Internetski indeks slobodnih radnih mjesta

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OVI—*Online Vacancy Index*

Indeks *online* oglasa slobodnih radnih mjesta

Radna mjesta: što gospodarstvu treba i kako mu pomoći?

Ekonomski institut, Zagreb u suradnji s MojPosao i uz potporu članica Kluba EIZ-a

Marina Tkalec, Iva Tomić i Ivan Žilić

ekonomski institut, zagreb

MojPosao

23. svibanj, 2017.

Sadržaj

ekonomski institut, zagreb

MojPosao

1. Motivacija

   Zašto novi indeks

2. Metodologija

   Kako smo ga napravili

3. OVI

   Kako izgleda naš novi indeks

4. Analiza potreba gospodarstva za zaposlenicima

   Potražnja po zanimanjima, obrazovanju, regijama i vrsti ugovora

Motivacija

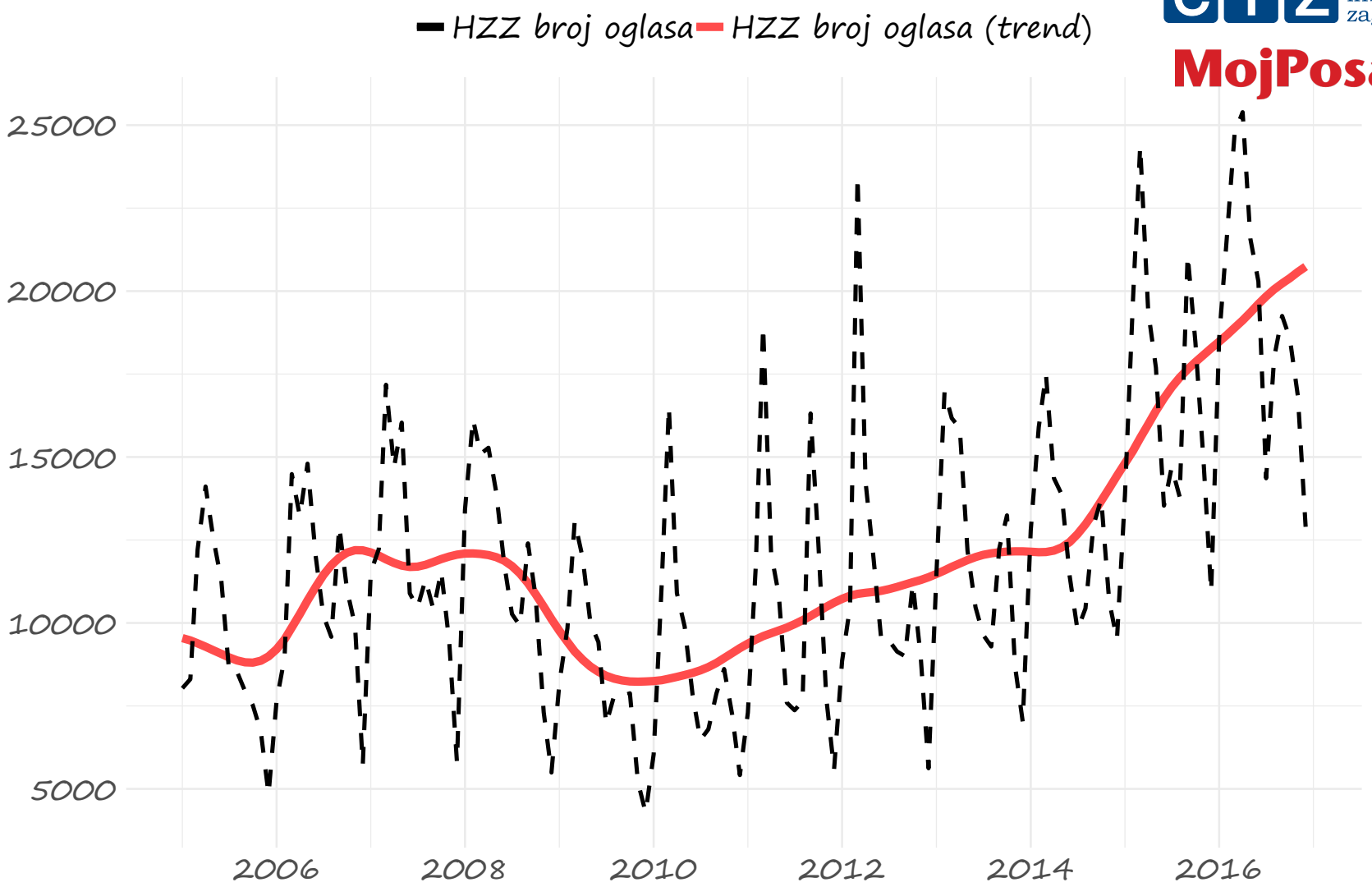
Zašto novi indeks?

ekonomski institut, zagreb

MojPosao

- Brojni izazovi pred tržištem rada
- Praćenje tržišta rada zahtjevna je aktivnost
- Širimo informacijski skup na jednostavan način

Postojeća statistika i poslovni ciklus



MojPosao

ekonomski institut, zagreb

MojPosao

- najveća *online* tražilica poslova u Hrvatskoj
- više od 60.000 poduzeća oglašava na MojPosao
- više od 200 milijuna pogleda na pojedine oglase
- informacije o tržištu rada privatnog sektora

