power BI and Excel.

3. Data Collection Methods

a. Primary Data:

- **Online Survey:** A structured questionnaire will be distributed to LinkedIn users (job seekers and recruiters). The survey will gather information on their usage patterns, strategies, outcomes, and preferences.
 - Sample Size: 100 respondents

4. Data Analysis Tools

- **Microsoft Excel:**
 - Data cleaning and preprocessing
 - Pivot tables, charts, and basic trend analysis
 - Cross-tabulations and descriptive statistics
- **Power BI:**
 - Creating interactive dashboards

- Visualizing job trends (by sector, location, skills)
- Time-series analysis, filtering by user demographics, activity, and job outcomes

5. Analysis Techniques

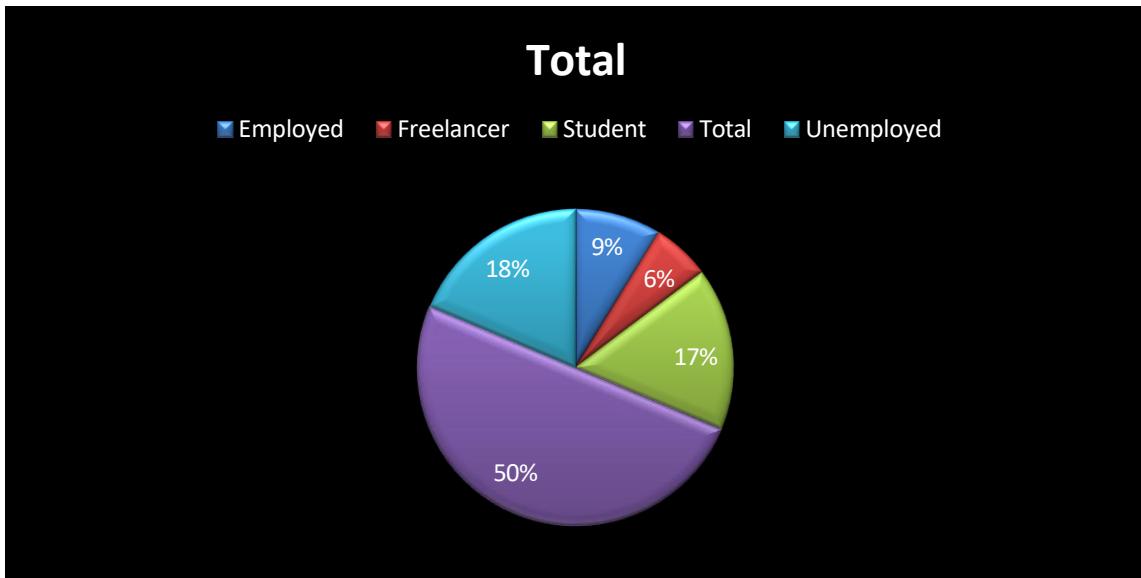
- **Descriptive Analysis:** For survey responses and user behavior (e.g., frequency of LinkedIn use, profile optimization tactics).
- **Trend Analysis:** Using historical job posting data and engagement metrics to identify hiring trends.
- **Correlation Analysis:** Between user activity (e.g., number of connections, endorsements) and job search success.
- **Data Visualization:** To interpret and present findings clearly through Power BI dashboards and Excel charts.

6. Ethical Considerations

- Participation in surveys and interviews will be voluntary and confidential.
- No personal data will be disclosed or misused.
- All secondary data will be used under fair use or publicly available terms.

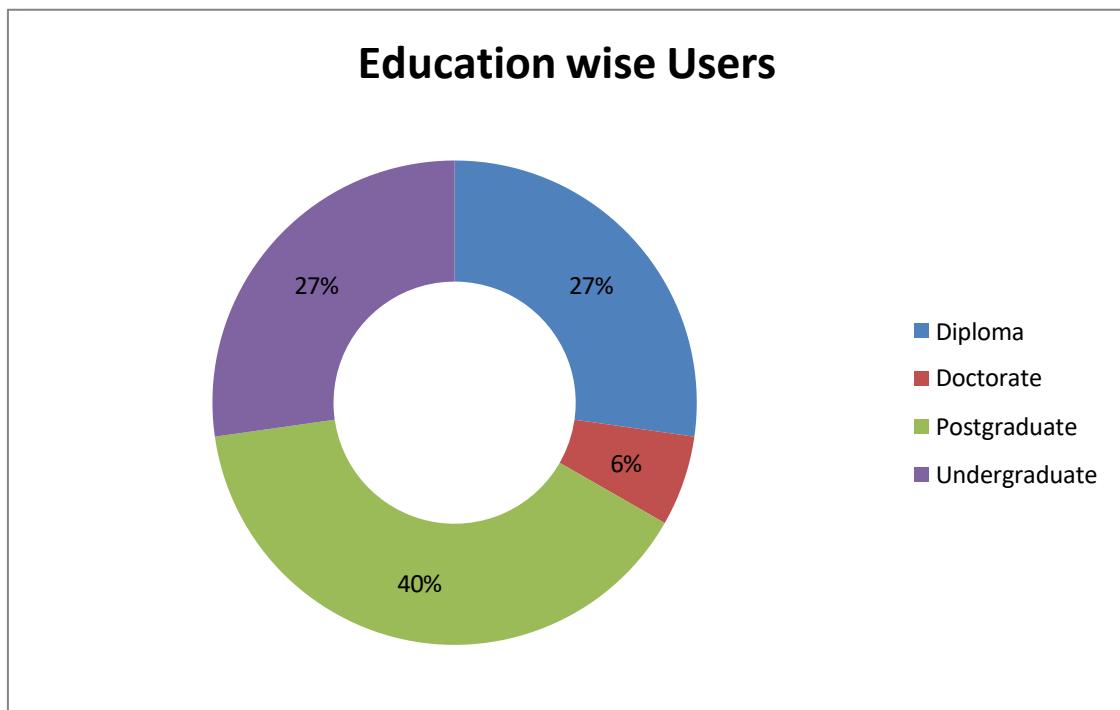
CHAPTER NO-4
DATA ANALYSIS AND INTERPRETATION

