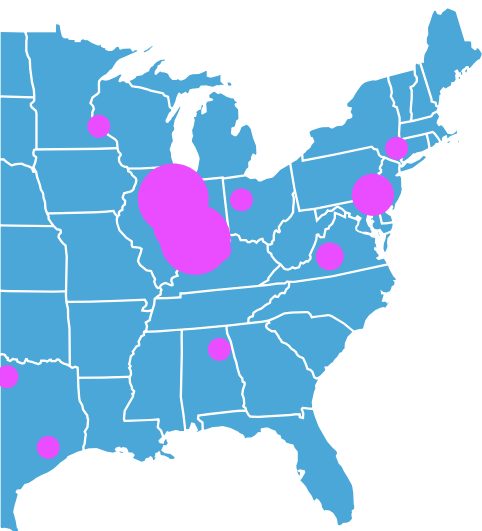# Go beyond job postings for a more comprehensive look at the labor market

Lightcast 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, Lightcast profile data offers unparalleled insight into the world of work.

Job Title	Employer	Skills & Qualifications	Location	Alma Mater

Curriculum and training development - Offer programs that address critical skill gaps in the current workforce.

Career counseling and advising - Show students and job seekers actual career pathways taken by working professionals and alumni in your region.

Employer engagement and industry partnerships - Identify top regional employers and discover the institutions and programs (including your own) that supply them with talent.

Market research - Assess the market for academic or workforce programs that would best serve your region while identifying target personas for marketing campaigns.

Talent retention and migration - Track where alumni are moving to and coming from so you can craft effective strategies for retaining skilled workers in your region.

How does Lightcast construct a "profile"?

At a high-level, we construct a profile using a 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   Lastly, we export the final dataset and make it available to you in the Analyst or Developer platform, or match it with your student records to deliver enriched insights through tools like Alumni Pathways and GoRecruit.