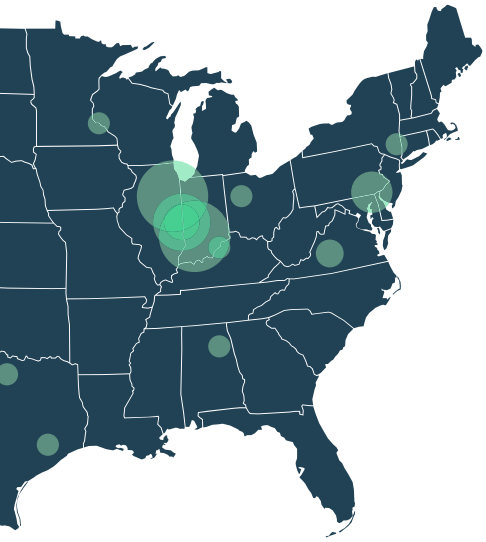
Lightcast

PROFILE ANALYTICS

Go beyond job postings for a more comprehensive look at the labor market

Emsi Burning Glass profile data is aggregated from online professional profiles and resumes where individuals share information about their employment, skills, and education. Combined with job posting analytics, Emsi Burning Glass profile data offers unparalleled insight into the world of work.

Job Title **Employer** **Skills & Qualifications** **Location** **Alma Mater**



Curriculum Development - Offer programs that address skill gaps in the current workforce

Career Counseling and Advising - Show students real employment outcomes associated with their area of study

Employer Engagement and Partnerships - Identify top regional employers and discover the schools and programs (including your own) that supply them

Market Research - Assess the market for programs serving working professionals in your region while identifying target personas for ad campaigns

How does Lightcast construct a “profile”?

At a high-level, we construct a profile using three-step process:

1

We begin by consolidating billions of raw social profiles and data from across the web. At this stage of the process there are millions of duplicate profiles.

2

We then match and unify duplicate profiles to create one unique master profile that corresponds to one real person. Matches are based on known fields like email address, location, name, job title, etc. We employ various heuristic and machine-learning processes to constantly develop and improve the quality of this process.

3

Finally, we export the final dataset and make it available to various customer facing applications, like Analyst, Alumni Outcomes, and GoRecruit.

"We use Profile Analytics for everything from job trends and conferral trends to leveraging the industry analysis to look at different employers in our region. This information informs how our leaders think about ways to improve our curriculum, and the competencies that we aspire to help our students achieve."

- Brian Fleming, Executive Director of the Sandbox Collaborative at SNHU