1. Occupation wise user



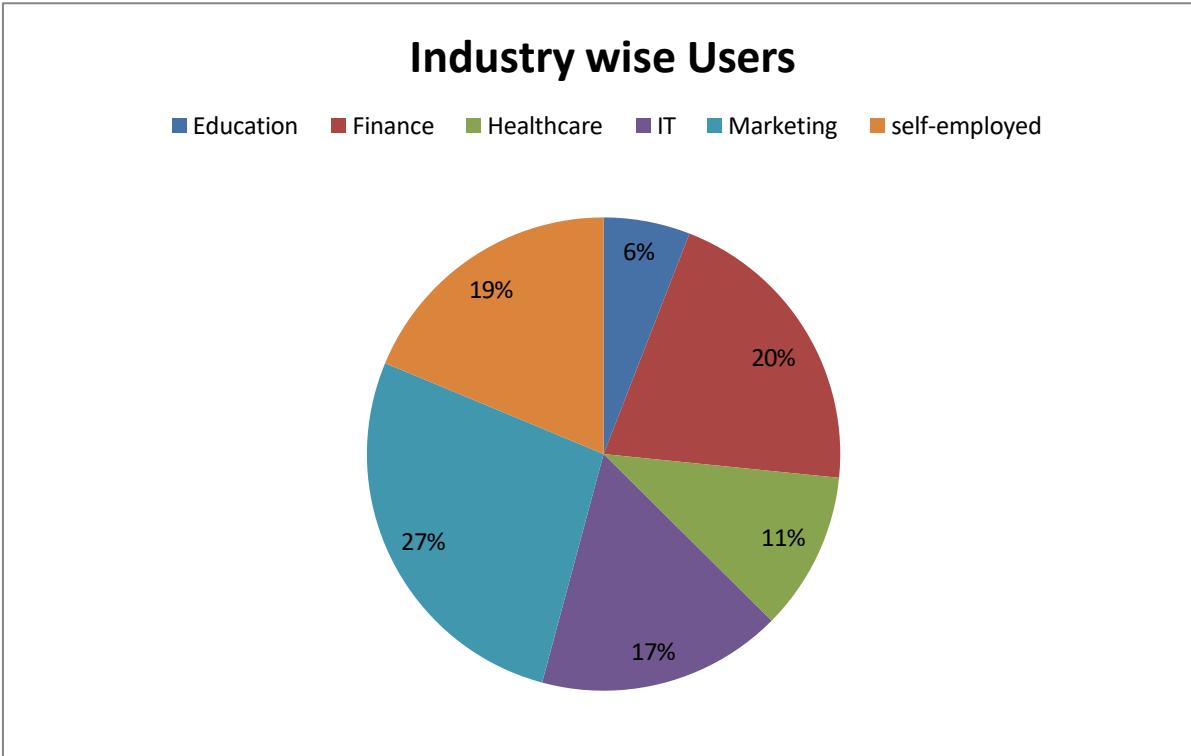
1. 37.3% are Unemployed – This is the largest group, meaning more than one-third of the respondents are currently not working.
2. 33.3% are Students – Around one-third are still studying and likely preparing to enter the job market.
3. 17.6% are employed – Less than one-fifth of the respondents have jobs.
4. 11.8% are Freelancers – A smaller portion work independently, taking short-term or contract jobs.

