



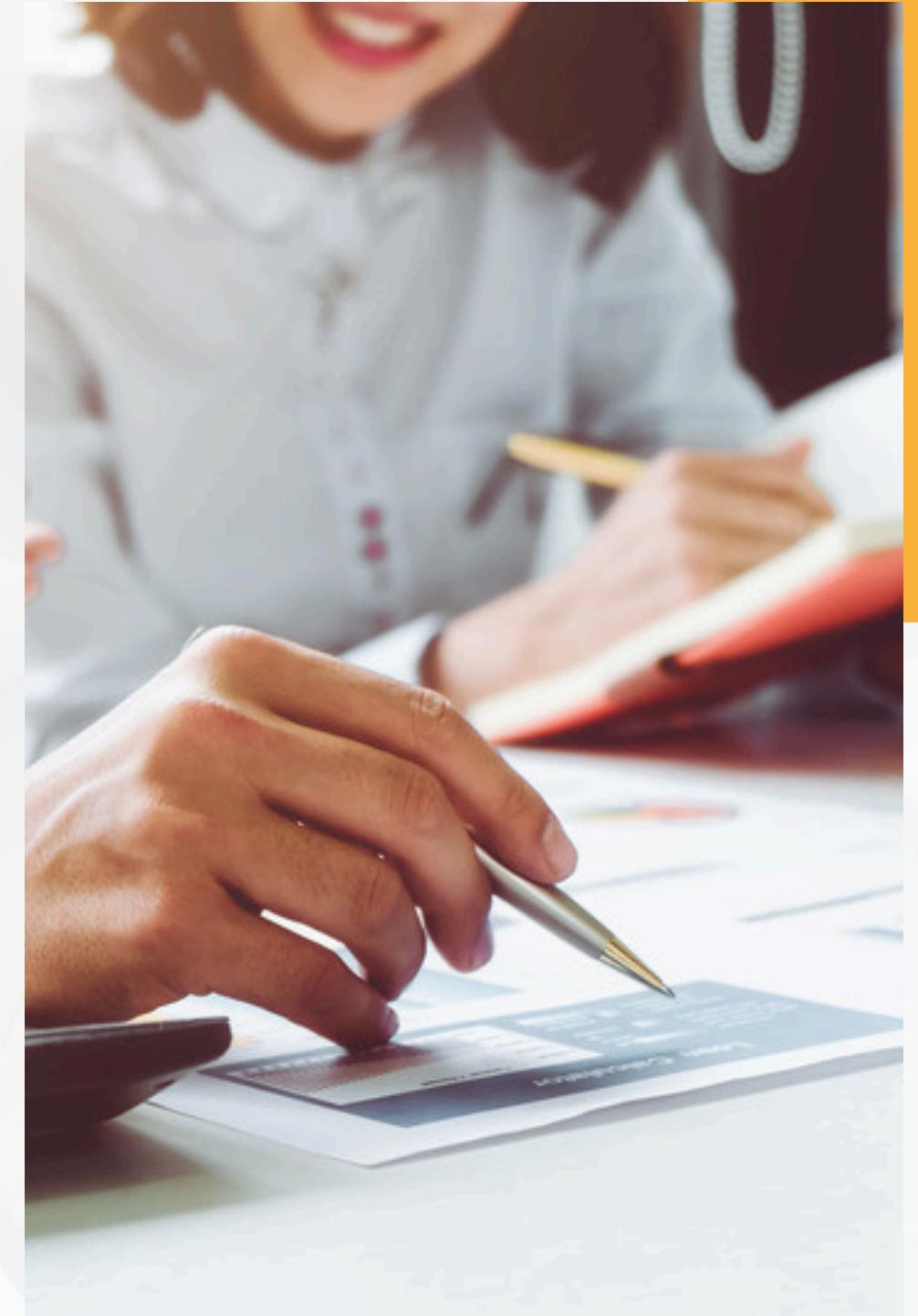
# CAREER VISTA

Shaping Careers, Empowering Futures

# ABOUT US

A **Career Analytics Consultancy** helping professionals make smarter, data-informed career decisions.

We believe that the **right opportunities, combined with the right skills**, create a path to meaningful and rewarding careers.



# OUR TARGET AUDIENCE

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GRADUATES



MID-CAREER  
PROFESSIONALS

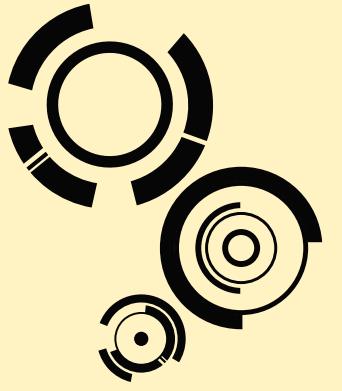


CAREER  
SWITCHERS

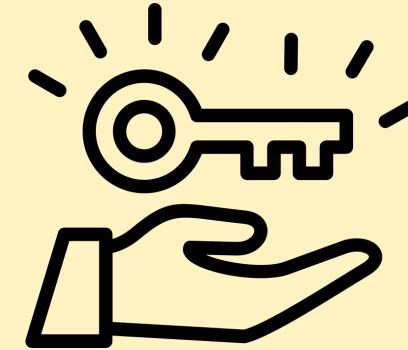
# VALUE PROPOSITIONS



**Simplify career decisions**



**Bridge skill gaps by analyzing job market trends**



**Maximize opportunities** by pinpointing the best industries, roles, and locations





# Skill Alignment



## HOW WE HELP?

**Location  
Intelligence**



**Data-Backed  
Negotiations**

# Our Process: Turning Insights into Action



# DATA WRANGLING

## ROWS/COLUMN

Evaluated 742 rows and 42 columns for structure, completeness, and placeholder values.

## HANDLING NULL VALUES

Replaced placeholders like “-1” with “NA” to indicate missing data in key columns.

## STANDARDIZATION

Cleaned and standardized salary data by removing symbols and calculating averages.

## STREAMLINING

Dropped redundant and irrelevant columns to streamline the dataset like head quarter, job locations and job description and renamed some columns



# Data Cleaning Process :

Removed redundant columns

- **Job Description:** Too detailed and redundant.
- **Headquarters:** Not relevant for analysis.
- **Sector:** Overlaps with the Industry column.
- **Type of Ownership:** Minimal contribution to insights.
- **Employer-Provided Benefits:** Inconsistent data.
- **Age of Company:** Factored into other categories.
- **Company Text (company\_txt):** Used as metadata only.



# Data Cleaning Process :

Grouped Job Titles into Four Categories

- **Analyst:** Data interpretation roles.
- **Machine Learning Specialist:** Focused on AI and ML model development.
- **Data Engineer:** Building data pipelines.
- **Data Scientist:** Predictive modeling expertise.



# Data Structuring & Enhancements:

## Categorized Company Size

- Small: < 5000
- Medium: 5001 – 10000
- Large: > 10,000+

## Calculated Average Salary

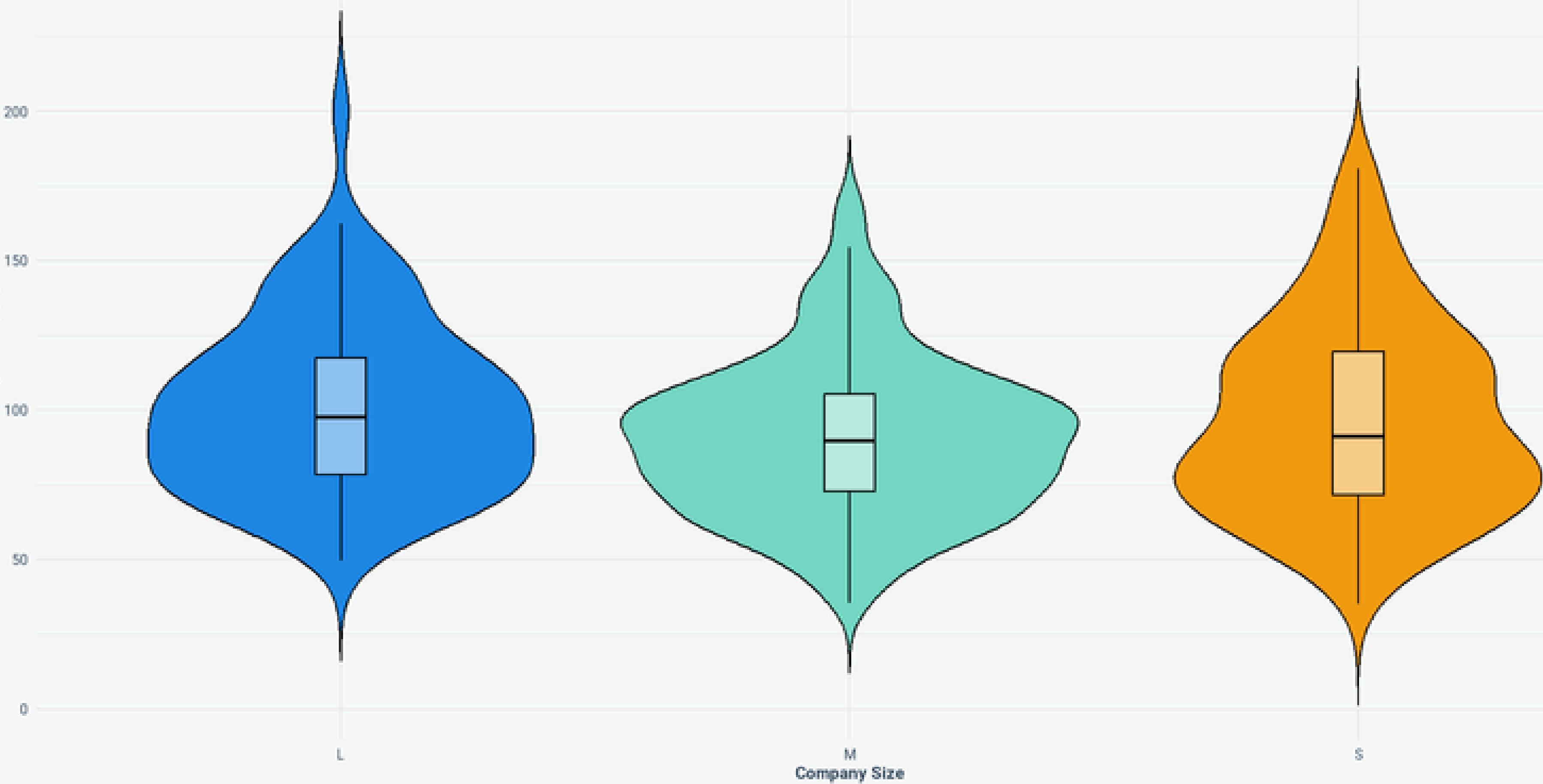
Derived from mean of upper and lower bounds.

