



# Talent Pool Analysis

Industrial engineers in Brazil (Q3 2014)  
for XYZ Co.



# Planning with Talent Pools

## Talent data makes the difference

LinkedIn's Talent Pool analysis reports help talent acquisition organizations make higher quality decisions on talent with actionable insights derived from the world's largest, most up-to-date professional network.

LinkedIn Talent Pool analysis reports contain tools and insights that can help TA leaders:

- Use talent supply, demand and affinity data to guide workforce planning decisions
- Set appropriate expectations with business leaders on difficult to fill roles
- Use competitive intelligence to make business decisions

Talent Pool analysis reports are generated on millions of data points created on the LinkedIn platform every day and are updated every month to capture shifts in the talent marketplace.

**03** SmartHire Index

**05** Affinity

**06** Country report

**07** Talent mobility

**08** Talent demographics

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# SmartHire Index (beta)

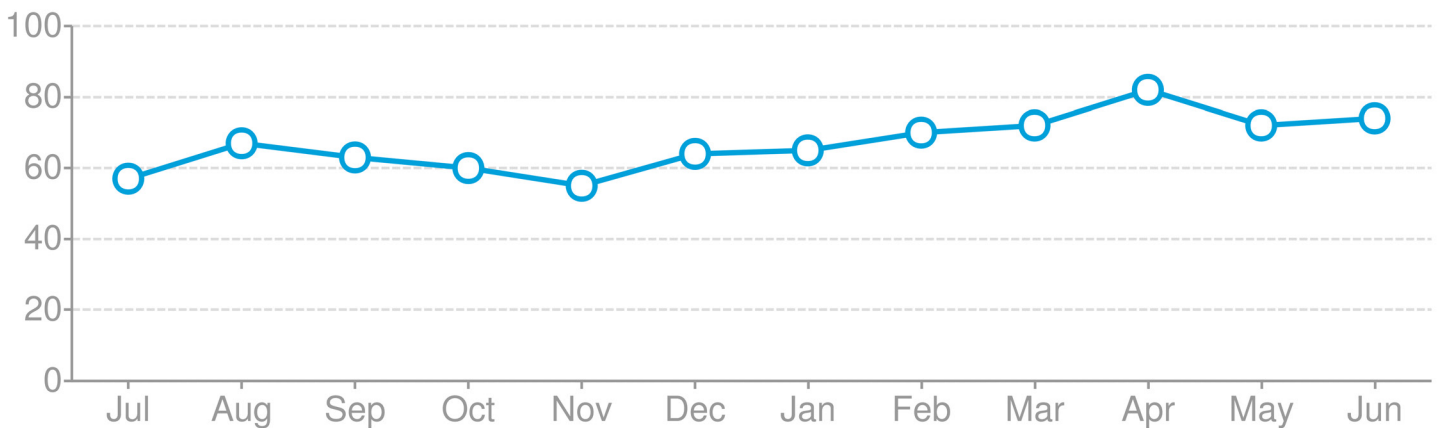
Your custom rating for ease of hiring

SmartHire index is a weighted, personalized score that looks at supply, demand, and affinity of a given talent pool to produce one metric to help you compare the hiring difficulty across several metros in the same country. Consider it a “one stop shop” when deciding what markets make sense for you to invest your team’s valuable recruitment dollars.

74 

SmartHire Index beta  
XYZ Co.  
(Brazil)

XYZ Co. SmartHire Index trend (last 12 months)



## SmartHire Index Components

01 Affinity

82 ▲

How many candidates are interested in working for my company

02 Supply

64 ▲

How many professionals meeting my criteria are hireable in the market

03 Demand

76 ▲

How will competitor activity affect my ability to recruit talent in the market

\* Indexed against other regions. Compared against last month's score for increase/decrease indicator

# Using SmartHire Index

## Predict hiring effort with SmartHire Index

LinkedIn will rank the cities based on your SmartHire Index. Cities that score high are places you should look to recruit from first. These cities have ample supply relative to demand and your brand affinity is strong. Each component has an equal weight. Affinity is the metric you can directly influence through your activities on LinkedIn.



### High (100-76)

Good climate for hiring in this region. Expect a lower than average effort to recruit talent.



### Average (75-60)

Average climate for hiring in this region, neither hard or easy to hire talent. Expect an average effort to recruit talent



### Low (less than 60)

Difficult climate for hiring in this region. Expect a higher than average effort to recruit talent

# Affinity

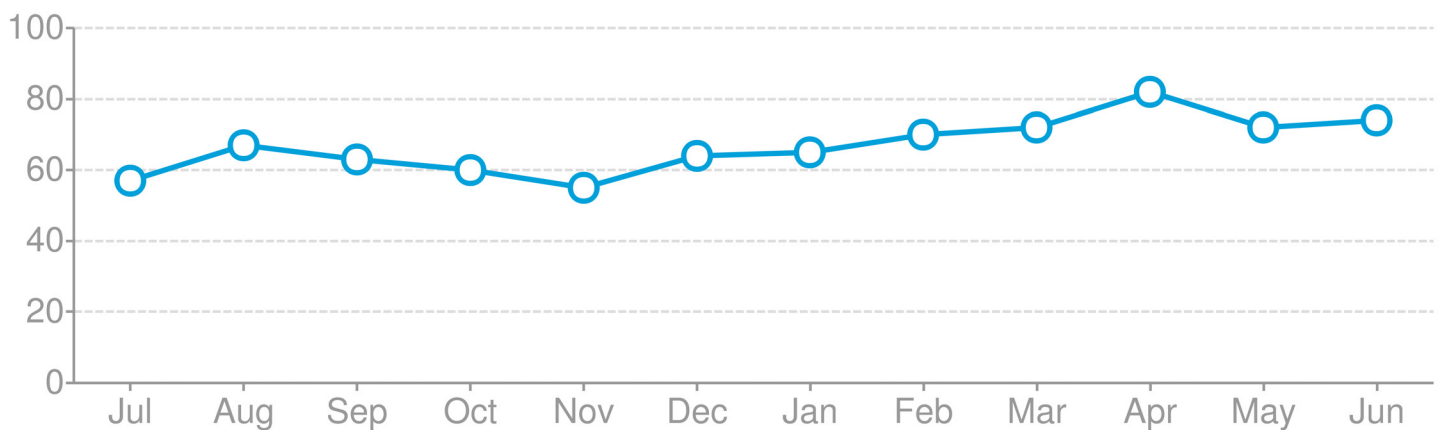
## Influence your employer brand to attract talent

Affinity, the only part of the SmartHire Index you can directly influence, is measured by the number of professionals in a talent pool that follow your company, visit your company page, or view your job postings on LinkedIn. Social media and advertising are effective ways of increasing your company's affinity.