Metodologija

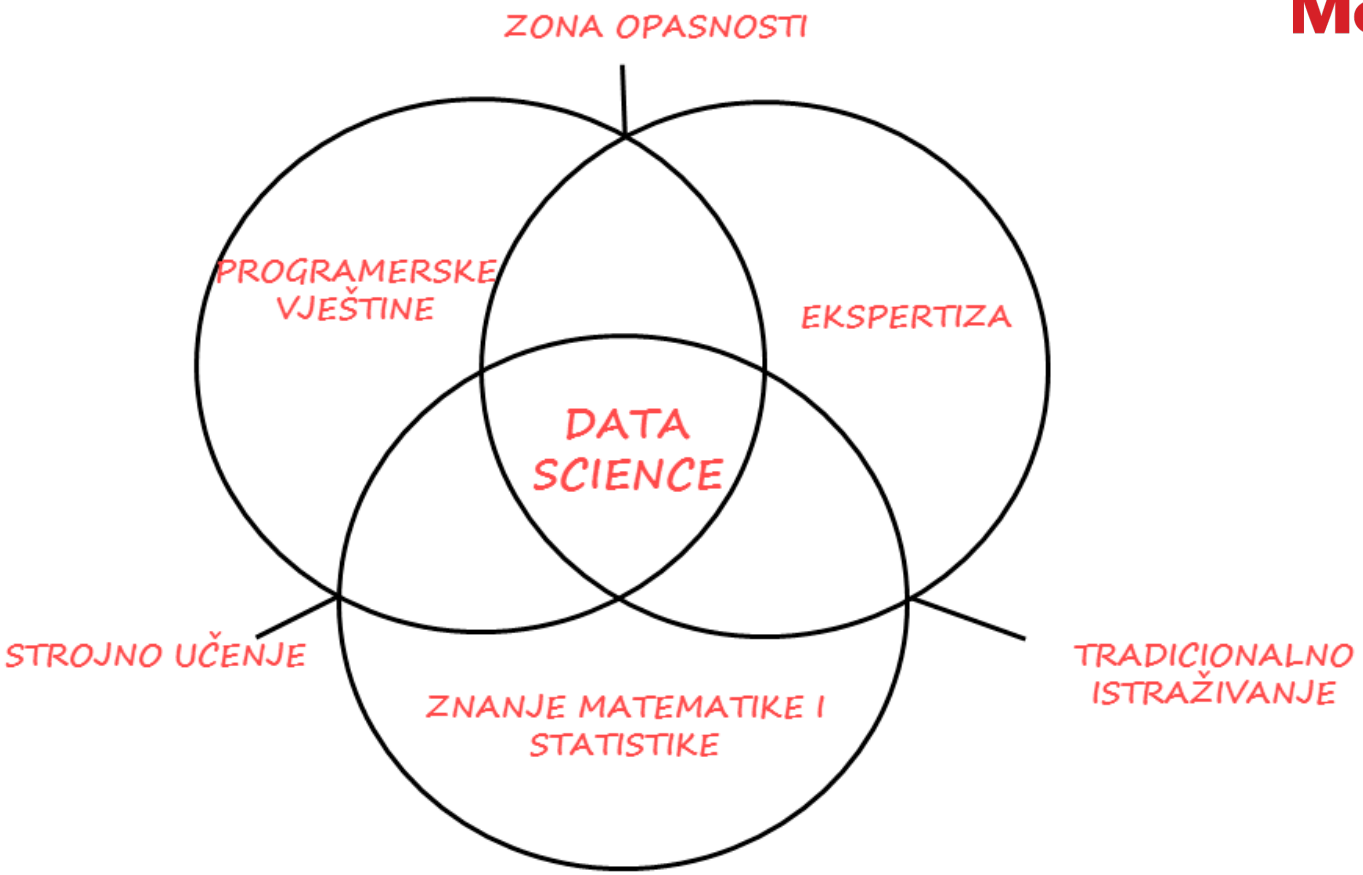
Data science

ekonomski institut, zagreb

MojPosao

- zahtjevan i kreativan proces dobivanja korisnih i točnih informacija
- značajan trud uložen je u izvlačenje maksimuma informacija iz baze podataka
- veliki potencijal za *ad hoc* analize i primjenu *machine learning* metoda