2. Education wise user



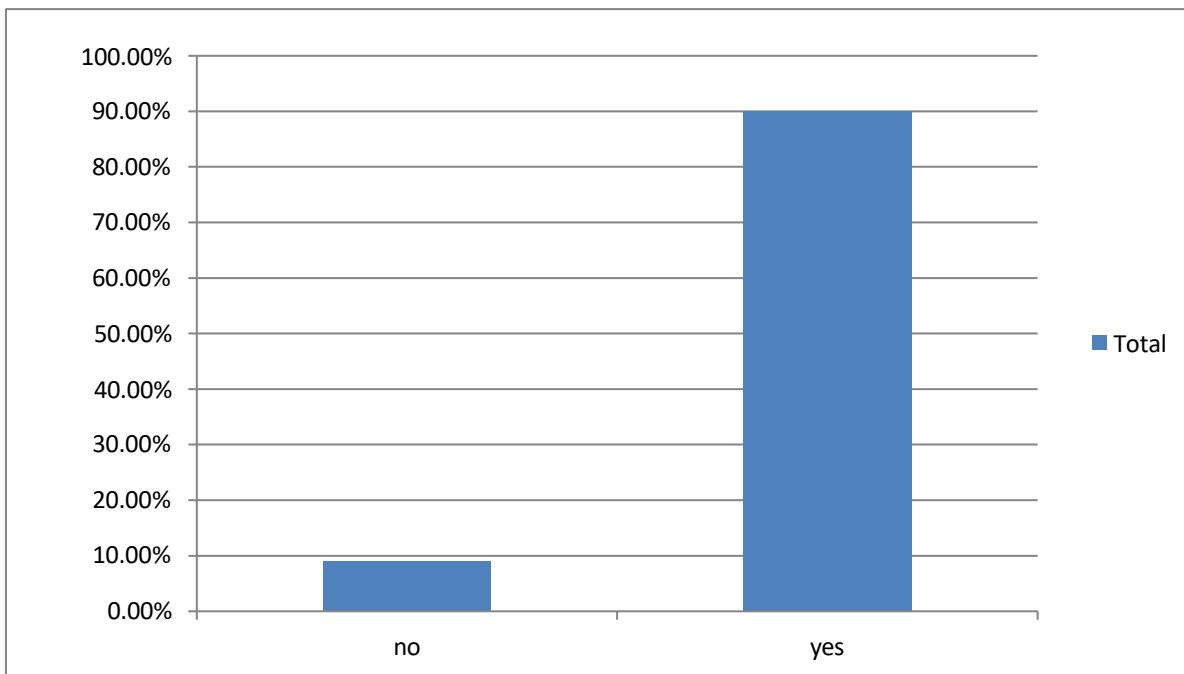
1. 25.5% of people have a Postgraduate degree (red).
2. 25.5% have a Diploma (orange).
3. 19.6% have an Undergraduate degree (blue).
4. 17% have a Doctorate (green).
5. This means the group is fairly evenly split, with slightly more people having Postgraduate or Diploma education.

3. Industry Wise Users



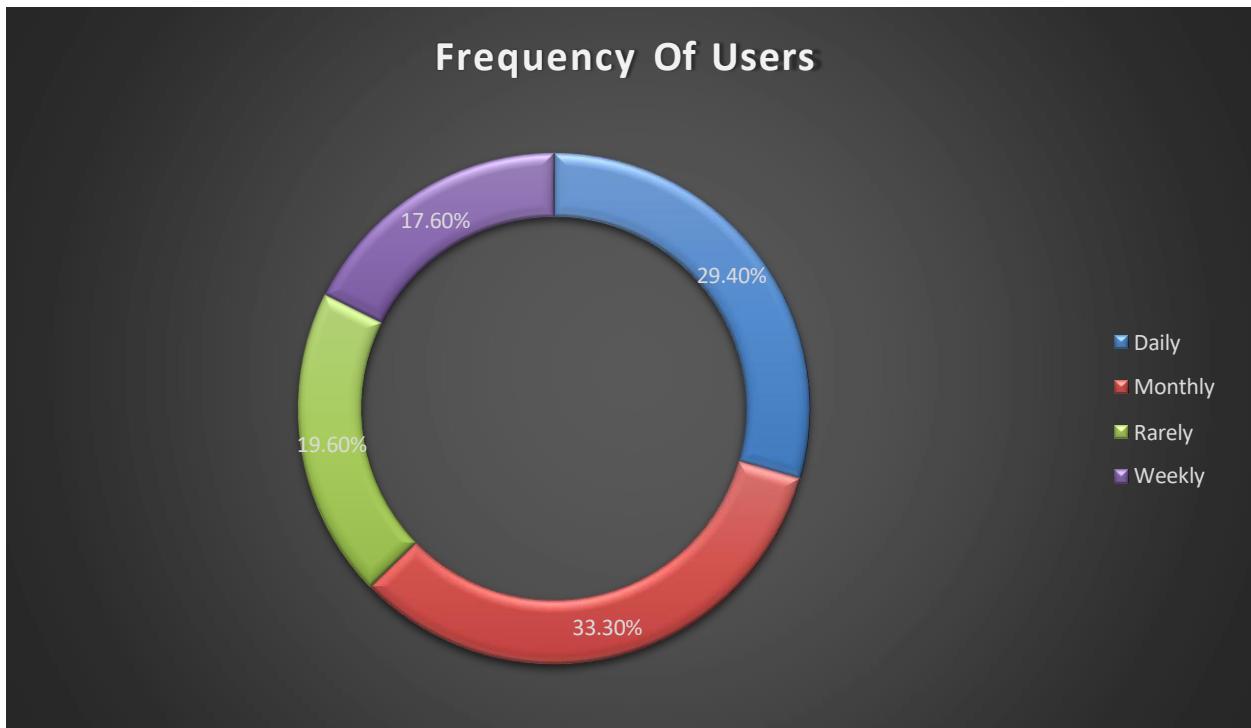
1. Out of 51 responses, the largest group (27.5%) is in Marketing.
2. 21% are in Finance.
3. 19% are Self-employed.
4. 17% are in IT.
5. 11% are in Healthcare.
6. 6% are in Education.
7. This indicates that Marketing is the most common industry, followed by Finance and Self-employment.