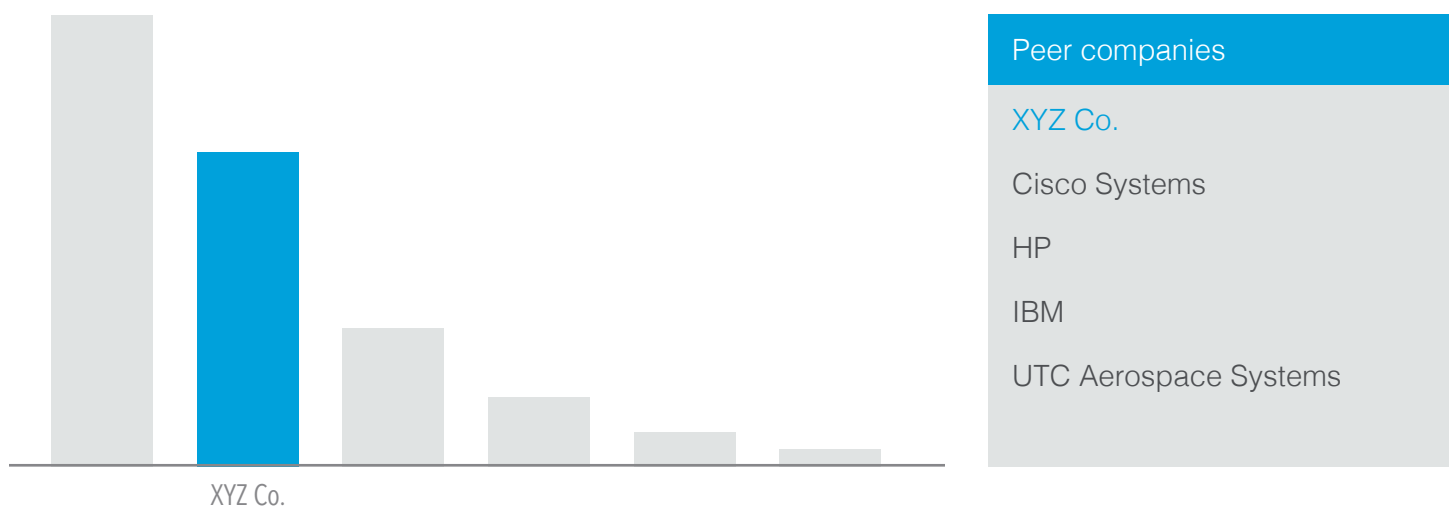
# 74 ▲

Affinity  
XYZ Co.  
(Brazil)

XYZ Co. Affinity trend (last 12 months)



Affinity relative to peers



# Industrial Engineers in Brazil

74 

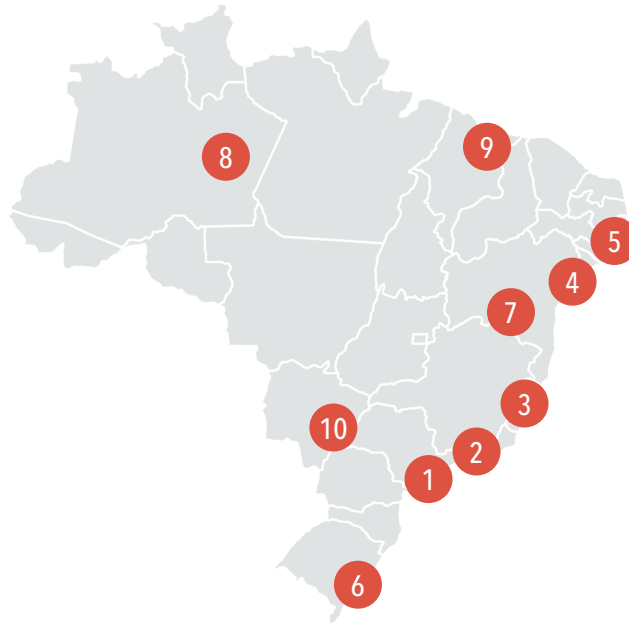
SmartHire Index beta

Average climate for hiring in this region, neither hard or easy to hire talent

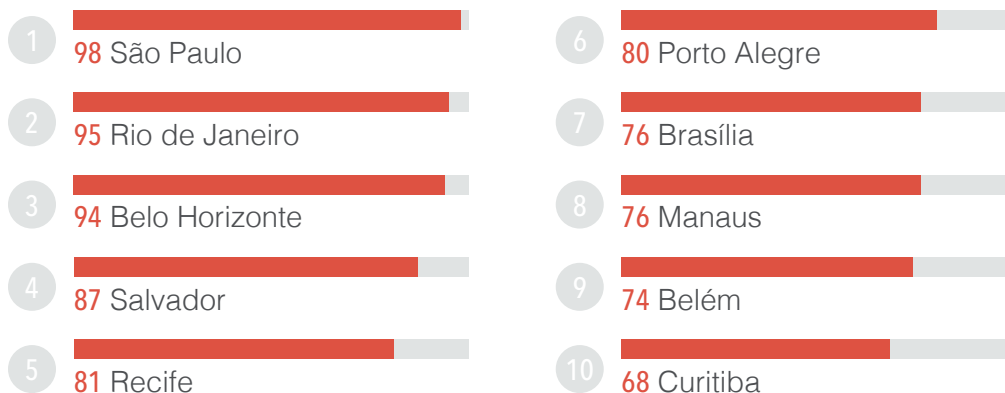
14K

LinkedIn Professionals

This is the total potential number of Industrial Engineers your could reach through LinkedIn



Top cities by SmartHire Index



# Talent Mobility

## Indicators of Talent Mobility

The percentage of members in the talent pool that switched jobs in the last year, applied to jobs, or moved to a region are signs of a vibrant talent pool that's more likely to switch and is open to new possibilities.

