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

eIZ 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

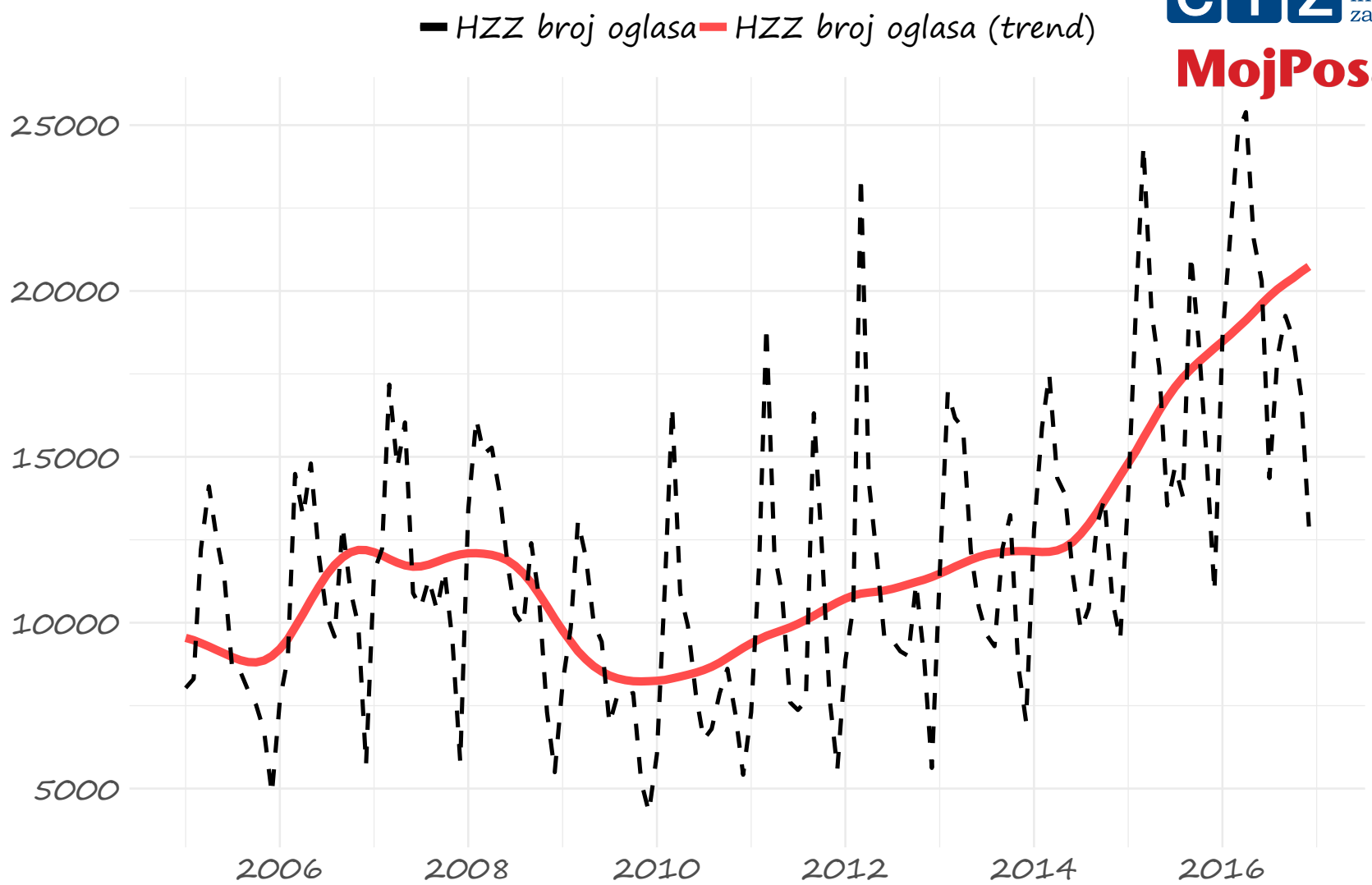
Zašto novi indeks?

