




# Unveiling Job Market Trends: Web Scrapping for Key Skills Analysis




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# Introduction

- Welcome everyone to today's presentation on leveraging web scraping techniques to decode the ever-evolving job market.
- In our dynamic professional landscape, understanding the most sought-after job skills is pivotal for job seekers and employers alike.
- Today, we'll explore how web scraping, particularly from platforms like LinkedIn and Indeed, can unlock valuable insights into these essential job skills.





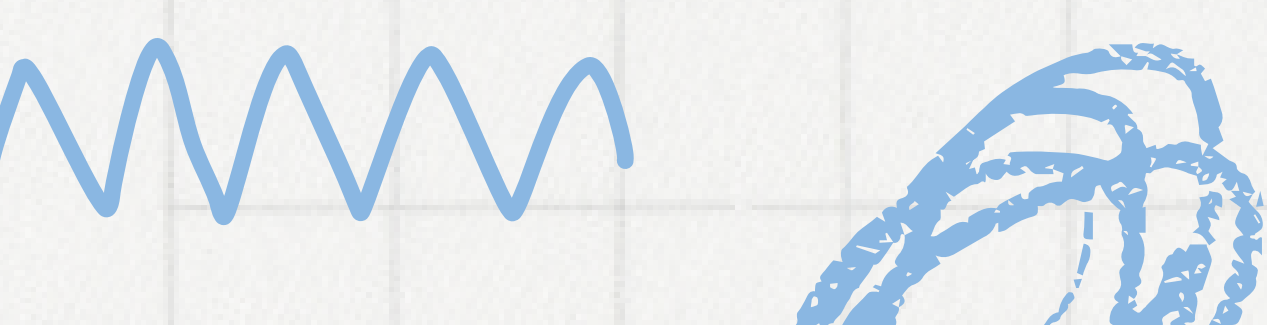
# Problem statement

**01.** In today's fast-paced job market, the demand for specific skills evolves rapidly across various industries and job roles.

**02.** However, the manual collection and analysis of job postings from platforms like LinkedIn and Indeed are time-consuming and inefficient.

**03.** Job seekers face challenges in identifying the most in-demand skills, while employers struggle to keep up with evolving skill requirements.

**04.** This inefficiency hampers both sides, causing missed opportunities for job seekers and a potential skills gap for employers.





# Methodology

## Tools and Technologies Used

- **Selenium** and **BeautifulSoup** were employed for their effectiveness in scraping dynamic and static elements, respectively.
- Selenium is utilized for interacting with dynamic elements on LinkedIn and Indeed.
- BeautifulSoup is utilized for parsing and extracting structured data from static sections of job postings.



# Methodology

## Methods Used

- **Data Collection:** Using Selenium to navigate through job postings on LinkedIn and Indeed, simulating human interaction to gather data.
- **Data Parsing:** Employing BeautifulSoup to extract relevant job details and descriptions from the acquired HTML content.
- **Data Refinement:** Cleaning and organizing extracted data to ensure accuracy and consistency.
- **Skill Identification:** Analyzing the refined data to identify and categorize frequently mentioned job skills.
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# Results

01

Proficiency in coding languages such as Python and R.

