

# Project Einstein Workforce Analysis

September 2024



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**DRAFT**

**BAIN & COMPANY** 

# Major caveats and summary of count of profiles

/ NOT EXHAUSTIVE

## Major caveats

### Confidence index

- The workforce analysis through Aura and LinkedIn provides a quick **directional answer** with medium to high confidence
- Employee information is sourced from various data sources that **are user reported**

### Data sources

- The Aura dataset **combines several sources** (CRMs, job boards, socials, etc.) and performs entity resolution in merging overlapping data






### Coverage

- For these specific set of companies operating **in the enterprise work management platform space**, Aura covers **~80% of the total profiles on LinkedIn**
- Given that Aura and LinkedIn is extracting data from user reported sources, all fields are not consistently reported, and therefore, top lines across pages will not exactly match

### Data period

- The **Aura dataset is updated quarterly**, and the current analysis is based on the **latest pull as of August 2024**

## Summary – profile count for Aura and LinkedIn

Key companies	# LinkedIn profiles (current)	Aura fill rate (%)	# Overall Aura profiles
A	B	C	D=BxC
 Einstein	4184	83%	3481
 monday.com	2503	91%	2282
 asana	3746	63%	2349
 Adobe Workfront	362	92%	333
 wrike	1057	98%	1033
Total (in K)	11.9K	80%	9.5K

# Engineering and Sales roles constitute ~60% of the workforce across peers; Einstein has a slightly higher sales workforce as compared to peers