## Segmented Technical Skills into Four Groups

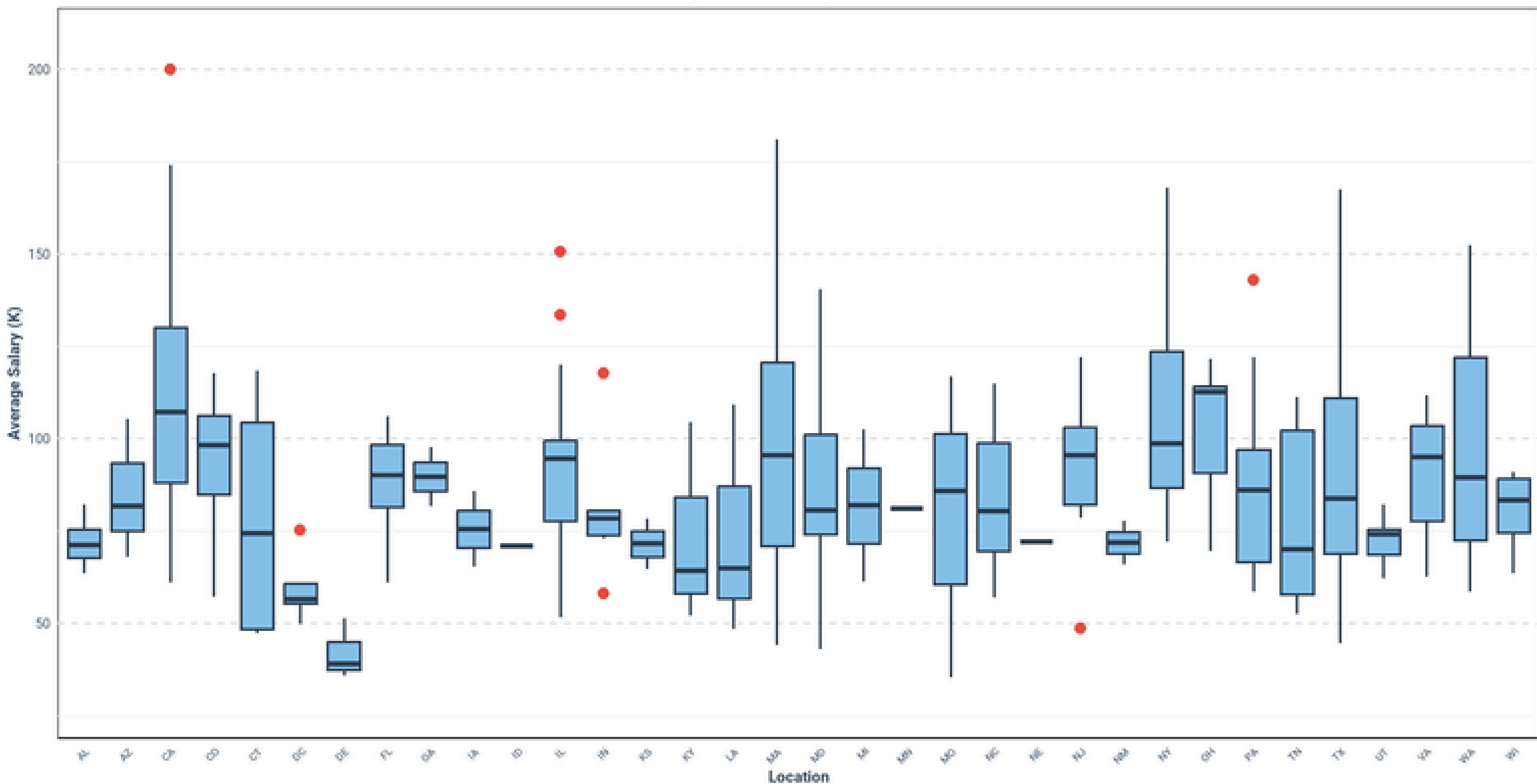
- **Programming Skills:** Python, SQL.
- **Visualization Tools:** Tableau, Power BI.
- **Big Data Technologies:** Hadoop, Spark, Mongo, AWS