02

Strong database skills including SQL, Azure, and AWS

03

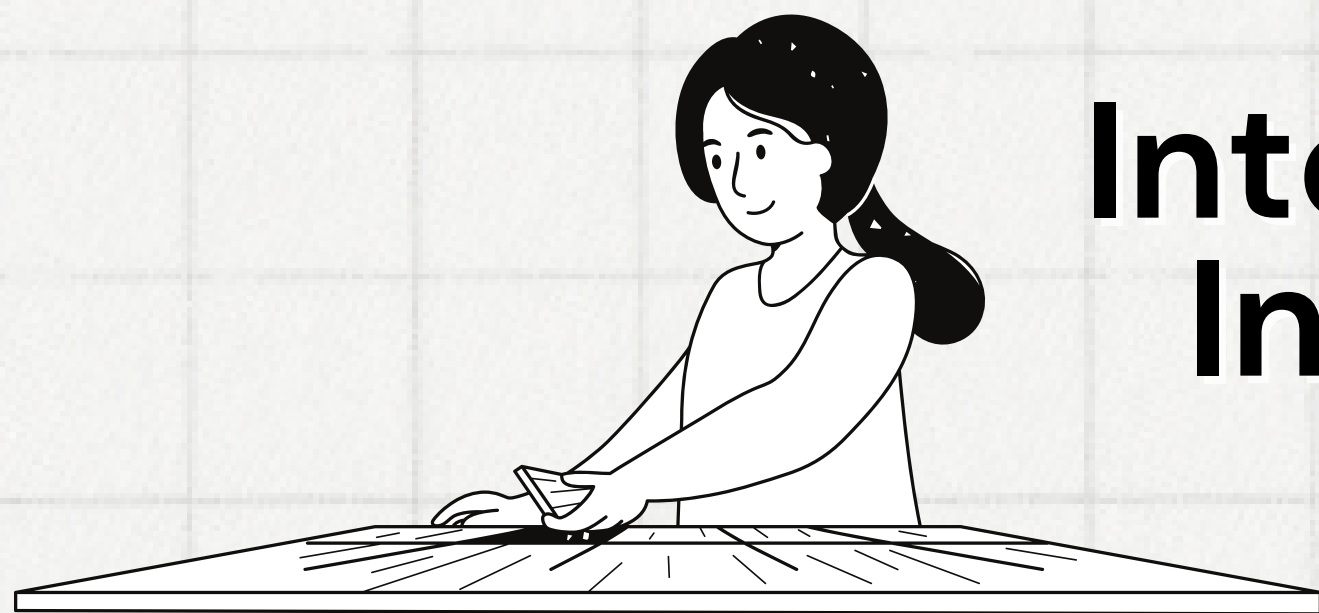
- Fundamental skills that are necessary for success in the job market include teamwork, experience, continuous learning, and business intelligence.

