**Purchasing Power of Salaries by State and City Tool** Version Number: 1.1.0

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About the application: This application is to allow the customer to select multiple cities to compare the purchasing power of their salaries between the different locations.

About the Data that drives it:

Every year, the American Statistical Association (ASA) hosts a competition called Datafest. As part of the competition, the ASA selects a new “data sponsor” each year from one of many competing companies; the selected company then provides real data from their business and challenges participants to generate useful insights using the data provided. In the 2018 Miami University event, the data sponsor was [Indeed.com](file:///C:\Users\Admin\Desktop\Datafest%20and%20R\William%20Holmes%20-%20Example%20of%20Work\Indeed.com), the job-hunting website. While certain aspects of the data were masked (tokenized and jittered) from the participants for legal reasons and to preserve trade secrets (for example, employers’ names and the job titles advertised), the data itself was still real.

However, participants are also encouraged to seek and incorporate outside data sources as they are available; to identify the real purchasing power of a job’s salary, data from the [US Bureau of Labor Statistics](https://www.bls.gov/) was used to supplement the data provided by Indeed.

The data used in the application is a combination of that original Datafest data and the BLS data mentioned above. In the Job Details by City and State table, each row represents a job advertised by a specific company on Indeed.com, and is uniquely represented by the combination of the CompanyID and the JobID. This app creates an interactive interface to simulate a job-seeker using Indeed’s platform, augmented by data the company already has and/or can freely acquire, to find jobs that are of greater value, thus generating value for both themselves and for Indeed and its customers.

Note: because some jobs are advertised with multiple locations, certain openings may correspond to multiple rows to display the disparate purchasing power that would result from choosing one location over the other.

Why it Matters and Generating Value:

As with [Monster.com](https://hiring.monster.com/solutions/pricing.aspx?intcid=PHP_LFT_CTA_PAJ_C), Indeed likely makes several hundred dollars for every employer that posts an opening on their site. This application would allow Indeed to draw more job-seekers to their site by highlighting the jobs that are most valuable and desirable; in turn, Indeed could selectively use this feature on employers’ behalf as part of a two-tiered advertising system, an expansion on their current model that would generate larger amounts of revenue and would require little to no maintenance or upkeep, thus adding tens or hundreds of thousands of dollars directly to their bottom line every year.

About the Code:

Attached in this folder is a Shiny App. [Shiny](https://shiny.rstudio.com/) is a package in R that translates R code into HTML, JavaScript, and CSS, which allows it to be viewed locally or placed on servers and viewed remotely; it also allows for an interactive analysis by exploiting the point-and-click nature of these web-based languages; finally, those with knowledge of web development can insert HTML, JavaScript, etc. directly into the Shiny app, allowing for greater flexibility during the creation process.

How to Open the Application:

If your machine has R installed, you can click on the *R Code – Data Cleaning and Shiny App* folder to view the R code used to clean and prepare the Datafest data for the Shiny app; the *CleaningAndJoining* file uses the original Datafest data in *factoredData*, which is combined with cost of living data from the Bureau of Labor Statistics in the *CensusCity2010* excel file to create the *AppData* file used in the app itself. If the code and/or app is accessed in this way, then the *dplyr* and *readxl* packages will need to be installed for *CleaningAndJoining*, and the *shiny* and *shinyjs* packages for the app (called *app*, as per default)

As a final note, the code does not specify a working directory, since the location of the folder containing the code would necessarily vary between machines; thus, either the working directory will need to be changed to the *R Code – Data Cleaning and Shiny App* folder, or the folder’s contents will need to be moved to the current working directory. If R is not currently running, then double-clicking on either file to open them will automatically set their location to be the working directory, thus precluding any need to alter it manually.

Metadata and Column Definitions:

|  |  |  |
| --- | --- | --- |
|  | **Class** | **Description** |
| CompanyID | Character | The unique identifier for the employer with the job opening. It was masked/tokenized for Datafest to be non-indicative of the employer’s true identity. |
| JobID | Character | The unique identifier for the job title of the job opening. It was masked/tokenized for Datafest to be non-indicative of the job’s actual title. |
| State | Character | The two-digit abbreviation of the US state in which the job opening is located |
| City | Character | The city in which the job opening is located |
| estimatedSalary | Numeric | The estimated annual salary of the position (no adjustments made). |
| CoL | Numeric | The annual cost of living for the city in which the job is located, expressed as a percentage of the national average.  ex. a value of 130 indicates that the local cost of living is 130% of the national average for a given location |
| adjustedSalary | Numeric | The estimatedSalary adjusted to account for the local cost of living; because the local cost of living has been accounted for, this shows the true value of the salary; the calculation is estimatedSalary / CoL \* 100.  ex. if the local cost of living for a city is 1.5 times the national average, then a job paying $60,000 in that city is equivalent to a job paying $40,000 ($60,000 / 1.5) in an “average” city. |
| CoLDollars | Numeric | The annual cost of living for the city in which the job is located, expressed as a dollar amount; the calculation is CoL \* 60,060 / 100. Note: the [2017 cost of living](https://www.statista.com/statistics/247455/annual-us-consumer-expenditures/) nationwide was $60,060.  ex. a value of 85000 indicates that the local cost of living is $85,000.00 |
| CoLRatio | Numeric | The percentage of the local cost of living that the job will pay, expressed as a percentage; the calculation is estimatedSalary / CoLDollars \* 100.  ex. if CoLRatio for a given opening is 87.49, then the opening is expected to pay 87.49% of the local cost of living. |
| Salary | Character | The formatted value of estimatedSalary; includes a dollar sign ($), thousands separator (,), and is rounded to the nearest cent. |
| Adjusted Salary | Character | The formatted value of adjustedSalary; includes a dollar sign ($), thousands separator (,), and is rounded to the nearest cent. |
| Cost of Living | Character | The formatted value of CoLDollars; includes a dollar sign ($), thousands separator (,), and is rounded to the nearest cent.  It is displayed in the Adjusted Average Cost of Living by City table as Annual Avg. Cost of Living. |
| Salary / Cost of Living | Character | The formatted value of CoLRatio; includes a percentage sign (%), and is rounded to 2 decimal places. |