Data science set vještina



Podaci

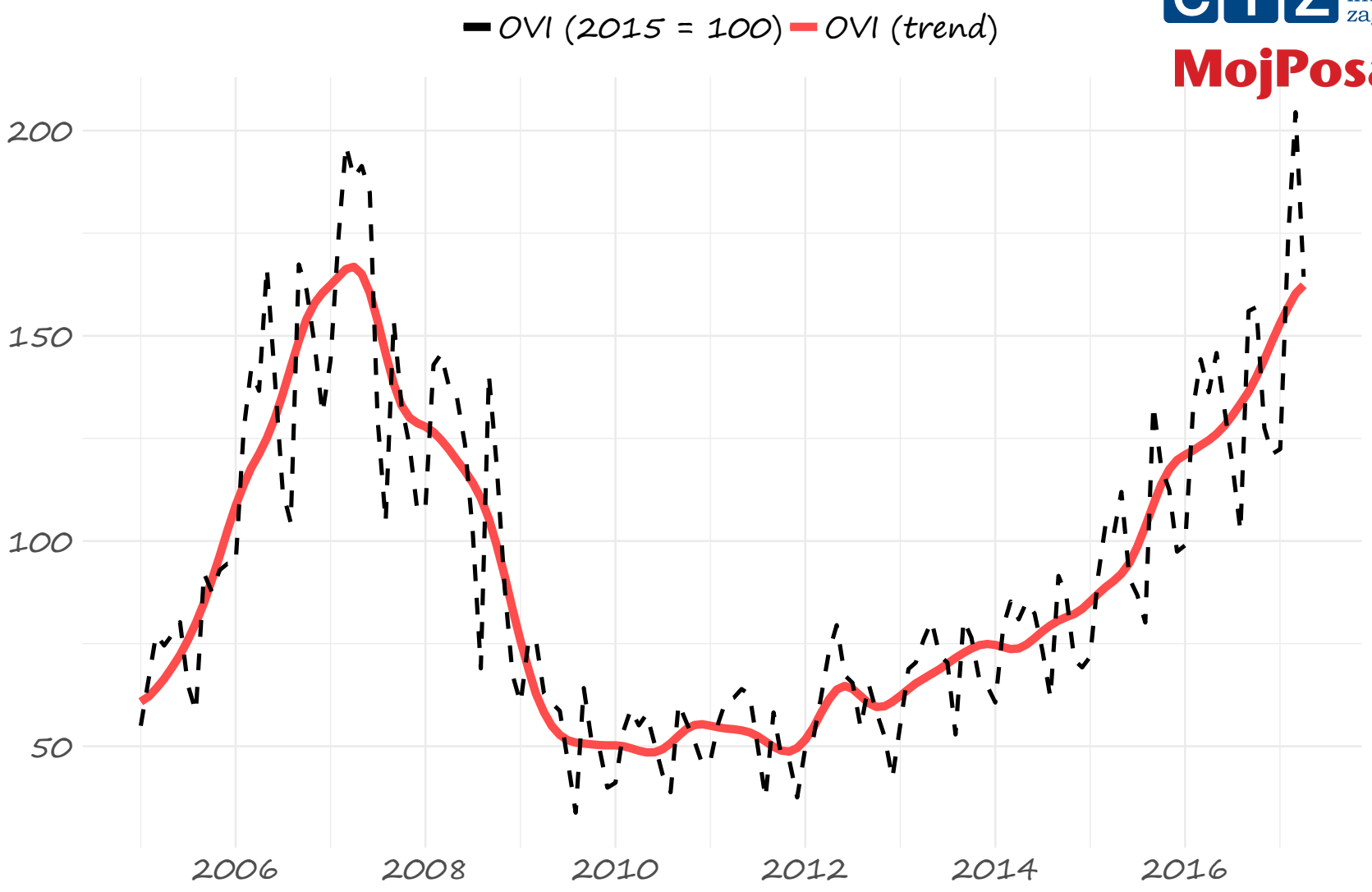
ekonomski institut, zagreb

MojPosao

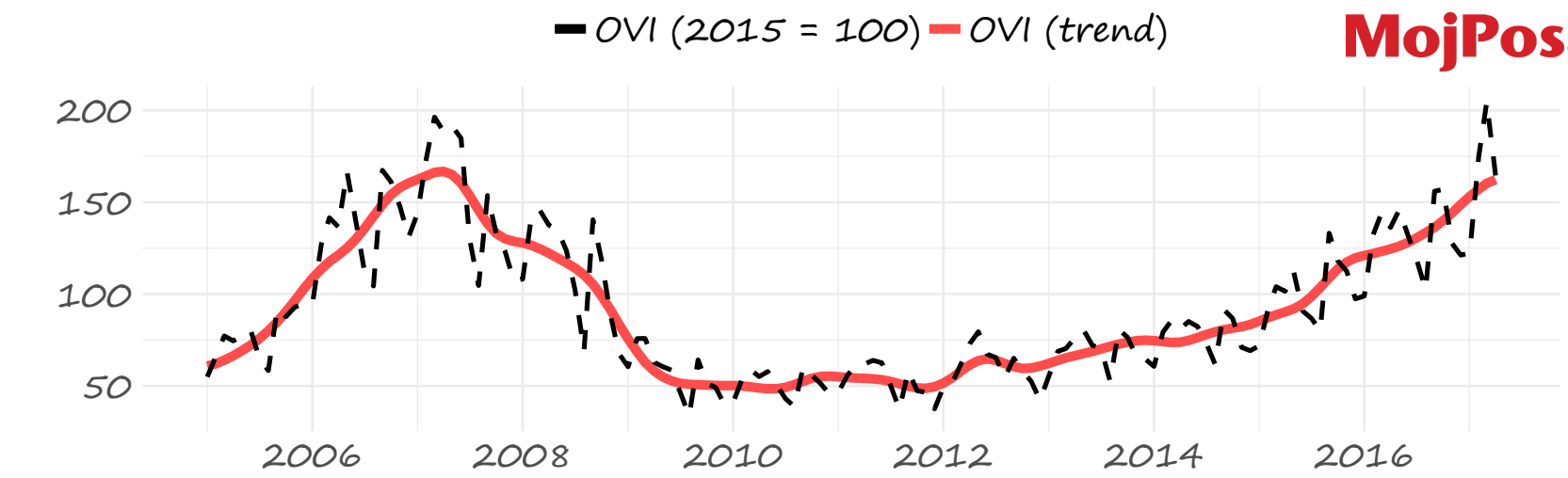
- individualni oglasi od 2005. do danas
- ukupno 281.245 oglasa
- u 2017. svaki mjesec pristiglo prosječno 3.442 oglasa
- 5 dimenzija: zanimanje, geografija, obrazovanje, vrsta ugovora i vrijeme

