



KENNESAW STATE UNIVERSITY

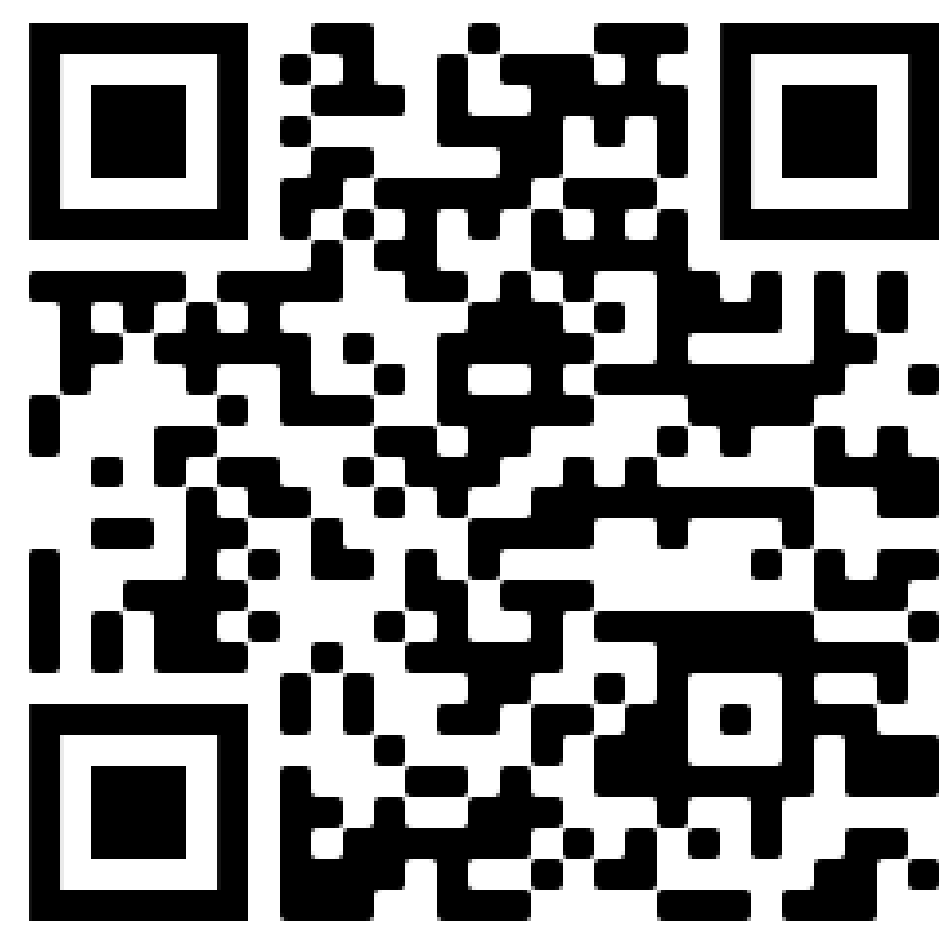