WORKFORCE

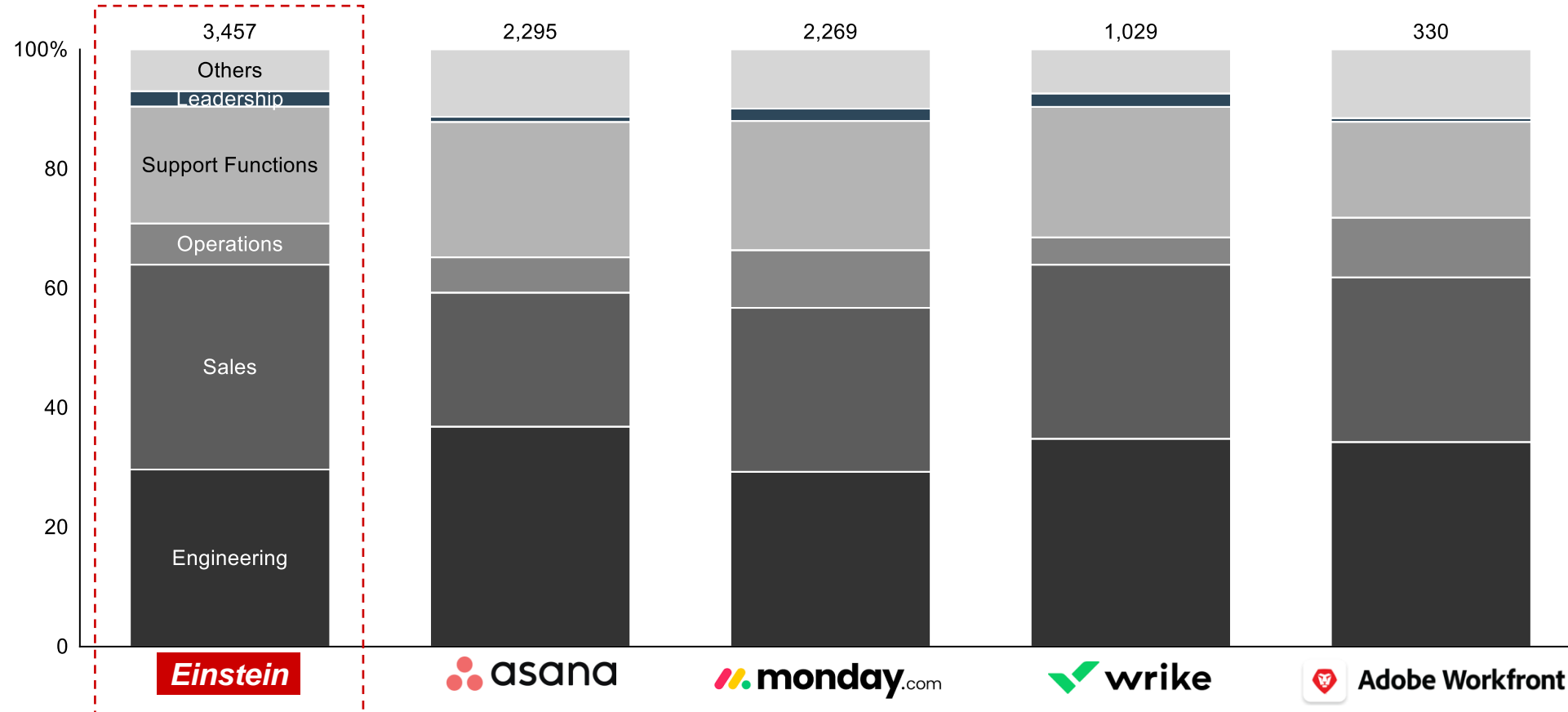
FUNCTION SPLIT

/ D I R

BCN updated  
09/13

■ Engineering ■ Sales ■ Operations ■ Support Functions ■ Leadership ■ Others

% current profiles by functions



## Leadership

CXOs, Partner, MDs, VPs, etc.



## Support Functions

Executive Assistant, Office Manager, HR Analyst, Accountant, etc.



## Operations

Implement. / Solutions Consultant, Project Manager, Operations Specialist, etc.



## Sales

Business Dev. Representative, Sales Manager, Account Manager, etc.



## Engineering / Product

Software Engineer, Engineering Manager, Development Lead, Product manager etc.

Note: Irrelevant profiles (interns, former, retired employees) have been excluded; Others include generic and untagged roles; Bars sorted basis total # of profiles  
Source: Aura, Bain analysis



# Monday.com witnessed the highest CAGR of ~50% in its workforce in L5Y; Einstein is placed in the middle of the pack with a CAGR of ~20% during the same period

