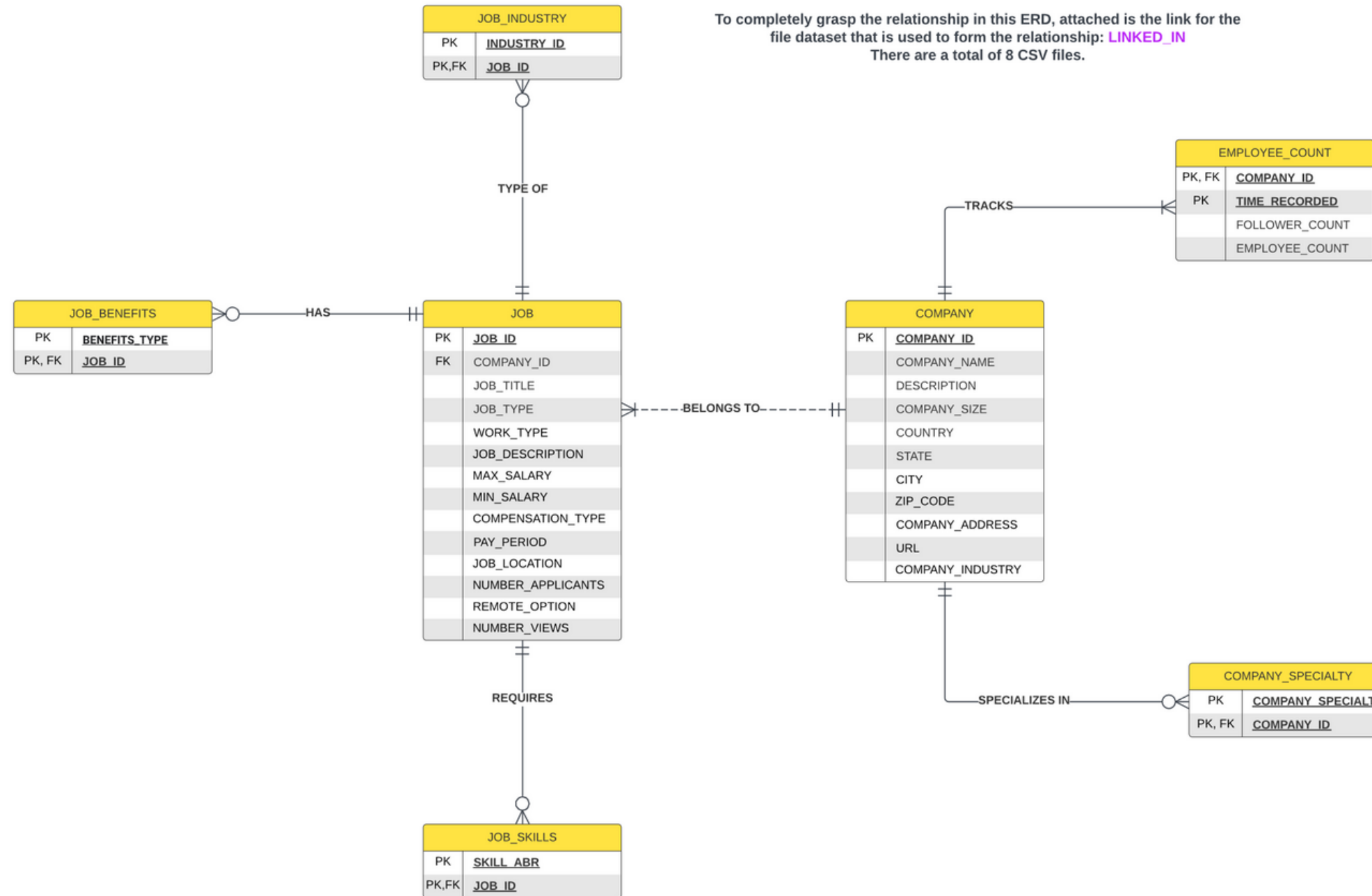


# LinkedIn Insight SQL Project & Visualization

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# The ERD, 7 Tables, 8 Business Questions & Insights