# Salary Distribution by Company Size

Company Size L M S

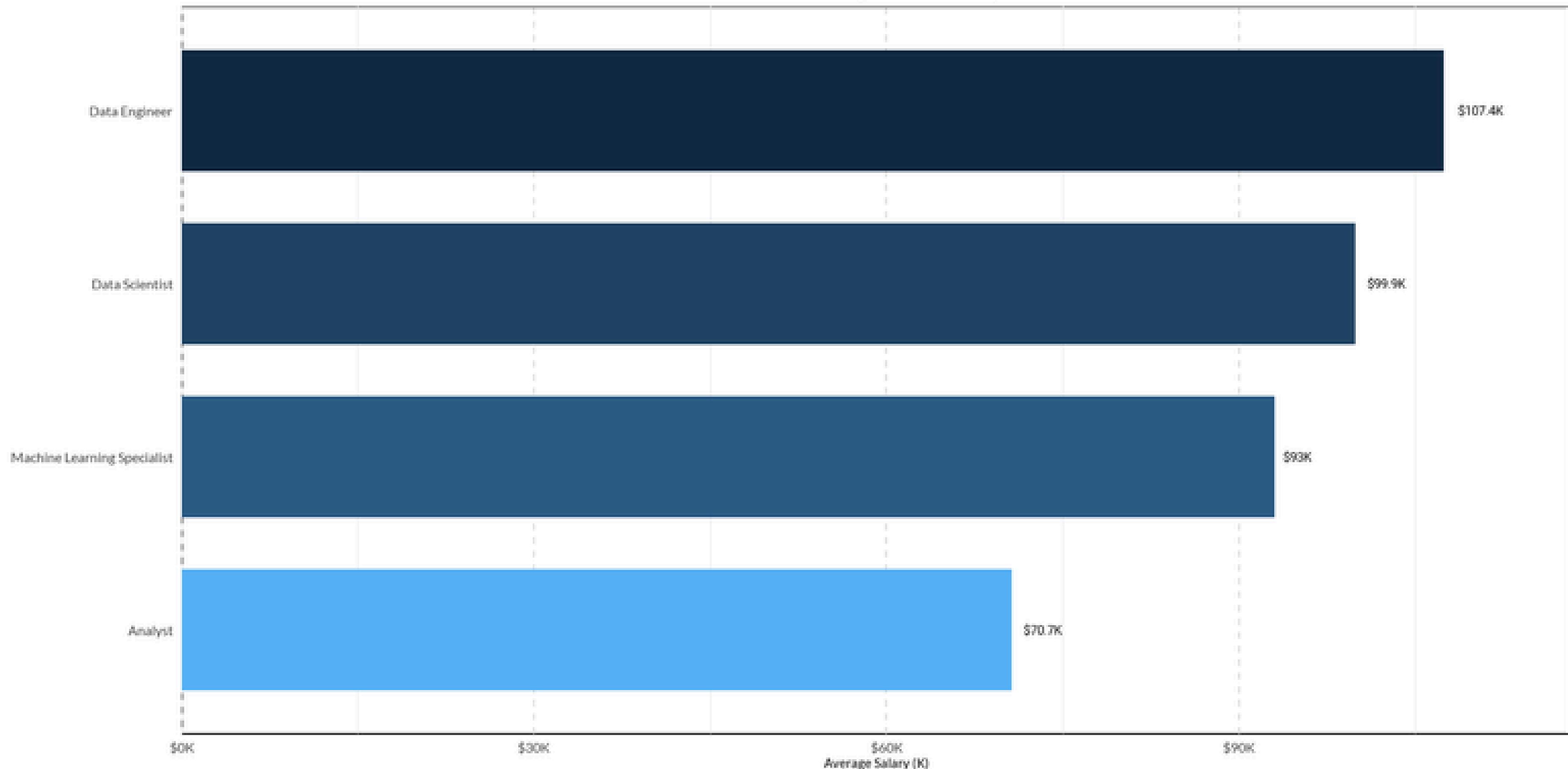


## Salary Distribution by Job Location

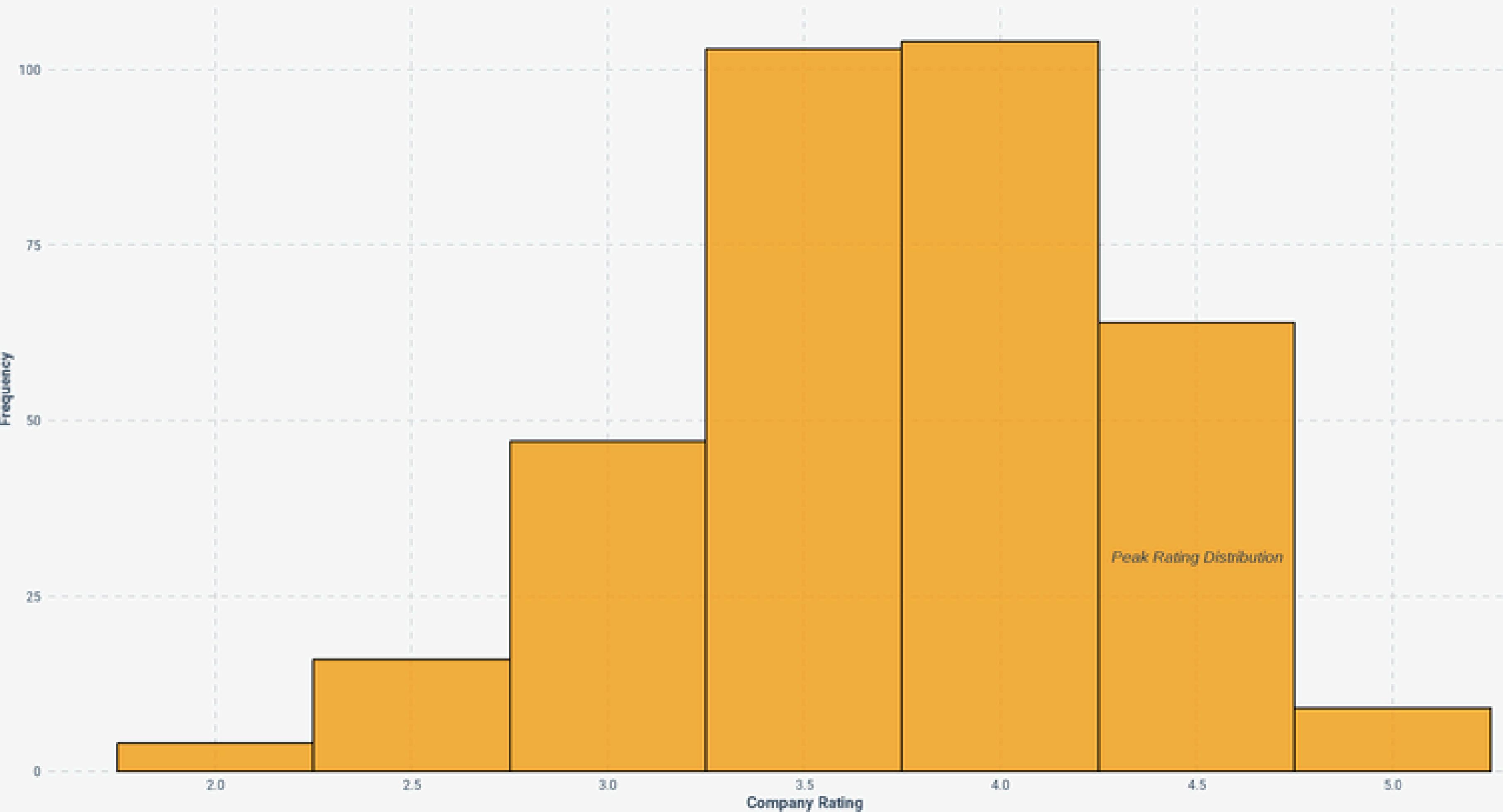


# Average Salary by Job Title Group

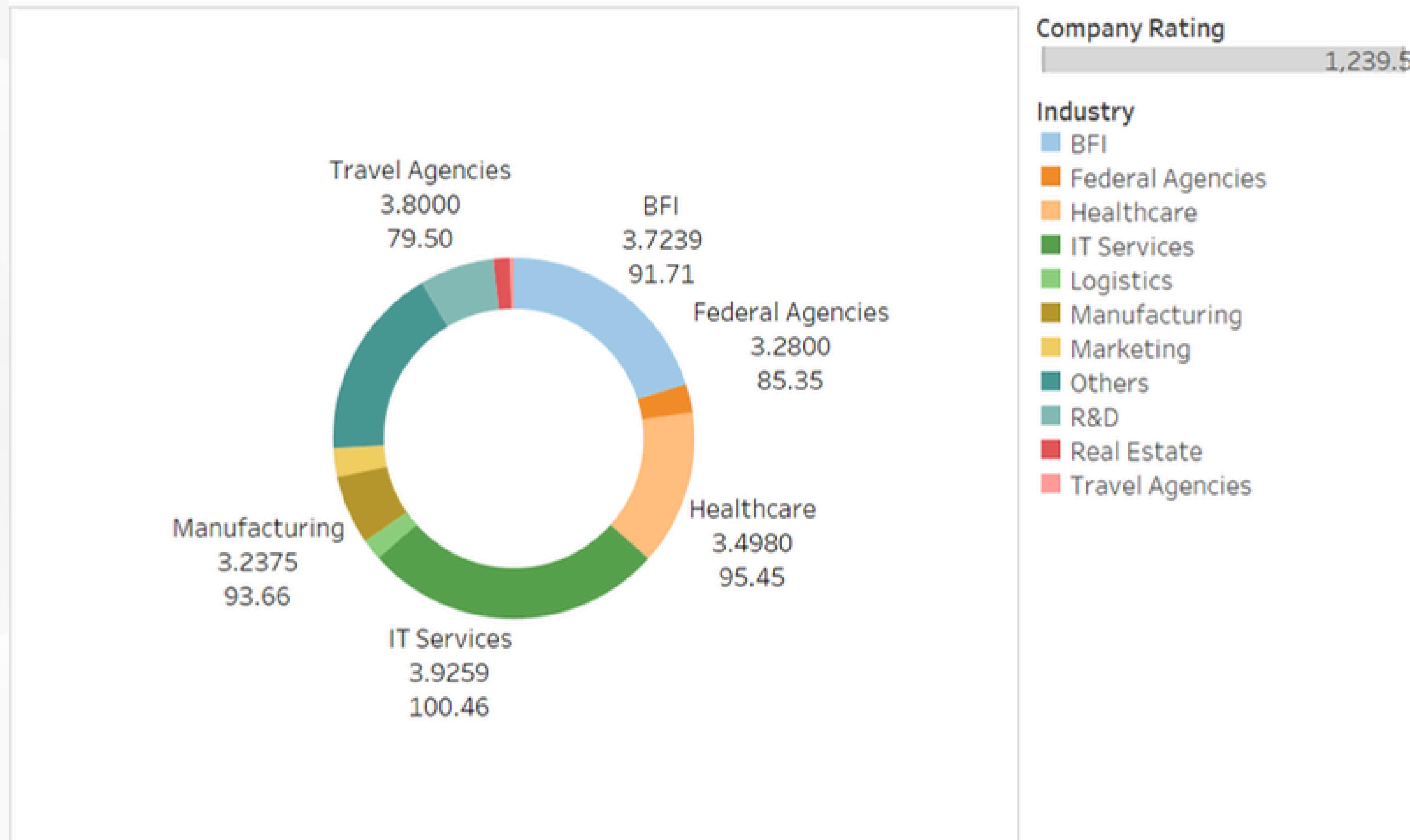
An overview of average salaries across job titles



## Distribution of Company Ratings



# Company Rating vs Industry and Salary



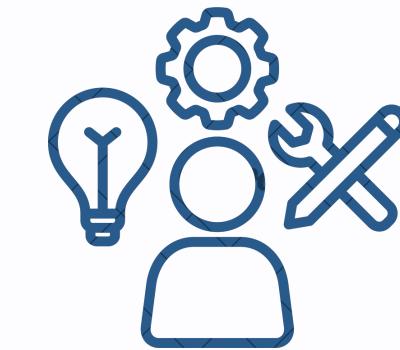
# WHICH CATEGORY DO YOU BELONG TO?



## *High Earners (Top 20%)*



Maximizing  
Opportunities



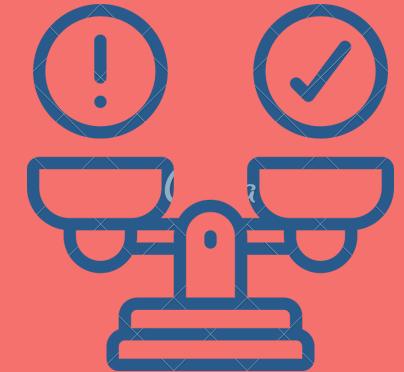
Staying Ahead in  
Skills

# WHICH CATEGORY DO YOU BELONG TO?

## *Median Climbers (Middle 60%)*



Climbing the Ladder



Balancing Risk and  
Reward

# WHICH CATEGORY DO YOU BELONG TO?

## *Entry-Level Hustlers (Bottom 20%)*



Breaking into the  
Market



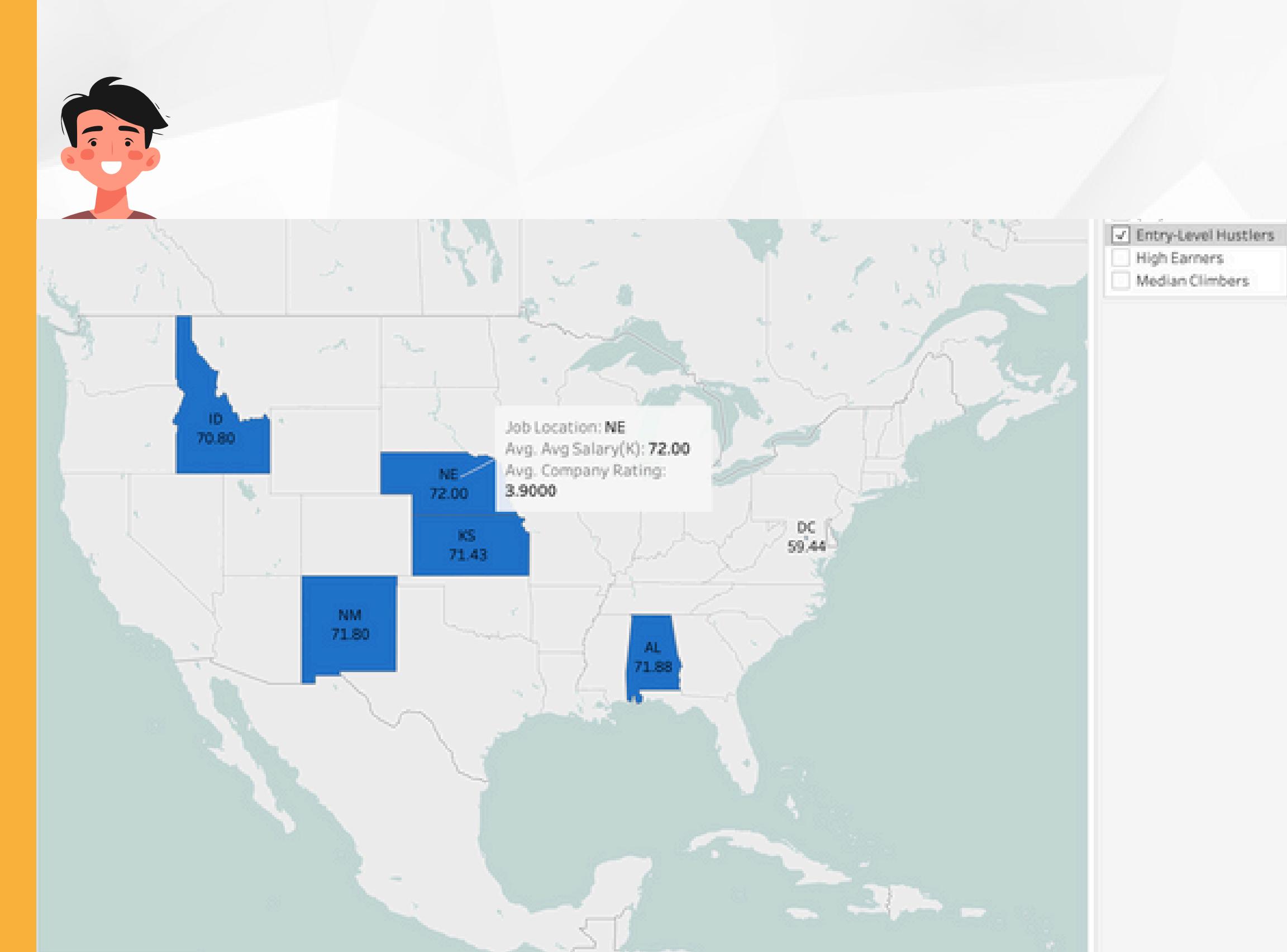
Building the Right  
Skills

# Growth Potential

A lower cost of living compared to coastal hubs, enabling entry-level professionals to save more while gaining valuable experience.

