

Optimization of job listings using a text analytics solution that derives exceptional performance insights leveraging iFusion™ platform

Client Need

The client is a leader in global job distribution. It syndicates job openings in various businesses to thousands of job portals and tracks the postings for activities such as views, applications and fulfillment.

The client wanted insights on how to write better job descriptions and carry out analysis on which job postings are performing better.

What we Did

Leveraging iFusion™ solution accelerators and our expertise in data and analytics engineering, we



Developed a crawler that visited a number of job listing sites and obtained all open job postings



Obtained and parsed the HTML DOM of the pages to perform unstructured data analysis



Leveraged Natural Language Processing on the core job descriptions and other metrics with respect to the captured job posting performance

- Tagged a job posting for skills, location, experience, function area, industry and even title
- Included performance data such as elapsed days, time taken to closure, number of views and number of applications

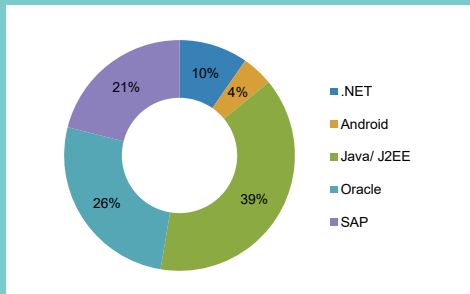


Performed regression analysis to identify key performance drivers

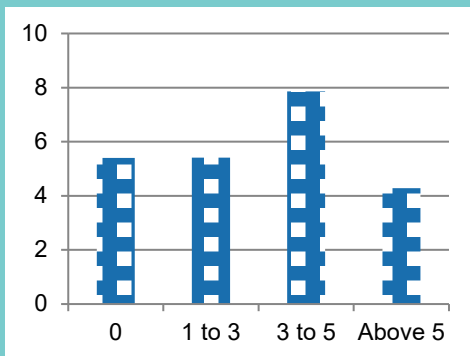


What the Client Gained

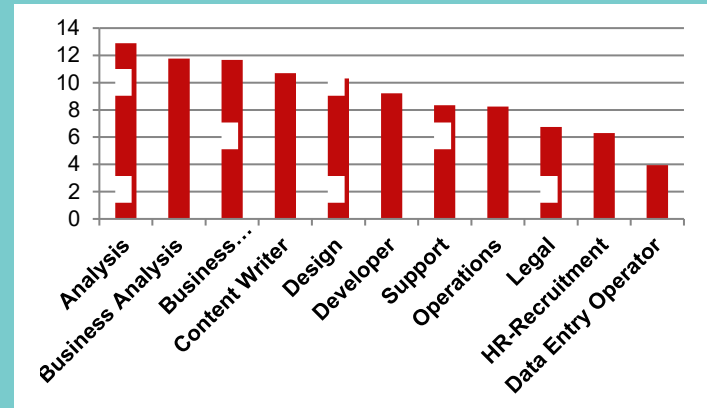
Rich data visualizations and insights on what job postings do well



A pie chart outlining which technology related job listings perform better



A bar graph displaying Elapsed Time of job listing in days against Experience required in years



A bar graph displaying Elapsed Time of job listing in days with respect to Function Area

Technologies

HTML5 Java with UIMA Apache Nutch Apache Mahout for machine learning

About Innominds

Innominds is an AI-first, platform-led digital transformation and full cycle product engineering services company headquartered in San Jose, CA. Innominds powers the Digital Next initiatives of global enterprises, software product companies, OEMs and ODMs with integrated expertise in devices and embedded engineering, software apps and product engineering, analytics and data engineering, quality engineering, and cloud and devops, security. It works with ISVs to build next-generation products, SaaSify, transform total experience, and add cognitive analytics to applications.