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MojPosao

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

Postojeća statistika i poslovni ciklus



MojPosao

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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

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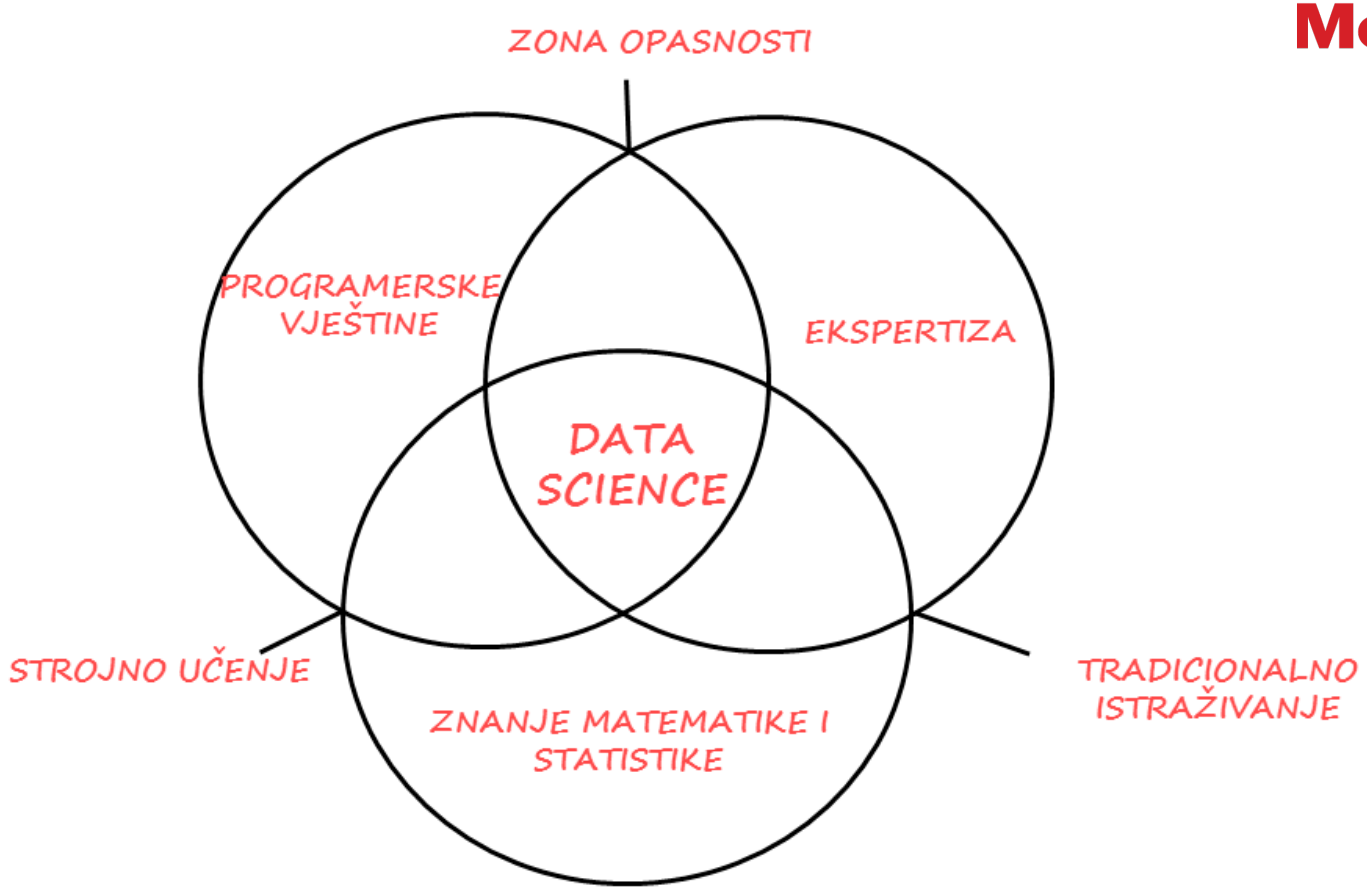
MojPosao