## Target Locations:

Nebraska, Kansas, and Alabama



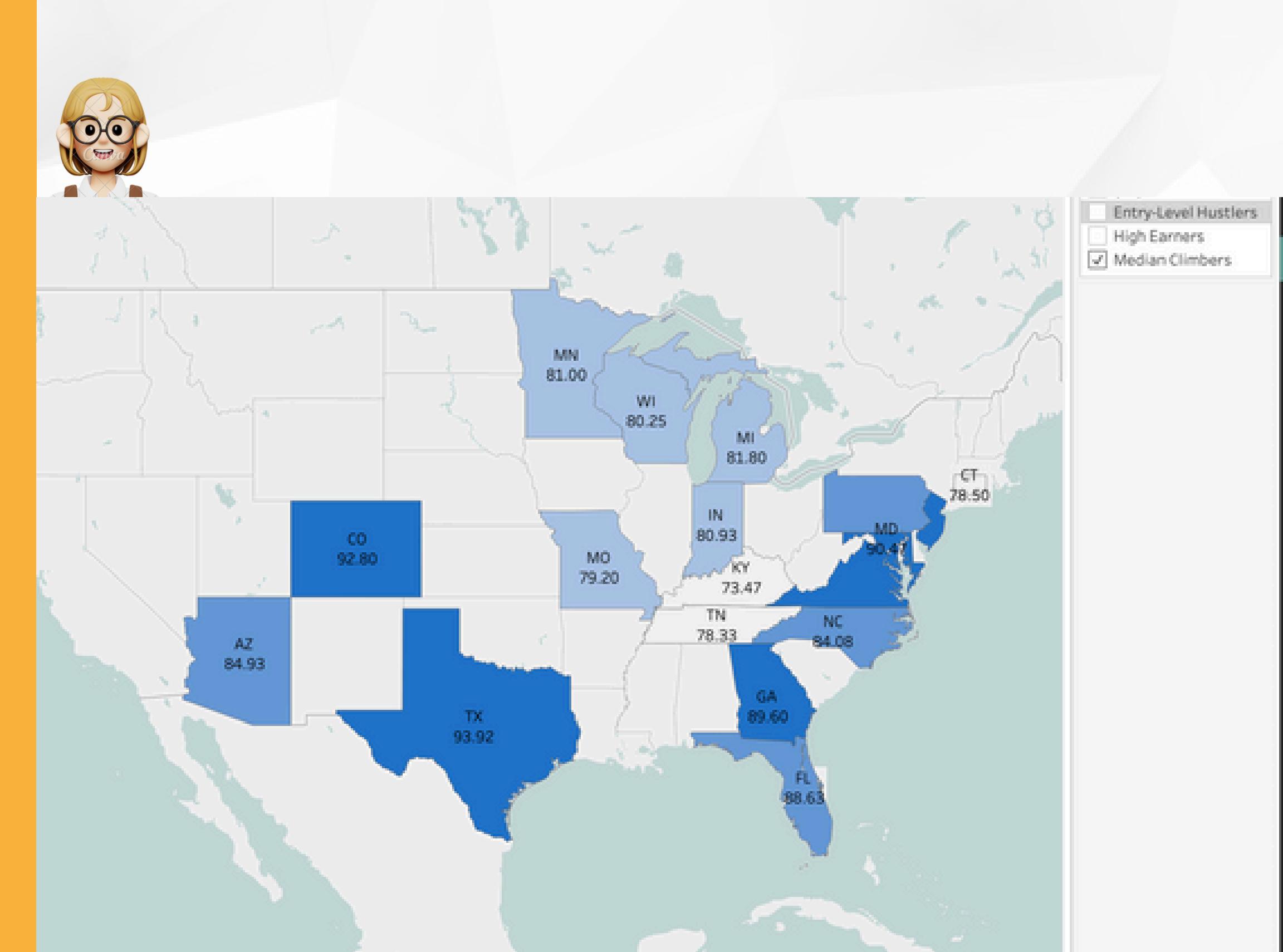
## Top States for Entry-Level Hustlers

# Industry Strength

Texas leads with its tech hubs and corporate giants, while Maryland thrives on defense and biotech near D.C. Colorado's innovation-driven economy adds to its appeal

## Target Locations:

Texas, Colorado, and Maryland



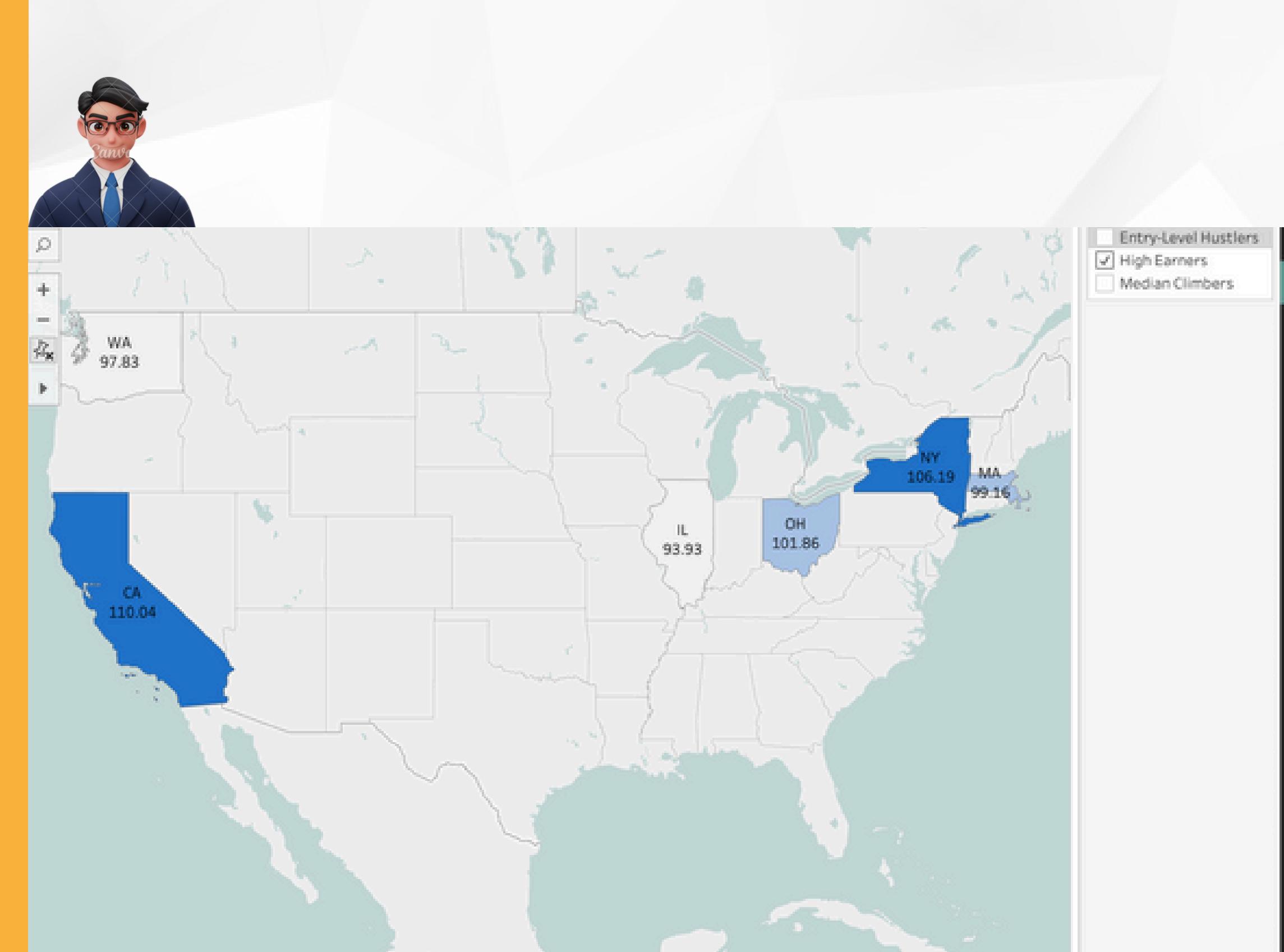
## Top States for Median Climbers

# Industry Powerhouses

California leads with its tech and entertainment hubs, while New York excels in finance and corporate headquarters. Ohio highlights the Midwest's rising potential in manufacturing and healthcare.