WORKFORCE

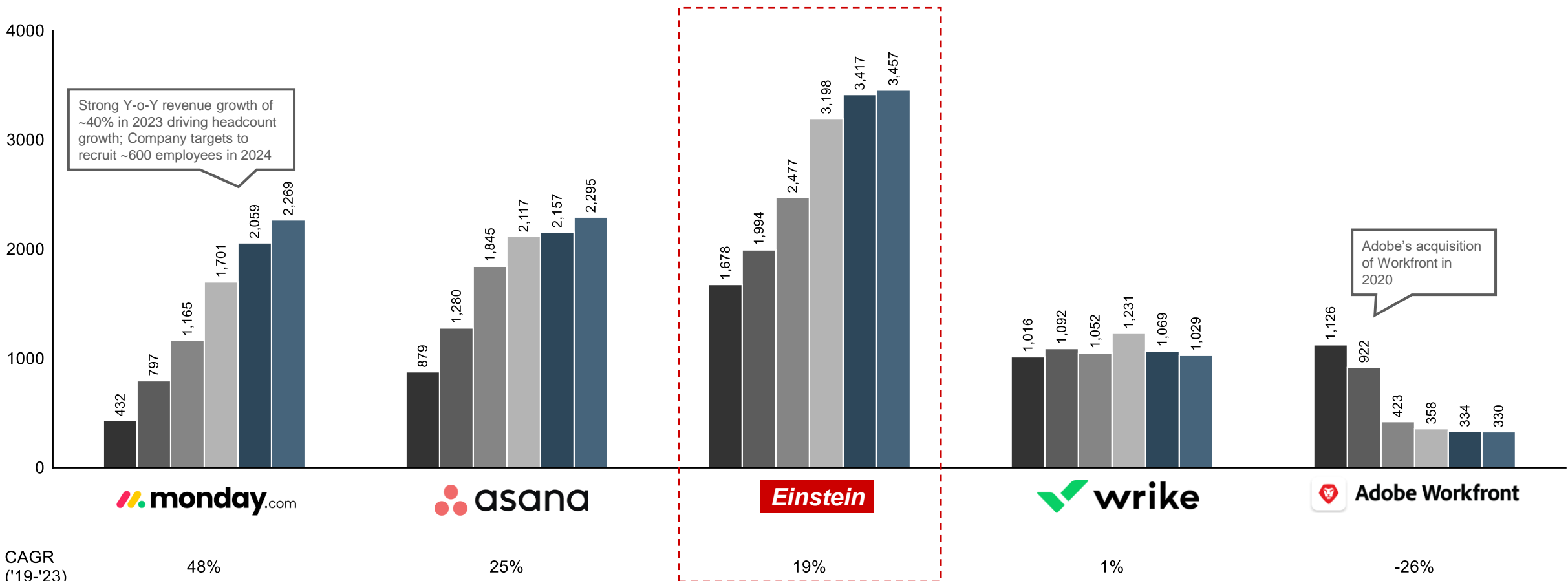
GROWTH

/ OVERALL / DIR

BCN updated  
09/13

Total profiles (# of current employees)

2019 2020 2021 2022 2023 2024 YTD



CAGR  
( '19-'23)

Note: Irrelevant profiles (interns, former, retired employees) have been excluded; Bars sorted basis CAGR  
Source: Aura, Bain analysis



# Monday.com witnessed the highest CAGR of ~55% in its engineering workforce in L5Y while Einstein grew its eng. workforce at CAGR of ~15% during the same period