- 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

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MojPosao



Podaci

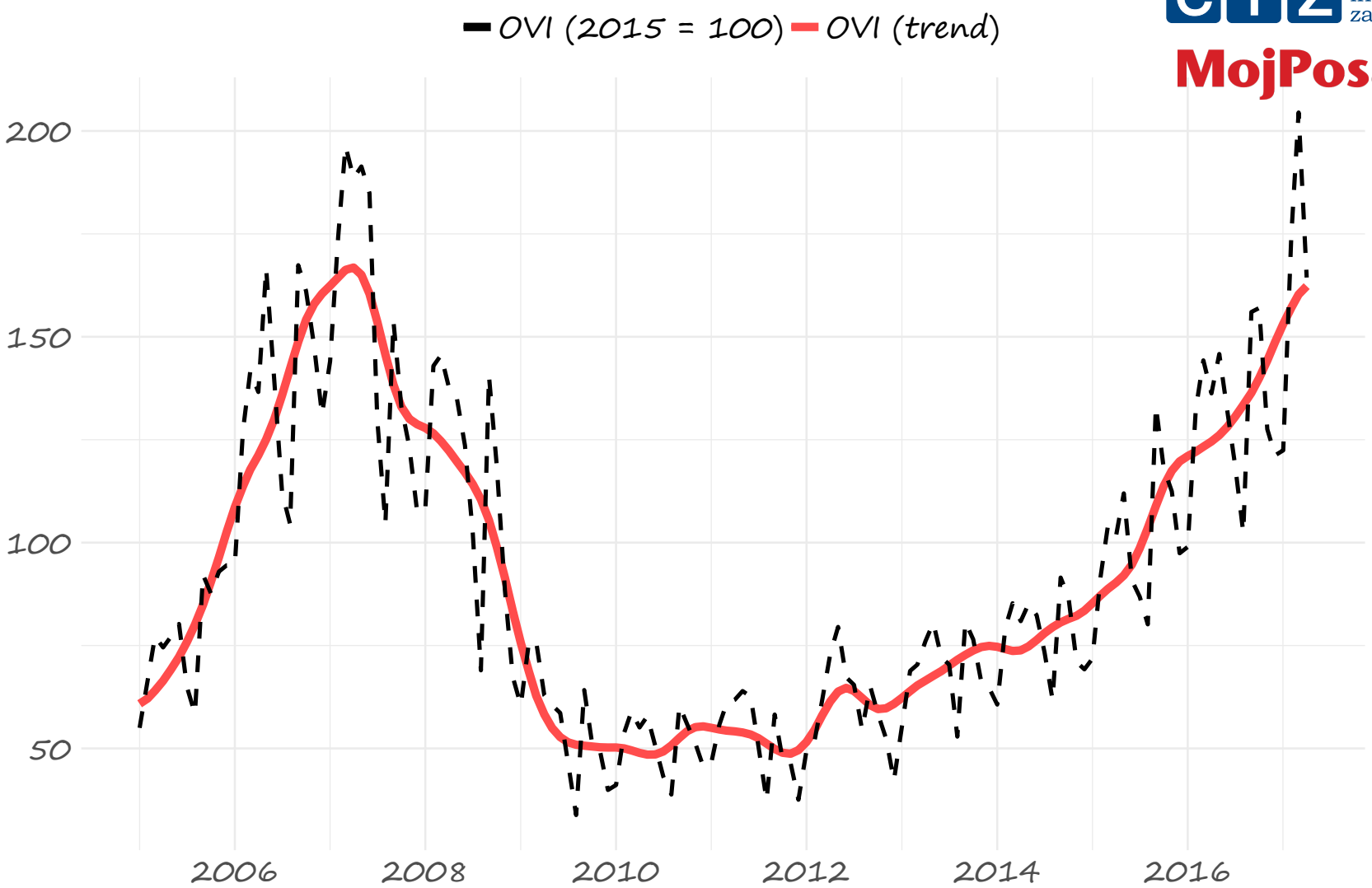
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MojPosao