04

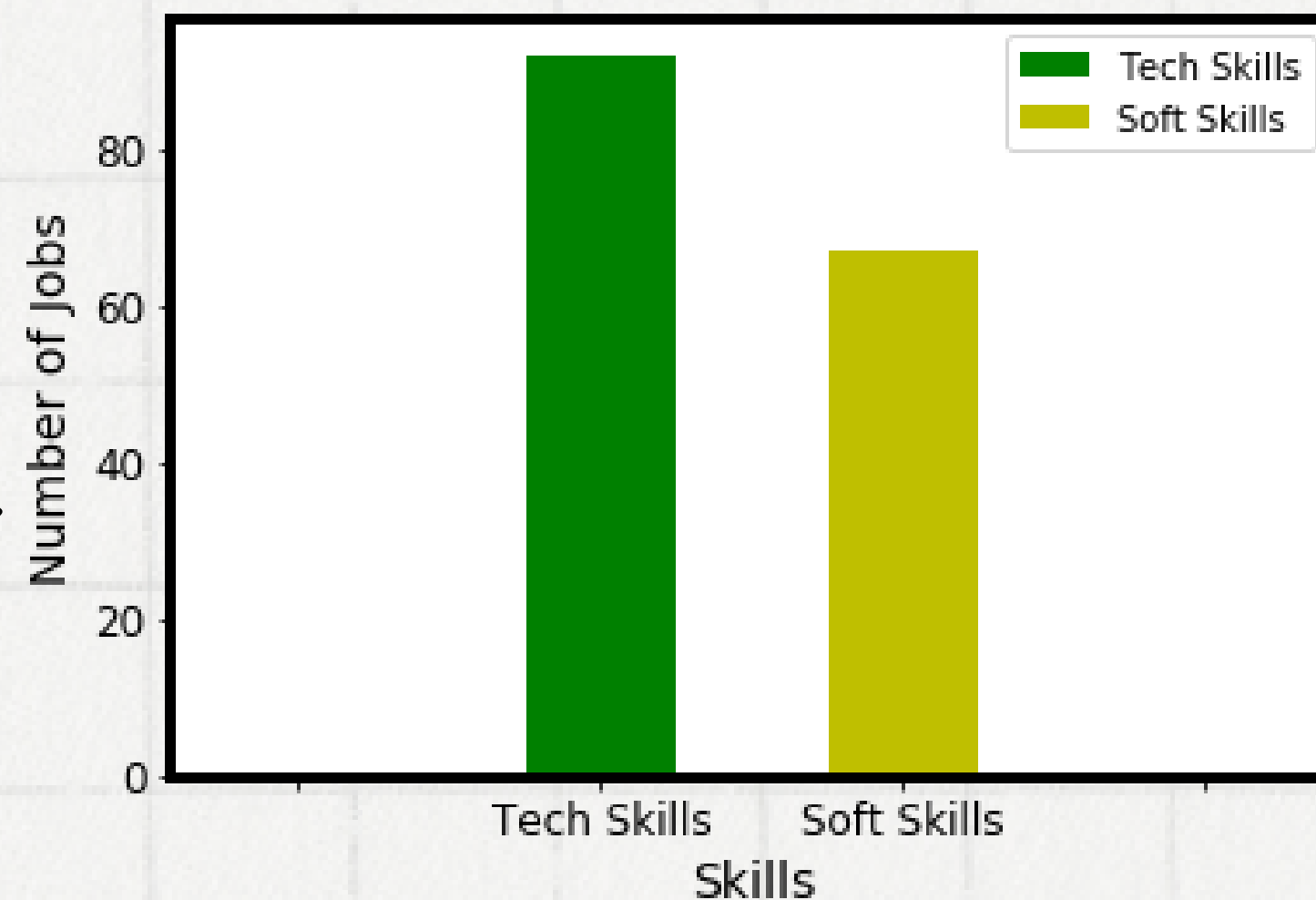
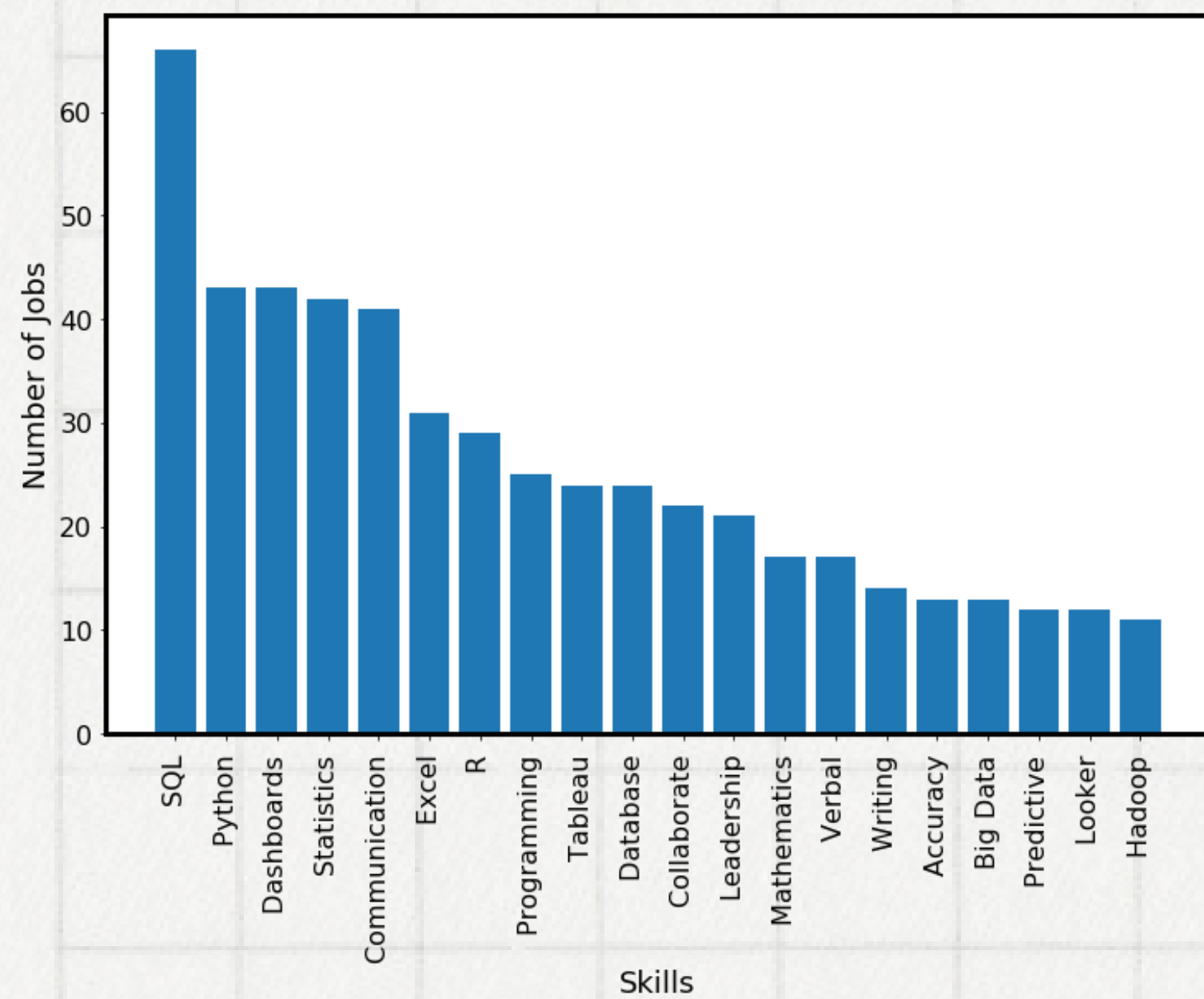
Most job opportunities in Spain are located in Madrid (approximately 50%) and Barcelona (around 20%).