4. active linkedin profile



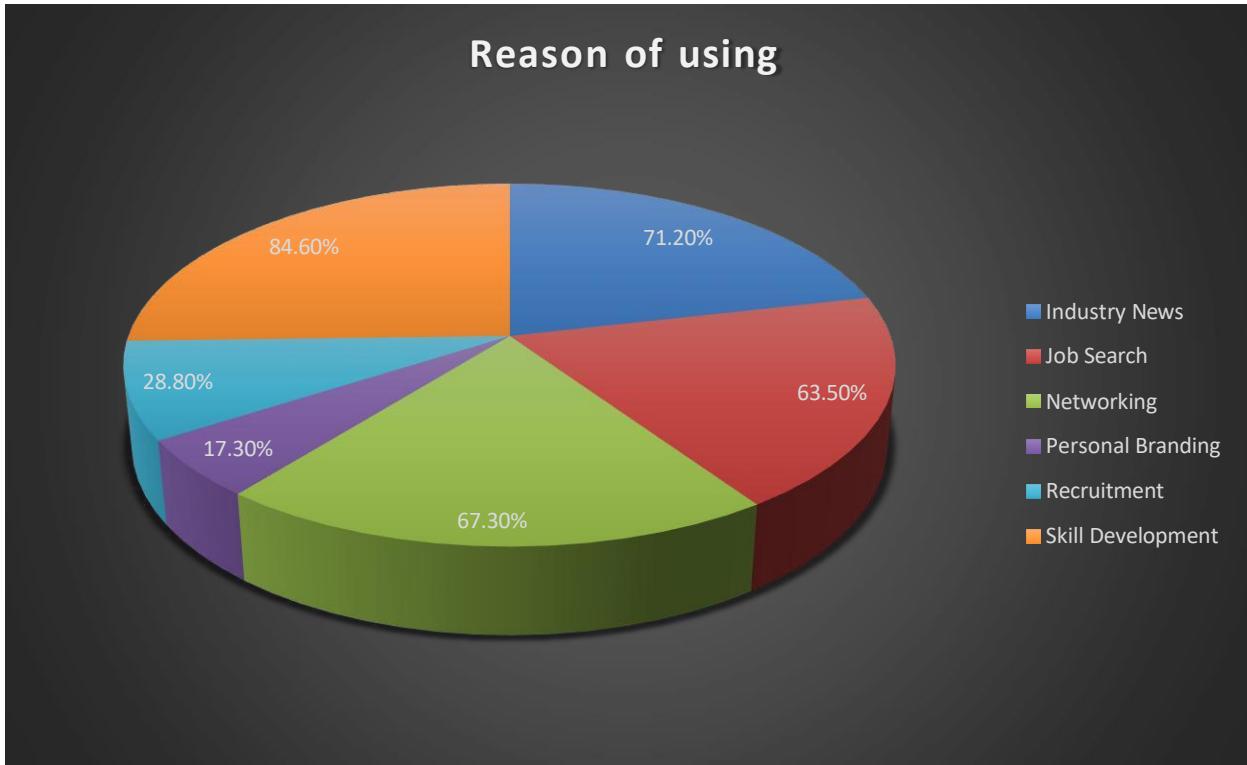
1. Out of 51 responses, 90.2% of people said Yes.
2. Only 9.8% said No.
3. This shows that almost everyone has an active LinkedIn profile.