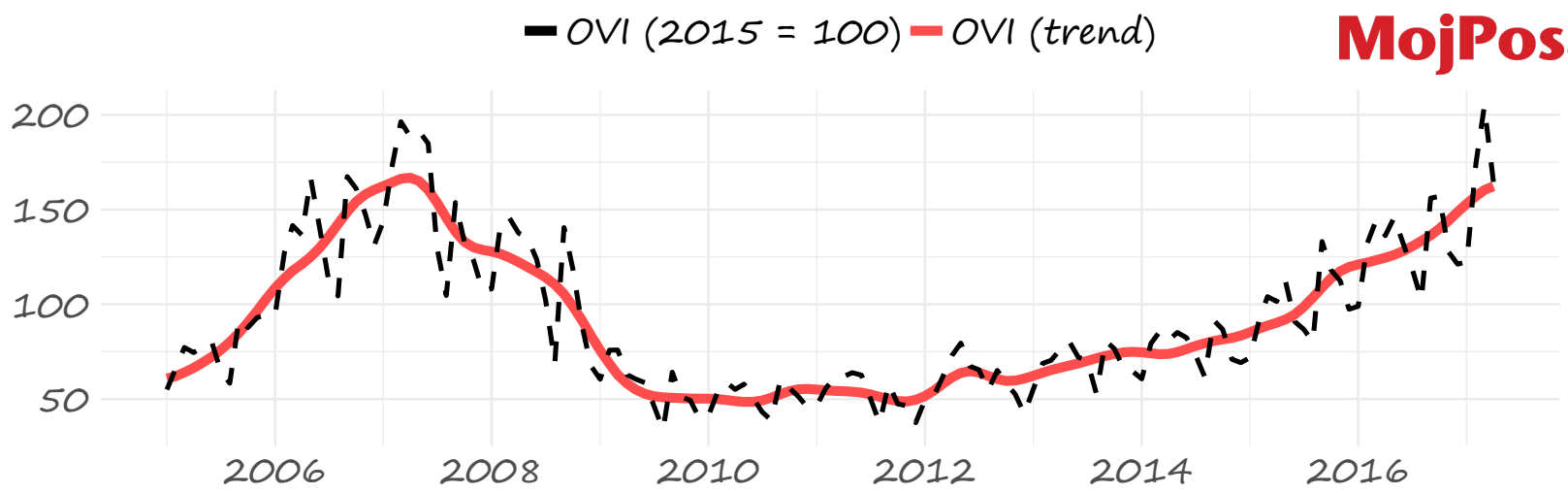
- individualni oglasi od 2005. do danas
- ukupno 281.245 oglasa
- u 2017. svaki mjesec pristiglo prosječno 3.442 oglasa
- 5 dimenzija: zanimanje, geografija, obrazovanje, vrsta ugovora i vrijeme