WORKFORCE

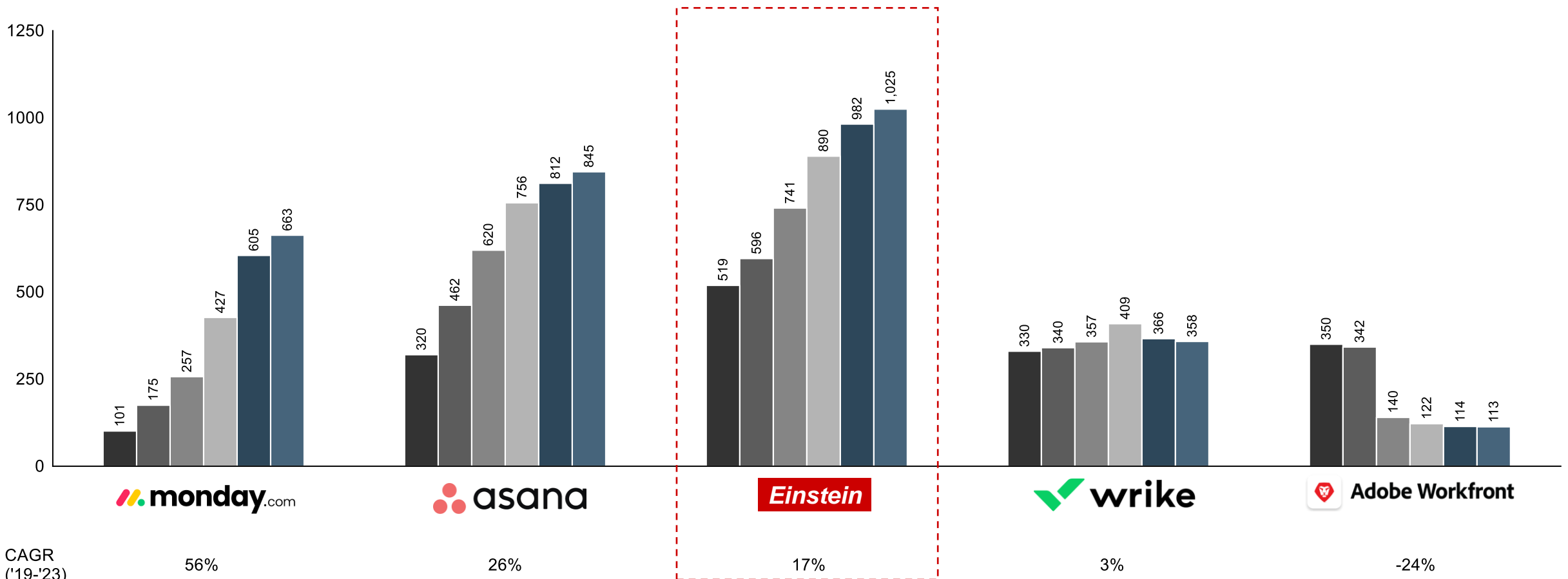
GROWTH

/ ENGINEERING ONLY / DIR

BCN updated  
09/13

Total profiles (# of current employees)

2019 2020 2021 2022 2023 2024 YTD



CAGR  
( '19-'23)

Note: Irrelevant profiles (interns, former, retired employees) have been excluded; Bars sorted basis CAGR  
Source: Aura, Bain analysis



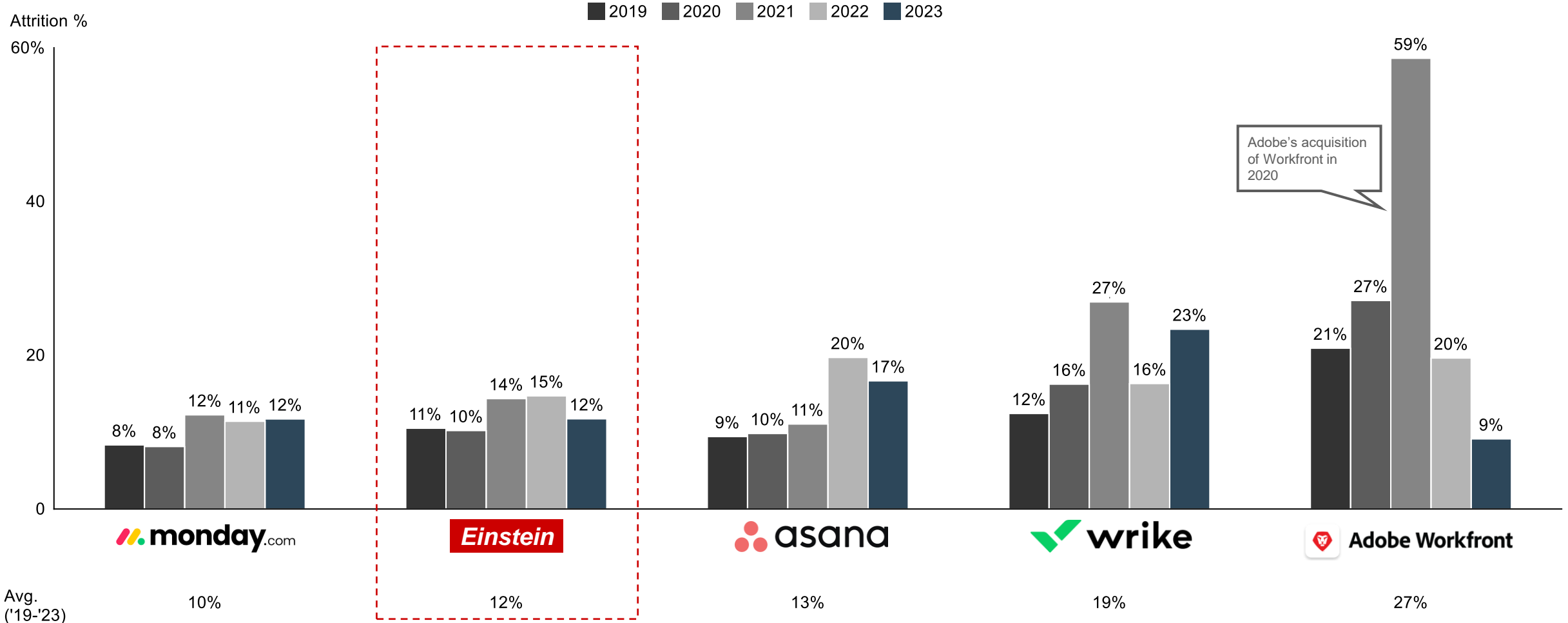
# Einstein noted relatively lower avg. attrition of ~10% amongst the peers during '19-'23; Most players noted ~10-20% avg. attrition during same period