5. Often use of LinkedIn by users



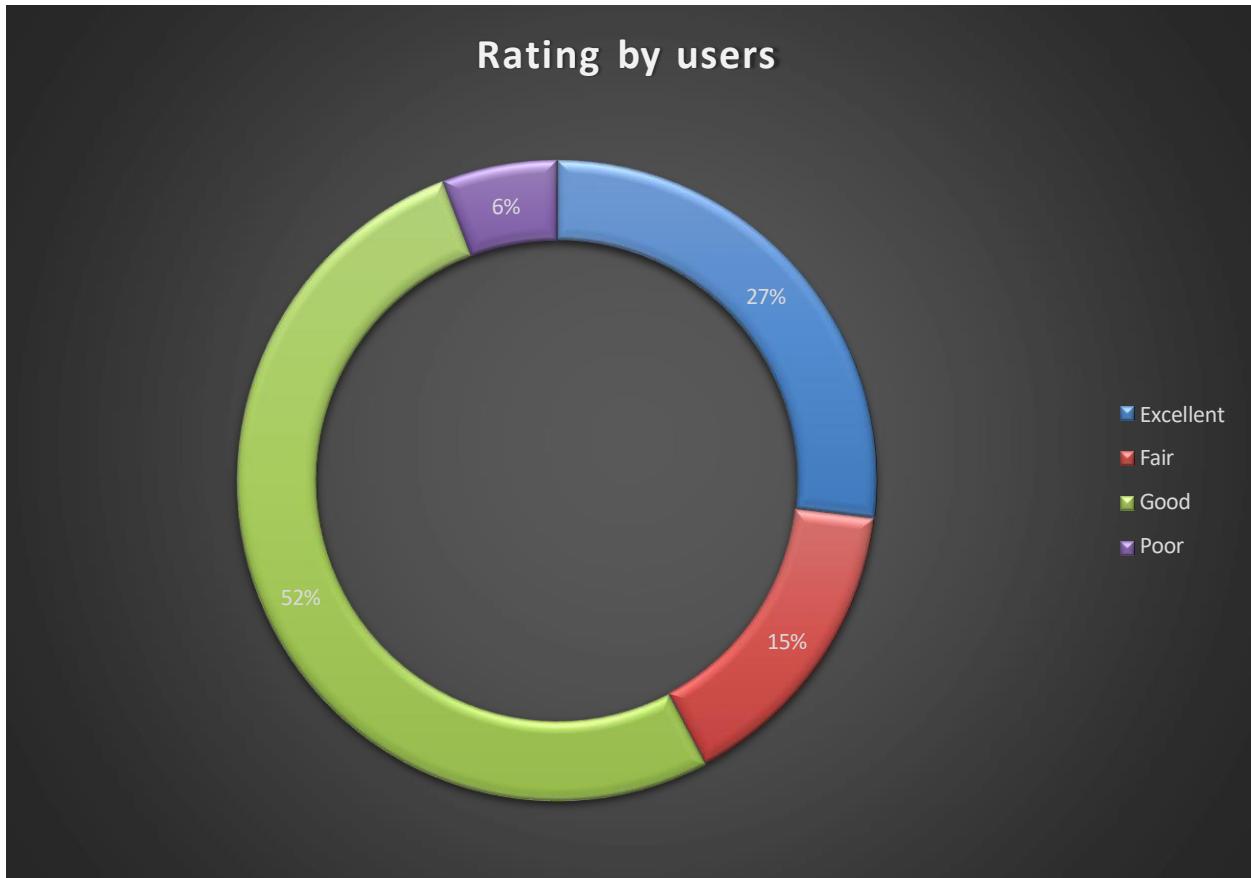
1. 29.4% use it daily (blue section).
2. 17.6% use it weekly (red section).
3. 33.3% use it monthly (orange section).
4. 19.6% use it rarely (green section).

6. primary reasons for using LinkedIn



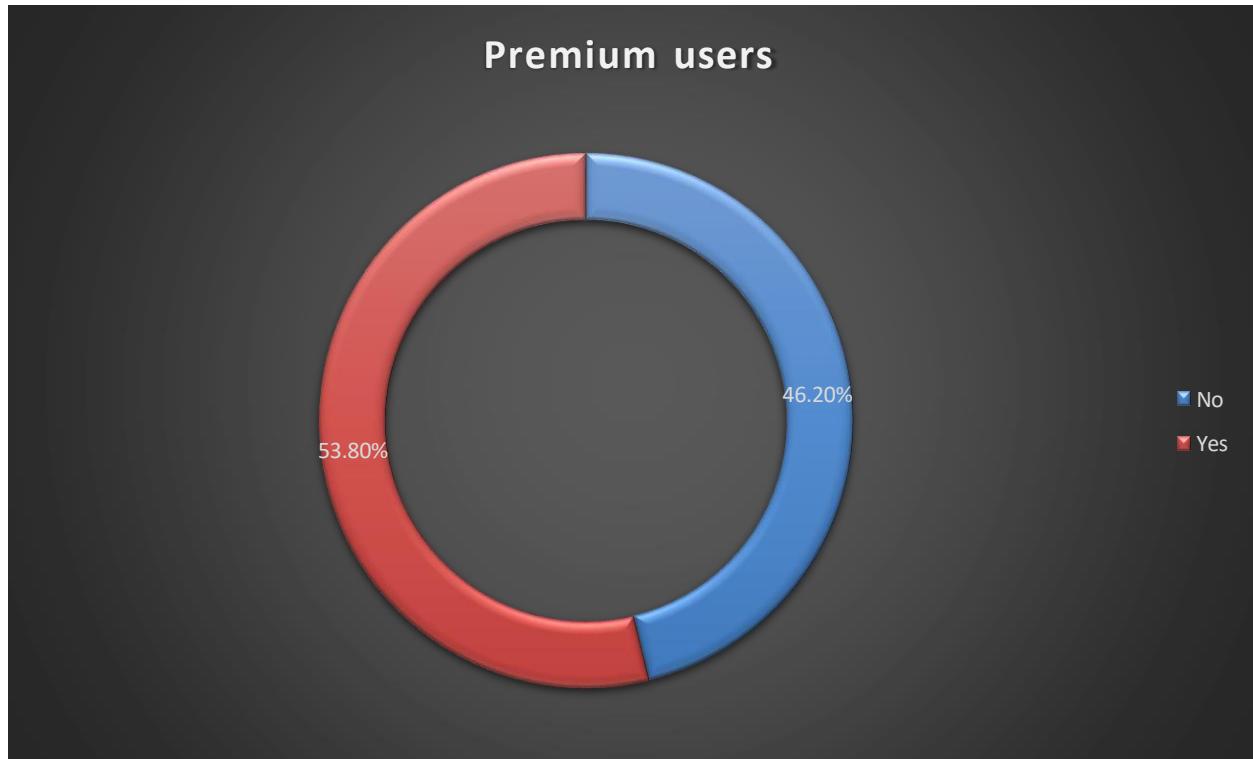
1. Skill Development is the most common reason people use LinkedIn — almost 85% of respondents selected it.
2. Industry News, Networking, and Job Search are also popular reasons, each selected by more than 60% of users.
3. Fewer people use LinkedIn for Recruitment (about 29%) or Personal Branding (17%), making them the least common reasons in this list.