# 2%

### Moved to Region

Indicates **low** external growth relative to other regions

# 7%

### Applied for a new job

**Medium** interest in finding new positions

# 5%

### Changed jobs

**High** turnover could indicate talent retention issues

## Top companies hiring (last 12 months)

- |                          |                        |
|--------------------------|------------------------|
| 1 Cisco Systems          | 6 Infratech            |
| 2 IBM                    | 7 Urban Action         |
| 3 UTC Aerospace Systems  | 8 Disney               |
| 4 Ingredion Incorporated | 9 National Engineering |
| 5 Aspen Technology       | 10 Intel               |

## Top Industries gaining Talent

- 1 Optimization
- 2 Statistics
- 3 Vendor Management
- 4 Fabrication
- 5 Systems Engineering

# Demographics

## Industrial Engineers

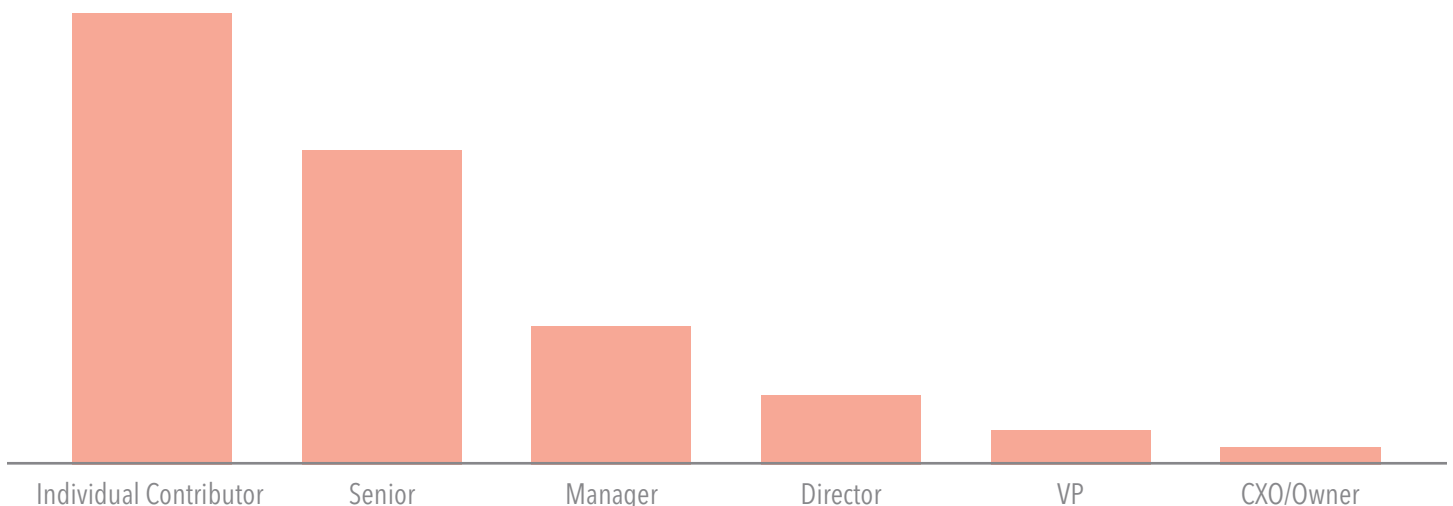
Skills are the tools we use to do our jobs. On LinkedIn, members can select the skills they want to put on their profile, and have their network endorse them. For this list we only include member-approved skills.

Knowing what skills a talent pool has will ensure you find the right talent and make for job postings that speak to the interests of the candidates.

### Top skills



### Seniority





# Top metro area talent reports

Included cities:

São Paulo

Rio de Janeiro

Belo Horizonte

Salvador

Recife

sdsd

Porto Alegre

Brasília

Manaus

Belém



# São Paulo

## Industrial Engineers

98 

SmartHire Index beta

Good climate for hiring in this region\*

14K

LinkedIn Professionals

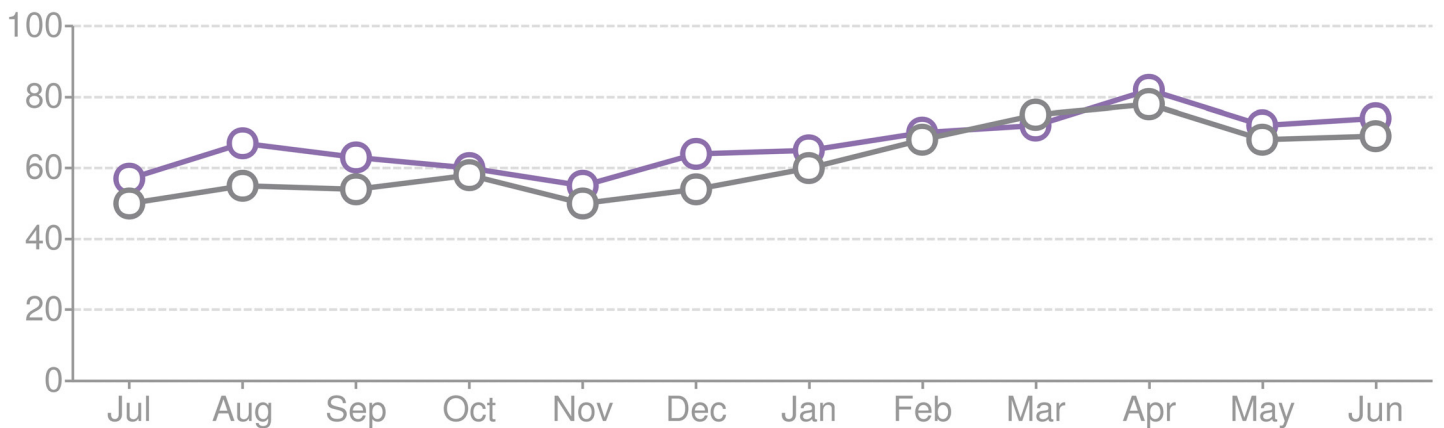
Total potential number of Industrial Engineers your could reach