WORKFORCE

ATTRITION

/ OVERALL / DIR

BCN updated  
09/13



Note: Irrelevant profiles (interns, former, retired employees) have been excluded; Attrition rate calculated by dividing total number of exits in a year by the employee base at the start of the year for the given year; Bars sorted basis average attrition | Source: Aura, Bain analysis



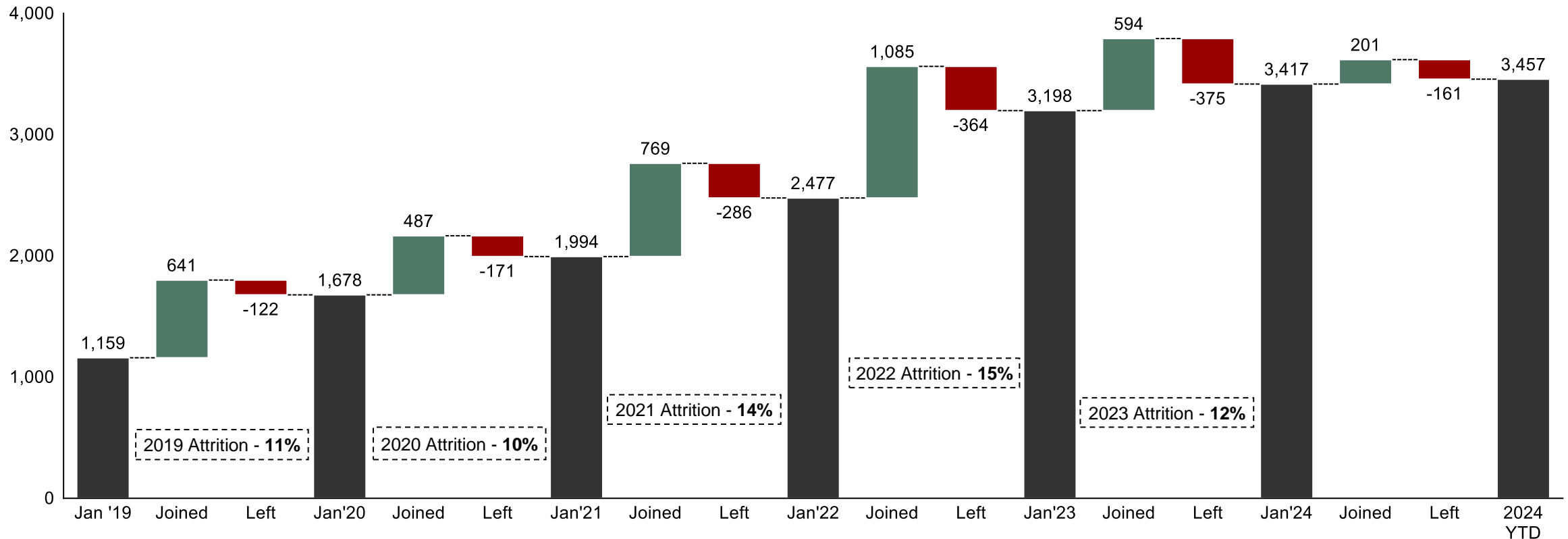
# Einstein witnessed highest # of hires and exits in 2022 with ~15% attrition during the year