7. Profile Optimization.



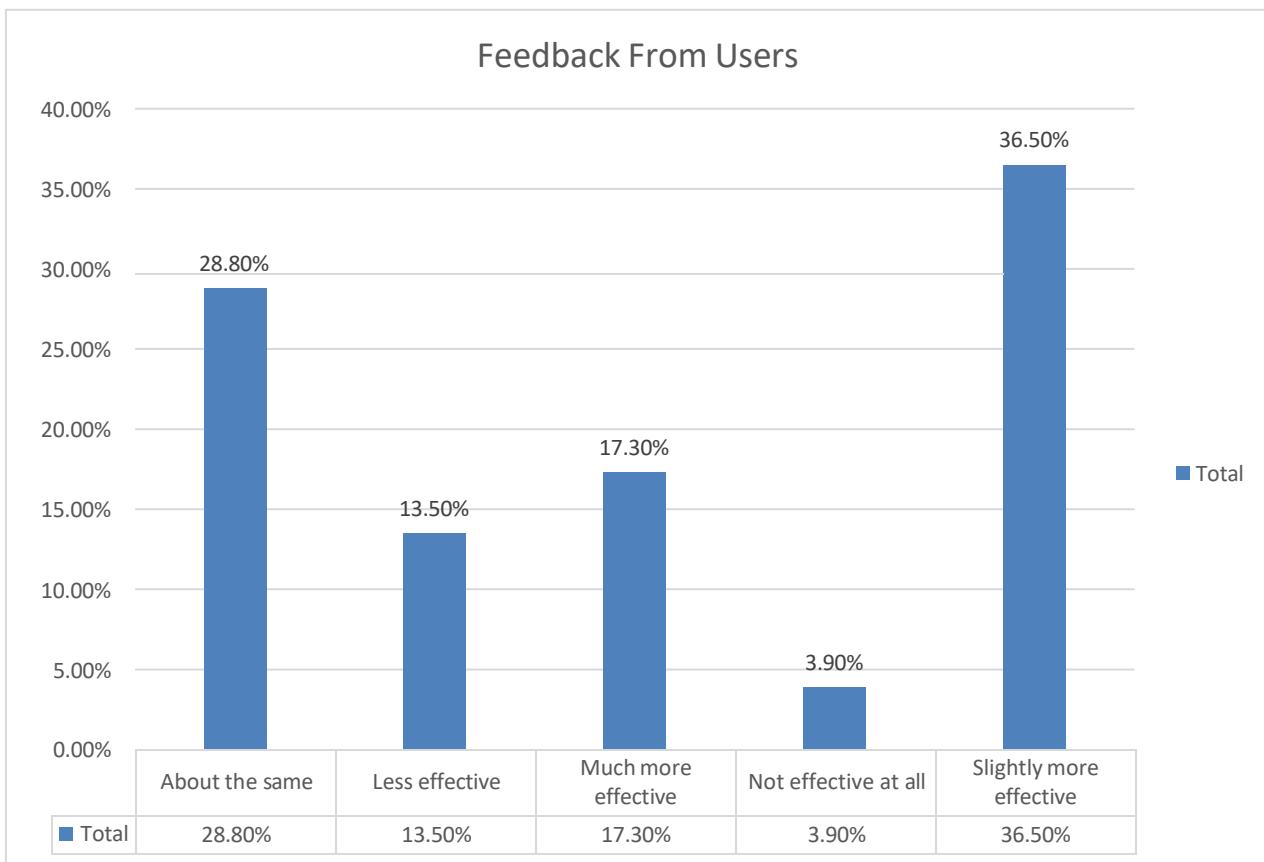
1. Most users rate their profiles as "Good" (52%) or "Excellent" (27%), which shows that more than 75% feel confident about their LinkedIn presence.
2. Only a small portion think their profile is "Fair" (15%) or "Poor" (6%)