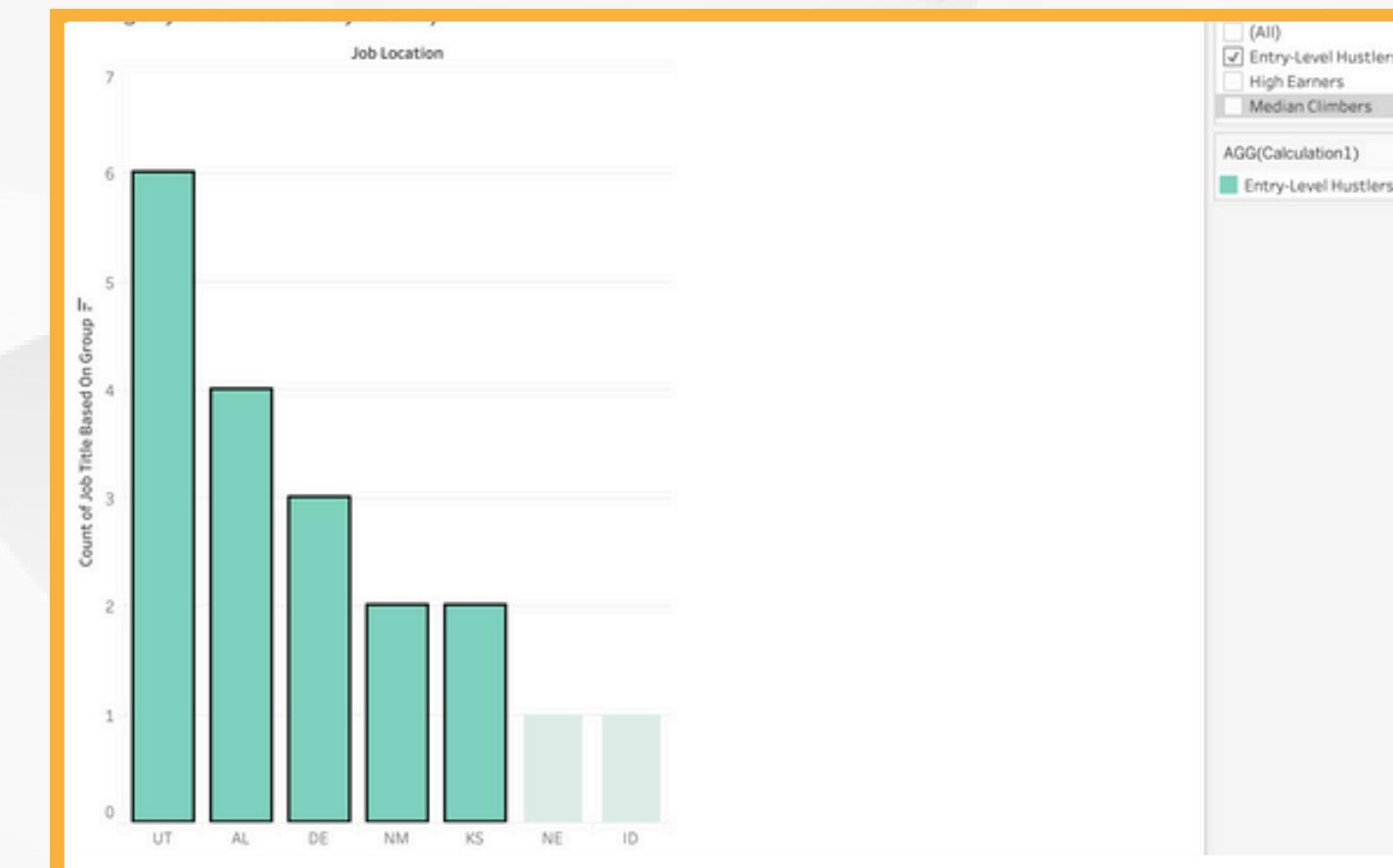
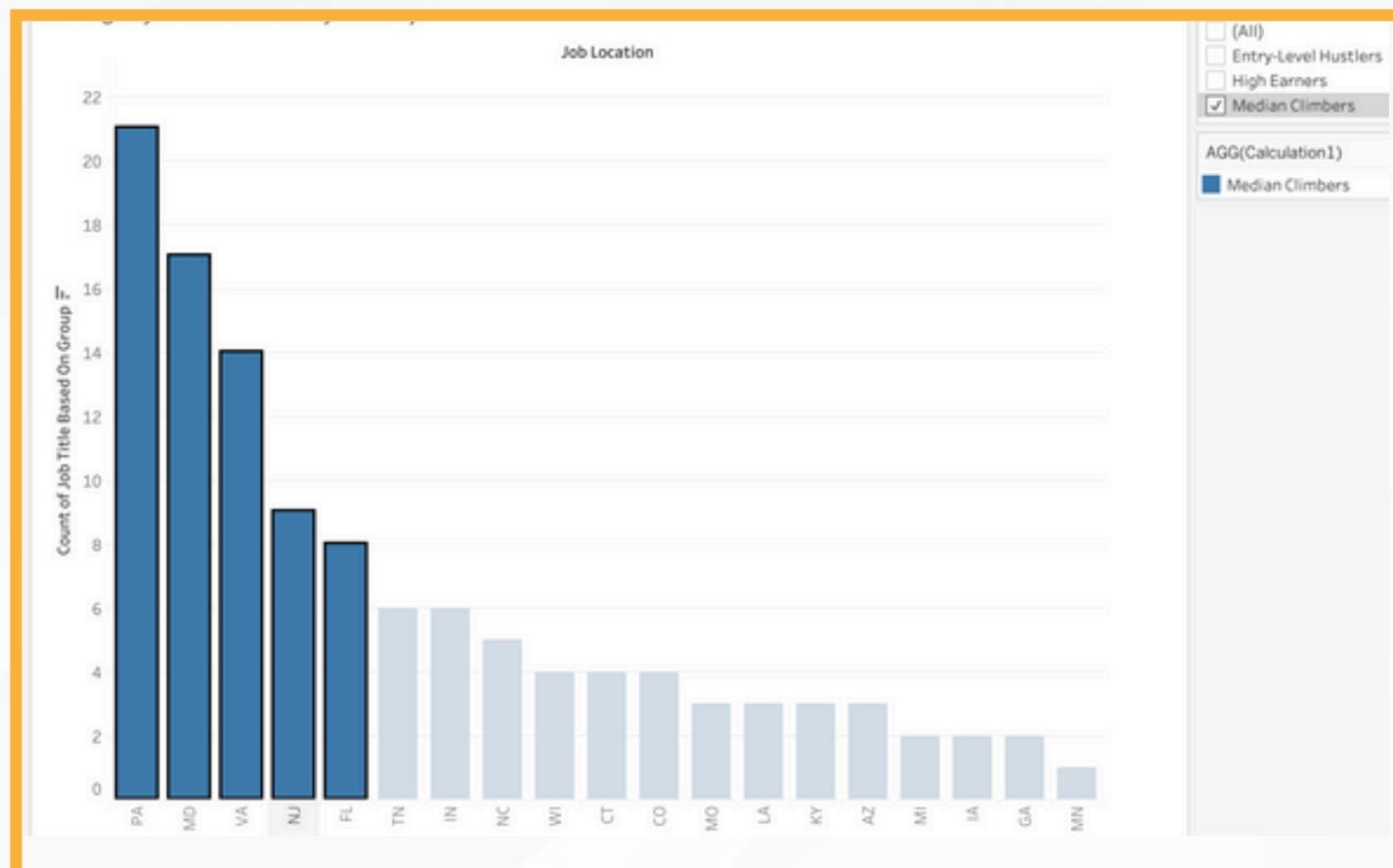
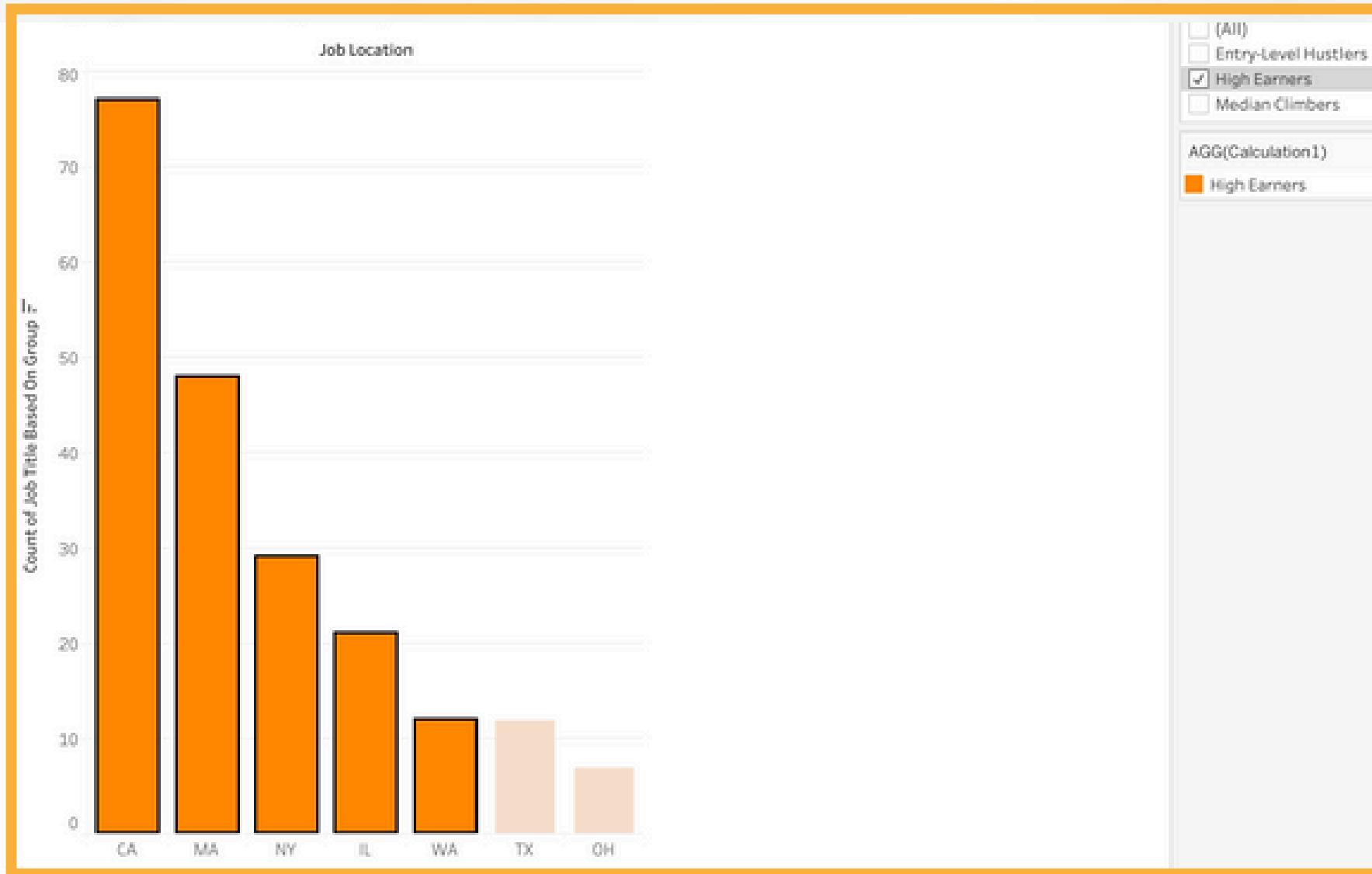
## Target Locations:

California, New York, Ohio



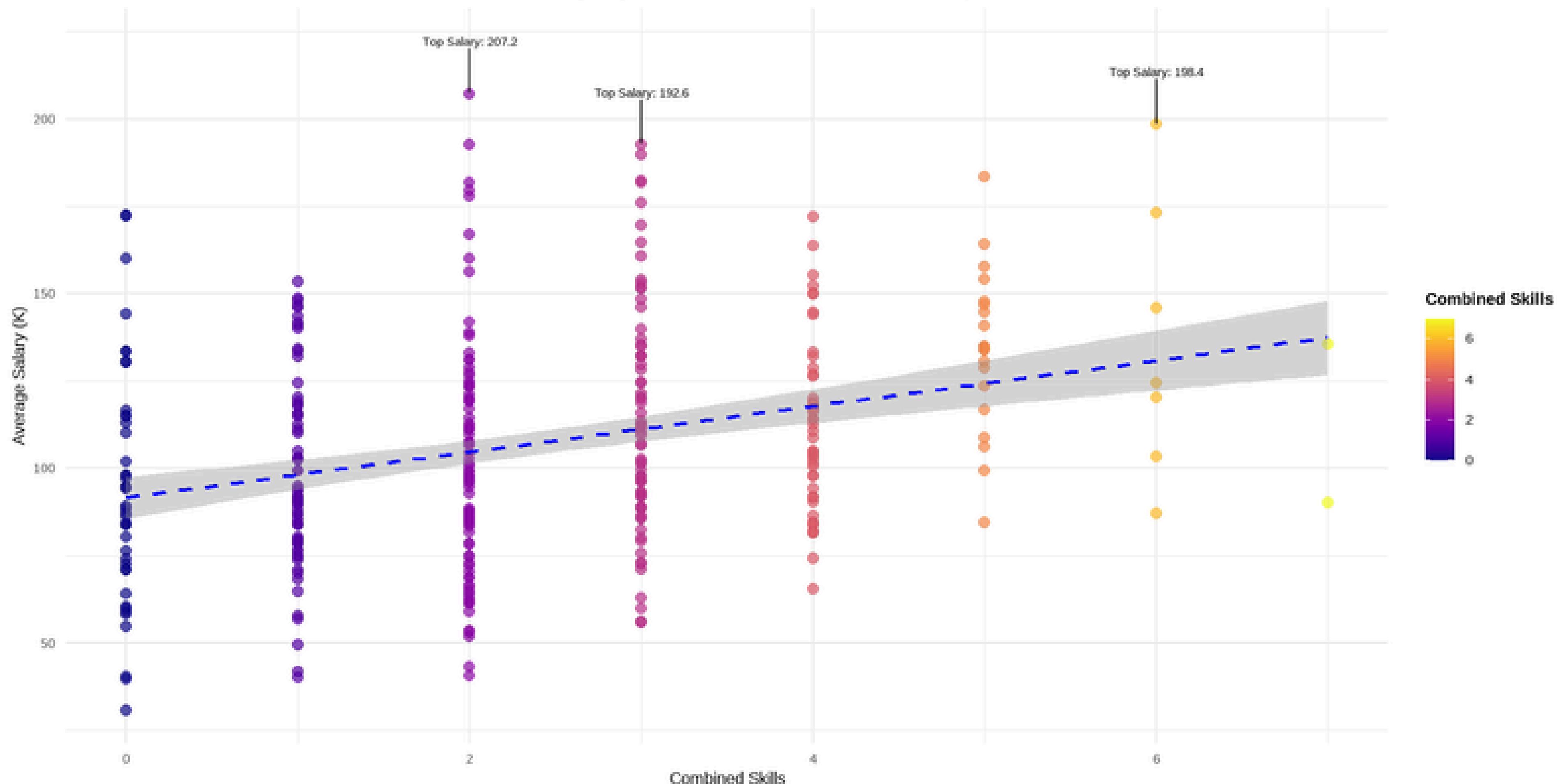
## Top States for High Earners

# Job Distribution Across States by Categories



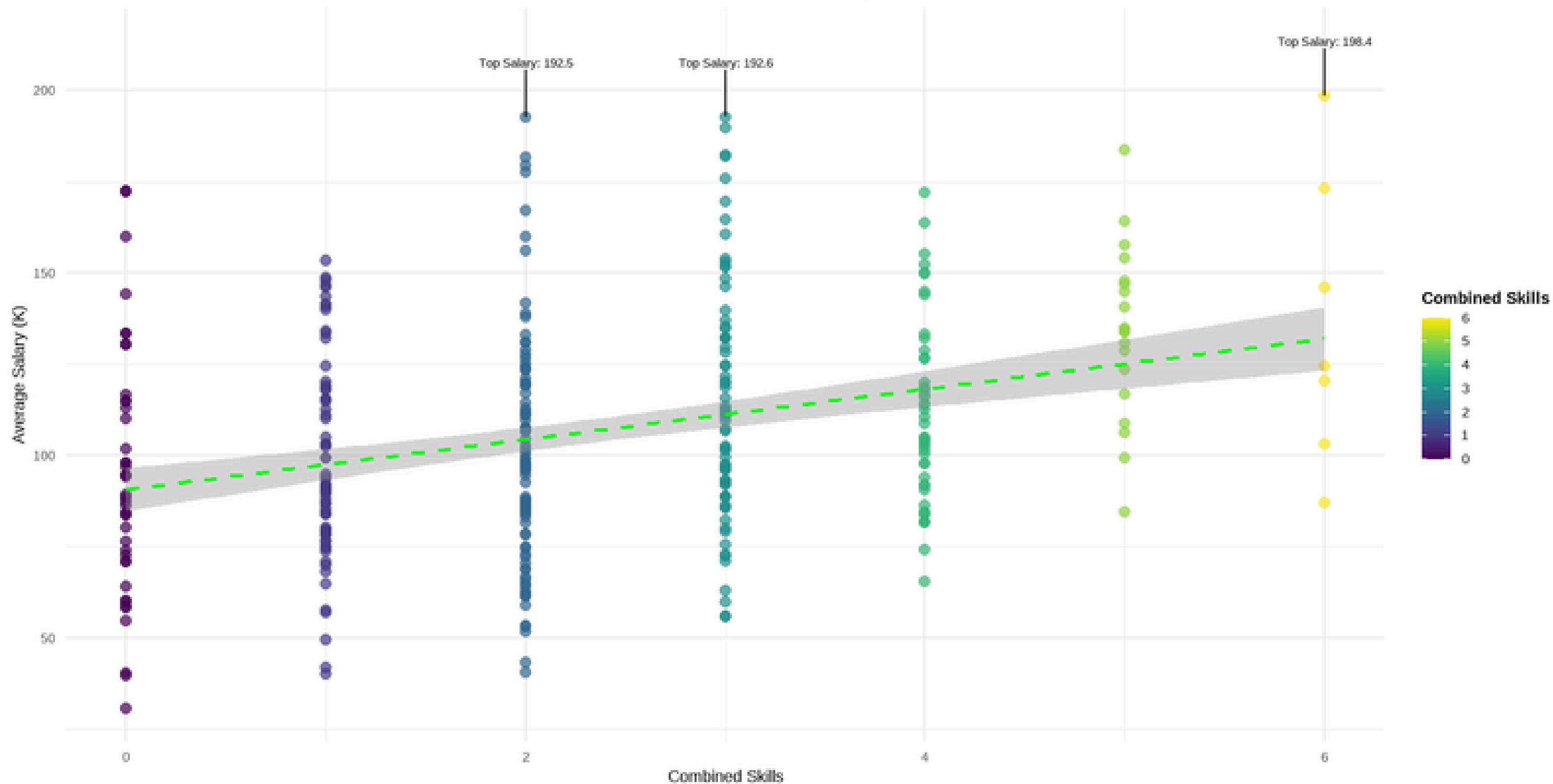
# Regression Plot: Combined Skills vs Average Salary (With Outliers)