126

Recent Hires (12 months)

Medium ratio of hires/supply relative to other regions

XYZ Co. SmartHire index and affinity trend (last 12 months)



### Top companies

- 1 Cisco Systems
- 2 IBM
- 3 UTC Aerospace Systems
- 4 Ingredion Incorporated
- 5 Aspen Technology

### Top skills

- 1 Engineering
- 2 Process Engineering
- 3 Structural Engineering
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\* Expect a lower than average effort to recruit talent

# Rio de Janeiro

## Industrial Engineers

95 

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14K

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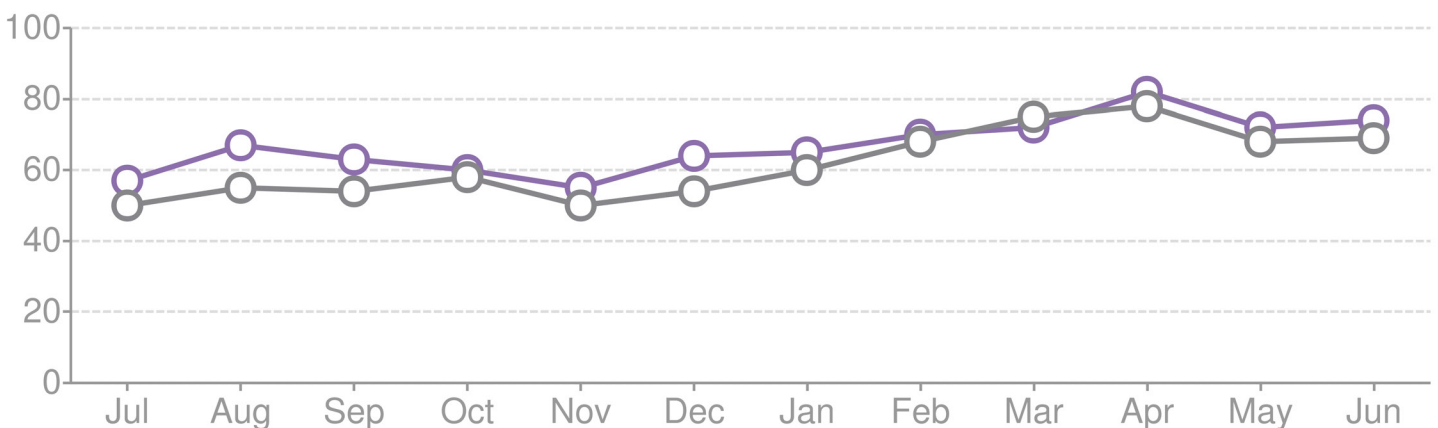
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# Belo Horizonte

## Industrial Engineers

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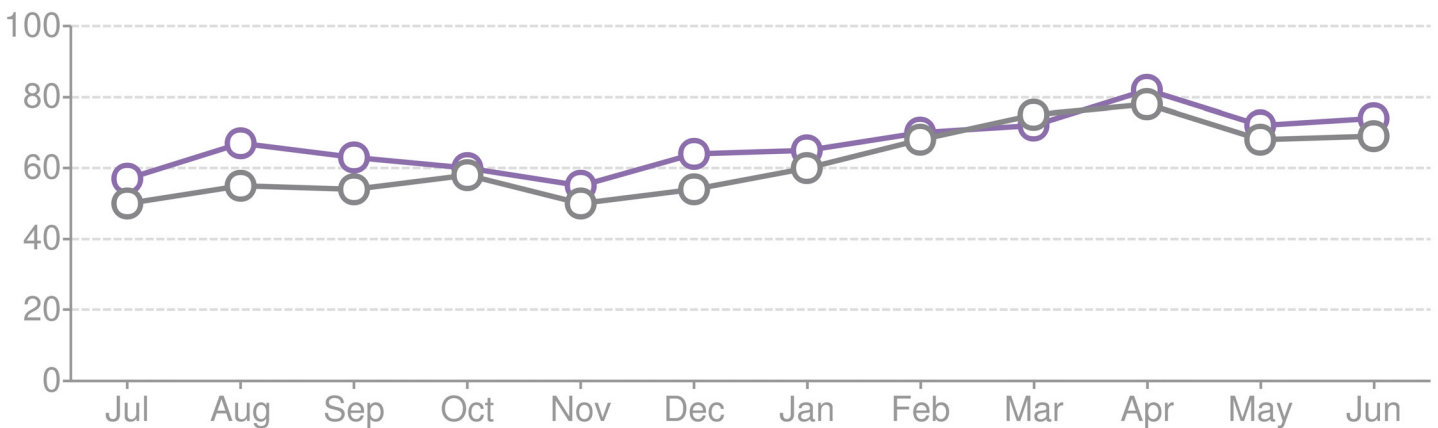
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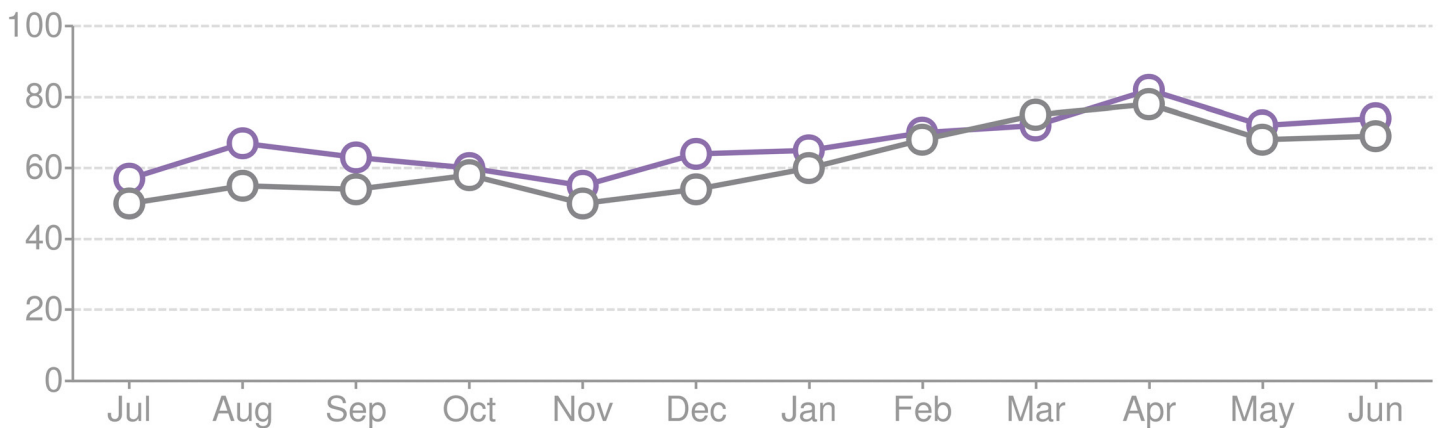
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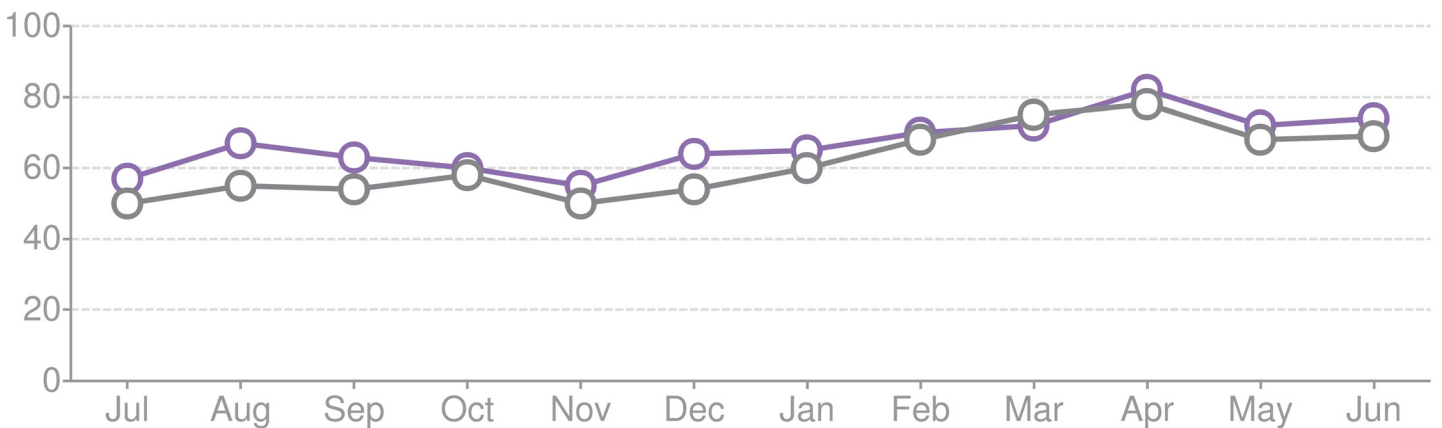
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# Porto Alegre