LinkedIn Alumni Data Insights

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KENNESAW STATE UNIVERSITY

PROJECT WEBSITE



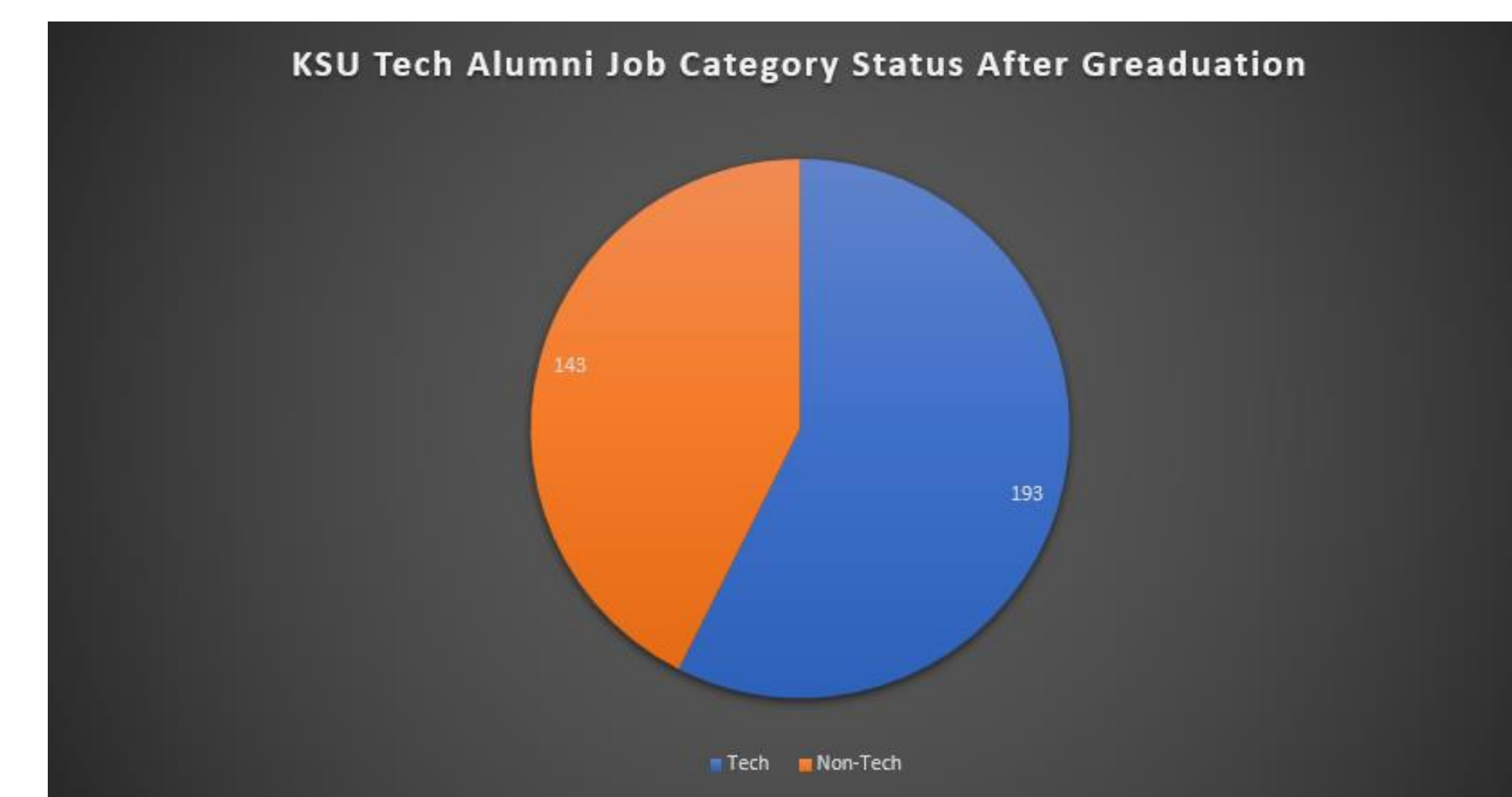
