Create impact at scale by data-driven applications

创造数据产品，驱动商业价值

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QCon

2016.10.20~22
上海·宝华万豪酒店

全球软件开发大会2016

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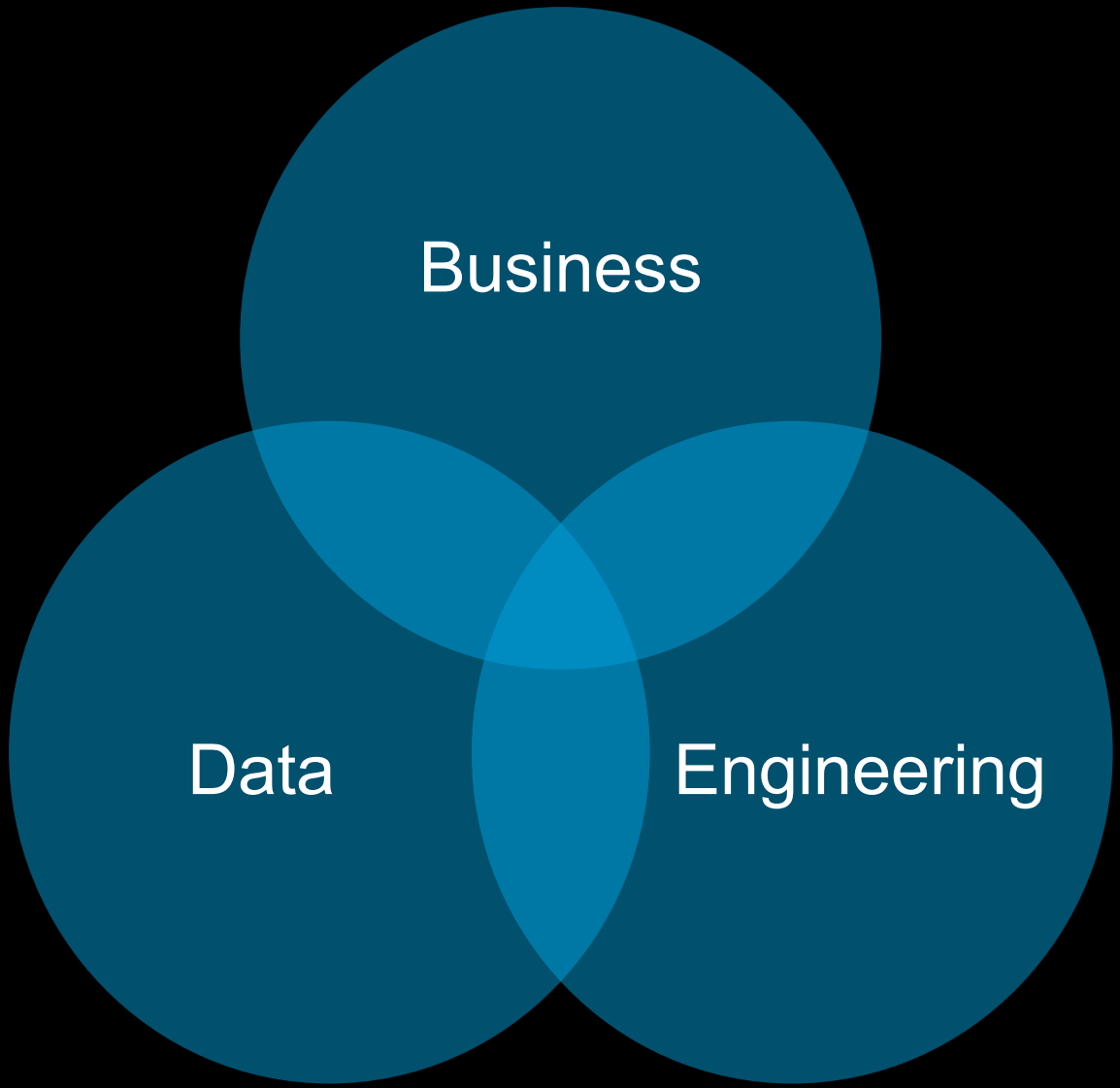

