

LOCATE EMPLOYMENT HOT SPOTS FOR THE SKILLS YOU TEACH



Problem:

Educators are realizing that simply training students in popular job skills isn't enough; students need to be directed to cities and locations where they are most likely to get hired too. The lack of correct or sufficient information on the geographical distribution of jobs makes educators face problems like:

- Inability to assure students of future employment
- Failure to guide students to apply for the right jobs
- Low 'employment at graduation' rate and hence lower enrolment

Solution:

Talismatic's Geographic Demand of Skills

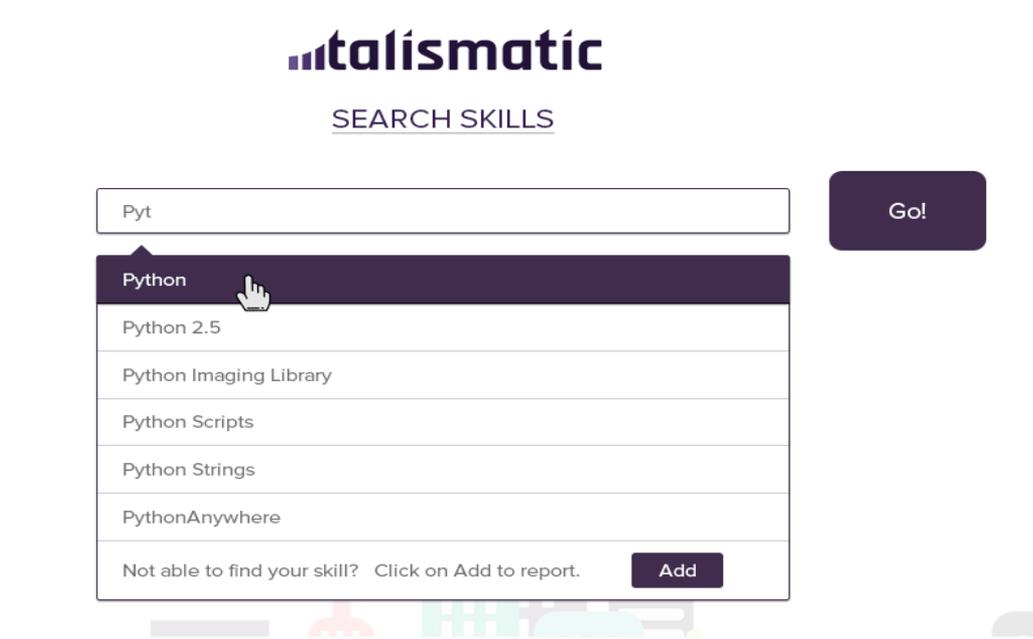
Talismatic's education analytics platform not only gives educators like you a clear picture of the overall skill demand but also shows you how the demand is distributed geographically. Know the exact cities where the skills you teach are in high-demand and guide your students to be at the right place, at the right time, to guarantee their employment.

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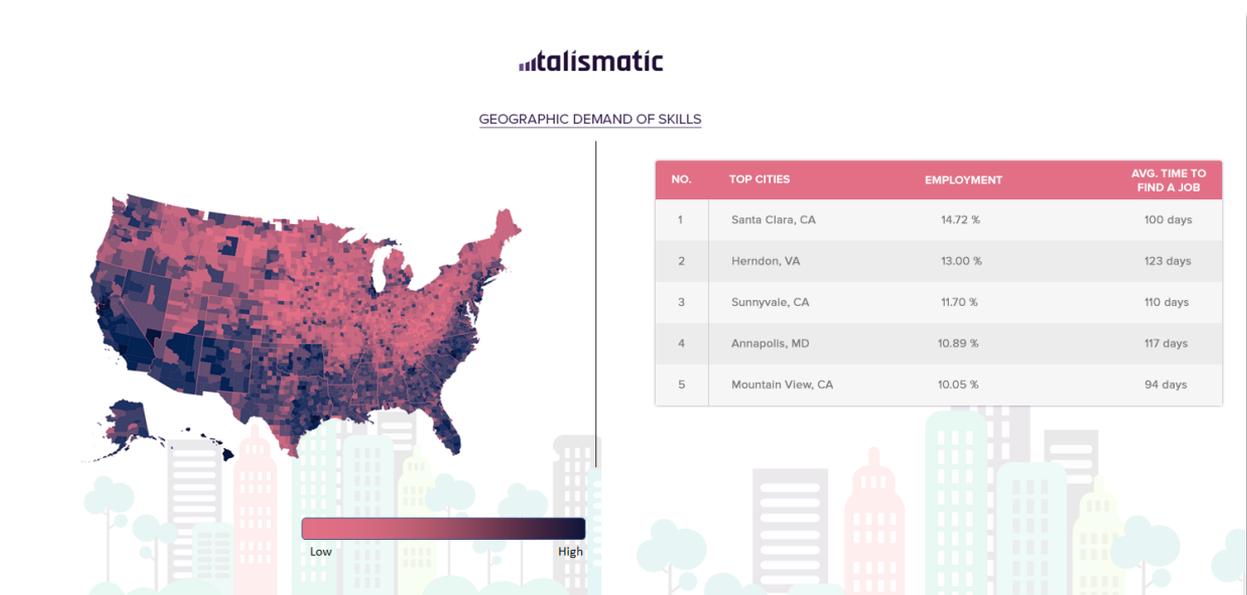
Here's how to go about it...