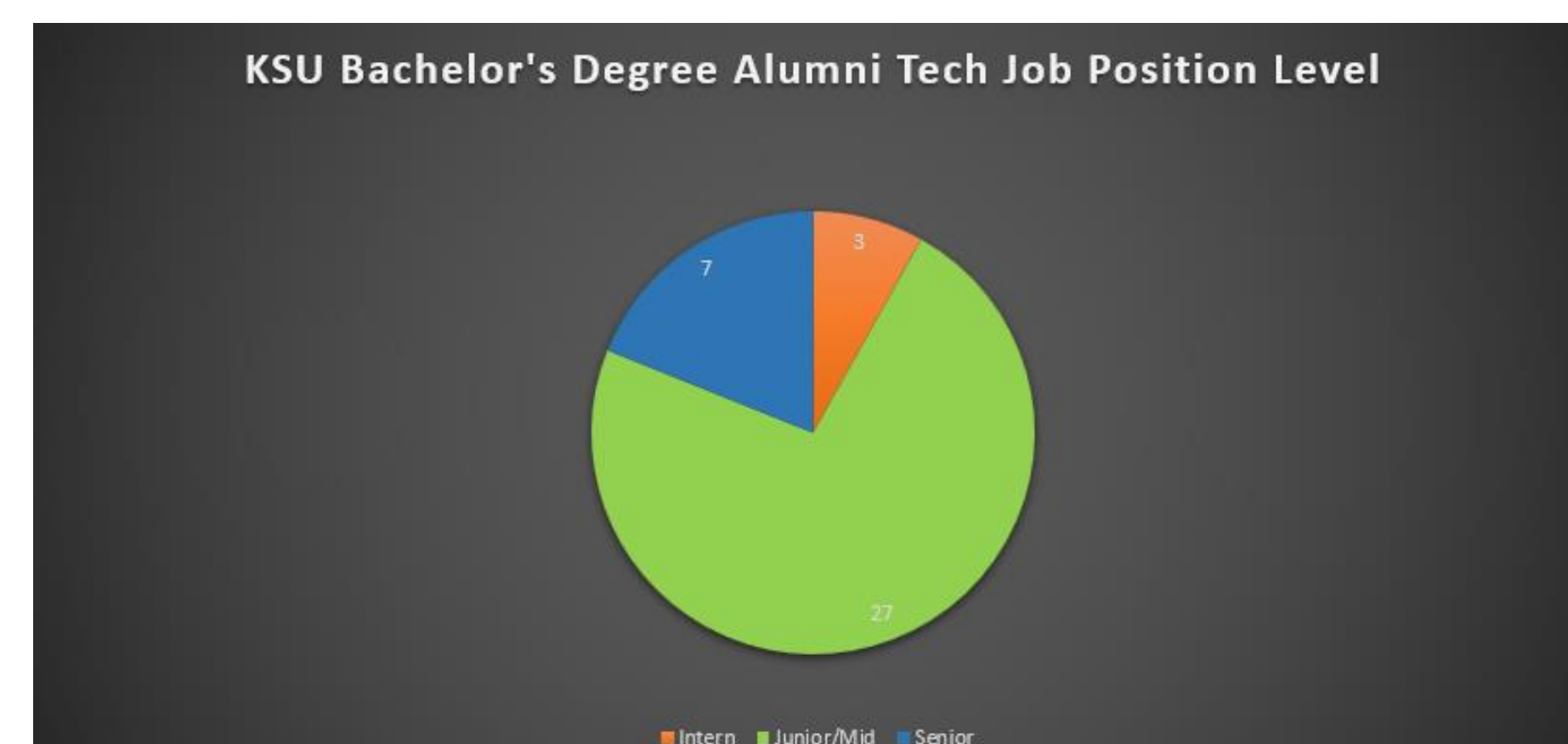
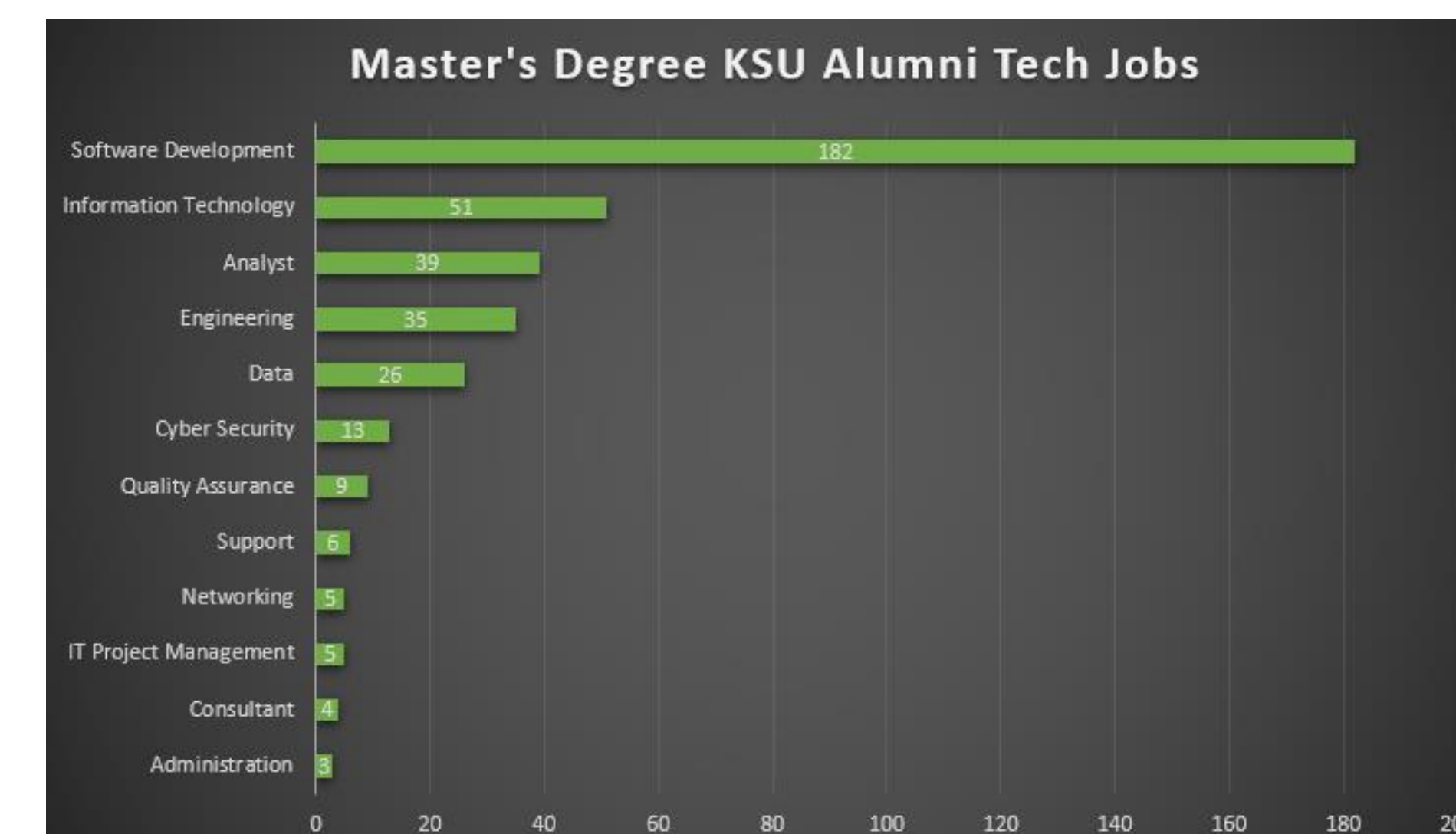