## Industrial Engineers

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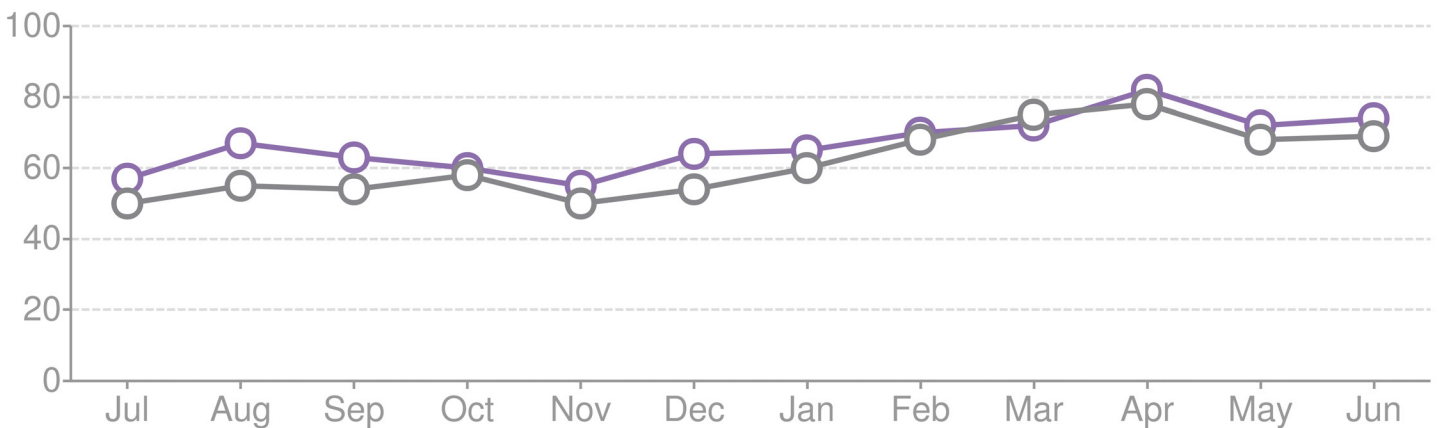
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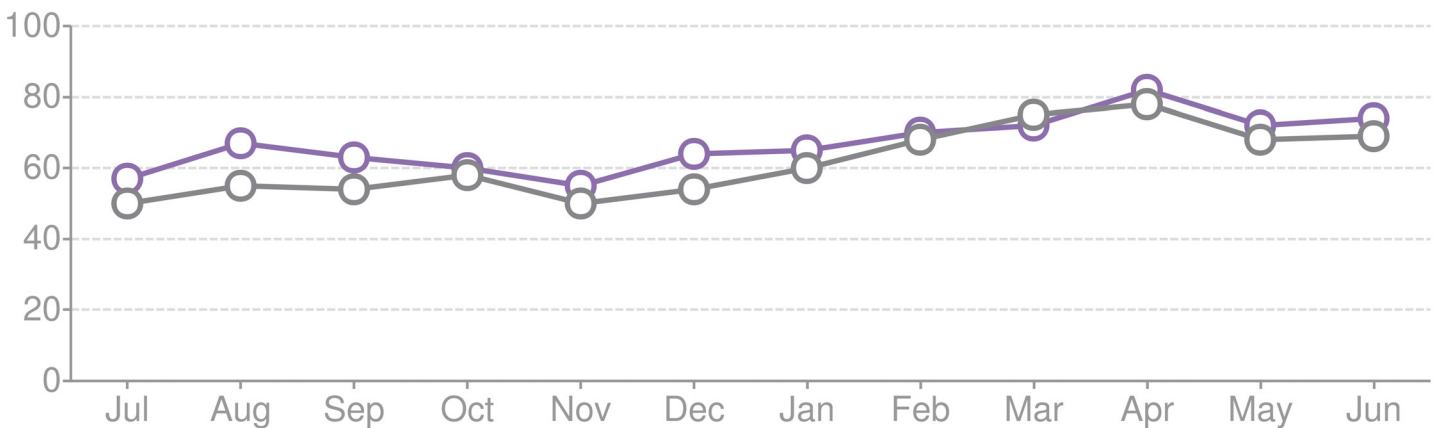
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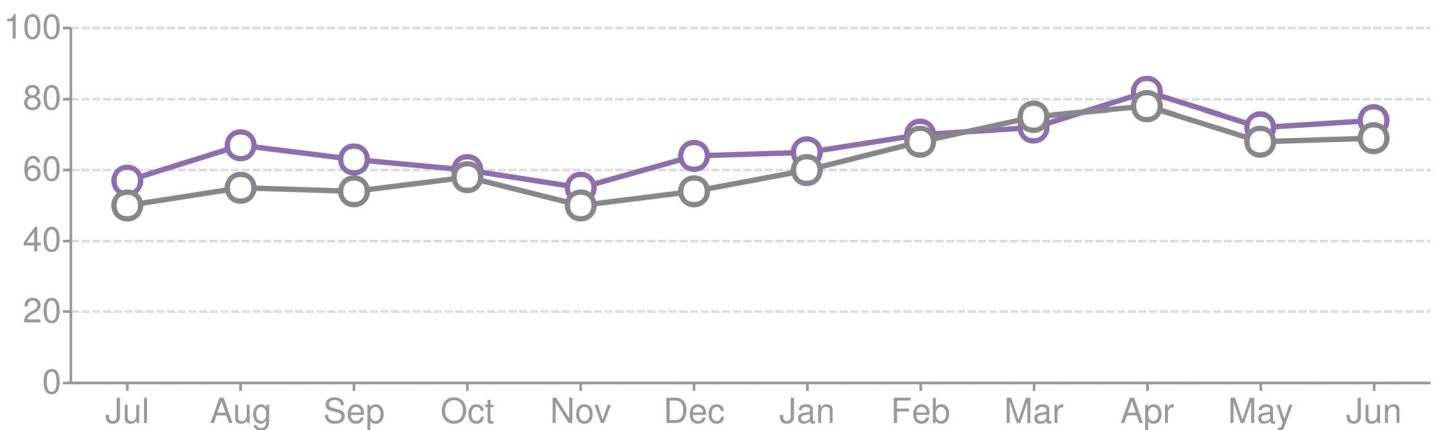