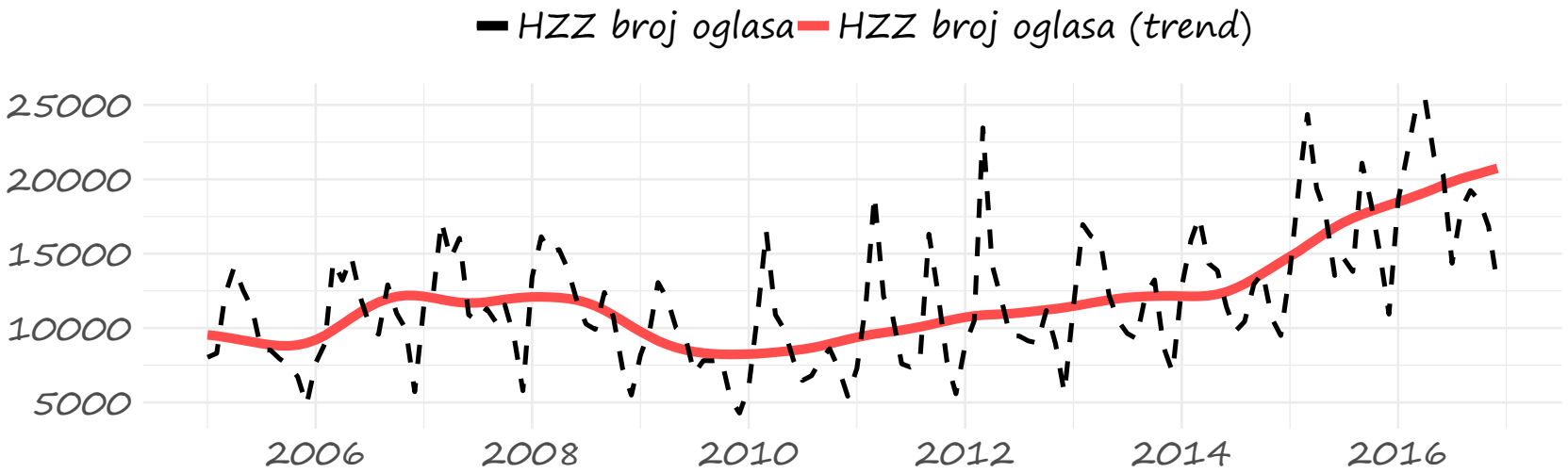
Online Vacancy Index

OVI—*Online Vacancy Index*

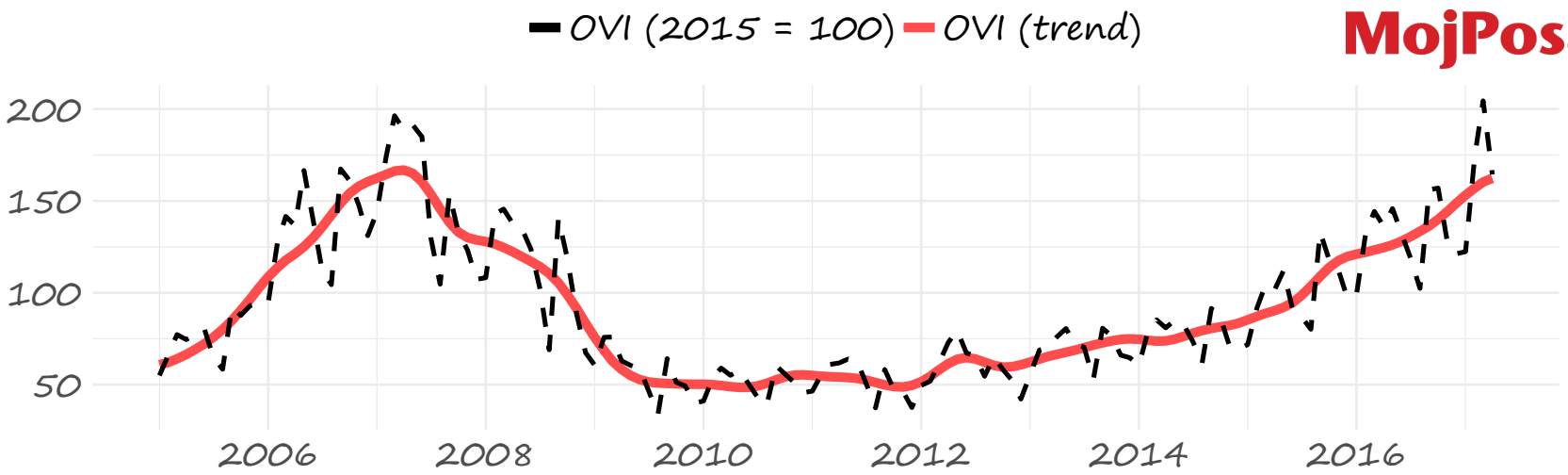