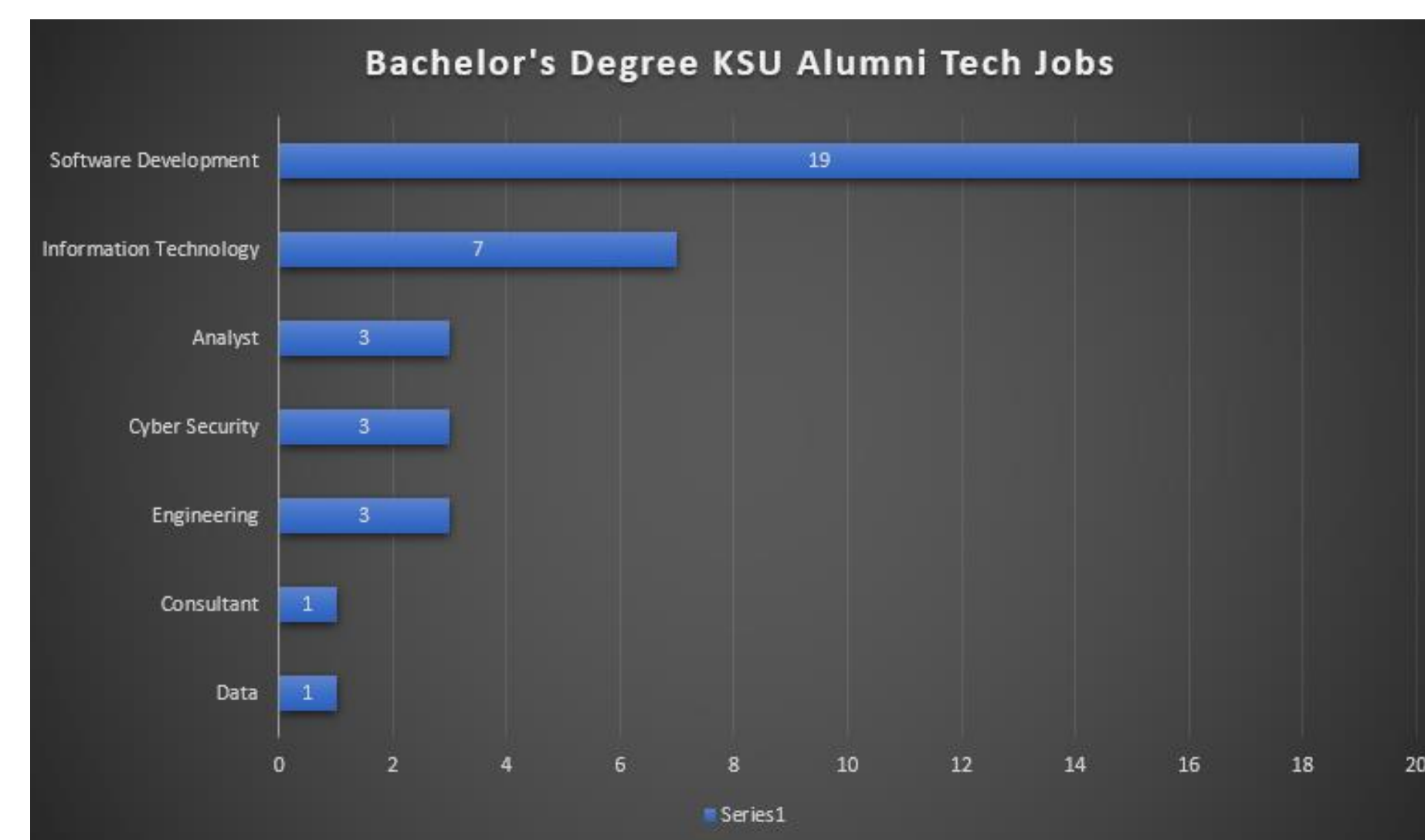
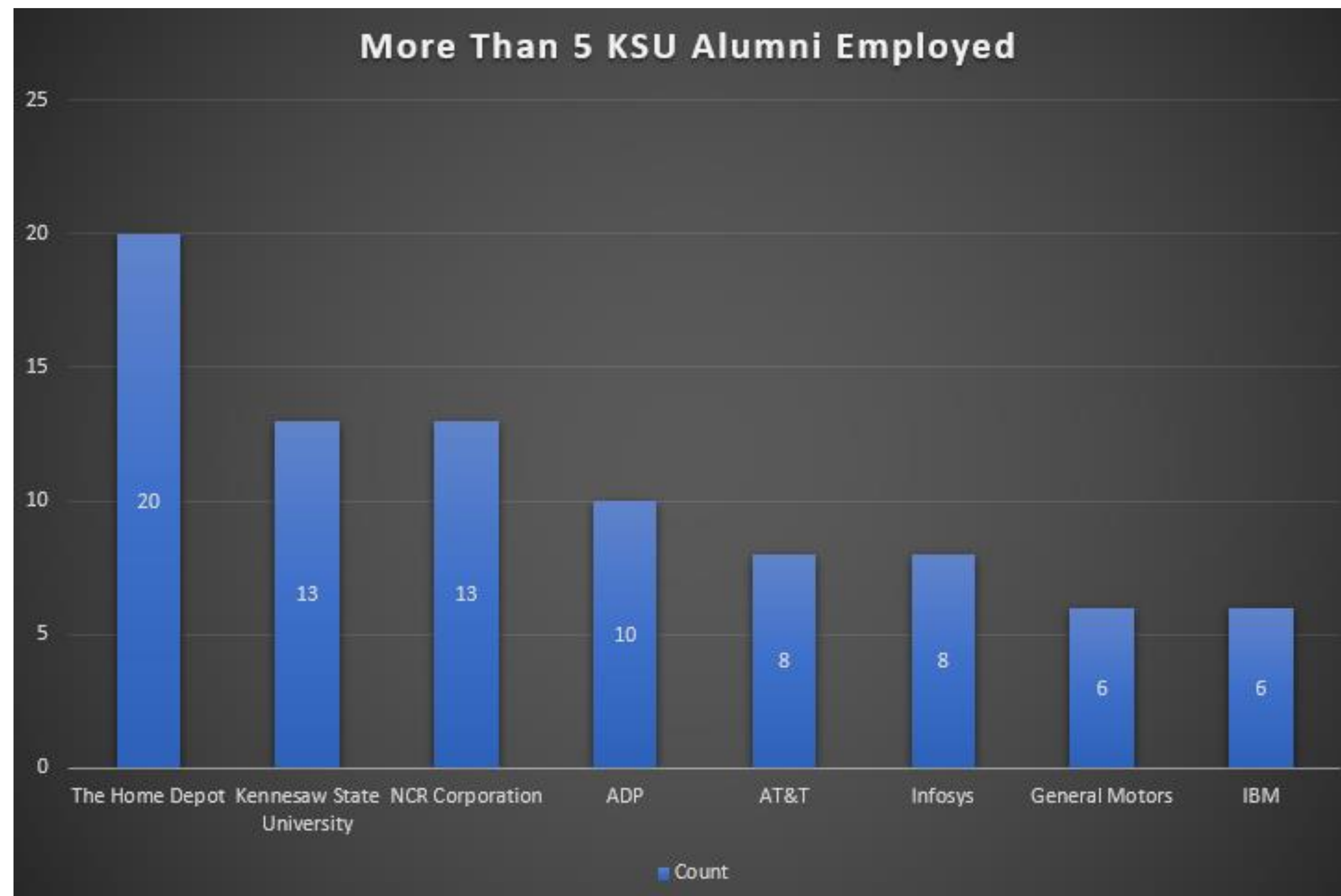
DATA