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'.

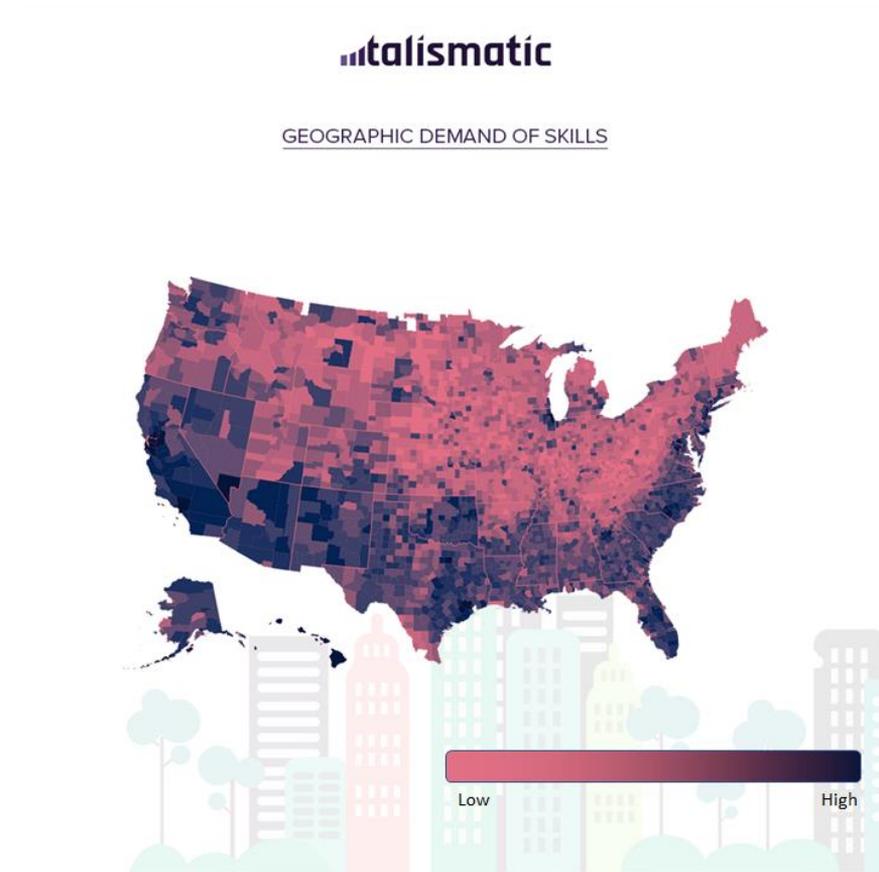


- You are led to the Talismatic Job Market report page that gives you a detailed overview of the job market through different widgets. It includes comprehensive information such as the cities and companies where the chosen skills are in demand, how long it takes to get a job in those cities, what job 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.



Identify top cities

- The 'Geographic Demand of Skills' widget gives a visual representation of the geographic distribution of jobs for the selected skill(s), using a heat map
- The regions shaded in deep blue represent the areas with a higher demand for the selected skill, while the pink regions represent those with lower demand for the same. You can use this map to visually identify the regions with the highest demand for the skill(s) you have.
- Hovering over specific regions will help you identify the cities and enable you to know what percentage of the employed population in that region possesses the selected skill, or check the adjacent table that gives you a more structured representation of the data.



Compare the stats

- Refer to the adjacent table to find and compare additional details related to the skill, such as the average time for candidates with the skill to get hired.