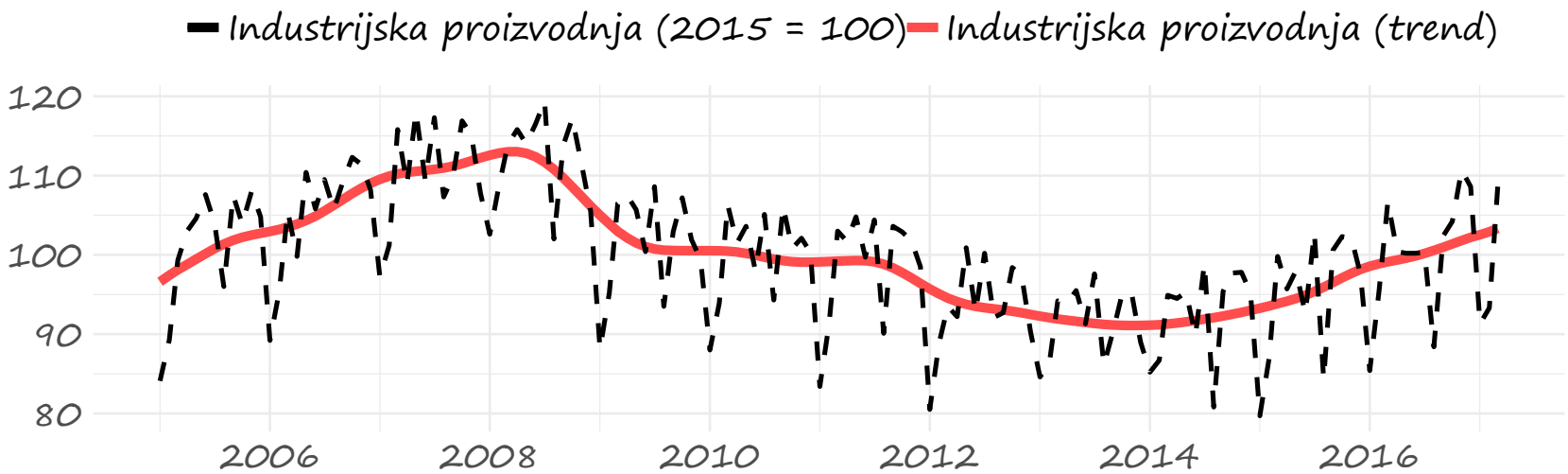
OVI i HZZ


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

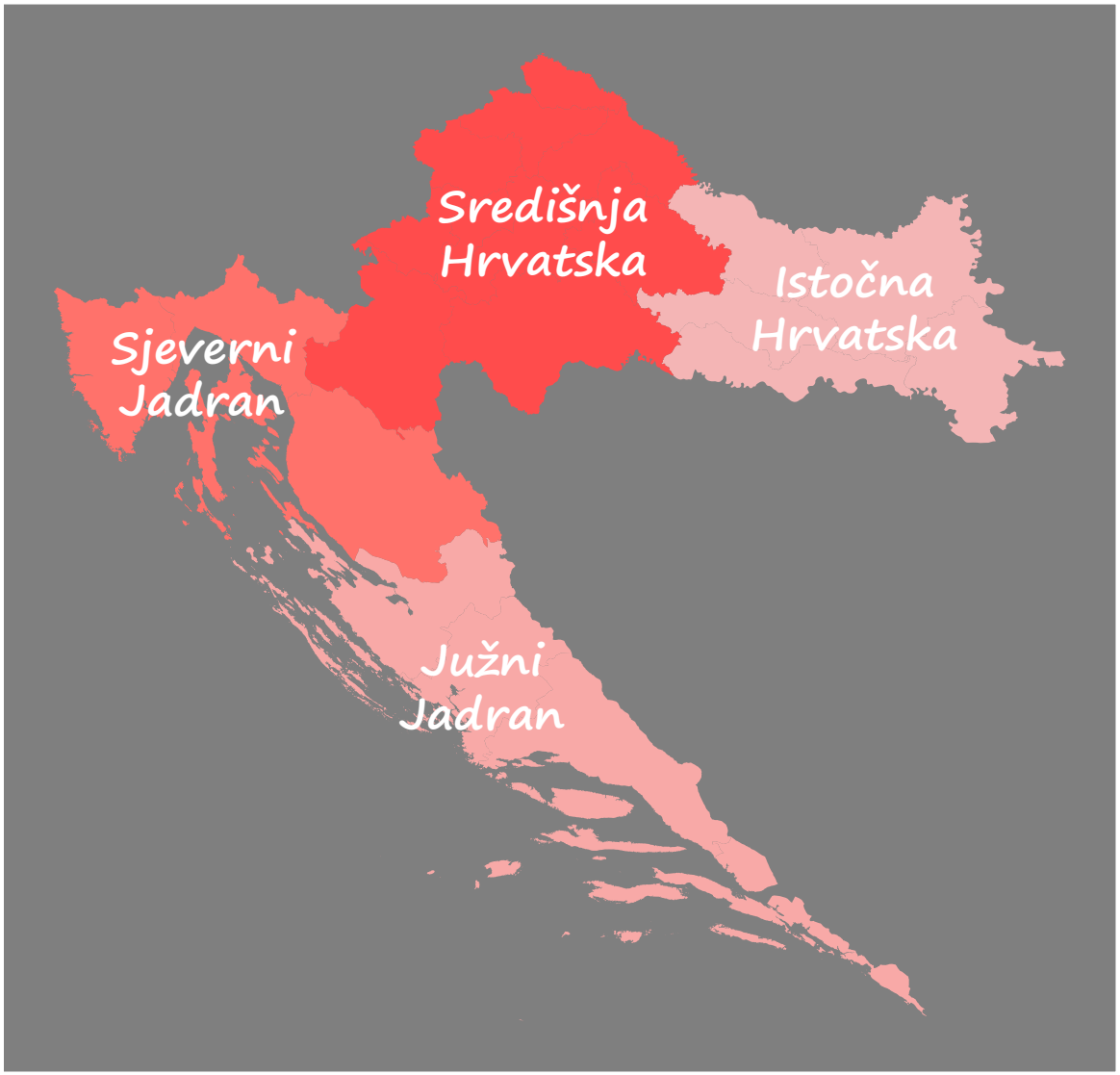