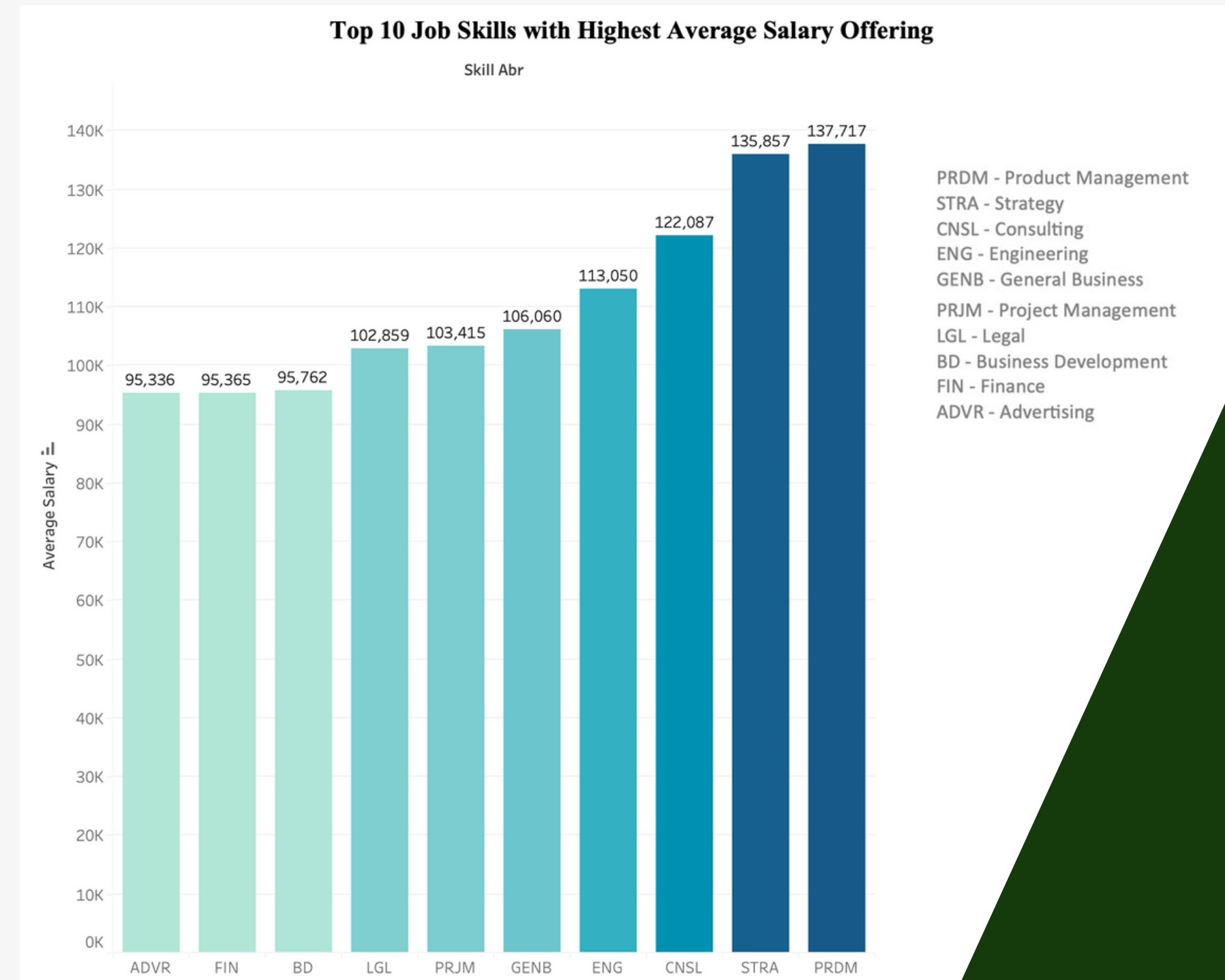


SOURCE OF DATA: KAGGLE

01

## What are the most lucrative job skills based on salary for targeted job seeking or career guidance?

Identifying high-paying skills enables job seekers to target skill development for better career opportunities and higher salaries.



02

## Which type of benefits are most offered by companies of different sizes?

### Insight:

- A comprehensive understanding of benefits offered by various employers aids job seekers in making informed decisions and helps companies to remain competitive in talent acquisition.