Demonstrating a slight correlation between combined skills and salary

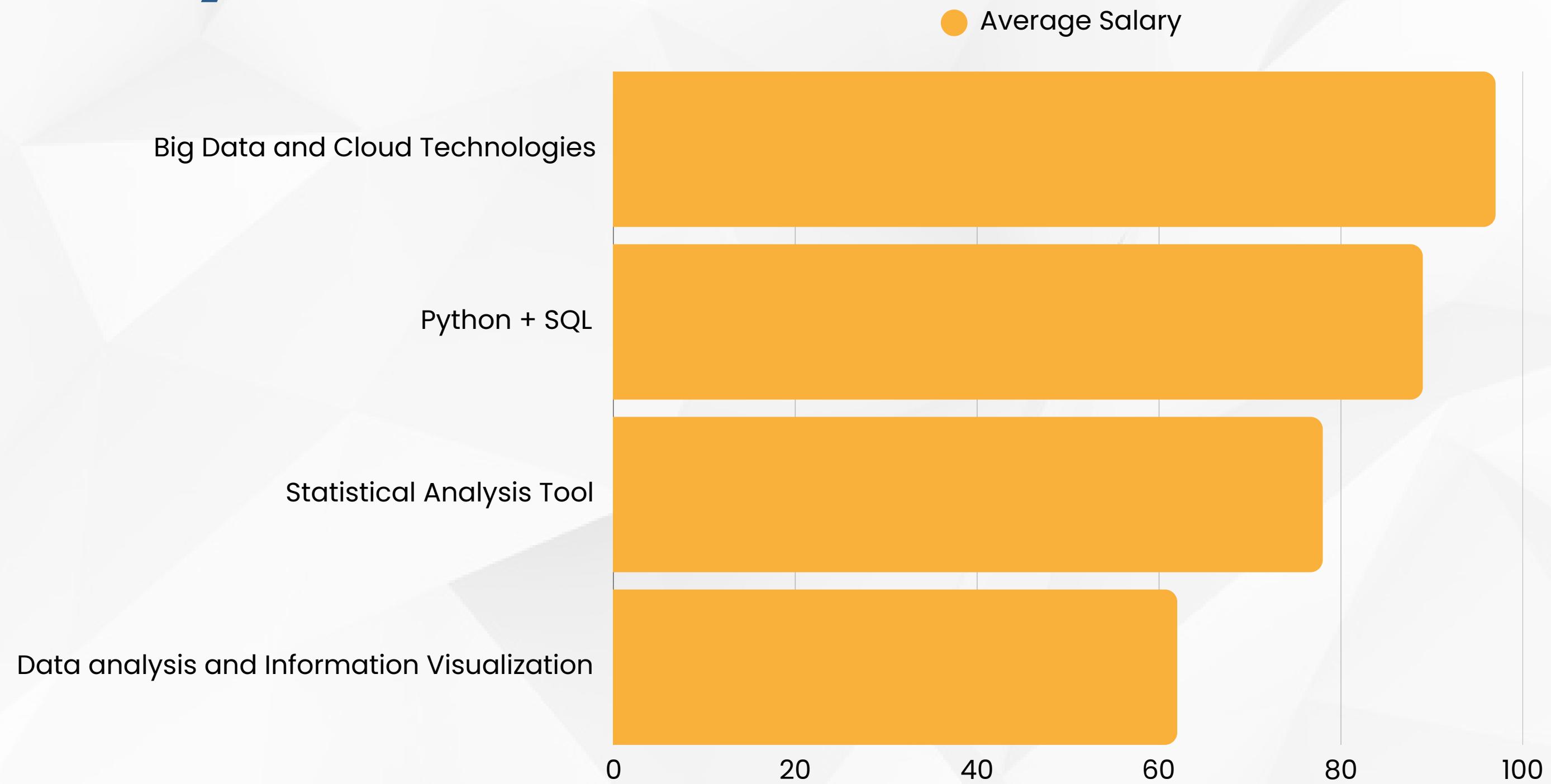


# Regression Plot: Combined Skills vs Average Salary (Without Outliers)

Outliers removed for a clearer relationship



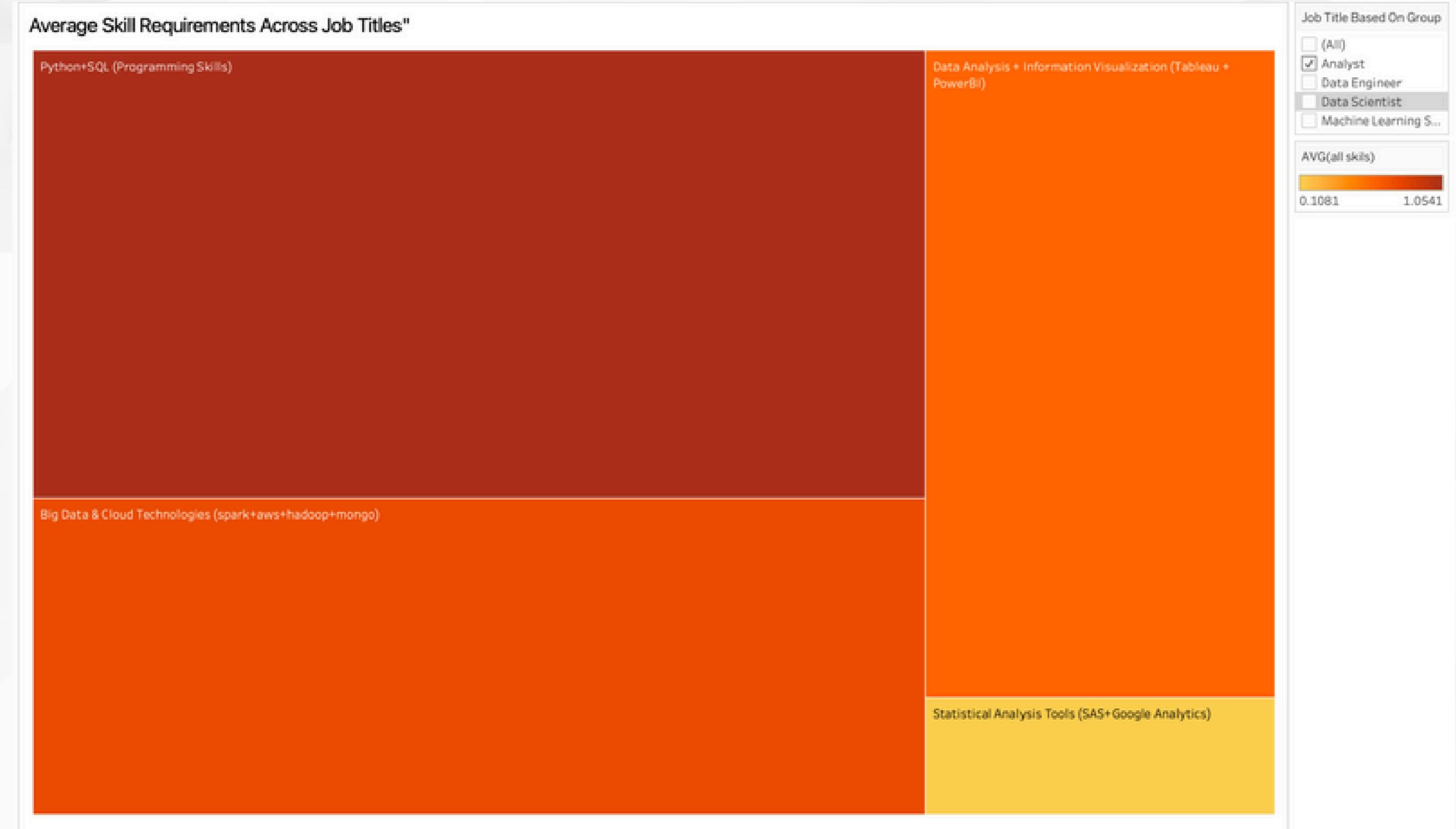
# Impact of Skills on Average Salary



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# Average Skill Requirements Across Job Titles

## ANALYST

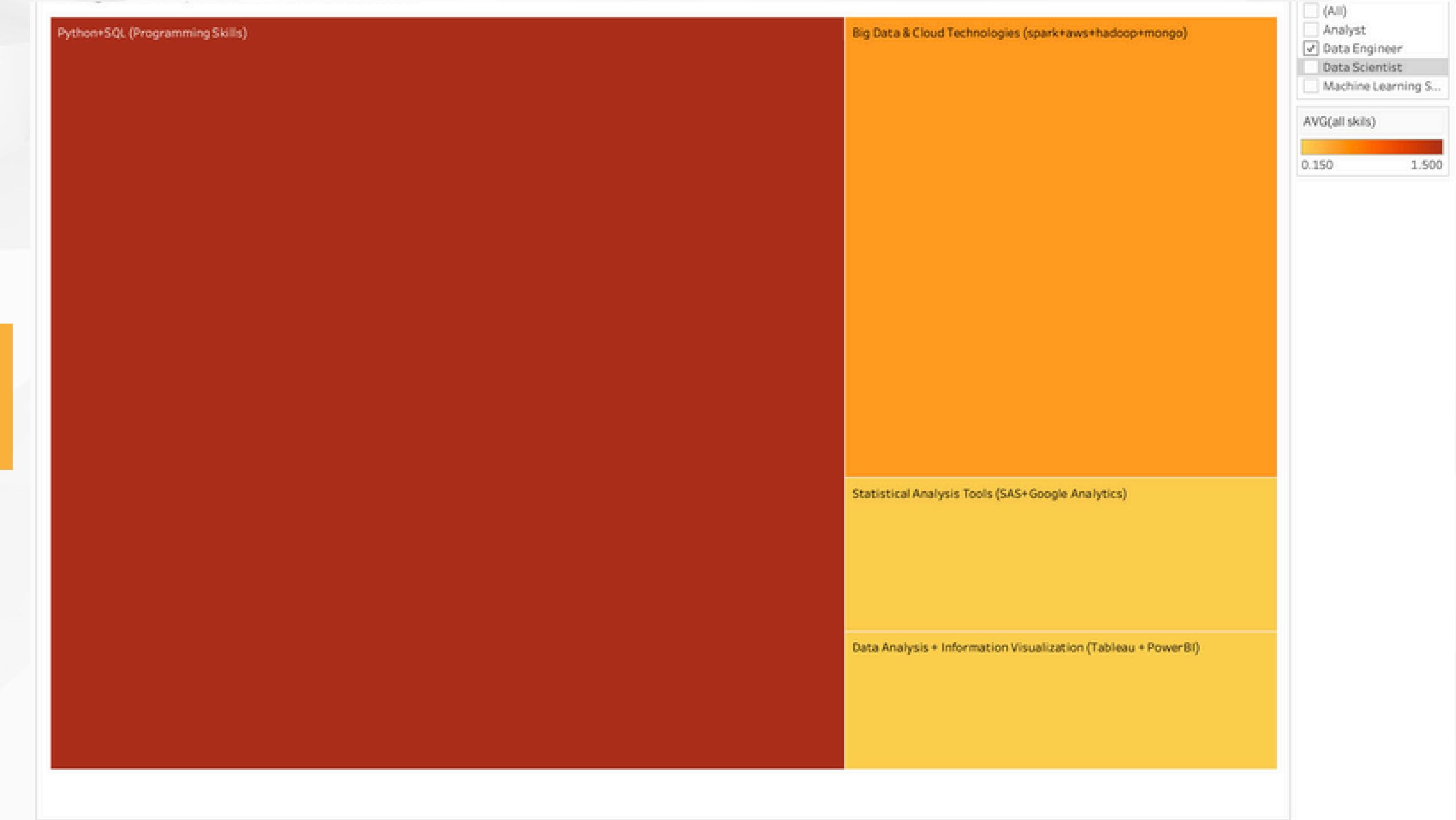


Focusing on **Python, SQL, and visualization tools** should be your priority, with some knowledge of Big Data & Cloud Technologies being beneficial.

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# Average Skill Requirements Across Job Titles

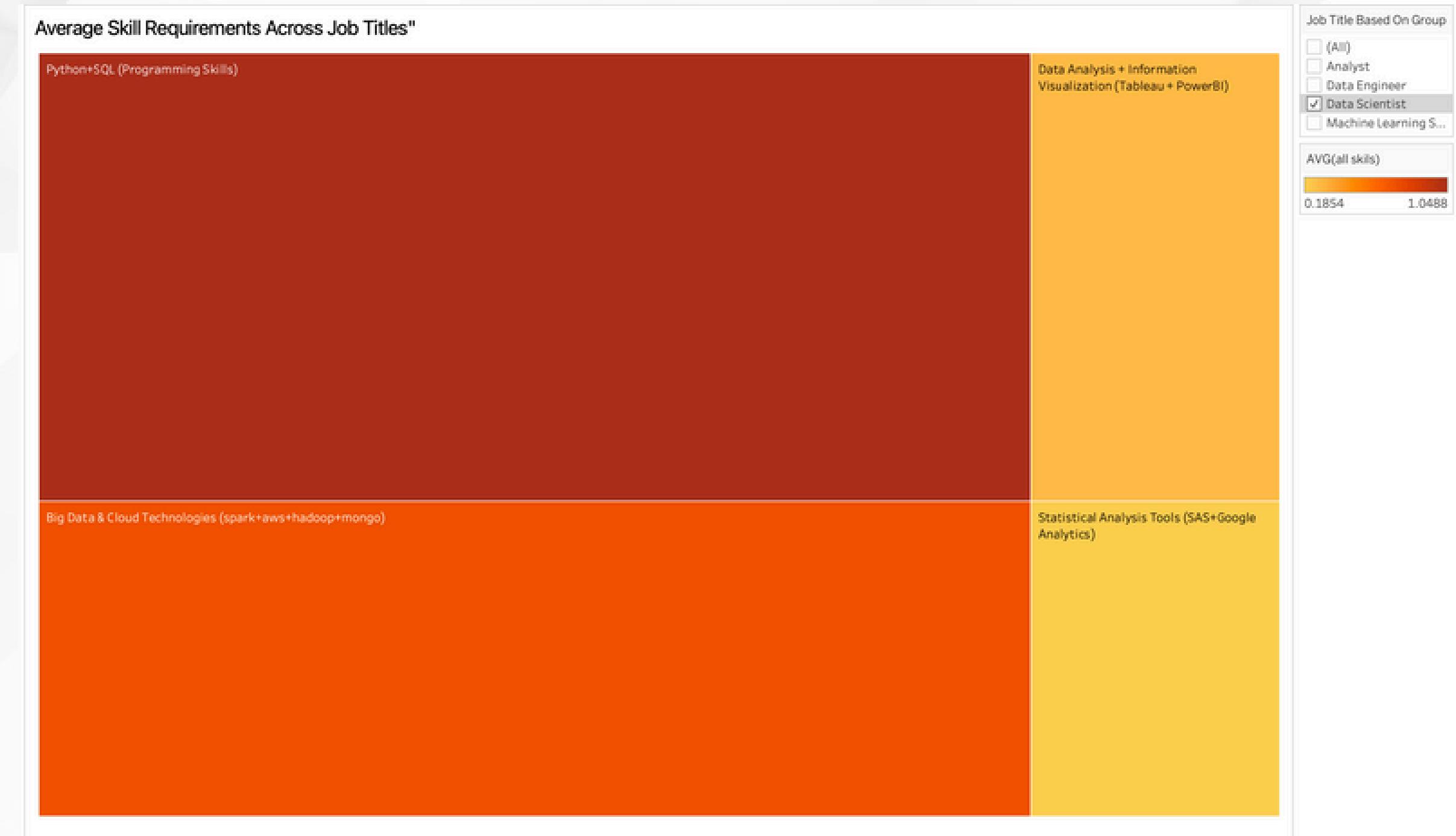
## DATA ENGINEER



Prioritize **programming skills (Python+SQL)** and expertise in **big data and cloud technologies** to stay relevant in the field.