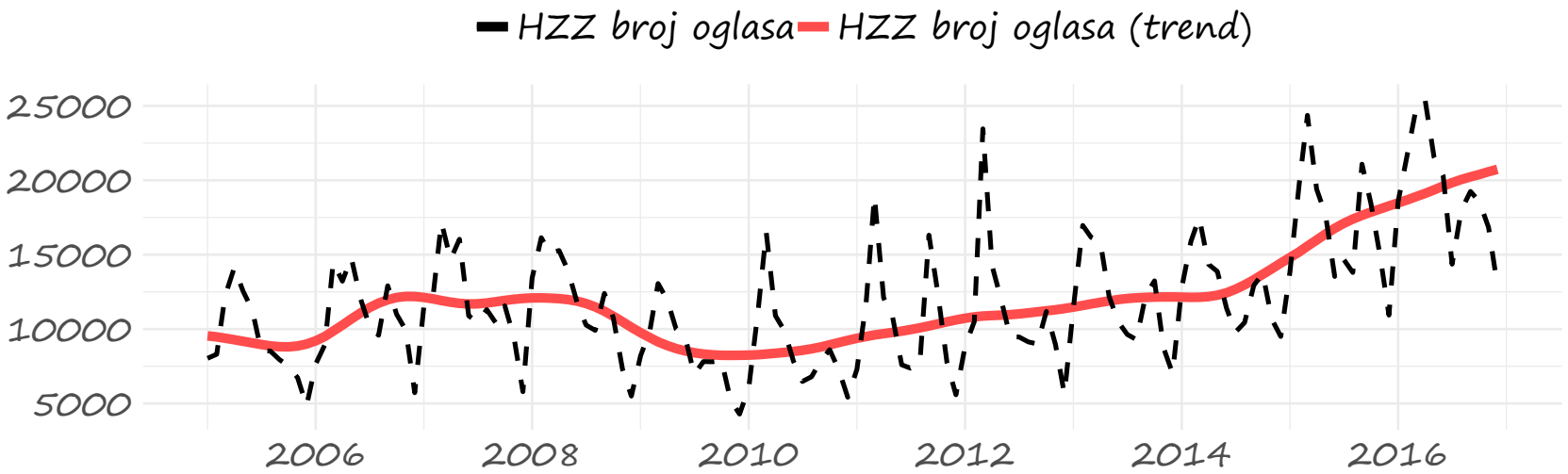
Online Vacancy Index

OVI—*Online Vacancy Index*

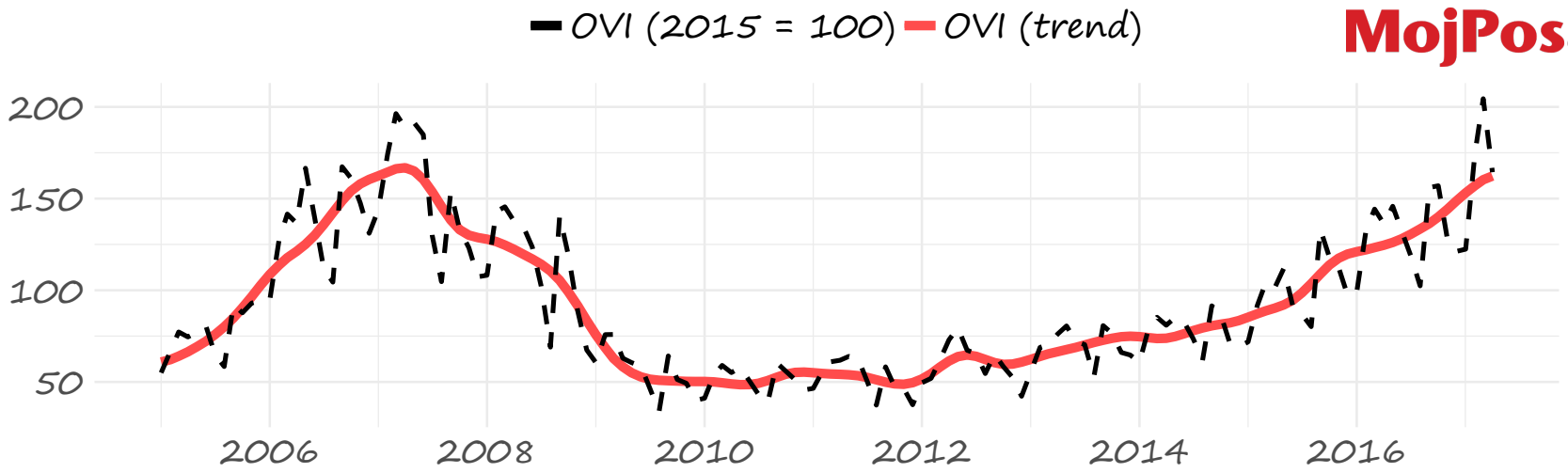


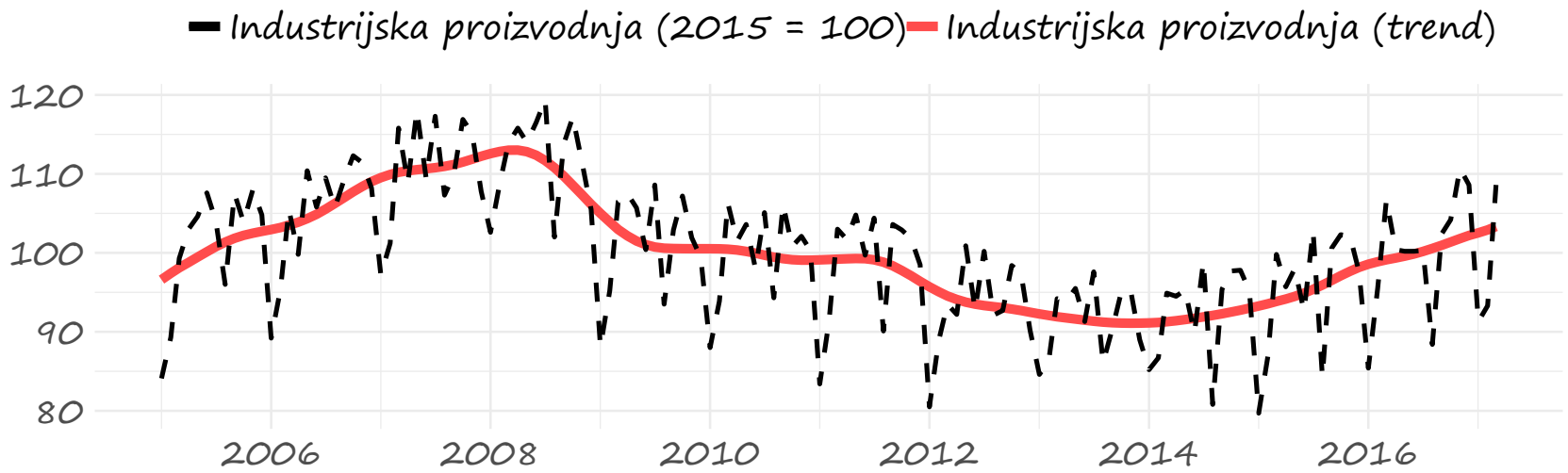
OVI i HZZ


OVI (2015 = 100)
OVI (trend)
200
150
100
50
2006
2008
2010
2012
2014
2016


HZZ broj oglasa
HZZ broj oglasa (trend)
25000
20000
15000
10000
5000
2006
2008
2010
2012
2014
2016

OVI i industrijska proizvodnja





Državni zavod za statistiku.

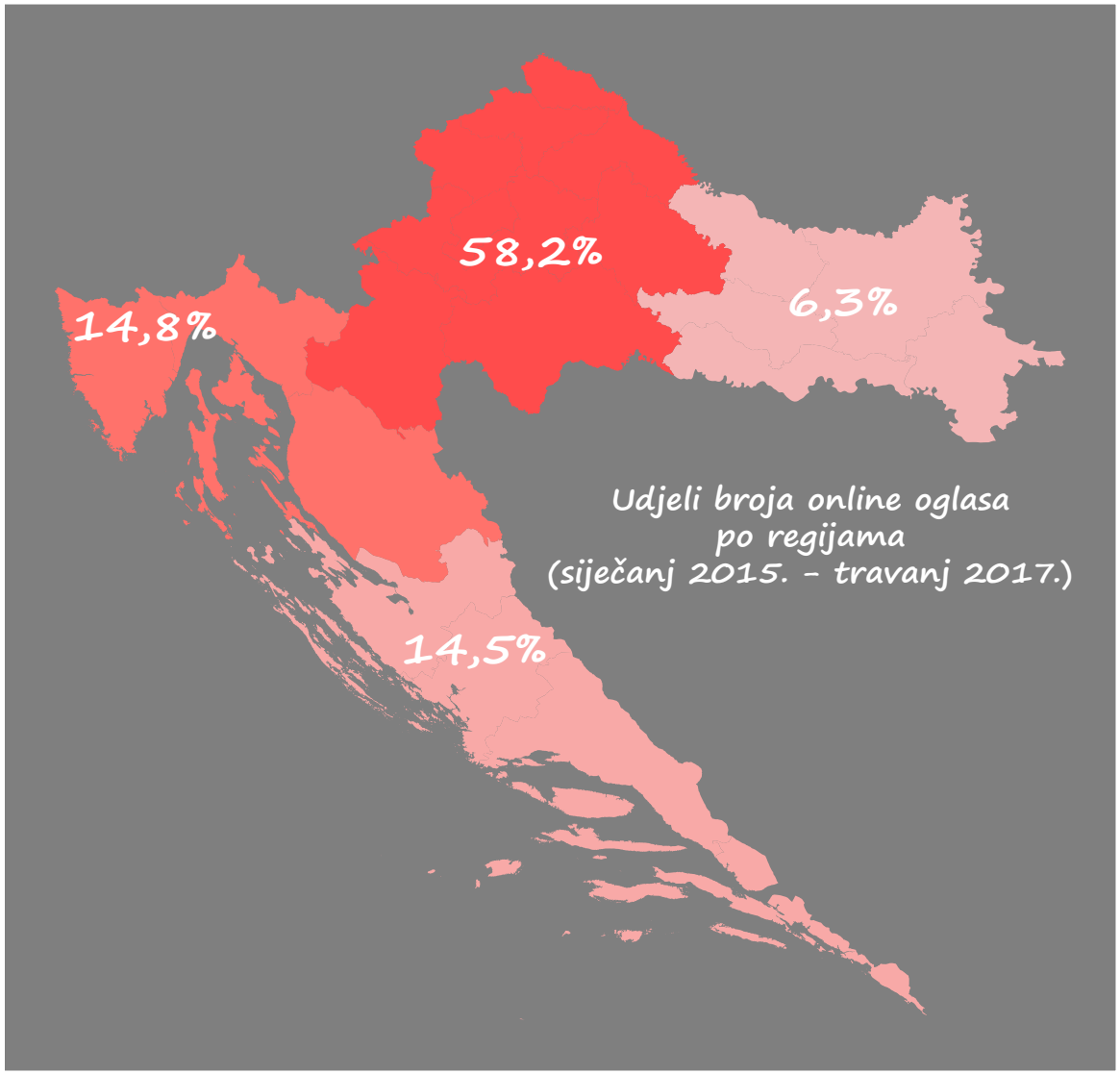
Analiza potreba gospodarstva za zaposlenicima