## HIRES & EXITS

/EINSTEIN ONLY /DIR

BCN updated  
09/13

Employees hired vs exits ('19-'24YTD)



Note: Attrition rate calculated by dividing total number of exits in a year by the employee base at the start of the year; Overall bar numbers denote employees at the start of the calendar year  
Source: Aura, Bain analysis



# Majority of employees are based out of HQ locations; California, New York, Washington, and Utah are the most common US regions

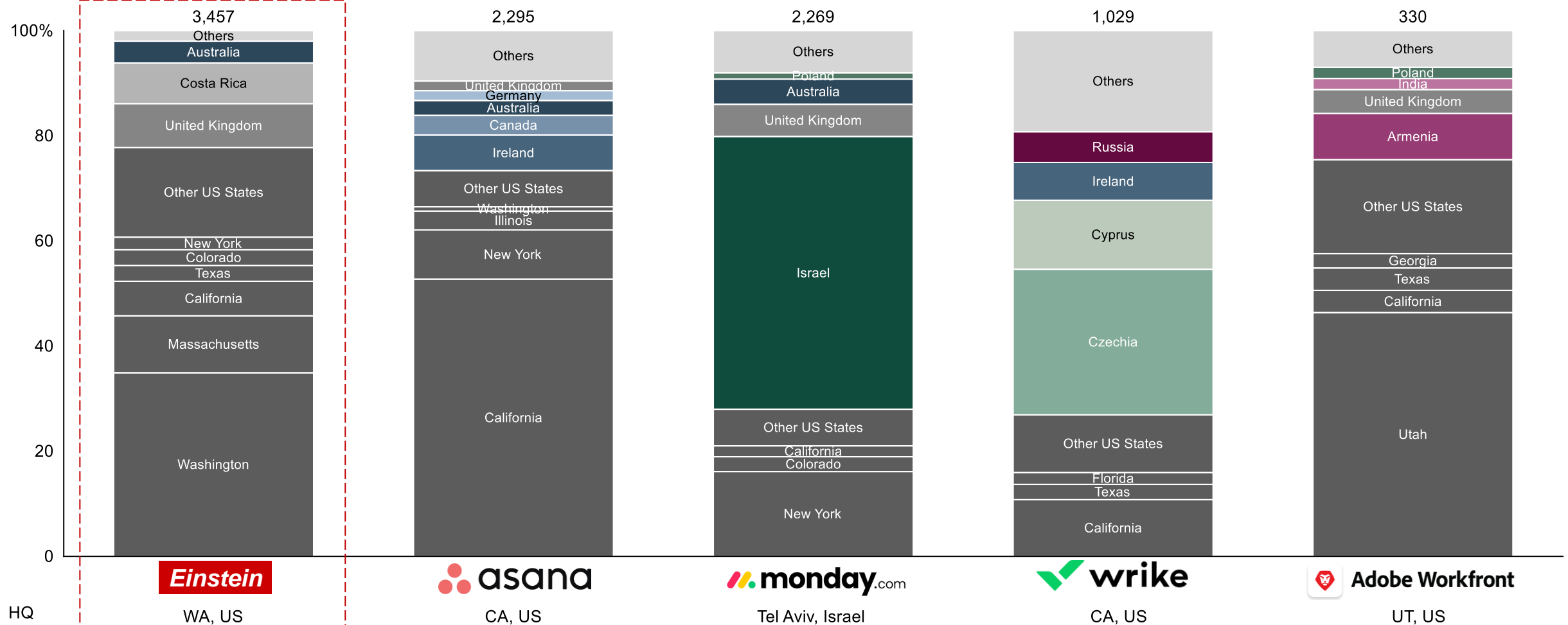
WORKFORCE

GEOGRAPHY

/ OVERALL / DIR

BCN updated  
09/13

% of employees



Note: Top US states across players and countries shown on the chart, Bars sorted basis the # of profiles  
Source: Aura, Bain analysis