8. Premium User



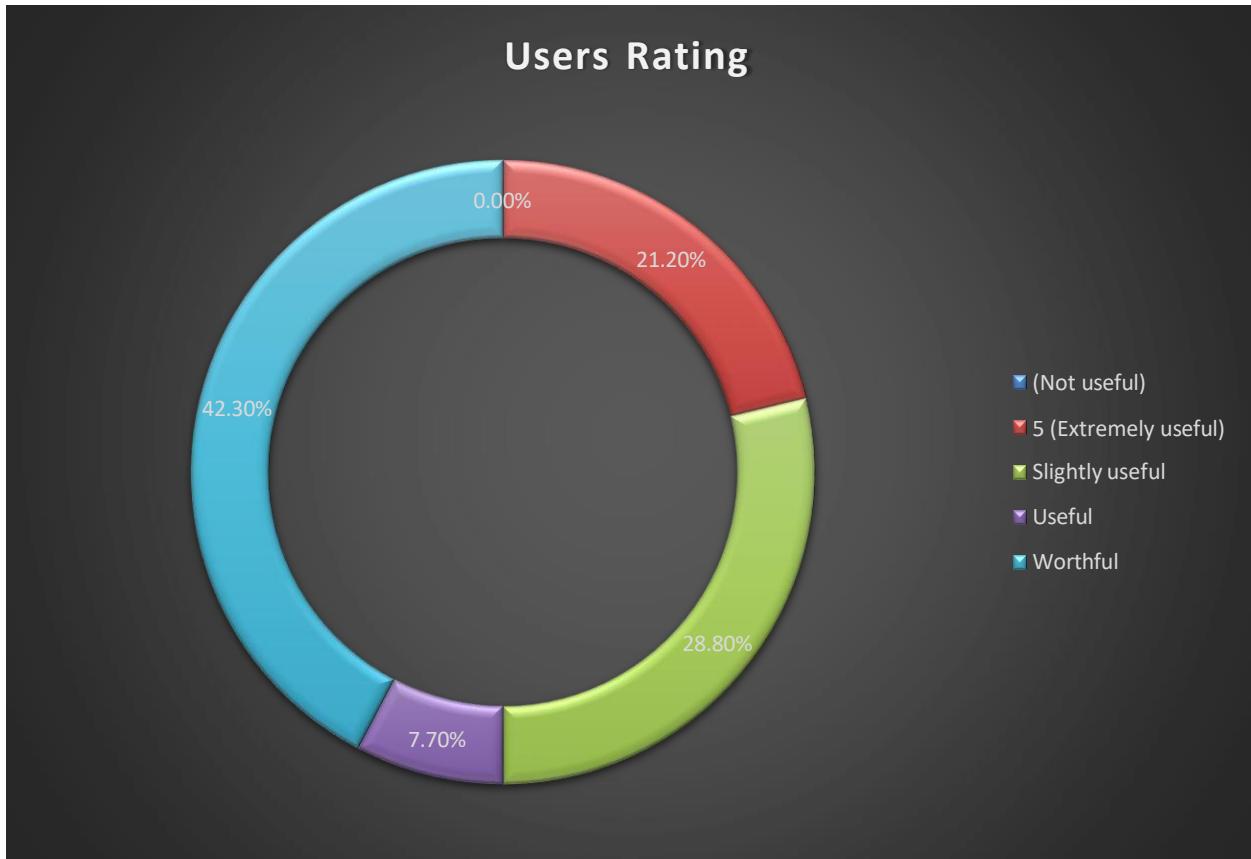
1. A little more than half (54%) of the respondents use LinkedIn Premium, while 46% do not.
2. This shows LinkedIn Premium is fairly popular among users in this group.

9. effective is LinkedIn compared to other job portals (e.g., Naukri, indeed, Glassdoor)



1. More than half (54%) of the respondents believe LinkedIn is more effective than other job portals.
2. Around 29% feel it's about the same as other platforms like Naukri or Indeed.
3. A small group (about 17% combined) finds it less effective or not effective at all.

10. On a scale of 1–5, how would you rate LinkedIn as a job search tool?



1. A majority of respondents (42.3%) rated LinkedIn as 4 out of 5, showing they find it quite useful for job searching.
2. Another 21.2% rated it 5 (extremely useful).
3. Only a small number (7.7%) gave it a low score of 2, and none rated it as 1 (not useful at all).
4. Overall, most people think LinkedIn is a very effective job search tool.

CHAPTER NO.5

CONCLUSION, FINDING & SUGGESTION

CONCLUSION

The analysis of LinkedIn as a job search tool through Power BI and Excel has revealed key insights into the evolving landscape of recruitment and professional networking. LinkedIn has solidified its role as more than just a platform for career visibility—it is now a critical tool for both job seekers and employers to connect strategically and efficiently.

Through data visualizations and analytics, the study identified that user engagement strategies such as consistent posting, profile optimization, networking activities, and skill endorsements significantly increase visibility and job opportunities. Profiles with complete information and industry-specific keywords tended to appear more in recruiter searches, highlighting the importance of personal branding and content strategy.