	EMPLOYEE_SIZE_CATEGORY	BENEFITS_TYPE	BENEFITS_OFFERED	
	0-100	401(k)	793	
	0-100	Medical insurance	761	
	0-100	Dental insurance	635	
	1000+	401(k)	2446	
	1000+	Disability insurance	788	
	1000+	Vision insurance	639	
	101-1000	401(k)	1076	
	101-1000	Vision insurance	632	
	101-1000	Medical insurance	599	

- Analysis reveals 401(k) as the top benefit across all company sizes.
- Larger firms (1000+ employees) often offer disability and vision insurance.
- Medium-sized firms (101-1000 employees) focus on vision and medical insurance.

03

## What is the preference trend among job seekers for remote versus on-site positions?

- Job seeker preference leans towards remote positions.
- Data shows higher applicant numbers for remote jobs compared to on-site roles.
- Remote positions offer higher average maximum salaries, enhancing their appeal.
- Companies can capitalize on this trend by incorporating remote options to attract more candidates.

Result Grid			
Filter Rows: Search			
REMOTE_OPTION_STATUS	AVG_APPLICANTS	AVG_MAX_SALARY_WITH_DOLLAR	
NO	13.9805	\$84,641.46	
YES	61.1855	\$107,851.10	

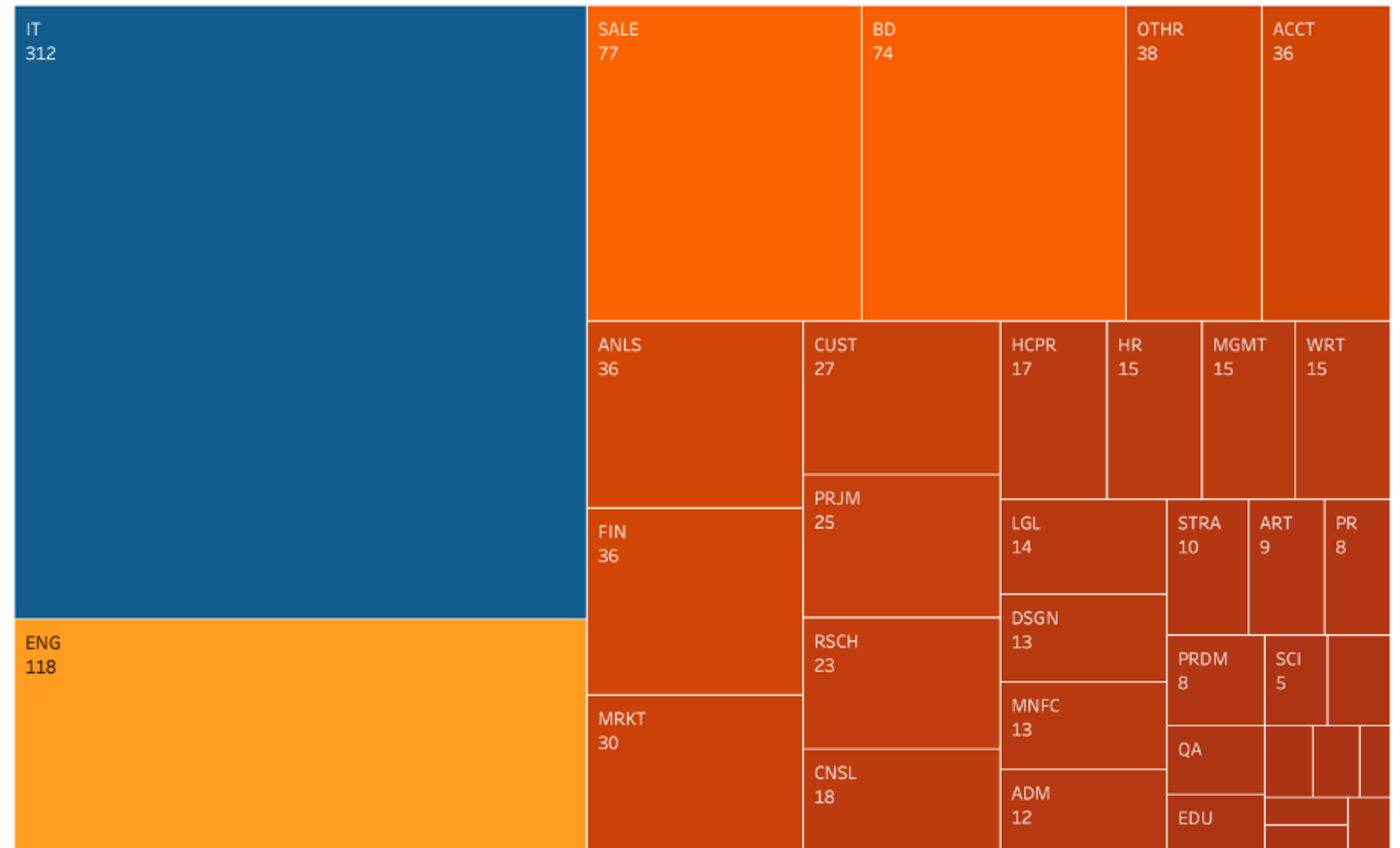
# Remote vs on-site positions

04

## What are the common skill requirements for remote jobs?

Job seekers should consider developing expertise in these areas to remain competitive and capitalize on the expanding remote work opportunities.

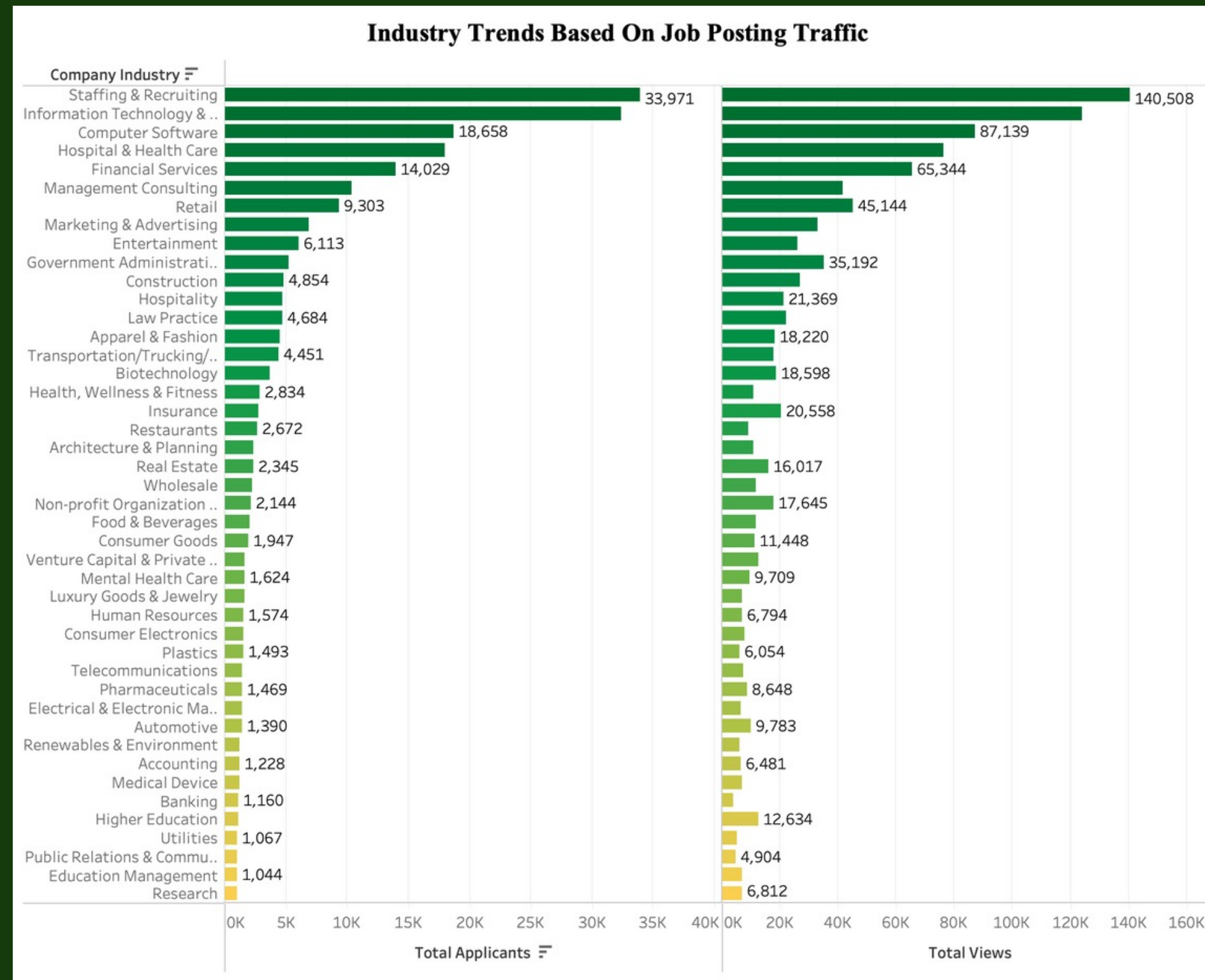
What are the common skill requirements for remote jobs?