Business
Data
Engineering

Our vision

Create economic opportunity for every member of the global workforce

为全球职场人员提供发展机会

The Economic Graph 经济图谱

Members

用户

companies

公司

jobs

职位

skills

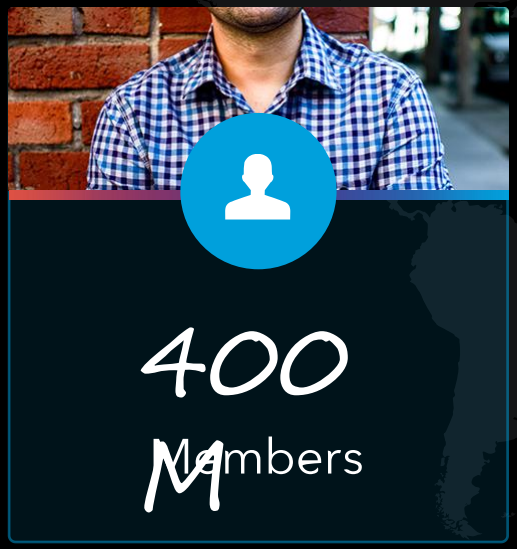
技能

schools

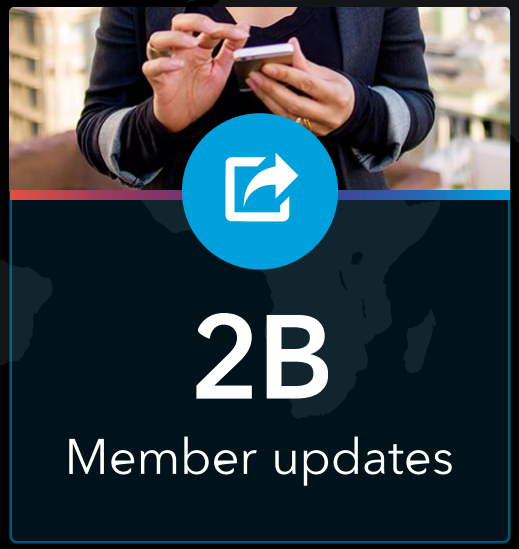
学校

knowledge

知识



4亿注册用户



每周20亿用户更新

数十亿用户人脉

Member value propositions

为用户提供的价值

CONNECT

with your
professional world

建立职场人脉

STAY INFORMED

through professional
news and knowledge

同步职场知识

GET HIRED

and build
your career

把握职场机遇

Customer value propositions

为客户提供的价值

HIRE

招聘解决方案

MARKET

市场解决方案

SELL

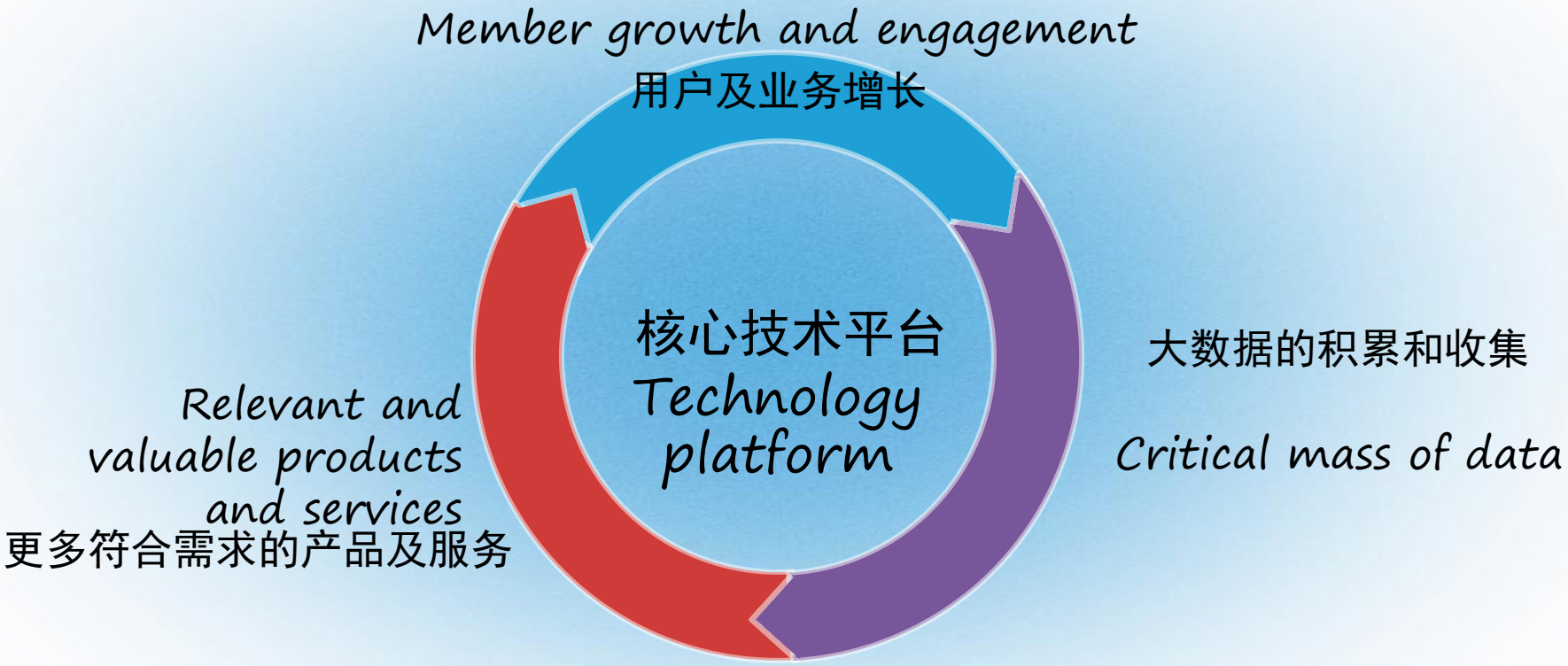
销售解决方案

Learn

学习解决方案

LinkedIn's business model & why Data is important

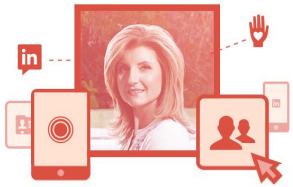
LinkedIn的商业模式以及数据的重要性

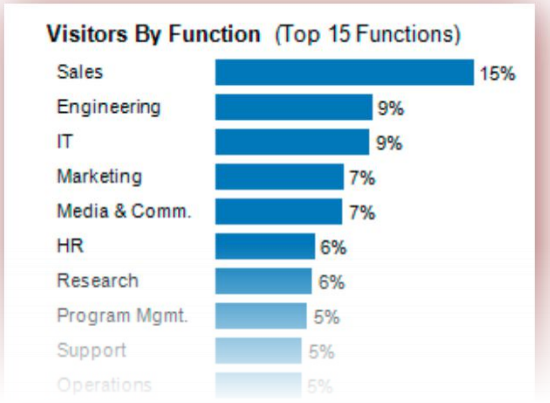


三种主要的数据类型

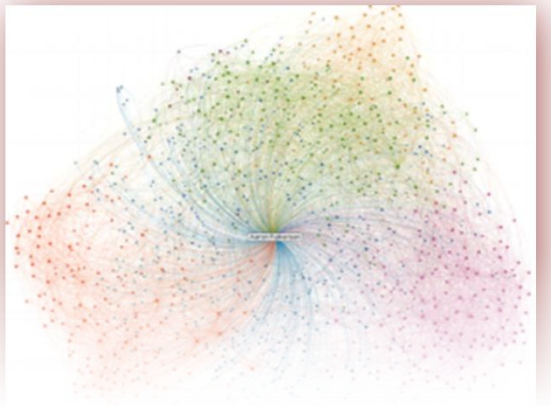
用户身份

用户行为

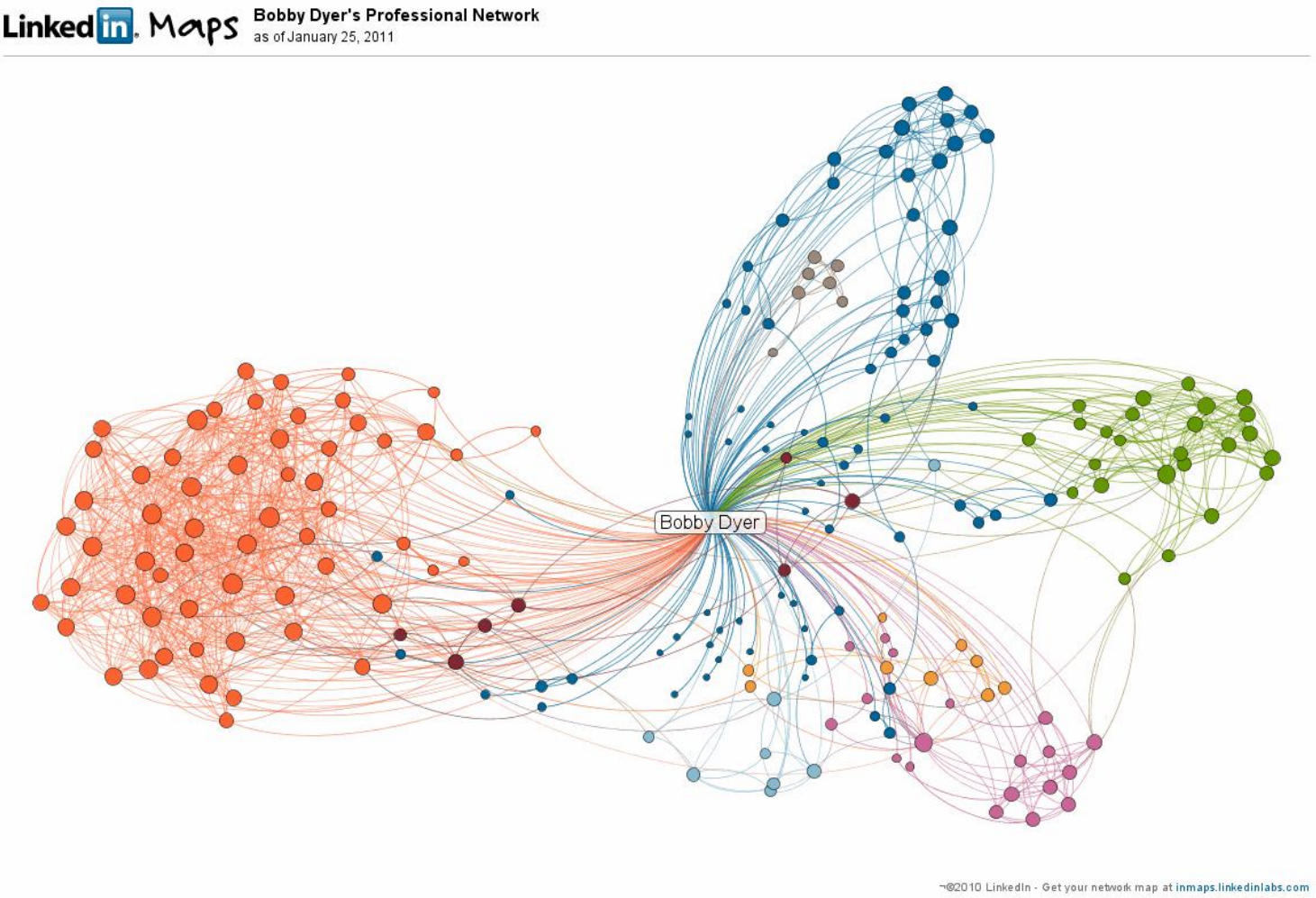




社交数据



LinkedIn 社交关系图谱



Industry Trend

EMPLOYMENT TRENDS

+5.5%

Employment of [redacted] professionals in The United States grew by +5.5% over the past year