On the hiring side, trends indicated a growing reliance on LinkedIn for sourcing passive candidates, with recruiters using advanced filters and AI-driven recommendations. Sectors such as IT, finance, and marketing showed the highest recruitment activity, while soft skills like communication and leadership were frequently prioritized alongside technical skills.

Power BI dashboards enabled dynamic exploration of job application trends, industry demand, and user behavior patterns, while Excel provided a reliable base for cleaning and organizing data for analysis. This combination of tools demonstrated how data-driven decision-making can empower both individuals and organizations in the employment ecosystem.

Overall, the project underscores LinkedIn's growing influence in shaping career trajectories and hiring practices. By leveraging LinkedIn strategically and understanding platform analytics, users can significantly enhance their job search effectiveness. For employers, the platform offers unparalleled access to a talent pool that is both broad and highly specialized. Future enhancements in LinkedIn's data tools and AI capabilities are likely to further transform how talent is discovered and careers are built.

FINDING

The analysis conducted using Power BI and Excel provided several key findings about LinkedIn's role in job searching and recruitment. Firstly, it was observed that users with fully completed profiles—especially those featuring a professional photo, detailed work experience, and strong keyword usage—received significantly more profile views and connection requests from recruiters.

Secondly, job seekers who regularly engaged on the platform through posts, comments, and endorsements had higher visibility and better outreach from potential employers. Posting content related to one's field and sharing insights demonstrated a clear correlation with improved engagement metrics.

From the hiring perspective, companies are increasingly using LinkedIn's recruitment tools to identify and approach passive candidates. Power BI visualizations showed that hiring trends were strongest in industries like technology, finance, and digital marketing, with a noticeable demand for hybrid skill sets combining technical and soft skills.

Additionally, Excel-based data analysis revealed that job postings with clear titles, detailed descriptions, and company branding attracted more applications. Overall, these findings highlight that both strategic personal branding and data-informed job searching can significantly influence success on LinkedIn.

SUGGESTION

1. Optimize LinkedIn Profiles

- a. Ensure profiles are 100% complete with a professional photo, detailed work experience, and relevant keywords.

2. Engage Consistently

- a. Post regularly, share industry-related content, and interact with others to increase visibility and reach.

3. Leverage Skills and Endorsements

- a. Highlight both technical and soft skills, and request endorsements from colleagues to boost credibility.

4. Use Keywords Strategically

- a. Incorporate job-specific and industry-relevant keywords to improve profile ranking in recruiter searches.

5. Network Actively

- a. Connect with professionals, join relevant groups, and participate in discussions to expand opportunities.

6. Follow Target Companies

- a. Stay updated with job openings and company news by following organizations of interest.

7. Utilize LinkedIn Learning

- a. Take advantage of LinkedIn Learning courses to upskill and display certifications directly on your profile.

8. Track Analytics with Power BI

- a. Regularly analyze profile performance and engagement metrics to adjust strategies effectively.

ANNEXTURE

1. What is your age group?
 - 18–24
 - 25–34
 - 35–44
 - 45 and above
2. What is your current employment status?
 - Employed
 - Unemployed
 - Student
 - Freelancer
 - Other: _____
3. What is your highest level of education?
 - Undergraduate
 - Postgraduate
 - Diploma
 - Doctorate
 - Other: _____
4. In which industry are you currently working or seeking employment?
 - IT
 - Finance
 - Marketing
 - Healthcare
 - Education
 - Other: _____
5. Do you have an active LinkedIn profile?
 - Yes
 - No

6. How often do you use LinkedIn?
- Daily
 - Weekly
 - Monthly
 - Rarely
 - Never
7. What are your primary reasons for using LinkedIn? (Select all that apply)
- Networking
 - Job Search
 - Industry News
 - Skill Development
 - Recruitment
 - Personal Branding
8. How would you rate your LinkedIn profile optimization?
- Poor
 - Fair
 - Good
 - Excellent
9. Do you use LinkedIn Premium?
- Yes
 - No
 - Used in past but not currently
10. Have you ever applied for a job through LinkedIn?
- Yes
 - No
11. Have you received any job interview invitations via LinkedIn?
- Yes
 - No
12. Have you been hired through a job opportunity on LinkedIn?

- Yes
- No

13. What features do you find most helpful for job searching on LinkedIn? (Select all that apply)

- Easy Apply
- Job Alerts
- Company Insights
- Recruiter Messages
- Skill Assessments

14. How effective is LinkedIn compared to other job portals (e.g., Naukri, indeed, Glassdoor)?

- Much more effective
- Slightly more effective
- About the same
- Less effective
- Not effective at all

15. On a scale of 1–5, how would you rate LinkedIn as a job search tool?

- 1 (Not useful)
- 2
- 3
- 4
- 5 (Extremely useful)

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- <https://learn.microsoft.com/en-us/power-bi/>
- <https://support.microsoft.com/excel>

Tools Used:

Microsoft Excel (Advanced Excel) – For data cleaning, visualization, and analysis

2. Microsoft Power BI – For dashboards and data visualization

3. Google Forms – For survey creation and response collection