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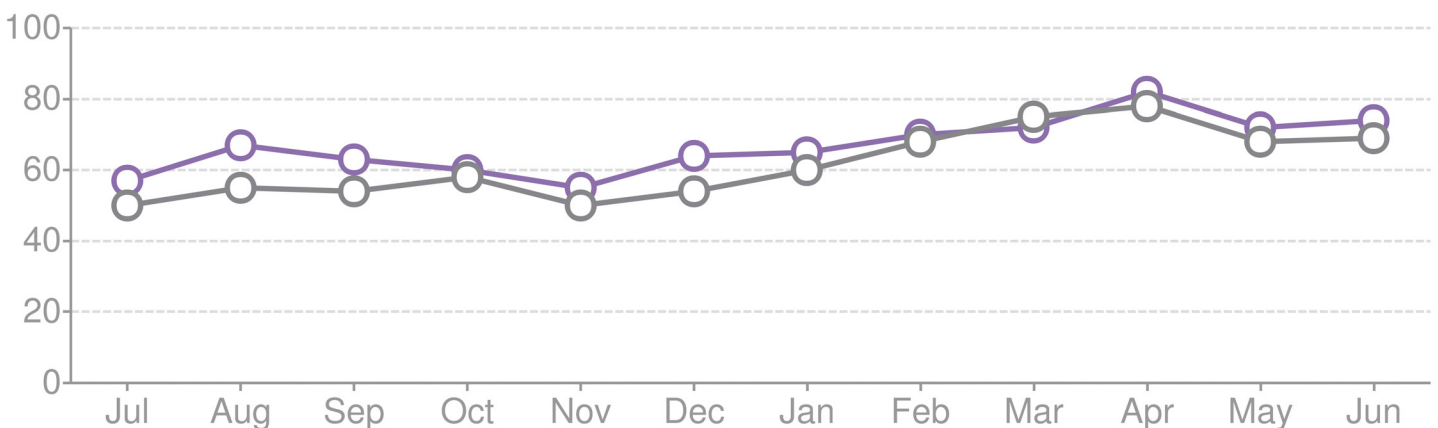
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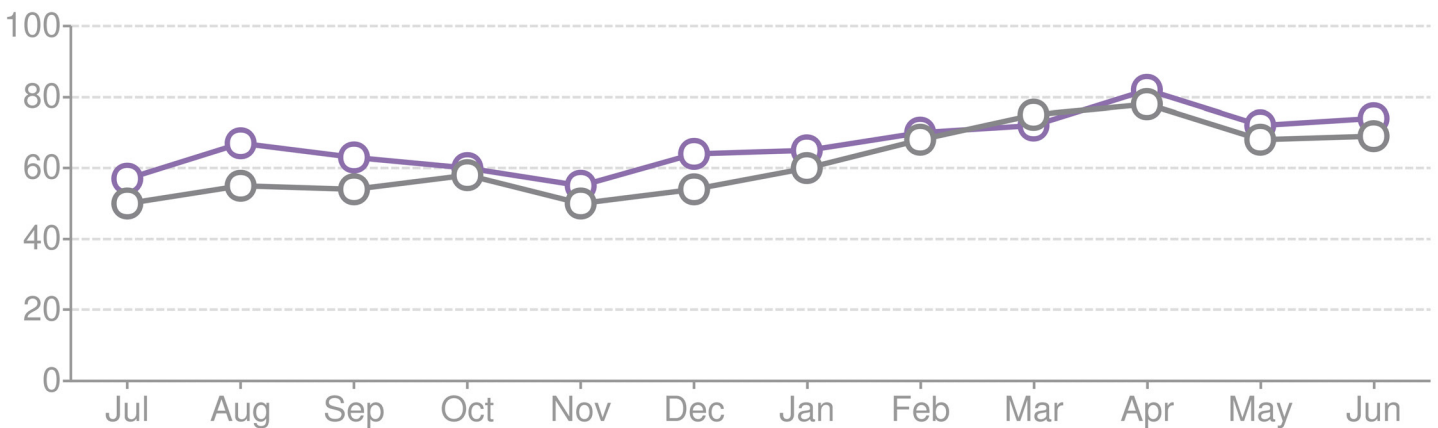
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## Requested metro area talent reports