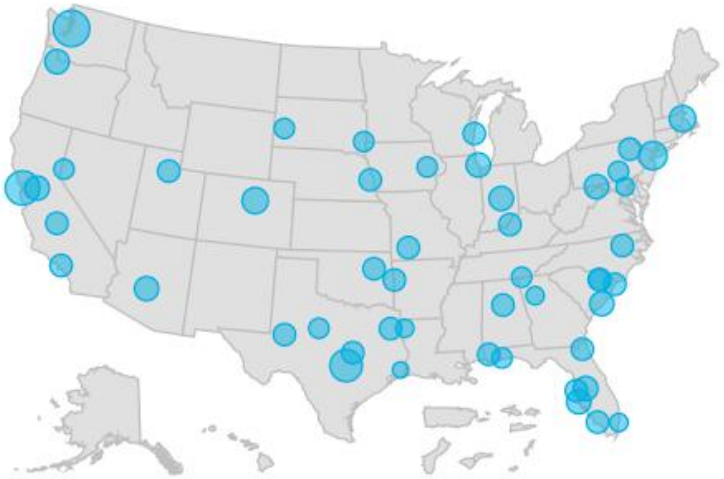
LinkedIn Industry Talent Report

- With more than 400M+ members in over 200 countries/territories, LinkedIn has the ability to analyze professional movement. This report shows you the macro-trends within an industry through the lens of LinkedIn data.
- We hope these insights help to inform your data-driven hiring & planning decisions. You can use this report to stay up-to-date on what movement looks like within a specific industry and how to engage these professionals.

EMPLOYMENT GROWTH IN THE UNITED STATES

top regional growth in the [redacted]

1. Seattle, WA +27%
2. San Francisco Bay, CA +21%
3. Austin, TX +17%
4. New York City, NY +9.6%
5. Denver, CO +7.6%
6. Boston, MA +6.2%
7. Indianapolis, IN +5.5%
8. Phoenix, AZ +5.4%
9. Charleston, SC +5.3%
10. Chicago, IL +5.1%



positive growth

Talent Intelligence

Overview

61.2K
Professionals on LinkedIn

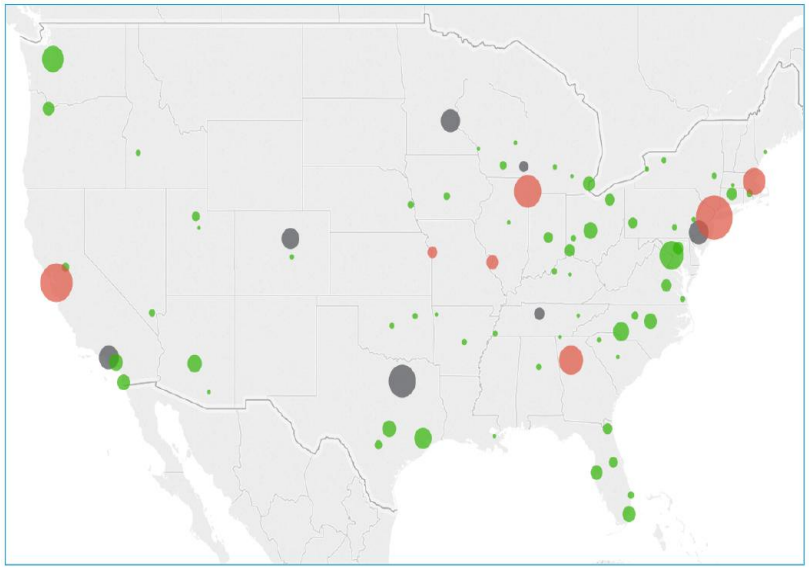
3.3K
Graduates joined workforce (past 3 years)

25%
Are managers or above

19%
Changed jobs over the past year
(Compared to 7% in the United States overall)

Methodology

Talent Supply & Demand by Region



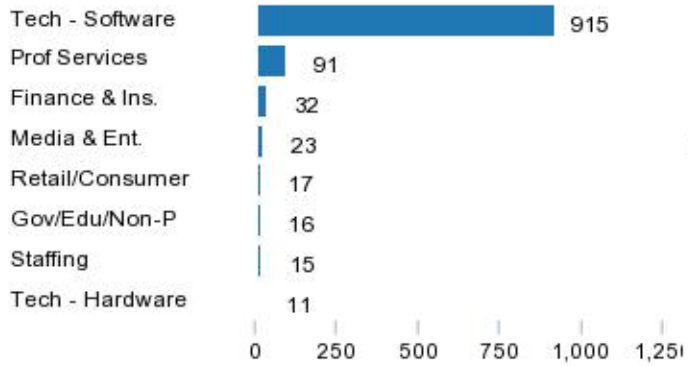
Metro Area	# of Professionals	Competition for talent
New York City, NY	6.4K	High
San Francisco Bay Area, CA	4.9K	High
Dallas/Fort Worth, TX	3.5K	Moderate

Hiring and Talent

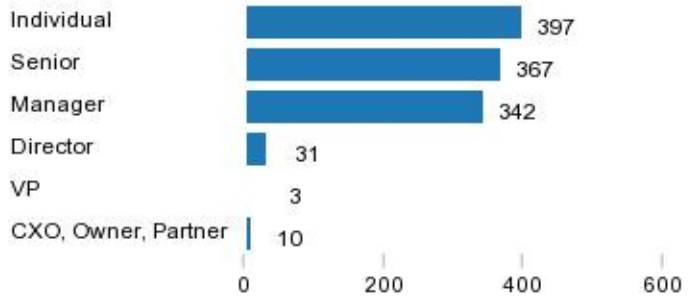
Number of New Hires of LI Members (Last 12M)