Sadržaj analize

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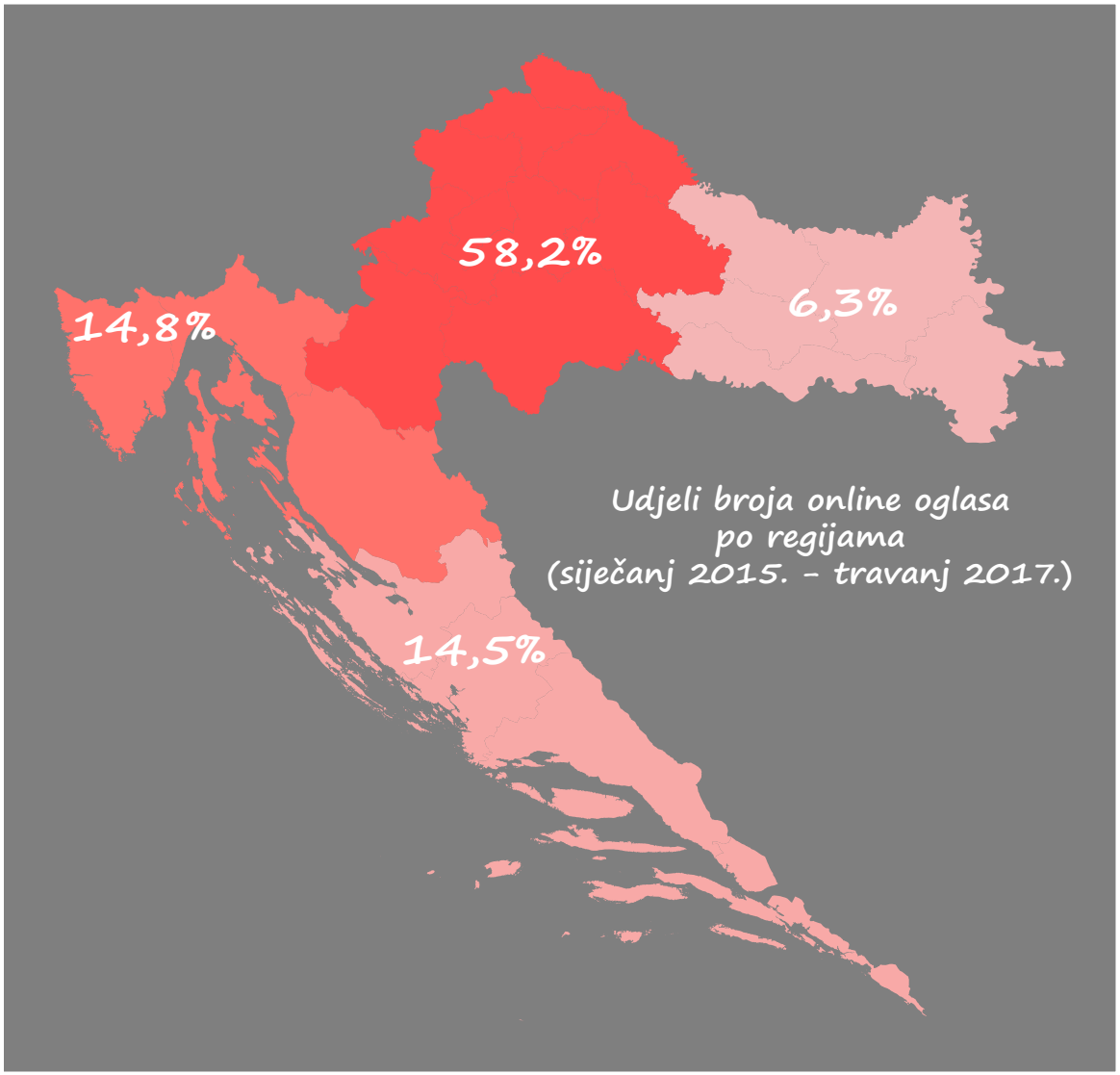
MojPosao