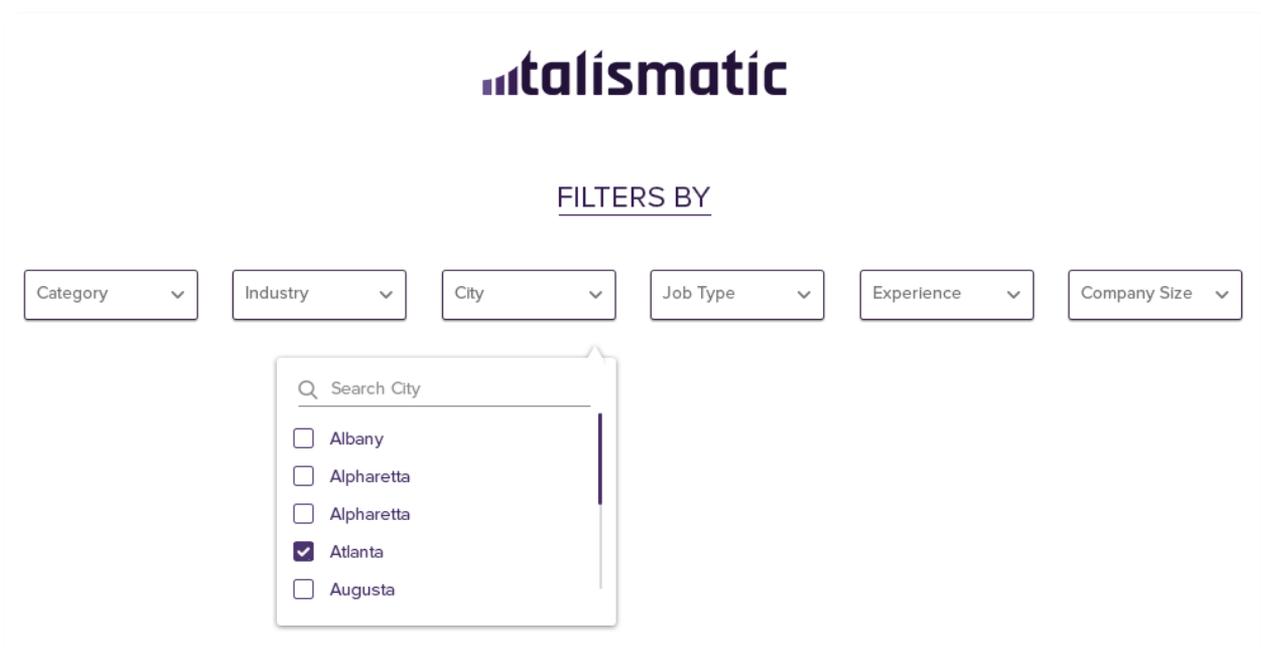


The screenshot shows the 'talismatic' logo at the top, followed by the title 'GEOGRAPHIC DEMAND OF SKILLS'. Below the title is a table with four columns: 'NO.', 'TOP CITIES', 'EMPLOYMENT', and 'AVG. TIME TO FIND A JOB'. The table lists five cities with their respective employment percentages and average time to find a job in days.

NO.	TOP CITIES	EMPLOYMENT	AVG. TIME TO FIND A JOB
1	Santa Clara, CA	14.72 %	100 days
2	Herndon, VA	13.00 %	123 days
3	Sunnyvale, CA	11.70 %	110 days
4	Annapolis, MD	10.89 %	117 days
5	Mountain View, CA	10.05 %	94 days

Refine the search

- Add one or all of the six filters available to narrow down your search and get niche insights.



The screenshot shows the 'talismatic' logo at the top, followed by the title 'FILTERS BY'. Below the title are six dropdown menus: 'Category', 'Industry', 'City', 'Job Type', 'Experience', and 'Company Size'. The 'City' dropdown menu is open, showing a search bar and a list of cities with checkboxes: Albany, Alpharetta, Alpharetta, Atlanta (checked), and Augusta.

- For instance, instead of looking at all the cities, you can focus your search to a specific US city, let's say Atlanta. In the 'Filter By' section to the left of the widget, select the City drop-down list, and choose Atlanta. Click on 'Apply'. You will find the demand for the skill you've entered in the selected city, and the average number of days taken to get a job there.

Benefits

- Reliable labor market insights
- Market-ready curriculum
- Perfect candidate-job match
- Quick placements

As an educator, you can use Talismatic's education analytics to leverage real-time data for driving market-ready curriculum creation and enabling your students to get the best jobs as soon as they graduate.