1,150

Hires by Industry Top 8 Industries



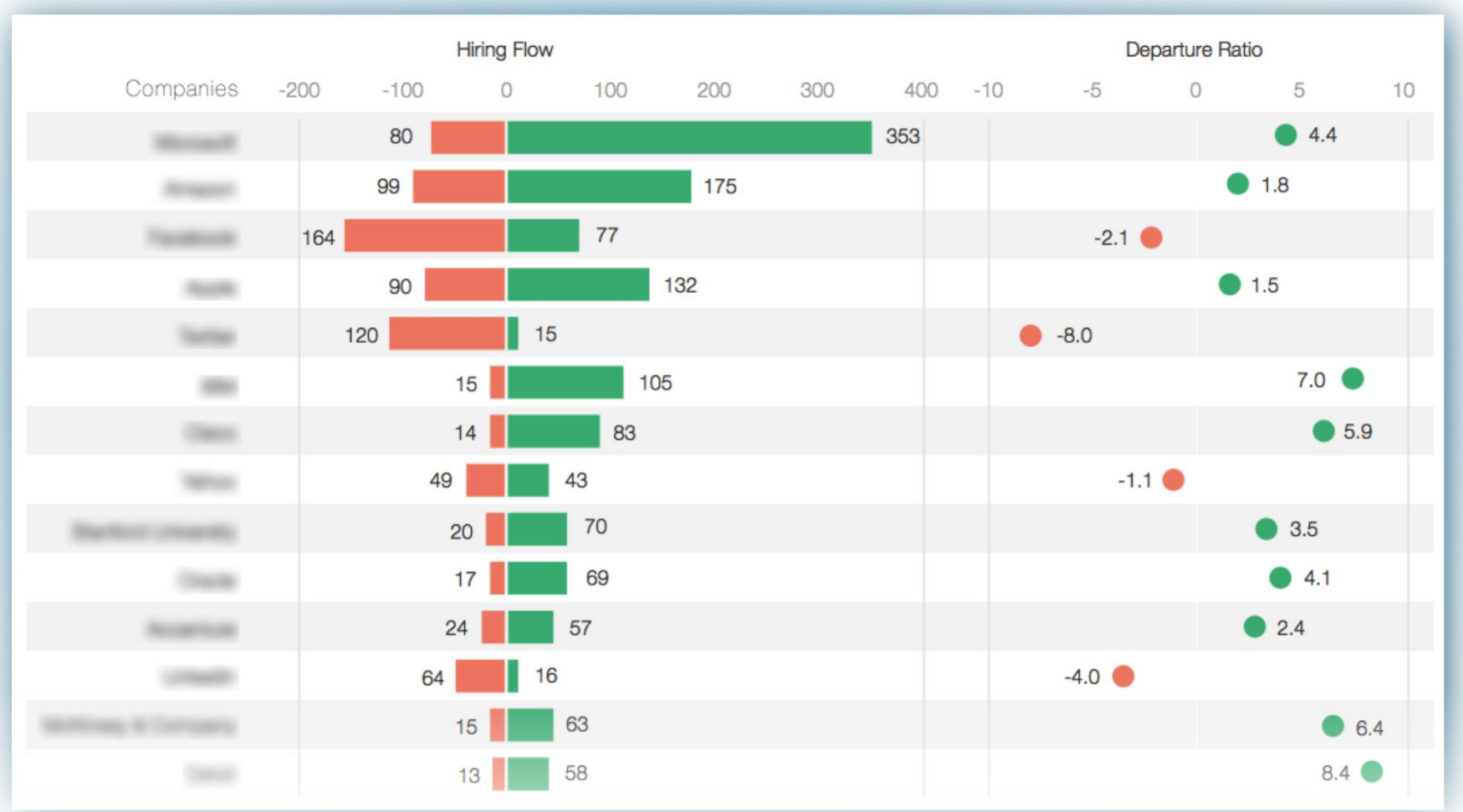
Hires by Seniority



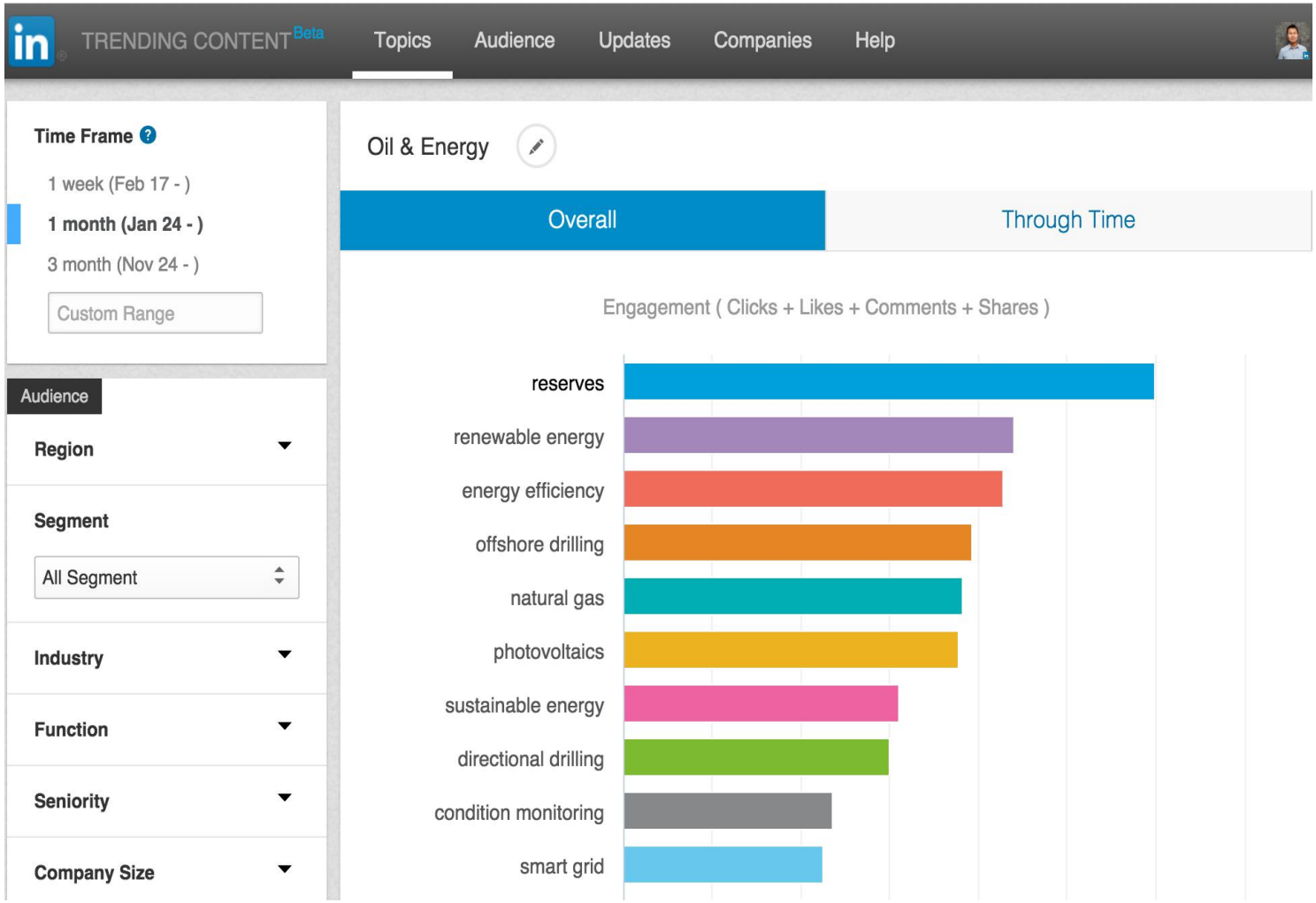
Hires by Month

Hires by Country

LinkedIn 人才流动与公司品牌



Trending Content



Full-funnel Sales Intelligence: From Lead to Renewal

Which company?

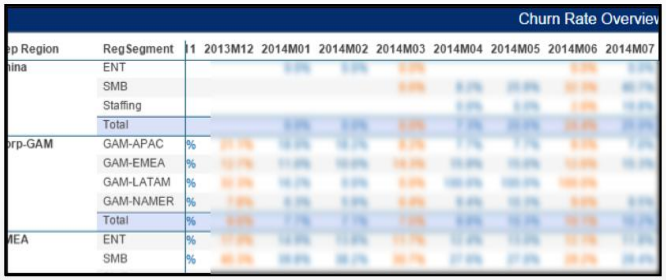
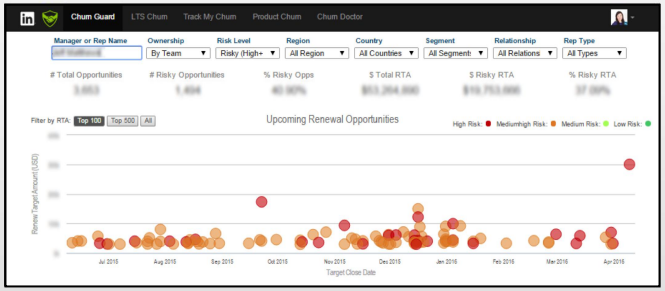
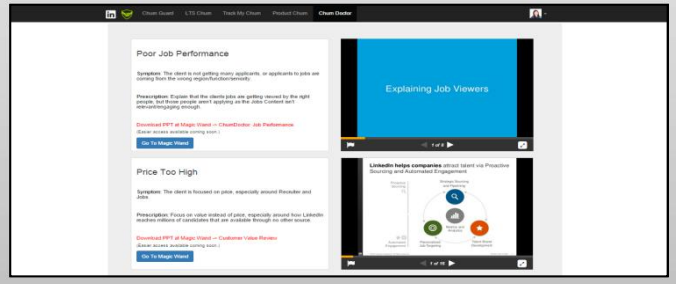
Who to contact?