Sadržaj analize

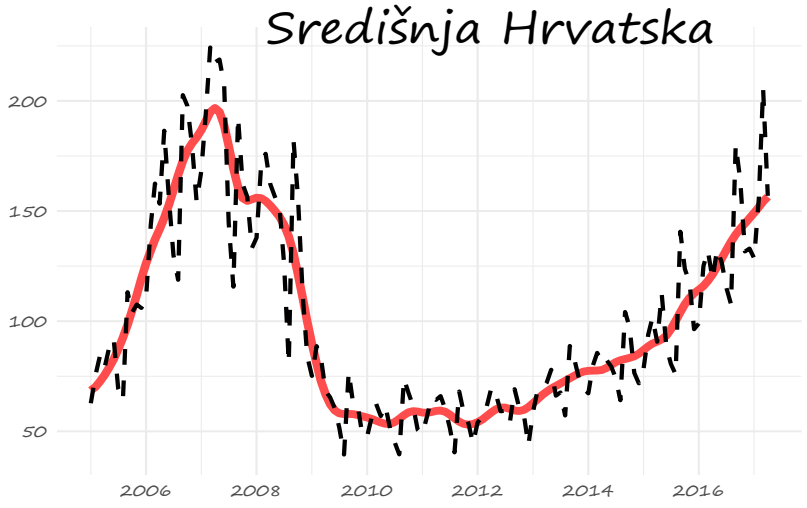
- Potražnja po regijama
- Potražnja po zanimanjima
- Potražnja po obrazovanju
- Potražnja po vrsti ugovora