05

A degree in engineering and preferably a master's degree.

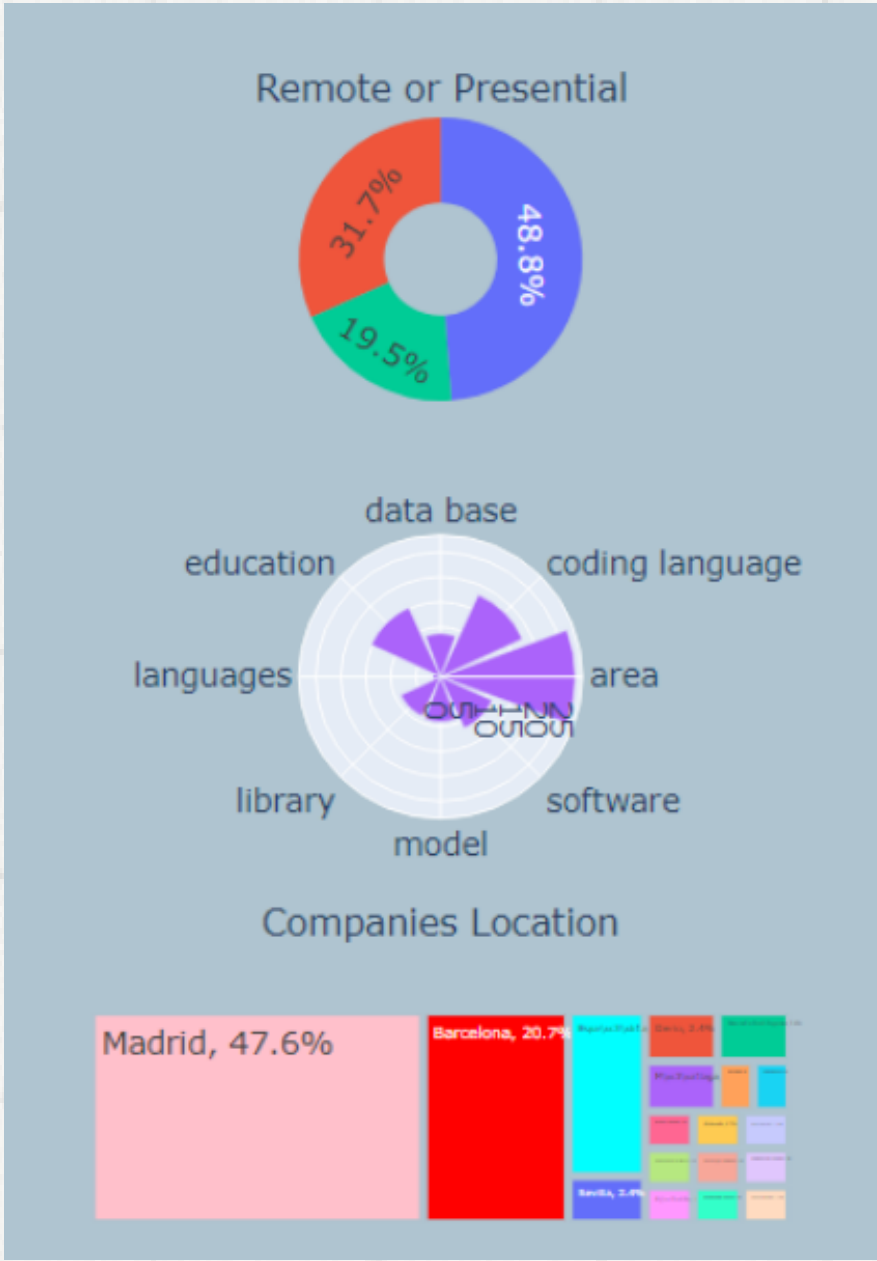