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# Average Skill Requirements Across Job Titles



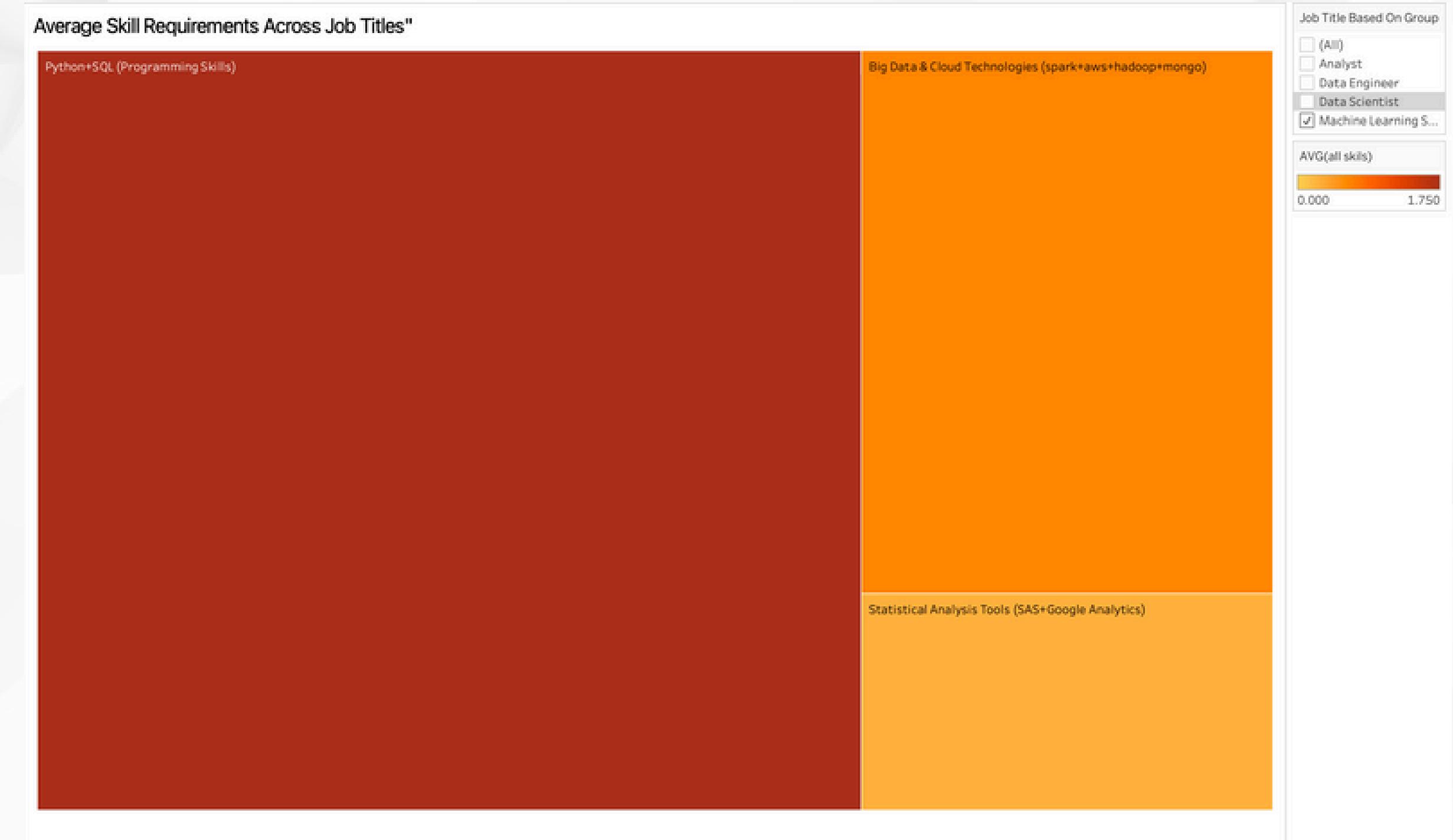
## DATA SCIENTIST

Focus on mastering **programming skills** and **big data and cloud technologies** as these skills are essential for building scalable data infrastructures and processing large datasets

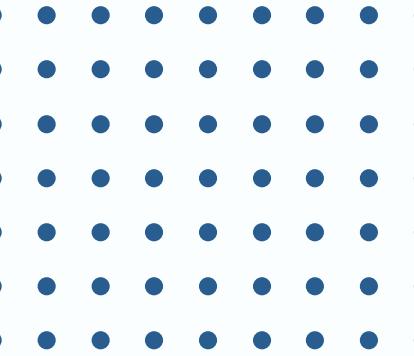
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# Average Skill Requirements Across Job Titles

## MACHINE LEARNING SPECIALIST

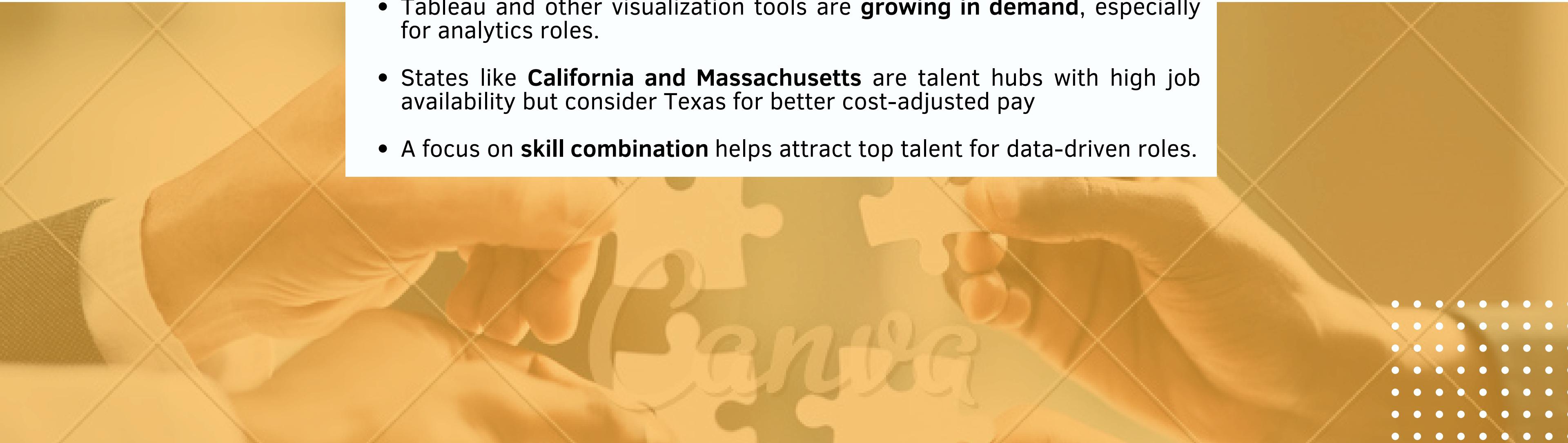


**Programming** is the most essential skills for data manipulation and modeling, while **Big Data & Cloud Technologies** are increasingly important for handling large datasets. **Statistical Analysis Tools** are less critical, with a more niche application.

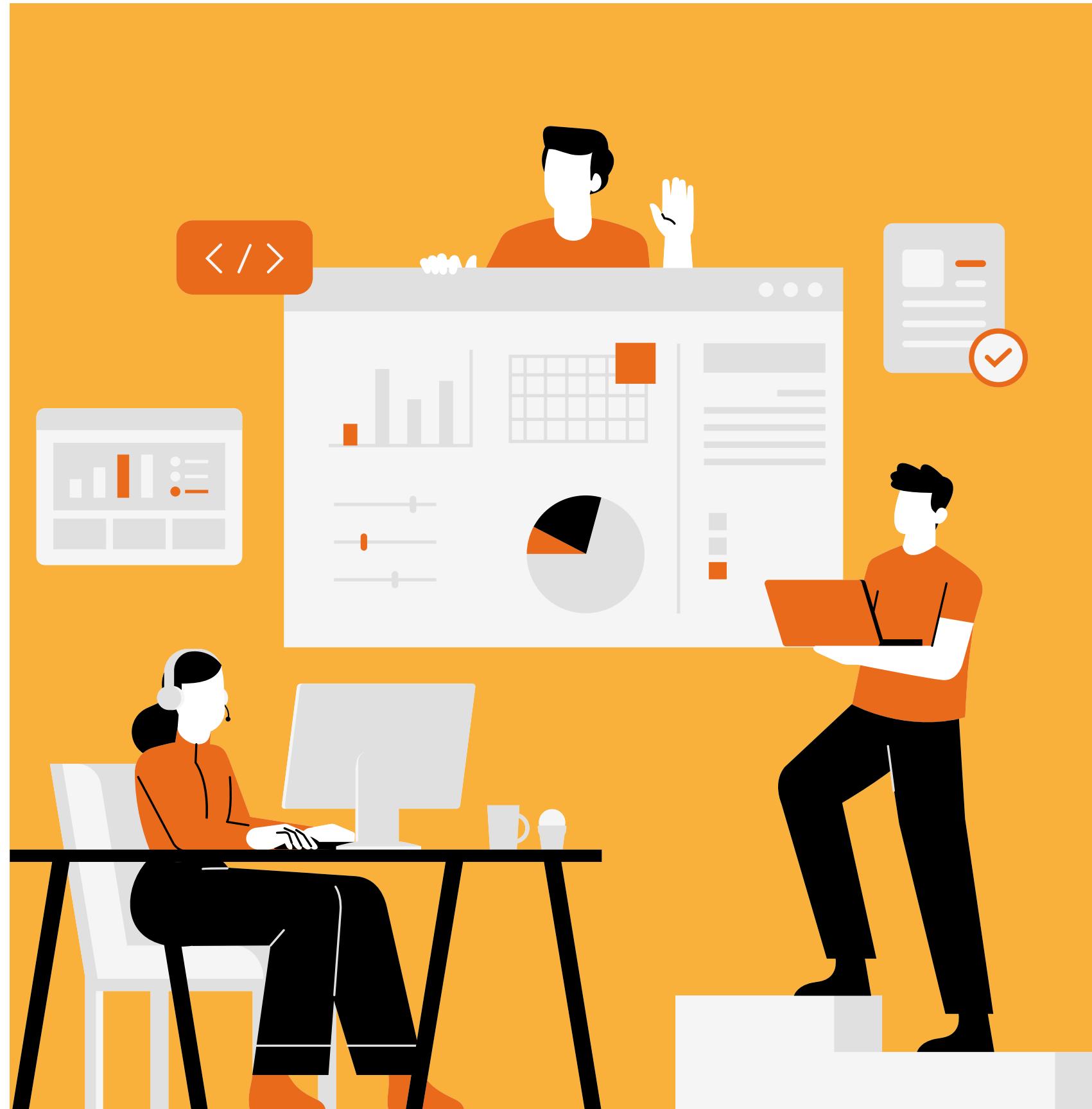


# CONCLUSION

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- **Python and SQL** are foundational skills required in 80% of job postings.
  - Tableau and other visualization tools are **growing in demand**, especially for analytics roles.
  - States like **California and Massachusetts** are talent hubs with high job availability but consider Texas for better cost-adjusted pay
  - A focus on **skill combination** helps attract top talent for data-driven roles.
- 

# REFLECTION



01

Gained **practical experience** in cleaning and transforming raw data for analysis using **Tableau Prep**

02

Developed a stronger grasp of how to **integrate multiple tools** like R to enhance data analysis workflows.

03

**Improved decision-making ability** by drawing insights from data more efficiently.

04

Overcame challenges related to dataset complexity, **sharpening problem-solving and data manipulation skills**.