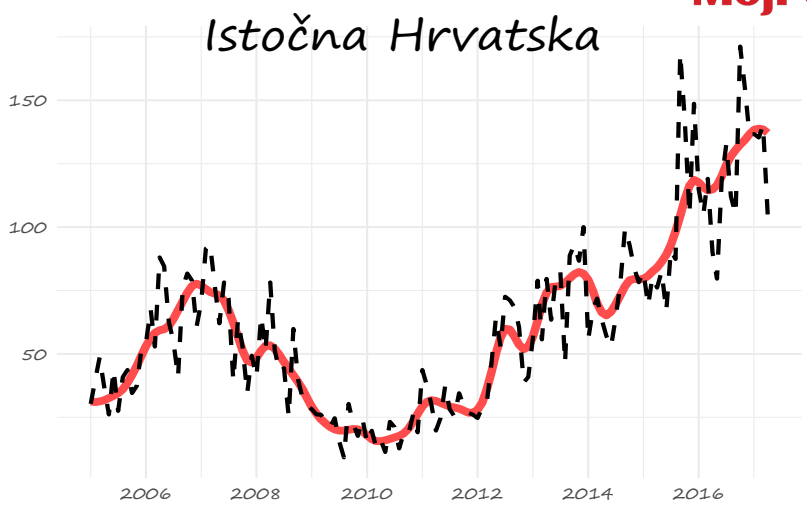
Hrvatske regije

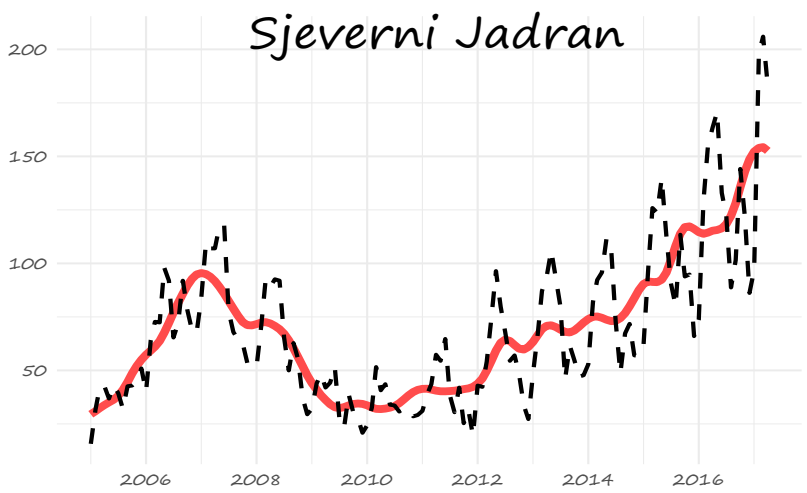
Udjeli oglasa po regijama

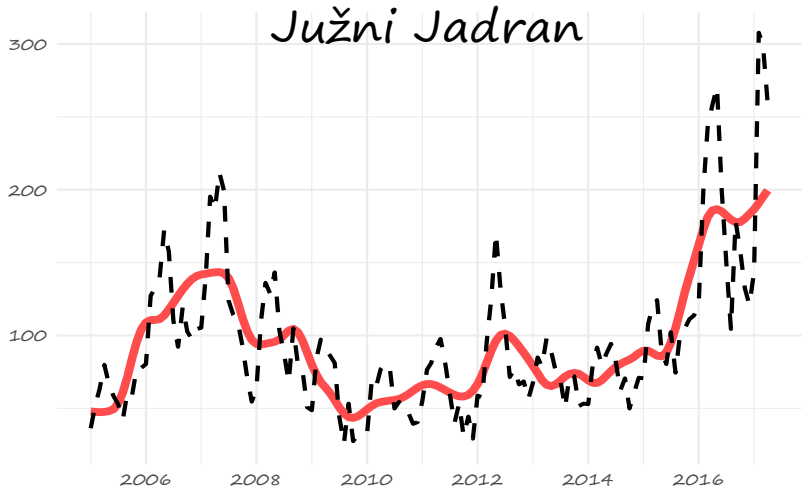


OVI po regijama

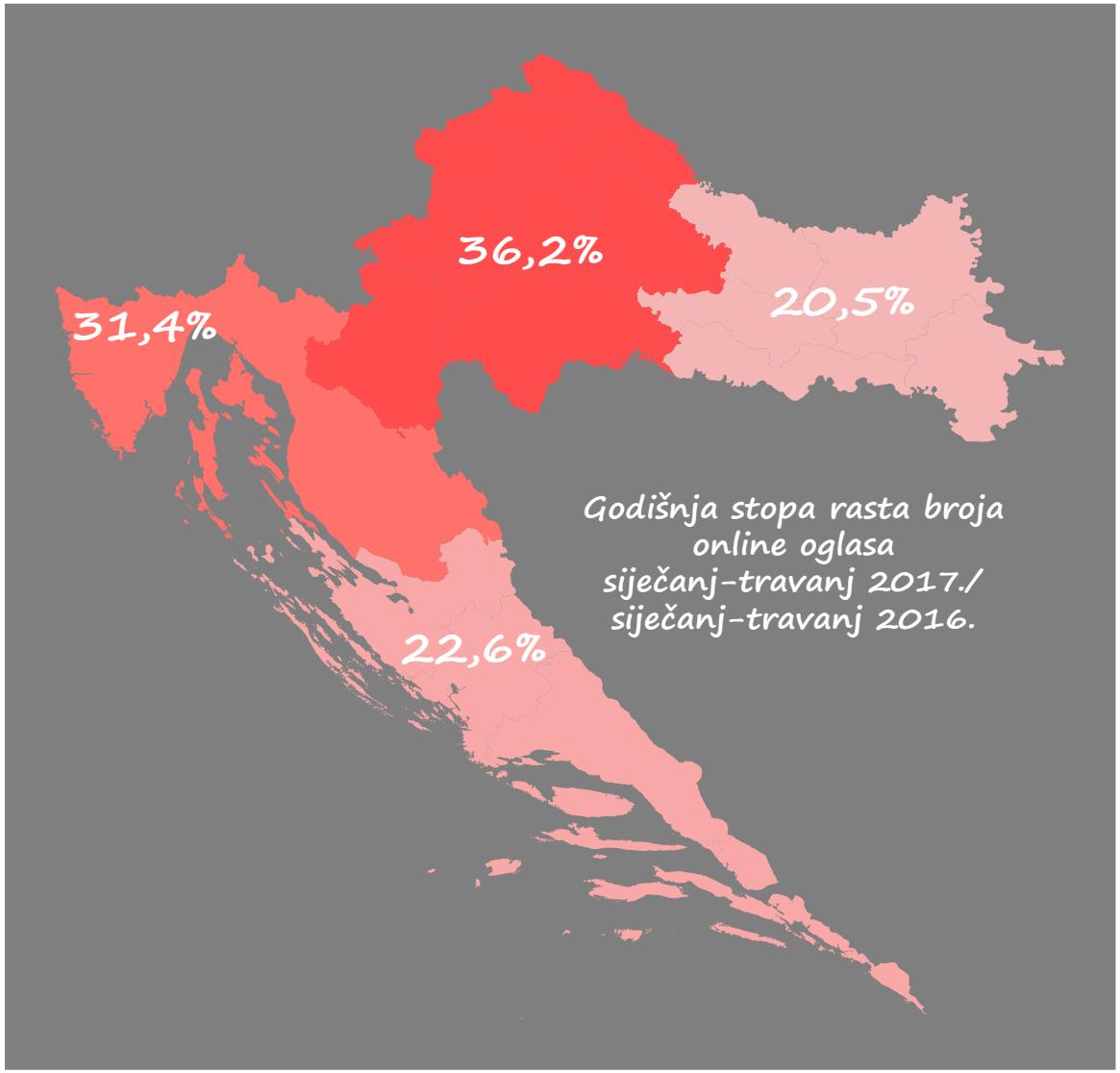




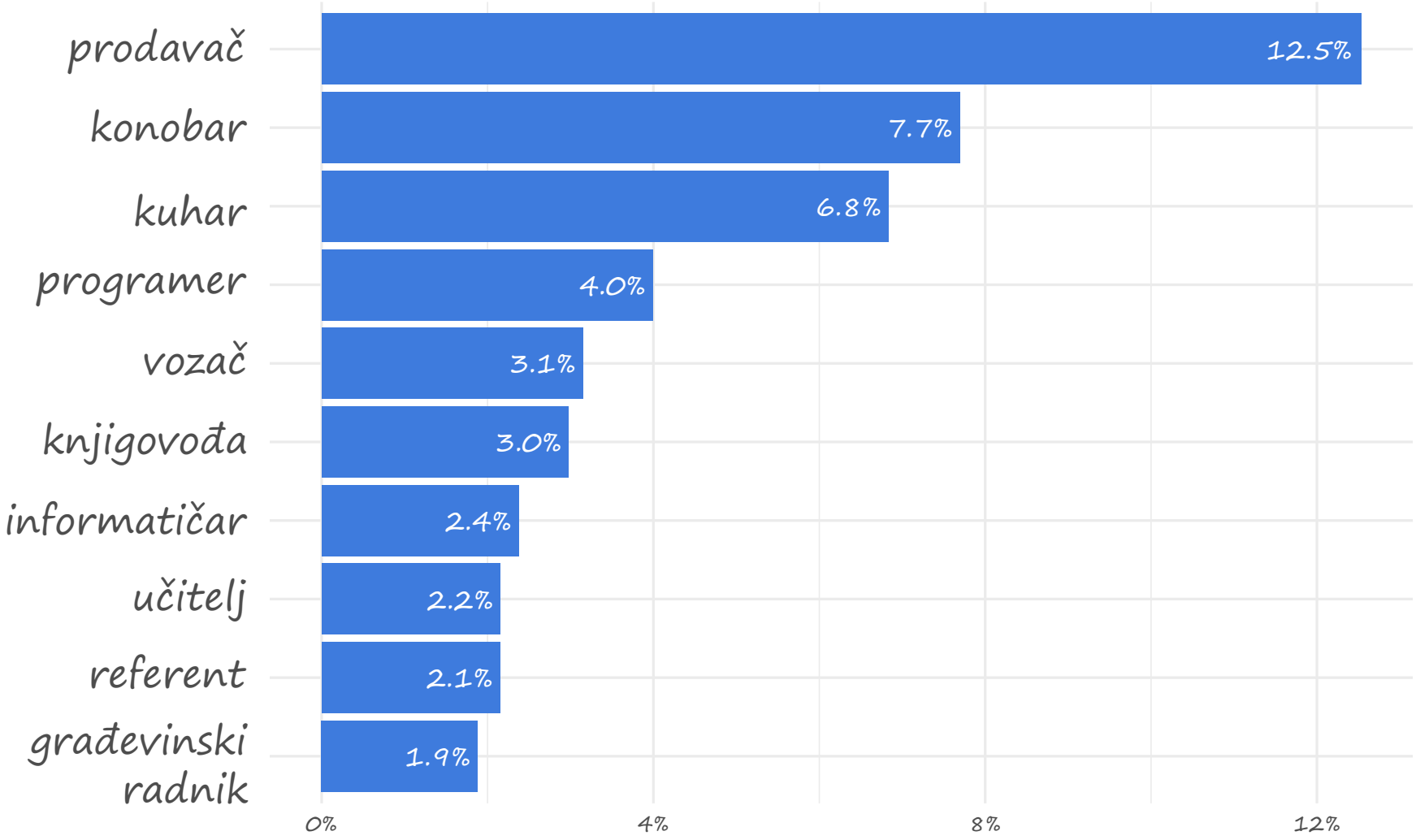