Which Sales Person?

What is the story?

Preventing churn is critical to sustainable business

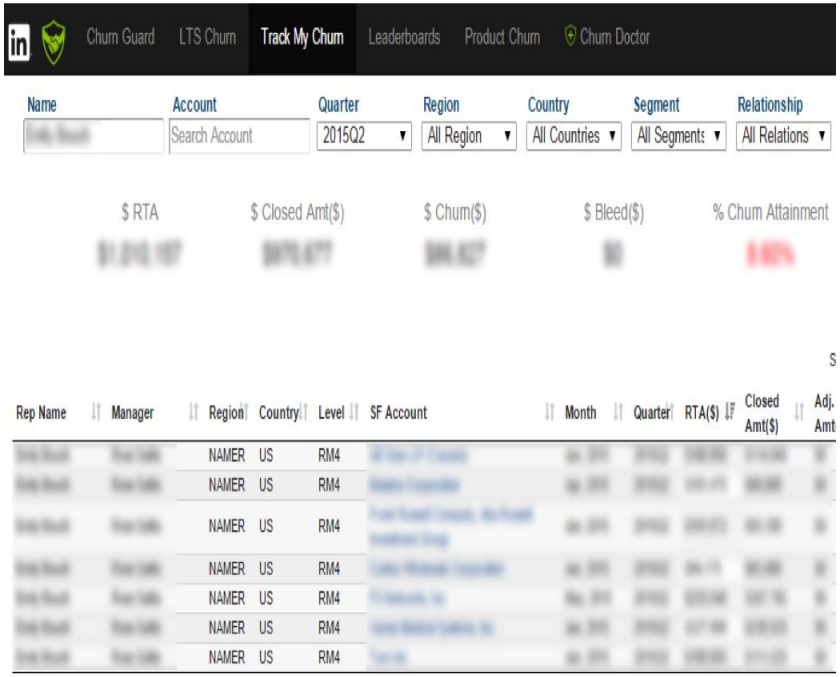
Churn Guard reduce customer churn in 3 steps

Step		Description
1 Measure		▪ Measure and track performance
2 Predict		▪ Predict up-coming risks with machine learning
3 Prevent		▪ Prevent churn with prescribed actions

1 **Measure**: accurately measure churn at region, segment, team & individual level

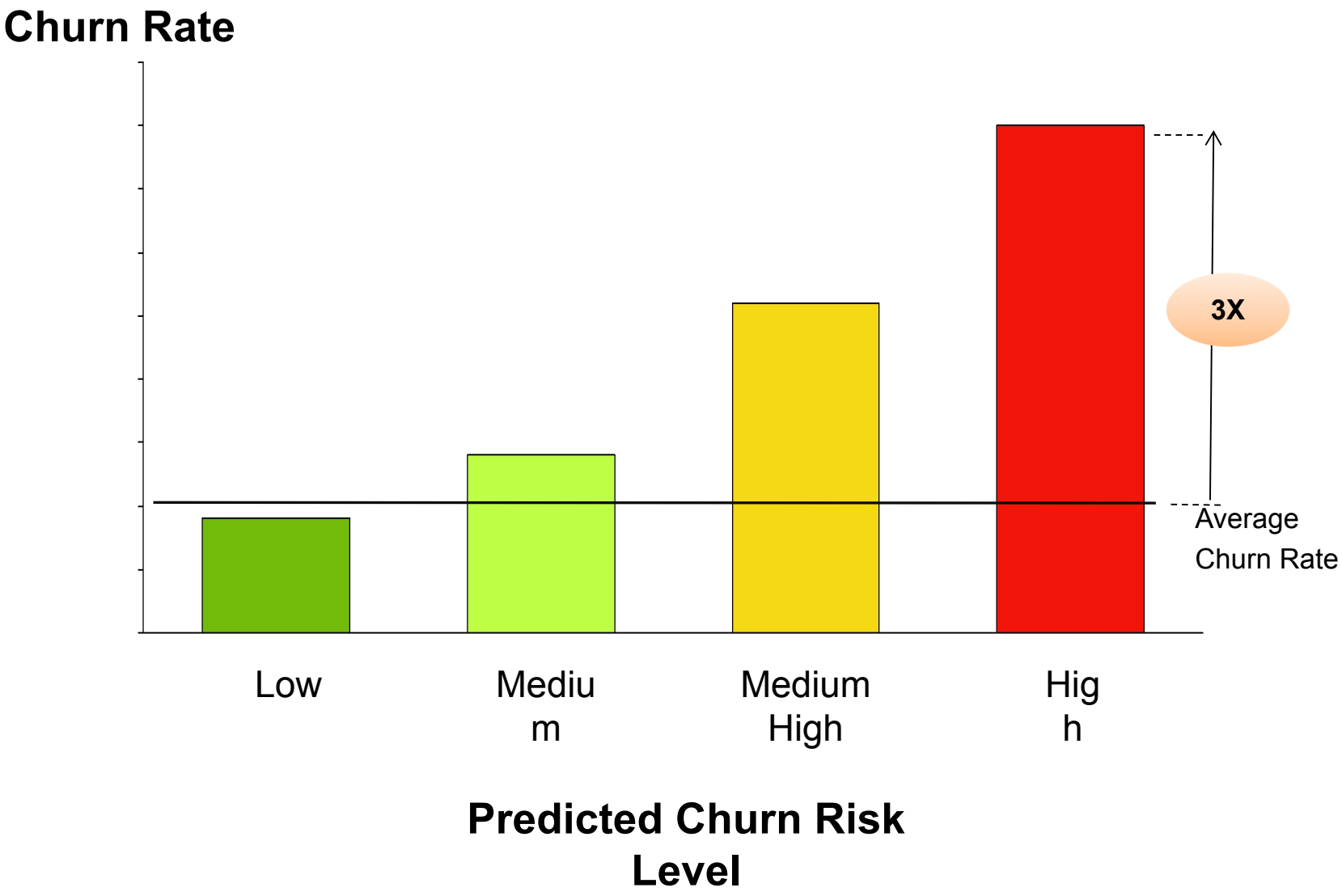
- Region and segment level churn measurement help leadership understand churn baseline

