

# GET A CONDENSED SUMMARY OF JOB MARKET TRENDS THAT MATTER



## Problem:

The job market prone to volatility and trends. It's practically impossible for educators to stay abreast with all that's happening in the market, all the time. However, lack of actionable insights leads to issues like:

- Ignorance of latest job market trends
- Inability to make timely decisions
- Failure to prepare students for the market
- Low ranking for the college

## Solution:

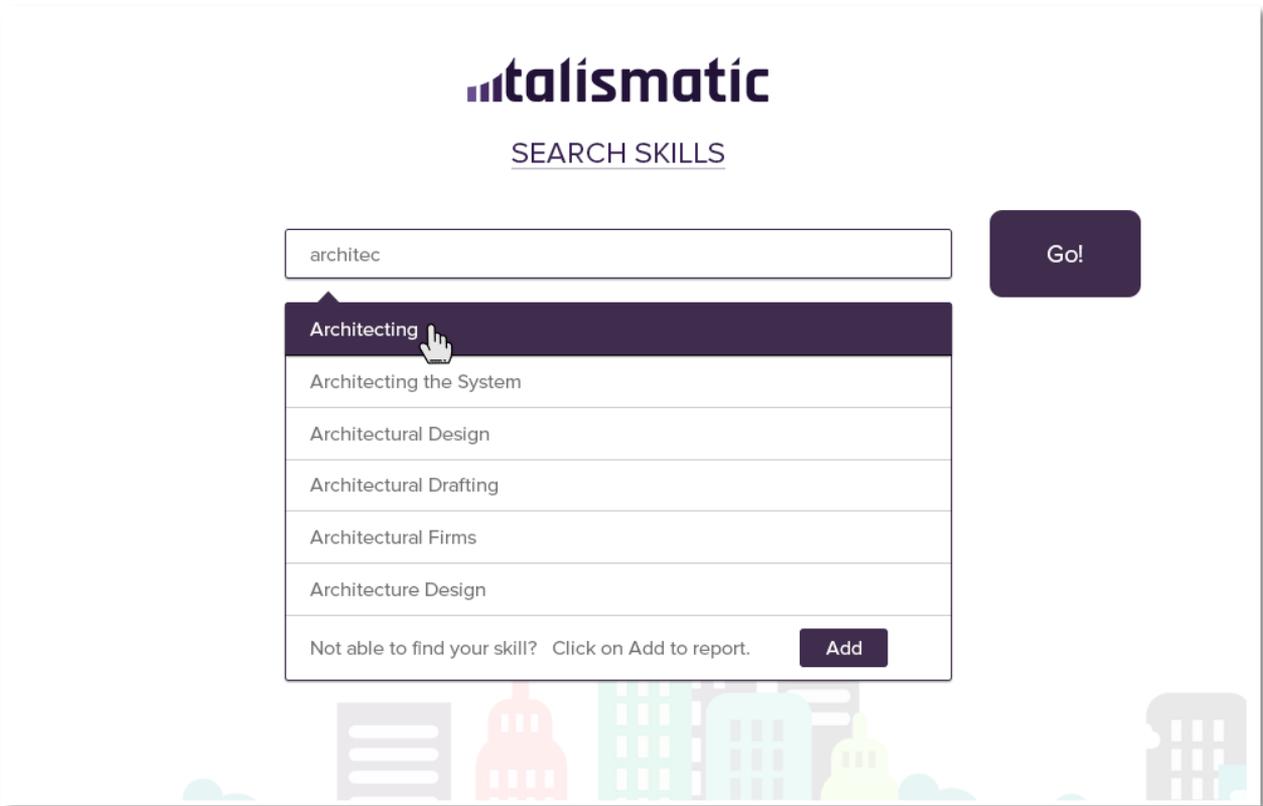
### Talismatic's Insights

Talismatic's education analytics platform gives educational administrators the ability to gain summarized labor market insights, without having to go through individual statistics all the time. A condensed summary of job market trends keeps educators informed and alert.

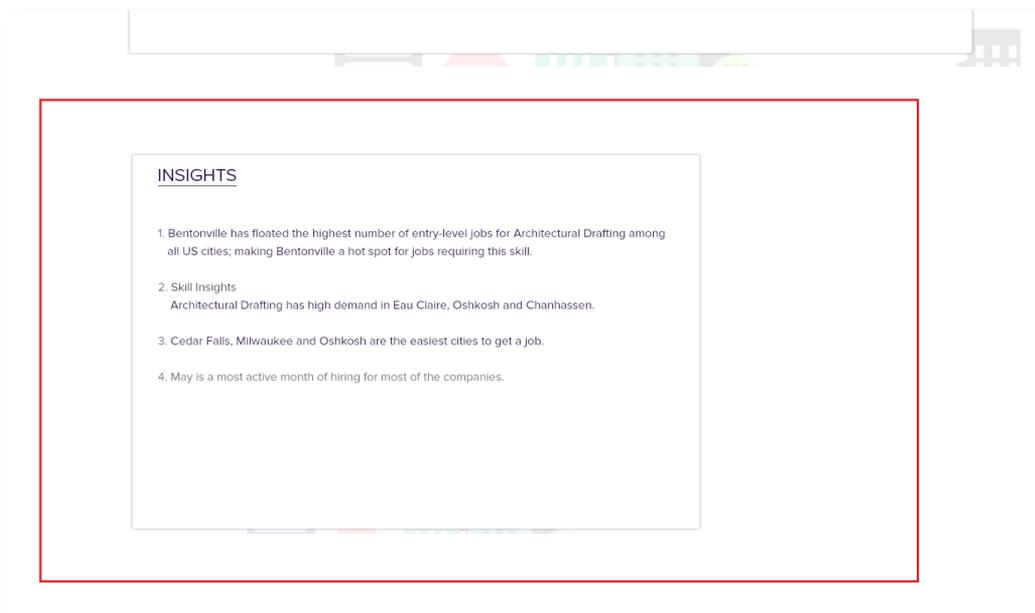
Here's how to go about it...

## Search for skills

- Log in to the Talismatic educational analytics portal. In the search box labeled 'skills', start typing the skill(s) you wish to evaluate, and select from the drop-down list that appears. Click on 'Go'.



- You are led to the Talismatic Job Market report page that gives you a detailed overview of the job market through different widgets. It includes comprehensive information such as the cities and companies where the chosen skills are in demand, how long it takes to get a job in those cities, what job titles to aim for, which skills go well together, when to apply for jobs, and how the demand has changed in the recent months, and more.



## Get Concise Market Insights

- The 'Insights' widget summarizes the data from all the other widgets into a concise and easy-to-act-upon format.
- Read the insights to know the cities floating the highest number of jobs, the easiest cities to get hired for a particular skill, and the favorable period of recruitment for a skill. For instance, the insights for the skill Architectural Drafting suggest that May is the most active month of hiring.

### INSIGHTS

1. Bentonville has floated the highest number of entry-level jobs for Architectural Drafting among all US cities; making Bentonville a hot spot for jobs requiring this skill.
2. Skill Insights  
Architectural Drafting has high demand in Eau Claire, Oshkosh and Chanhassen.
3. Cedar Falls, Milwaukee and Oshkosh are the easiest cities to get a job.
4. May is a most active month of hiring for most of the companies.

## Benefits

- Summarized data at fingertips
- Prompt decision-making
- Timely analysis and action

Talismatic's labor market analytics enables educators to keep their finger on the pulse of the job market and ensure that their institutions' curriculums and programs timely adapt to the trends in the market.

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