Data provided by project sponsor:

- Alumni
- Jobs
- Companies
- Degrees
- Over 5000 rows

PROCESSES AND TOOLS

- Database Access using:
 - Microsoft SQL Server Management Studio
 - Azure Data Studio
- Automated Data Cleaning Using:
 - Powershell Scripting
 - Excel VBA Scripting
- Import of data using:
 - Azure Data Studio Import Wizard
 - Microsoft Bulk Copy Program
- Used SQL to:
 - Assign Job Categories
 - Classify Technology Jobs
 - Classify Job Seniority
 - Create relevant Views
 - Extract Data Insights
- Data Visualizations Created By:
 - Microsoft Excel



FINDINGS

- There are a few companies that hire many KSU Alumni such as:
 - The Home Depot
 - NCR Corporation
 - General Motors
- There are ~600 total companies that have hired KSU Alumni
- The most common job category that graduates receive jobs in is software development.
- The vast majority of jobs graduates hold are junior or mid level jobs
- The only alumni to achieve an Executive level job graduated with a Graduate Degree
- Achieving a Graduate Degree greatly increases the odds of working in a senior level position.
- ~57% of the Alumni in the provided data that received a technology degree achieved a technology related job after graduating.

CONCLUSION

Automating these processes proved difficult and time consuming. After months of work the data set is not 100% clean but for the purposes of our endeavor the team has made fantastic progress and come away with helpful insights that will inform decisions for future Kennesaw State graduates.

The insights show that graduating from KSU with a technology degree leads to a good chance of receiving a job in the technology sector. Within this sector, there are a few companies that tend to hire a lot of alumni while the rest are spread throughout many other companies. Also, a graduate degree greatly increases the odds that an alumni will achieve a senior or executive level position.