- Rep and manager level view establish accountability



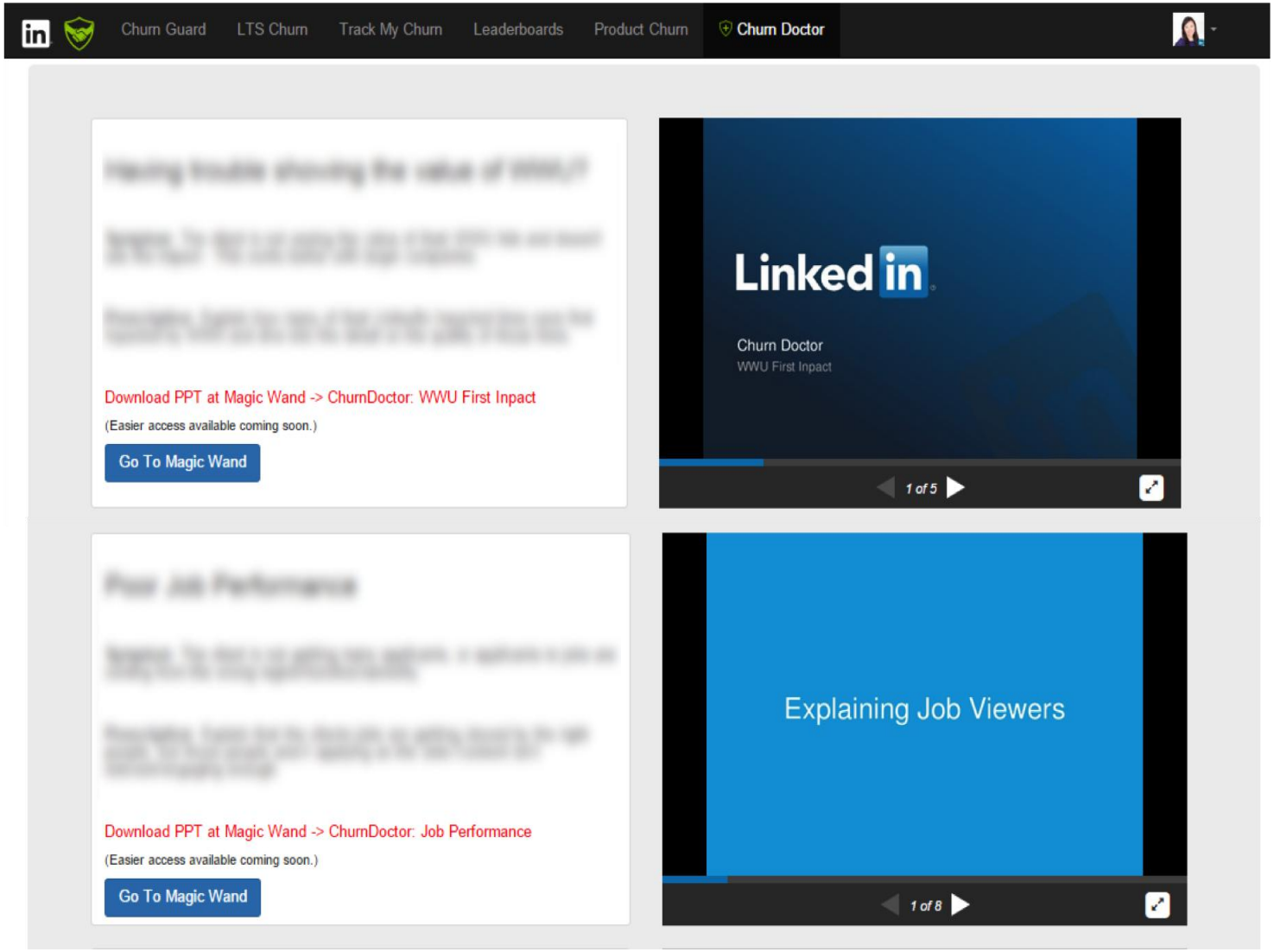
2

Predict: machine learning models predict accounts at risk of churning

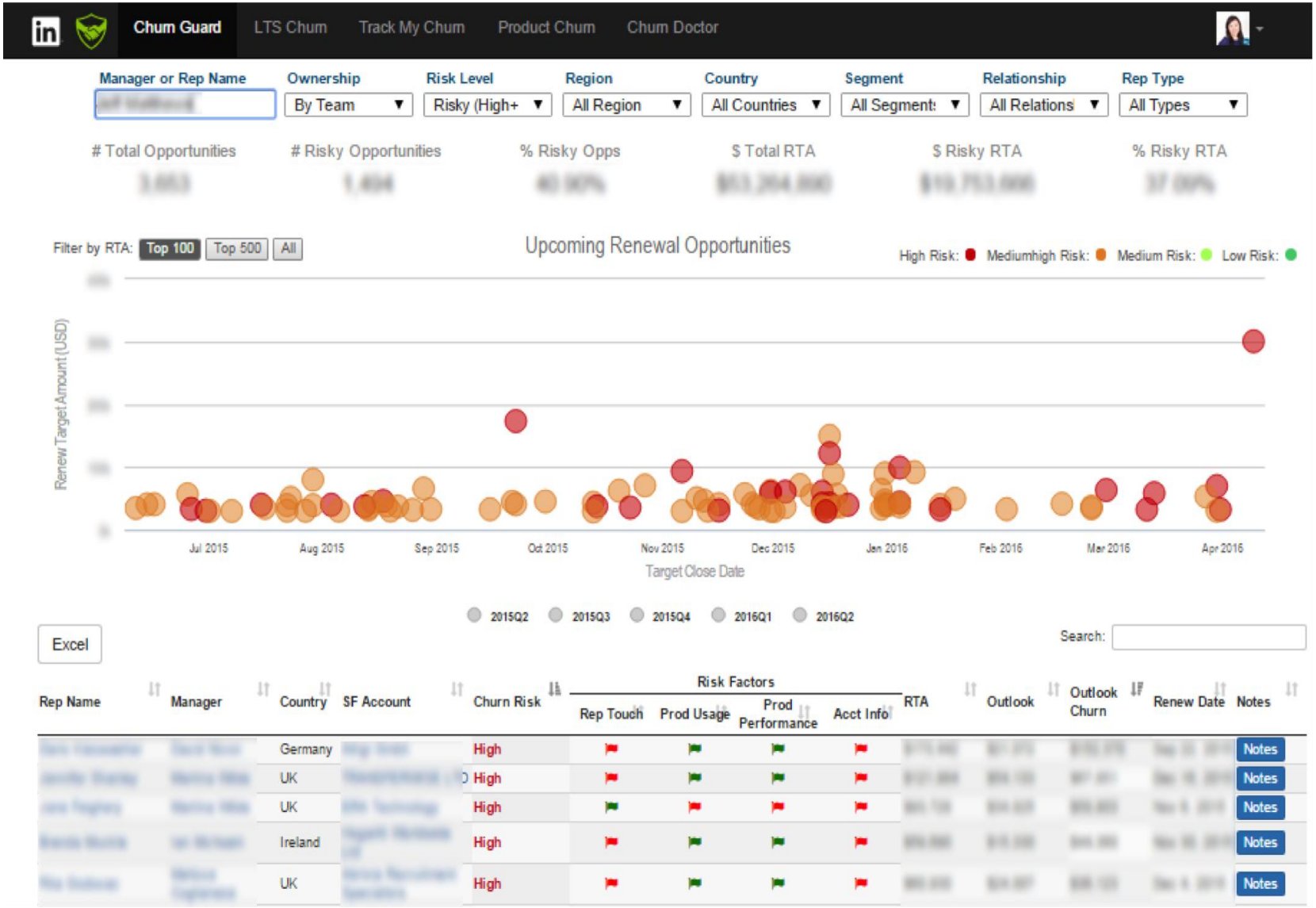


3

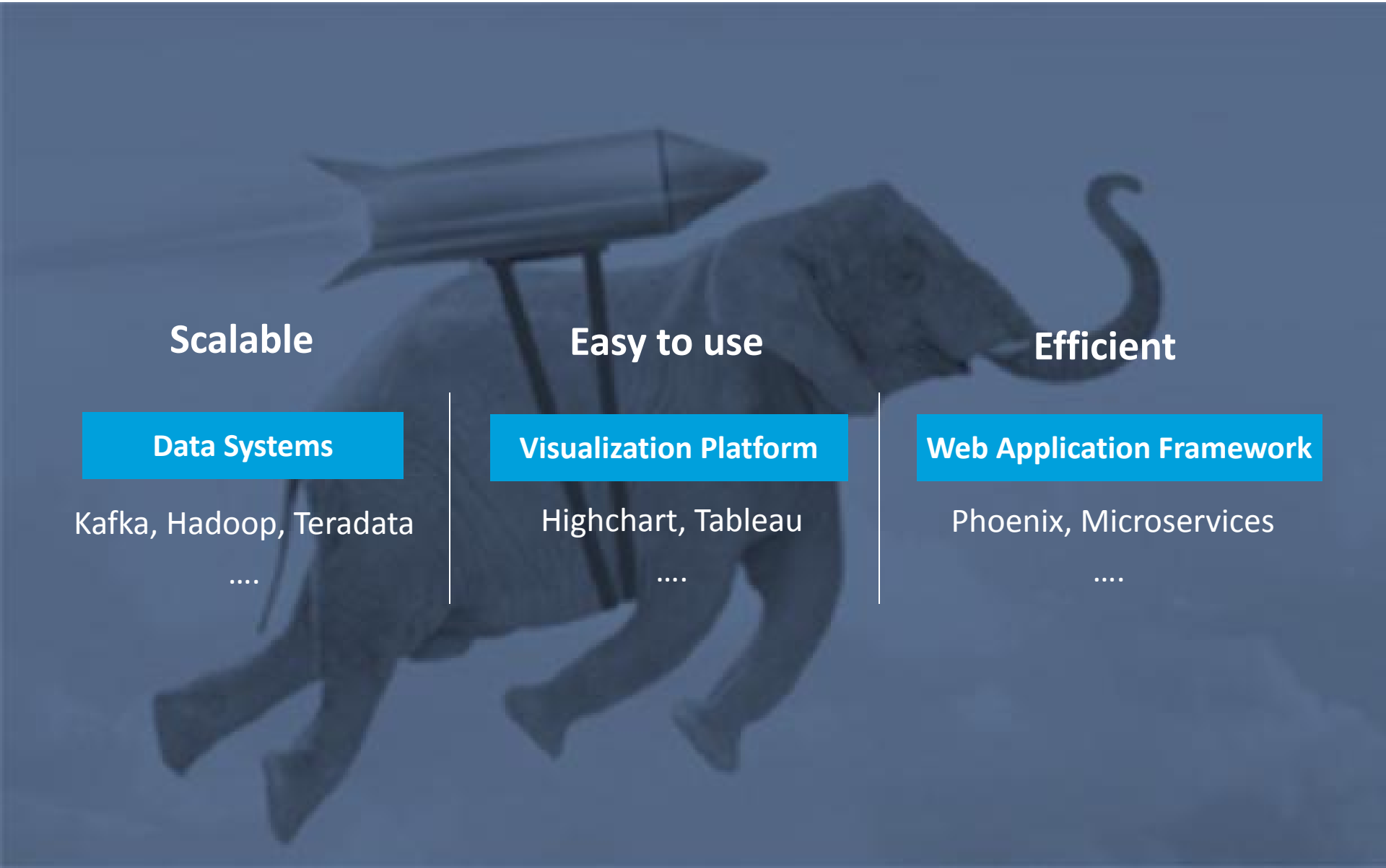
Prevent: a narrative is prescribed to mitigate each type of risk



Scale it with Churn Guard



Architecture Components



Scalable

Data Systems

Kafka, Hadoop, Teradata

....

Easy to use

Visualization Platform

Highchart, Tableau

....