05

## Which industries are currently seeing the highest traffic in job postings?



- Staffing & Recruiting, Information Technology, and Healthcare lead in job posting traffic.
- High job views in these sectors indicate strong market demand and opportunities.
- Job seekers can prioritize these industries for potentially higher success rates.
- Companies in these sectors may face more competition in attracting talent.

06

## How does a company's online presence impact its job posting engagement?

	COMPANY_ID	COMPANY_NAME	JOB_POSTING_COUNT	FOLLOWER_COUNT	
	1586	Amazon	93	31891211	
	1441	Google	93	30829466	
	1248	Unilever	2	19405390	
	162479	Apple	15	19028905	
	1009	IBM	16	16114398	
	1353	Tata Consultancy Services	10	13595495	
	1038	Deloitte	16	13423477	
	15564	Tesla	17	11874439	
	10667	Meta	5	10301968	
	165158	Netflix	1	10230781	

### Insight:

- Data shows a potential correlation between a company's online following and job posting engagement.
- Companies like Amazon and Google with high follower counts see significant job posting activity.
- A strong digital presence may enhance visibility and attract more job applicants.



BENEFITS_TYPE	TOTAL_APPLICANTS	
401(k)	58193	
Medical insurance	44526	
Vision insurance	40904	
Dental insurance	38006	
Disability insurance	22353	

07

## Which benefits are most attractive to applicants in job listings?

- 401(k) plans lead as the most attractive benefit for job applicants.
- Health-related benefits like medical, vision, and dental insurance follow in importance.
- Disability insurance is also a significant consideration for applicants.

## How do salaries vary across different work types?

	WORK_TYPE	COMPANY_INDUSTRY	AVG_MIN_SALARY	
	Full-time	Veterinary	\$200,000.00	
	Full-time	Investment Banking	\$185,000.00	
	Full-time	Public Policy	\$183,310.00	
	Full-time	Sports	\$155,000.00	
	Full-time	Outsourcing/Offshoring	\$137,000.00	
	Full-time	Consumer Electronics	\$127,785.43	
	Full-time	Information Services	\$114,733.33	
	Full-time	Computer Software	\$109,580.24	
	Full-time	Oil & Energy	\$104,711.08	
	Full-time	Executive Office	\$103,500.00	
	Full-time	Electrical & Electronic...	\$95,918.69	
	Full-time	Utilities	\$94,935.10	

	WORK_TYPE	COMPANY_INDUSTRY	AVG_MIN_SALARY	
	Contract	Government Administration	\$180,000.00	
	Contract	Law Practice	\$150,000.00	
	Contract	Environmental Services	\$130,000.00	
	Contract	Transportation/Trucking/Railroad	\$82,488.00	
	Contract	Defense & Space	\$70,017.50	
	Contract	Civil Engineering	\$59,300.00	
	Contract	Hospital & Health Care	\$56,738.71	
	Contract	Business Supplies & Equipment	\$46,000.00	
	Contract	Biotechnology	\$45,943.33	
	Contract	Mental Health Care	\$38,319.29	
	Contract	Construction	\$38,260.00	

- Full-time positions in Veterinary, Investment Banking, and Public Policy offer the highest average minimum salaries.
- For contract roles, Government Administration, Law Practice, and Environmental Services lead in salary offerings.
- This data is crucial for setting industry-specific salary expectations for both employers and job seekers.

Thank you