Included cities:

Vancouver, Canada

Dubai, United Arab Emirates

Bangalore, India

Barcelona, Spain

# Vancouver

## Industrial Engineers

98 

SmartHire Index beta

Good climate for hiring in this region\*

14K

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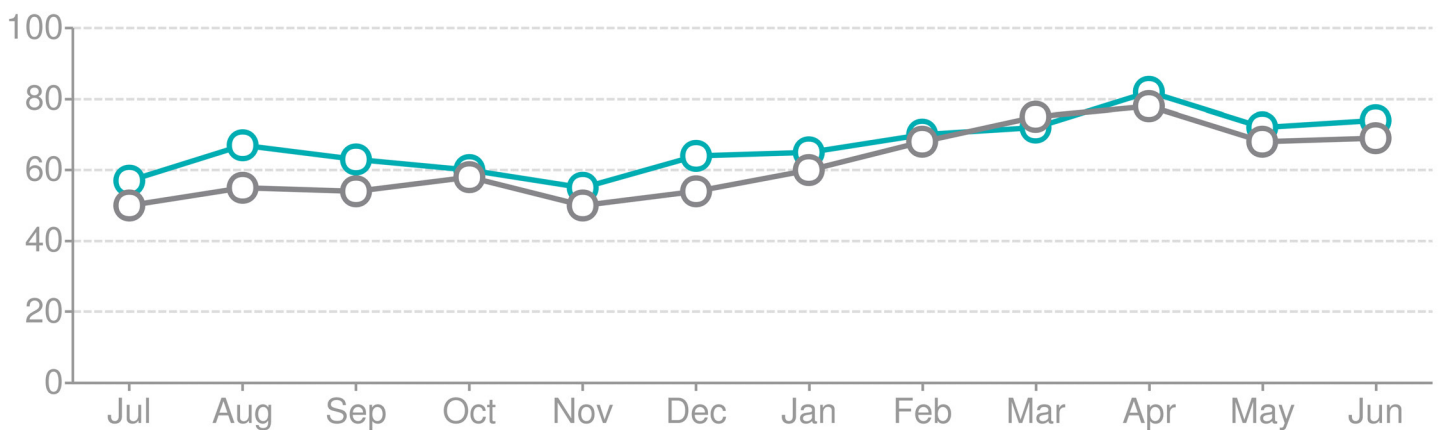
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# Vancouver

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14K

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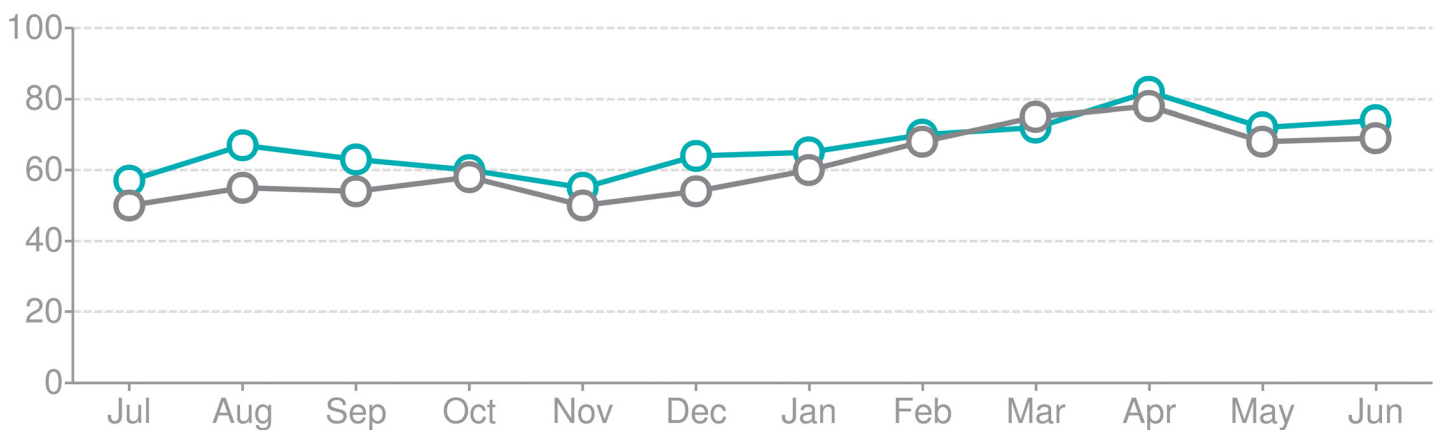
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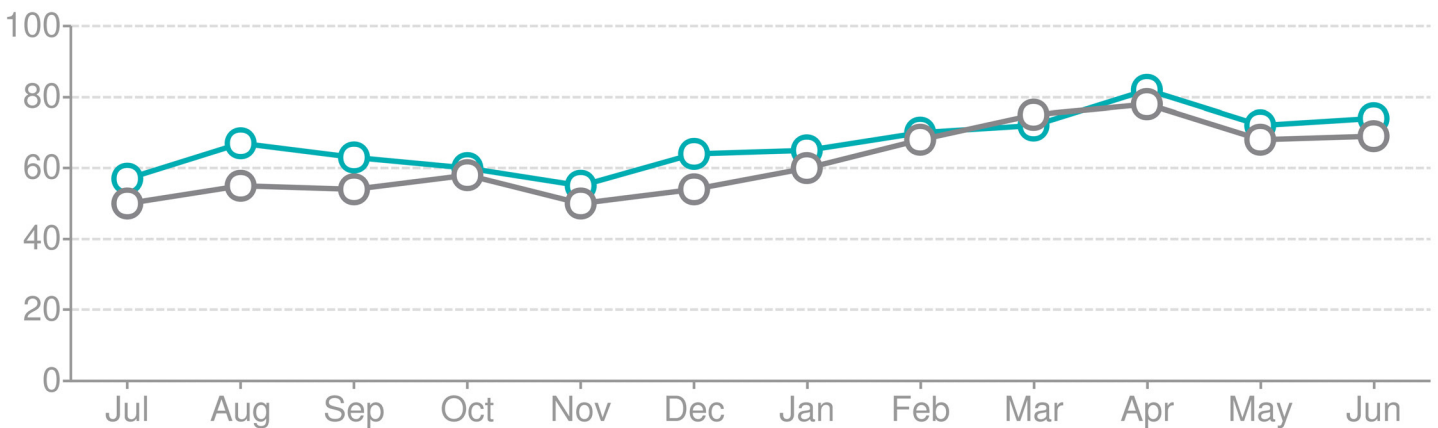
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# Bangalore