Potražnja po regijama

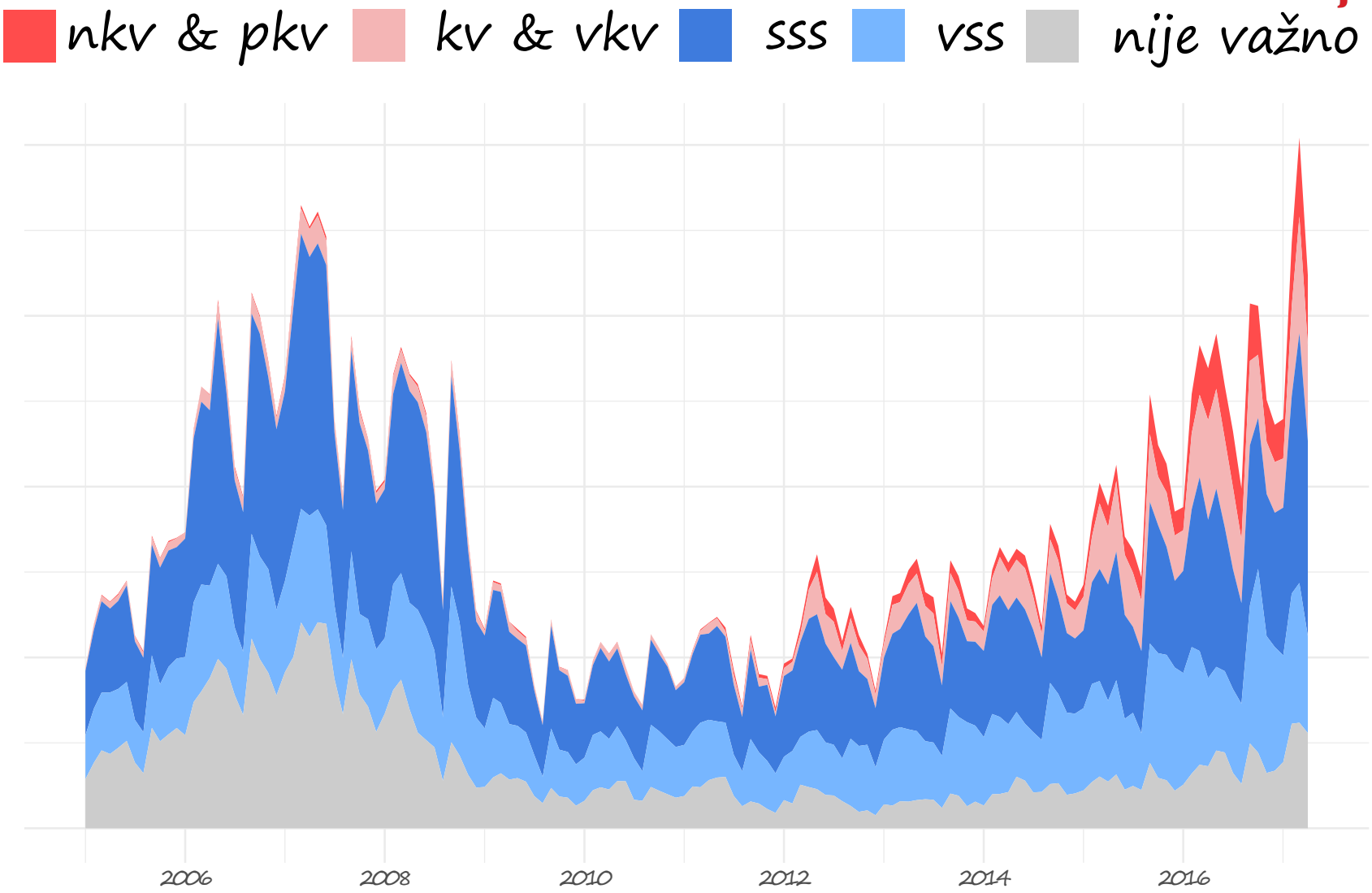


Udjeli top 10 zanimanja

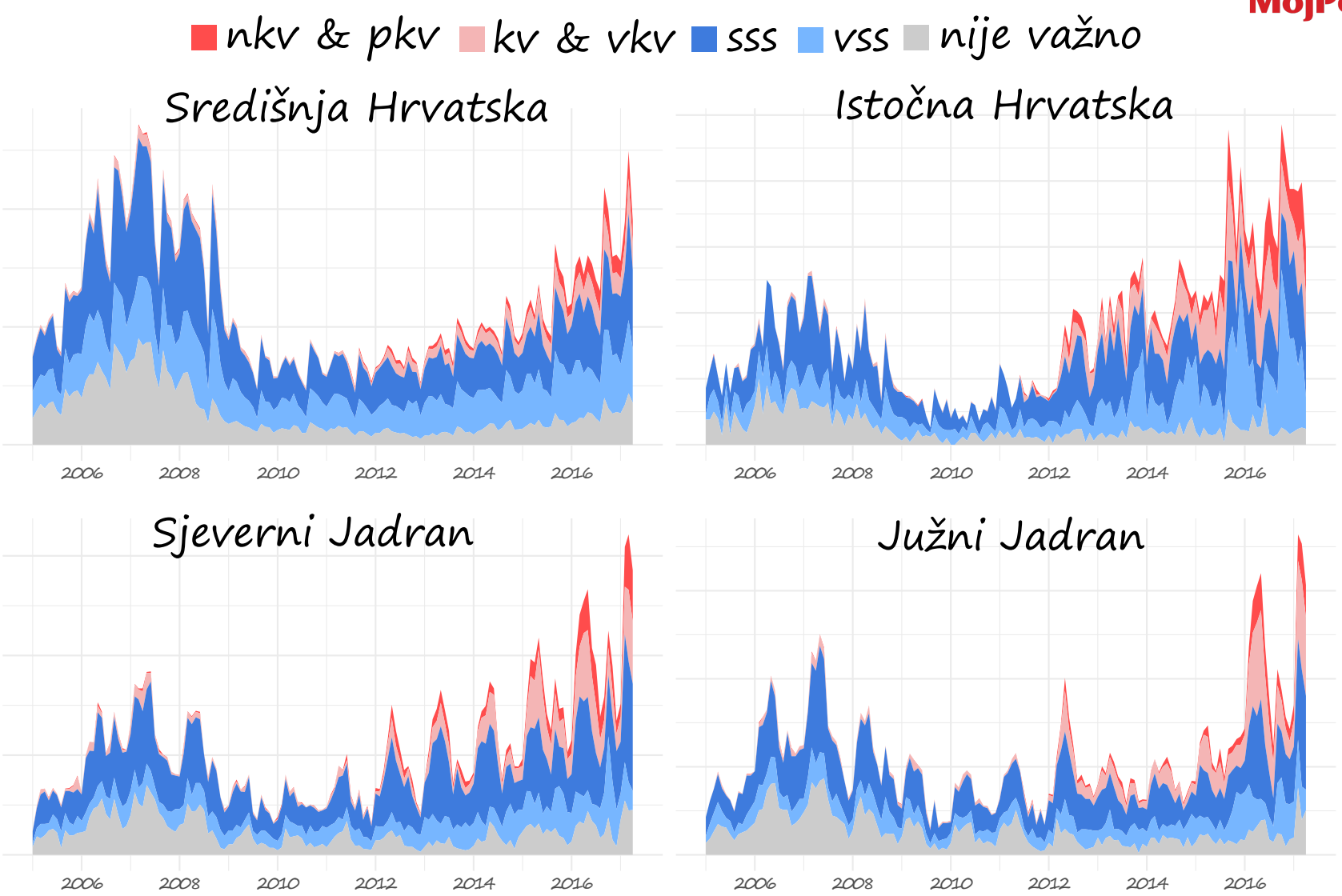


Top 3 zanimanja

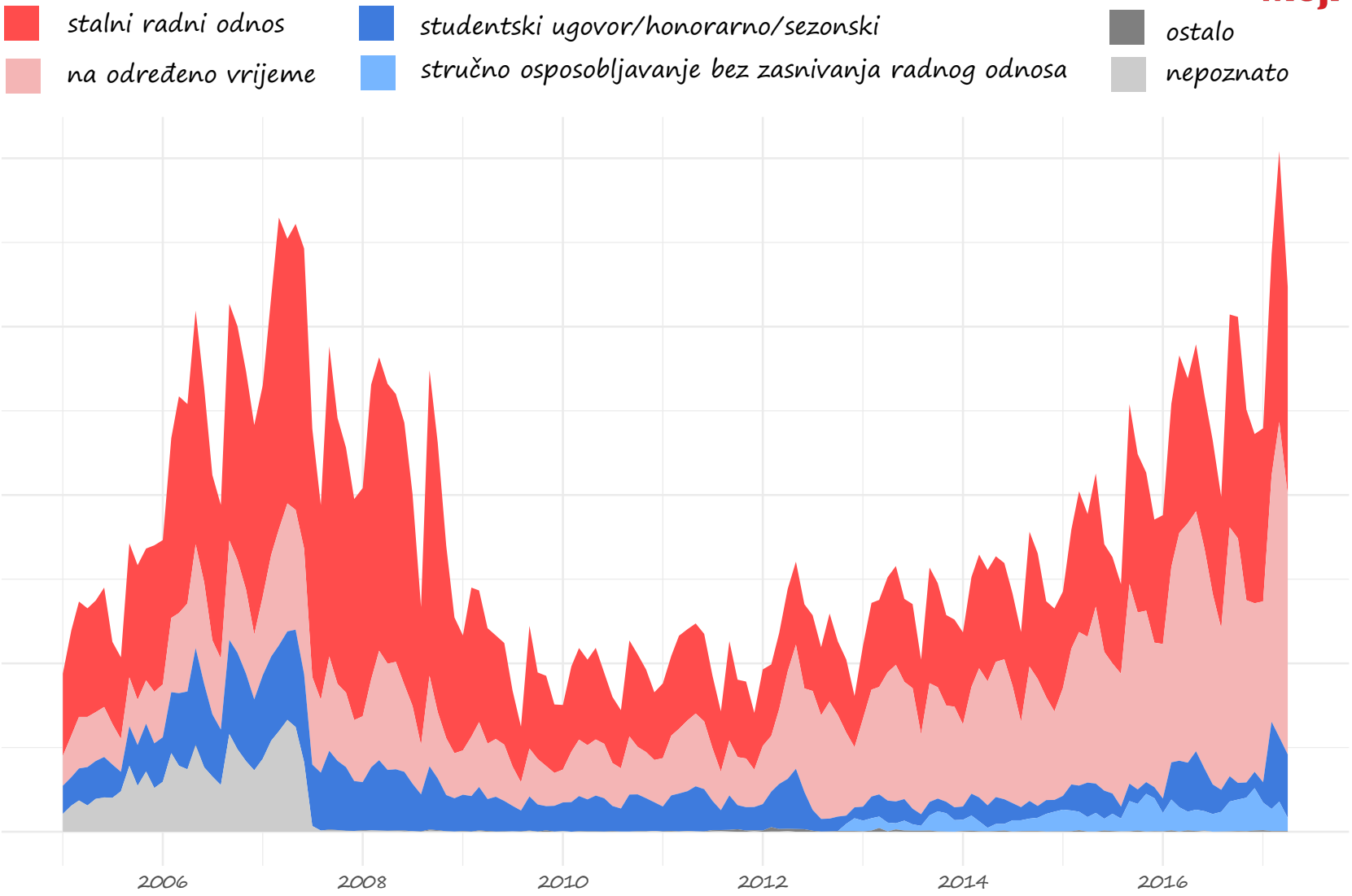
Traženo obrazovanje