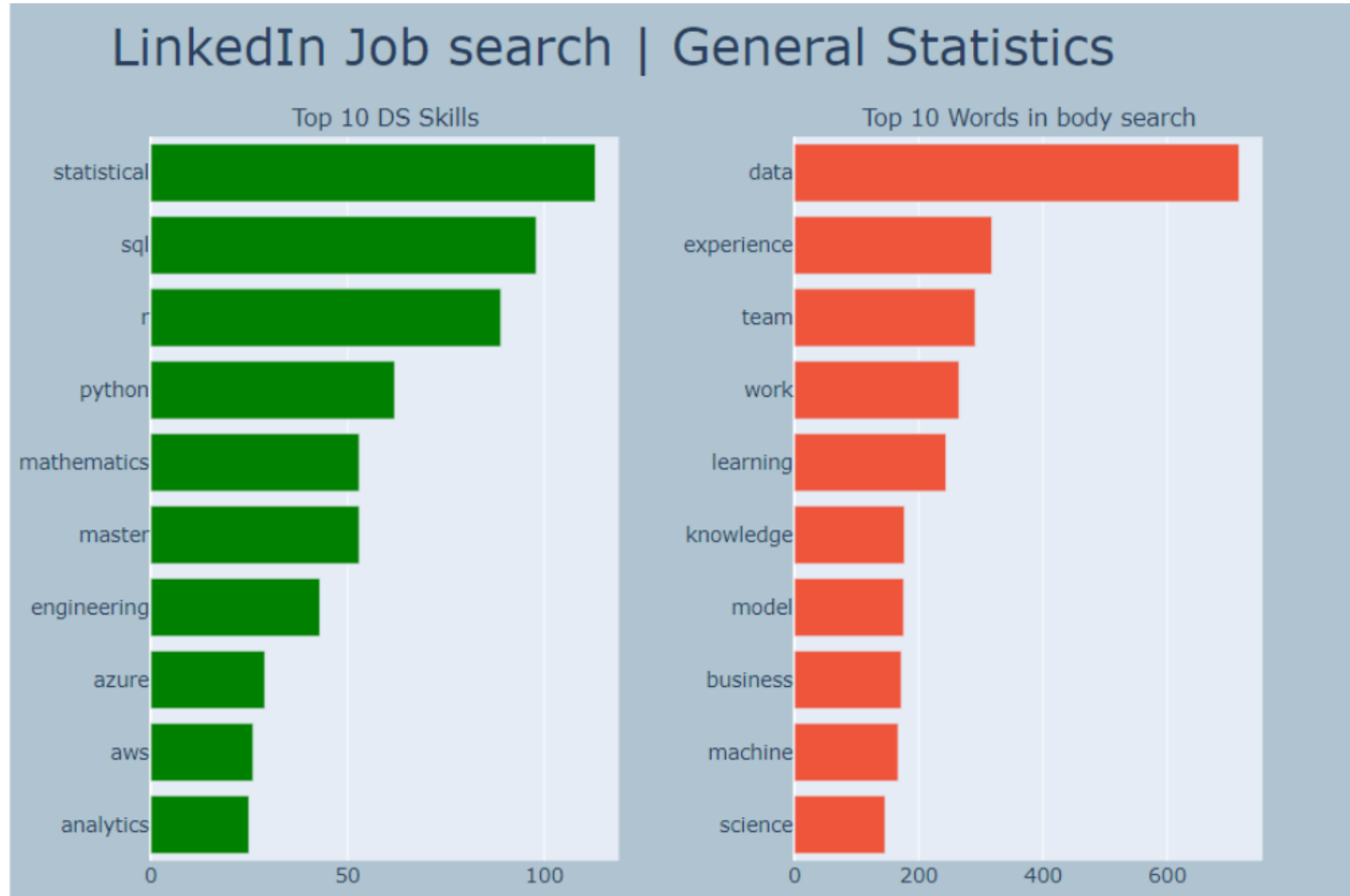
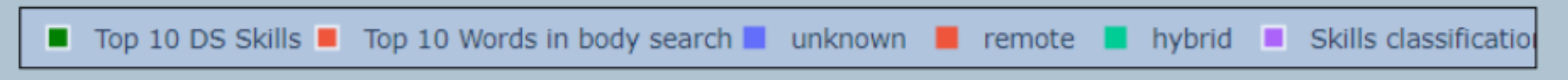
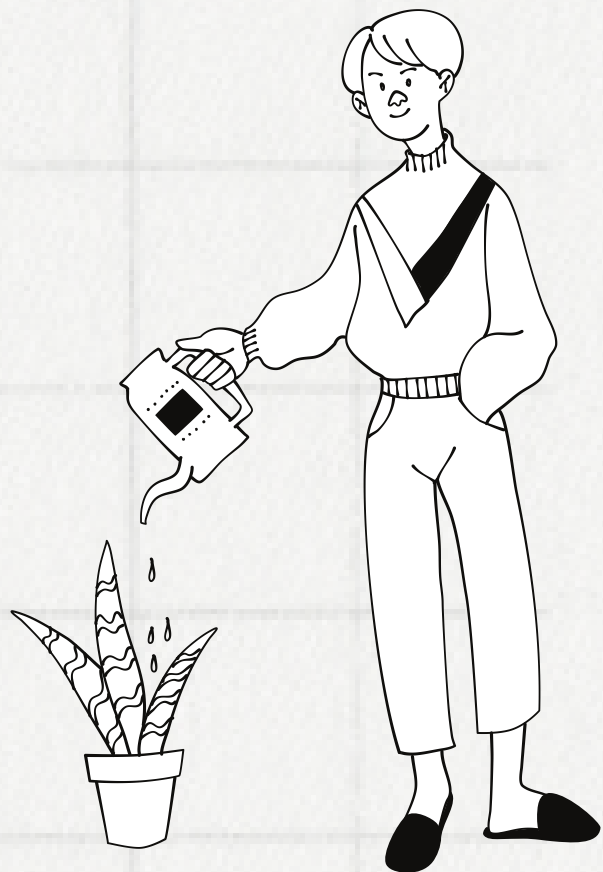