## Industrial Engineers

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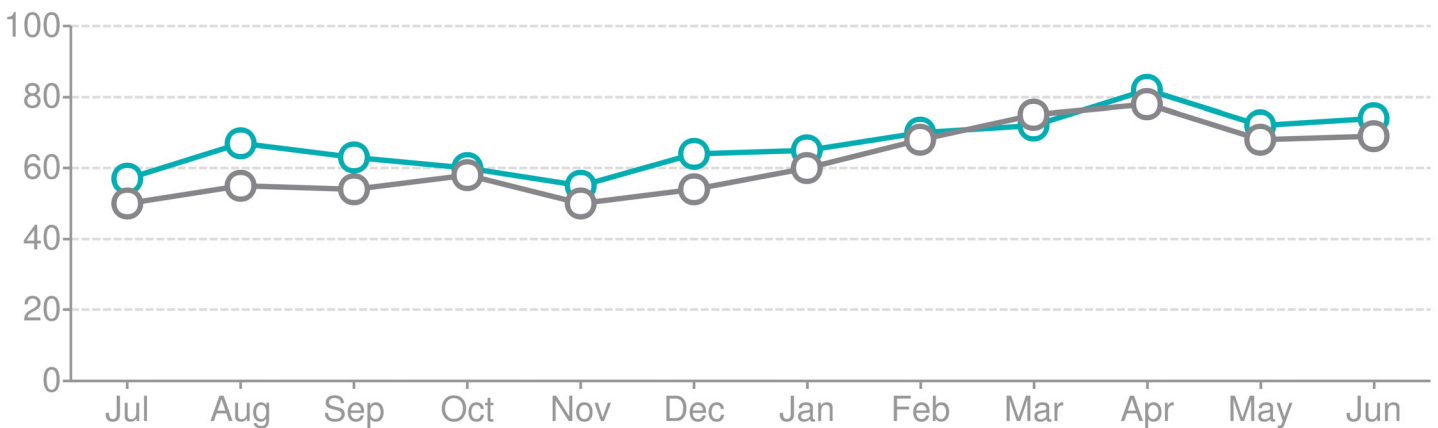
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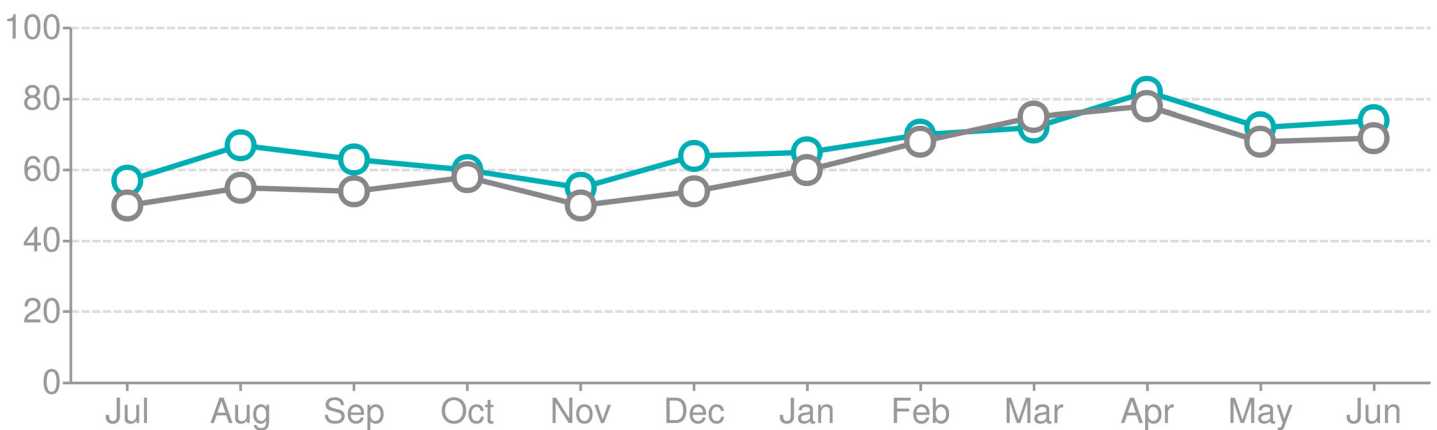
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# Other regions to consider

Based on your SmartHire Index and available talent

Here is a list of other regions you may consider hiring from based on the SmartHire Index. The higher the index, the easier of a time your company has hiring in these regions.

	SmartHire Index	Affinity	Supply	Demand
Buenos Aires, Argentina	98 ▲	95 ▲	5K ▲	263 ▼
Buenos Aires, Argentina	98 ▲	95 ▲	5K ▲	263 ▼
Buenos Aires, Argentina	98 ▲	95 ▲	5K ▲	263 ▼
Buenos Aires, Argentina	98 ▲	95 ▲	5K ▲	263 ▼
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▲ ▼ Value has increased or decreased compared to last month