📊 Analysing Hiring Trends in Data Roles Using LinkedIn Job Postings (April–June-2025)

◈ Introduction & Abstract

In today's rapidly evolving data landscape, understanding hiring trends is essential for professionals, recruiters, and organizations. This project explores job market dynamics by analysing LinkedIn job postings for data-related roles from April to June 2025. The objective was to uncover demand patterns, identify top roles and employers, and provide actionable insights through interactive Power BI visualizations. With 873 postings across 534 companies, the study reveals key trends in analytics, engineering, and machine learning hiring.

◈ Tools Used

- **Power BI**: For data modelling, visualization, and dashboard creation
- **DAX (Data Analysis Expressions)**: To build custom measures and time intelligence
- **Microsoft Excel / CSV**: For initial data inspection and formatting
- **LinkedIn Scraper**: Used to collect job posting data (pre-cleaned dataset)
- **◈ Steps Involved in Building the Project**
- **Data Preparation**
- Imported the LinkedIn Data Jobs Dataset (April–June 2025)
- Verified data integrity: no missing values or duplicates
- **Data Modelling**
- Created a custom Date Table using DAX
- Extended with ADDCOLUMNS () to include Year, Month, Da
- Established relationships for time-based analysis
- **Measure Creation**
- Built key DAX measures:
- Total Listings
- Distinct Roles Count
- Hiring Companies Count
- Weekly, Monthly, and Daily posting trends
- **Visualization Design**

- Developed an interactive Power BI dashboard:
- □ Role-wise demand breakdown
- Company-wise hiring activity
- Day-of-week posting frequency
- Time-series trends for April vs. May
- **Insight Extraction**
- Identified top roles: Data Analyst, Data Scientist, Data Engineer
- Highlighted leading recruiters: Meta, Netflix, Amazon, Google
- Analysed posting behaviours: peak days were Thursday and Friday
- ◈ **Conclusion**
- This project demonstrates how data visualization and DAX-powered analytics can illuminate hiring patterns in the tech industry. By analysing
- Job postings over time, professionals can align their skills with market demand, while recruiters gain clarity on competitive hiring behaviour. The Power BI dashboard offers a dynamic lens into the data job market, empowering users to explore trends and make informed career or hiring decisions.