# Interesting Insights



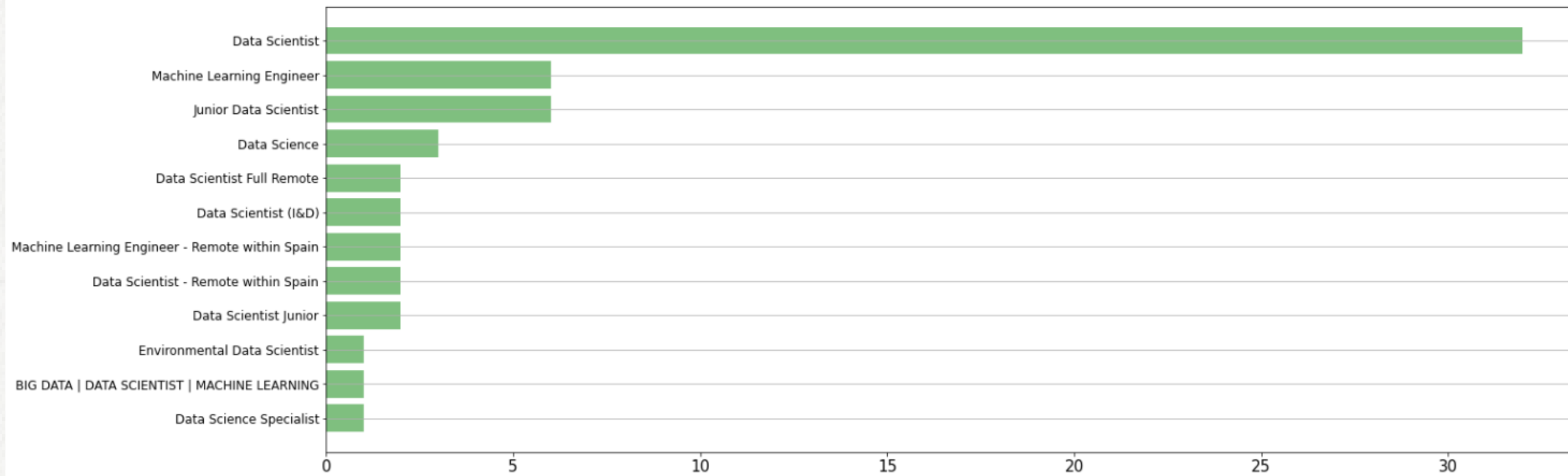


# Interesting Insights

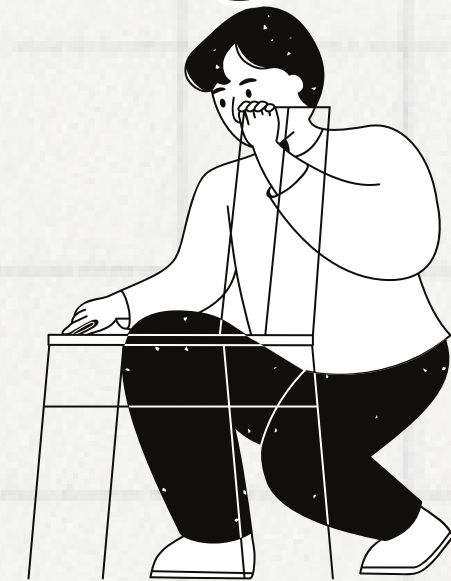




### Main job title names



# Interesting Insights



## Full Search Wordcloud



### Full Reqs Wordcloud



**Thank you  
very much!**