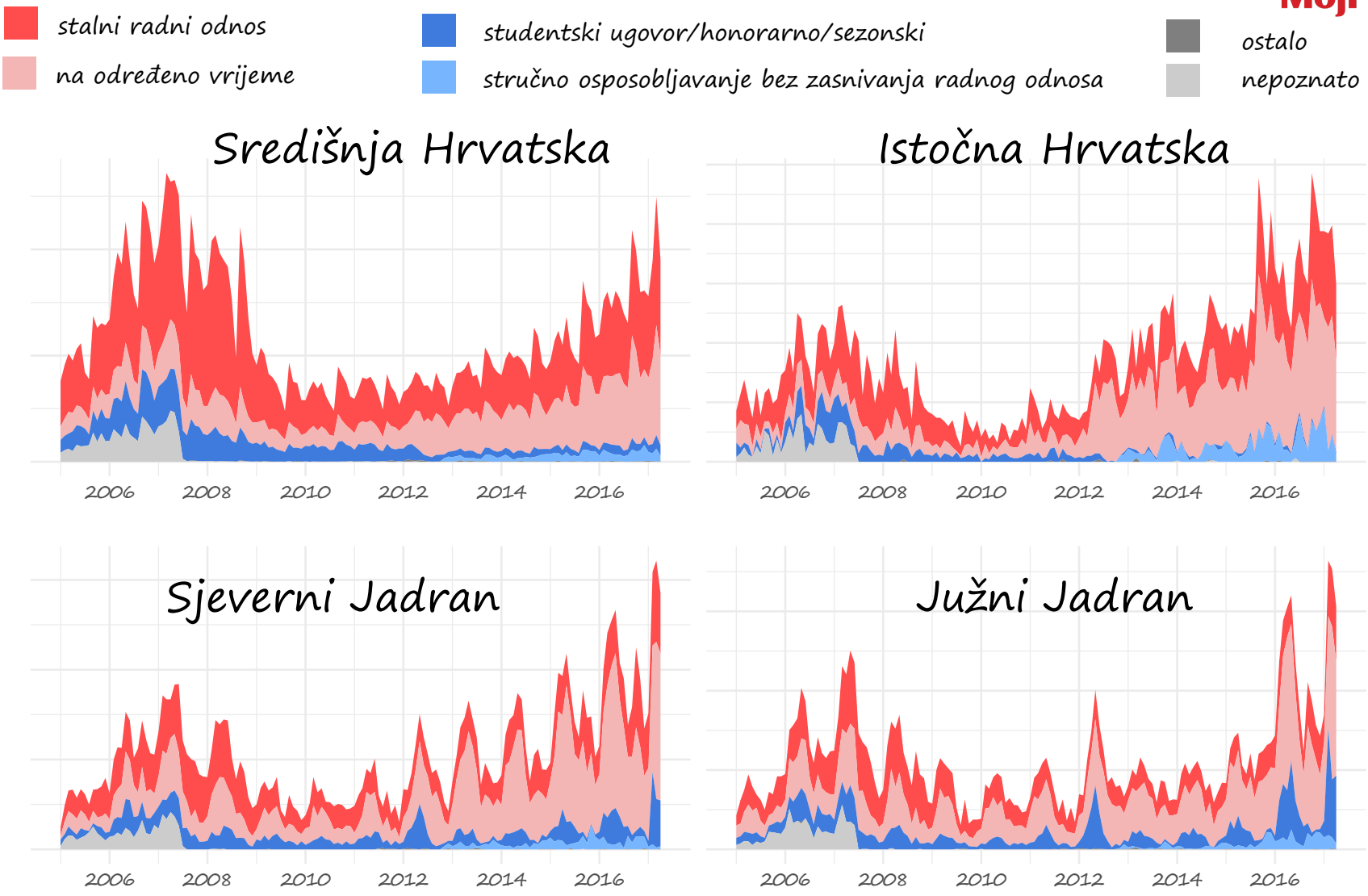
Traženo obrazovanje po regijama



Vrsta ugovora



Vrsta ugovora po regijama



Glavne poruke

Glavne poruke

- oporavak potražnje za radom
- nesklad ponude i potražnje?
- polarizacija zanimanja
- rast nestandardnih vrsta ugovora