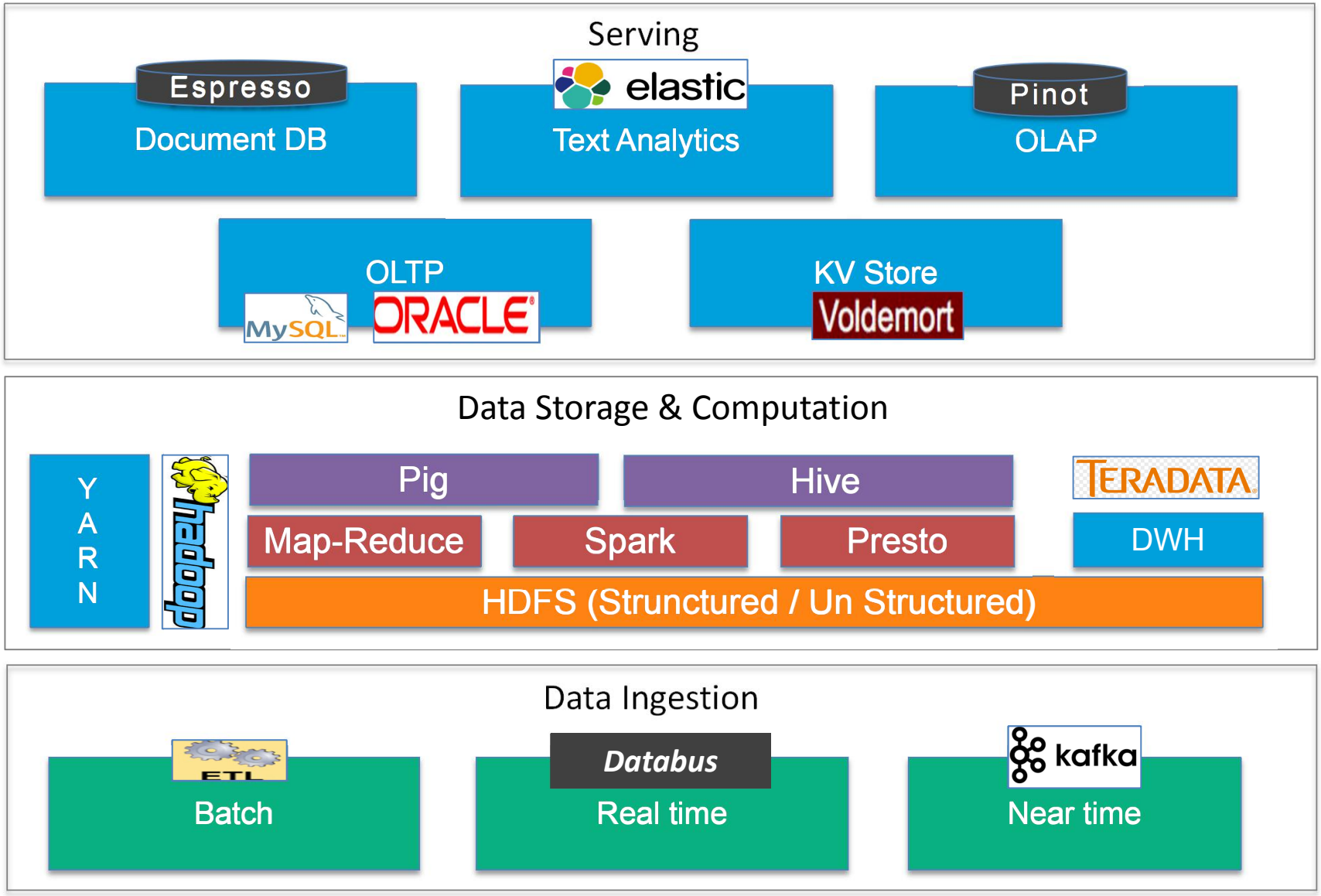
Efficient

Web Application Framework

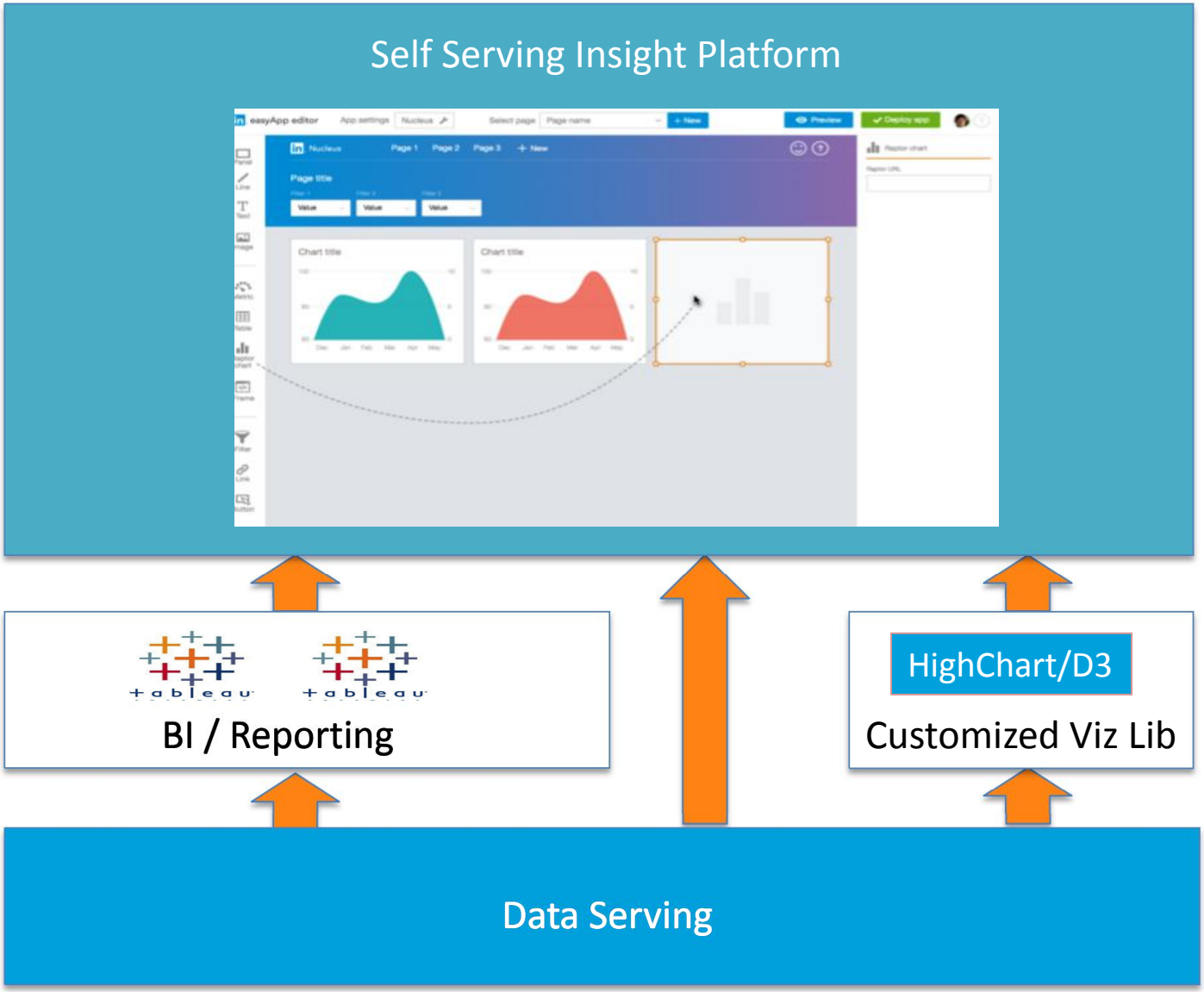
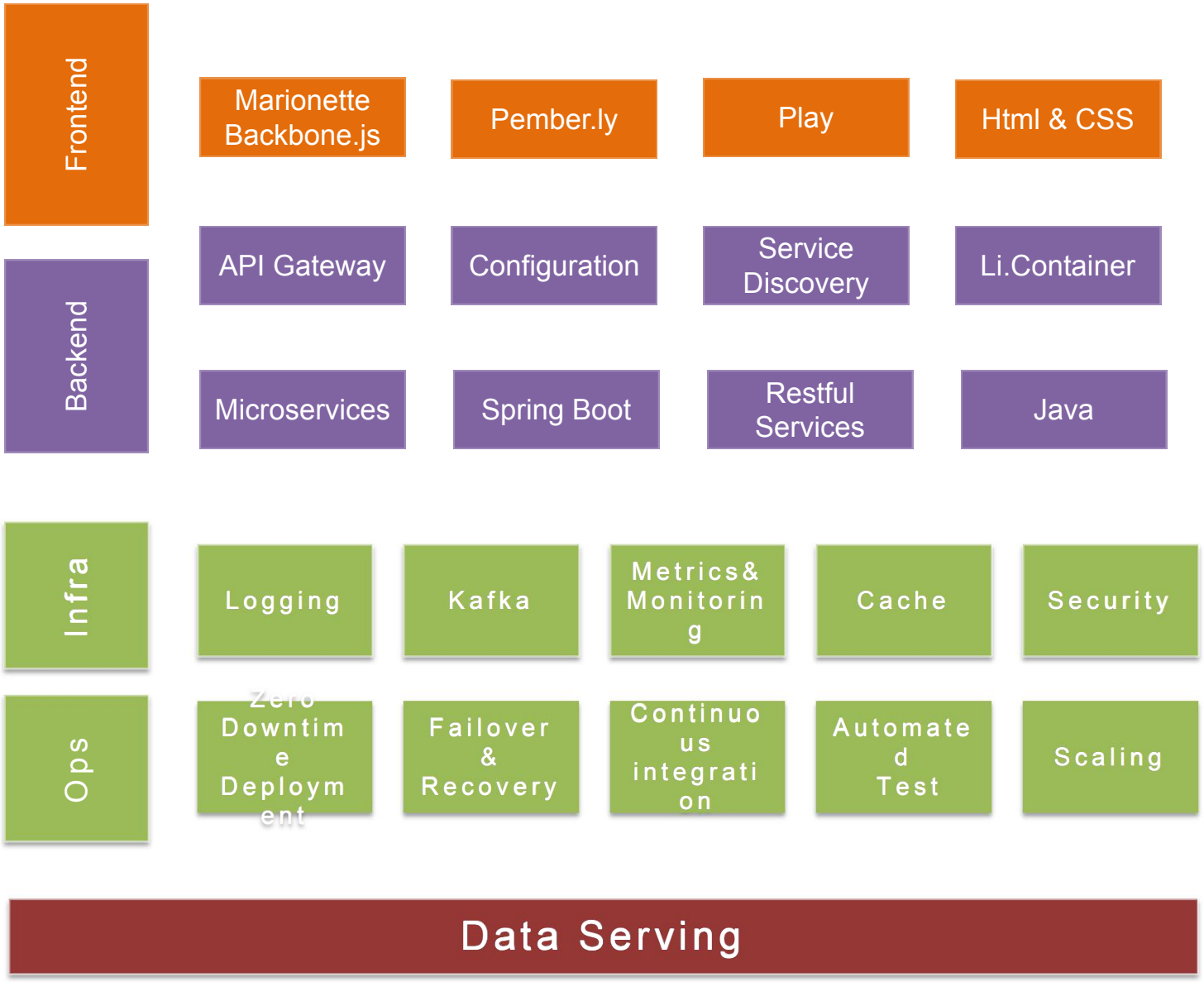
Phoenix, Microservices

....

Data Systems



Data Visualization Platform



Web Application Architecture