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

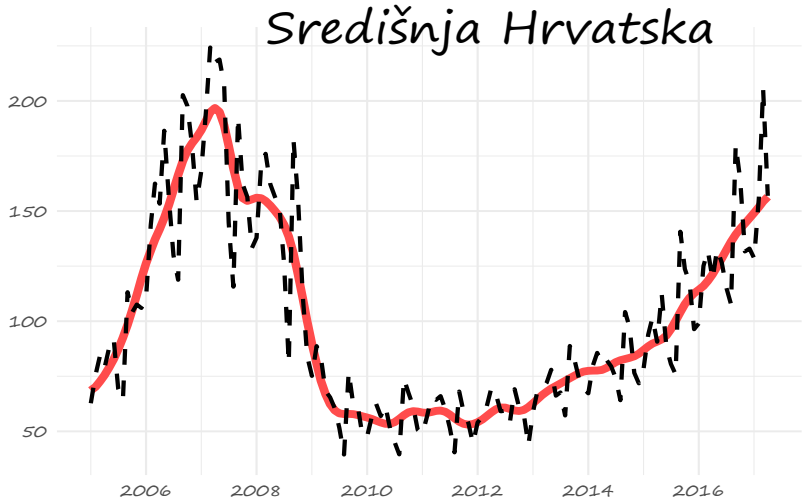
Hrvatske regije

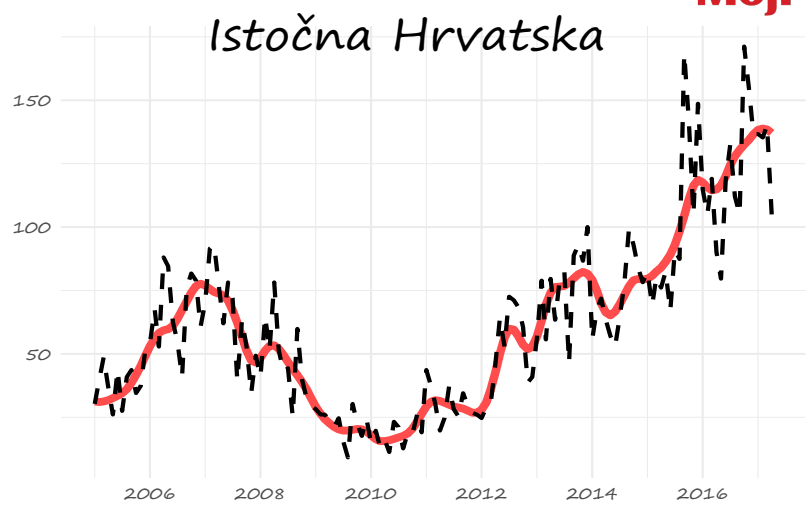


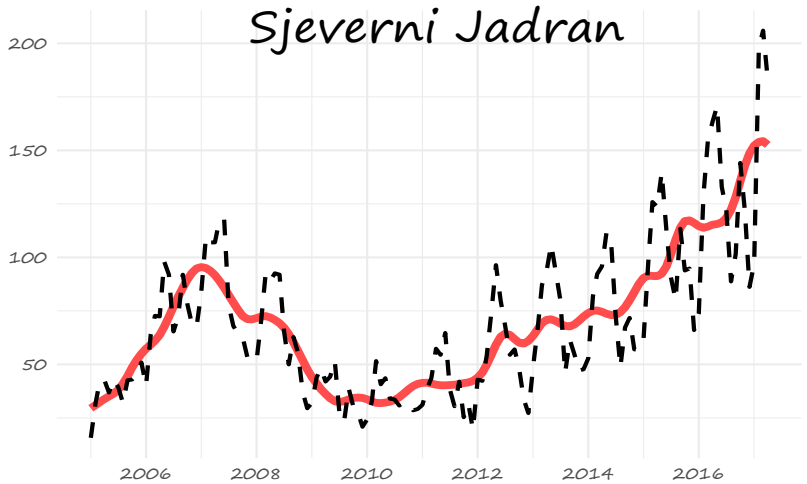
Udjeli oglasa po regijama

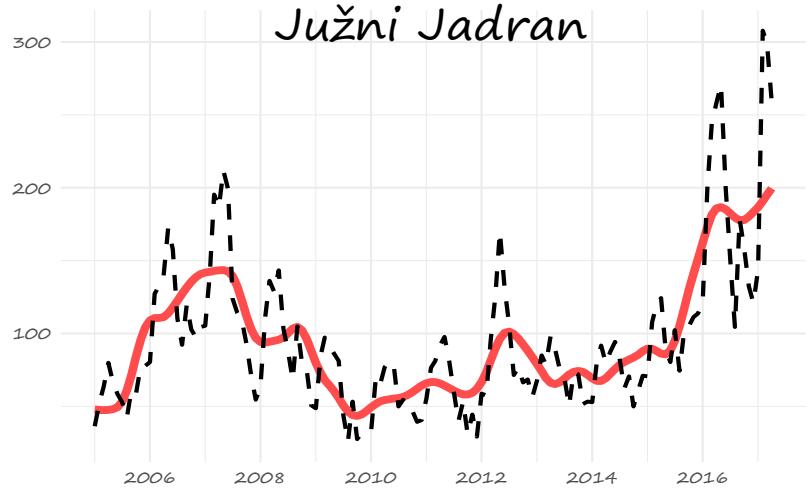


OVI po regijama

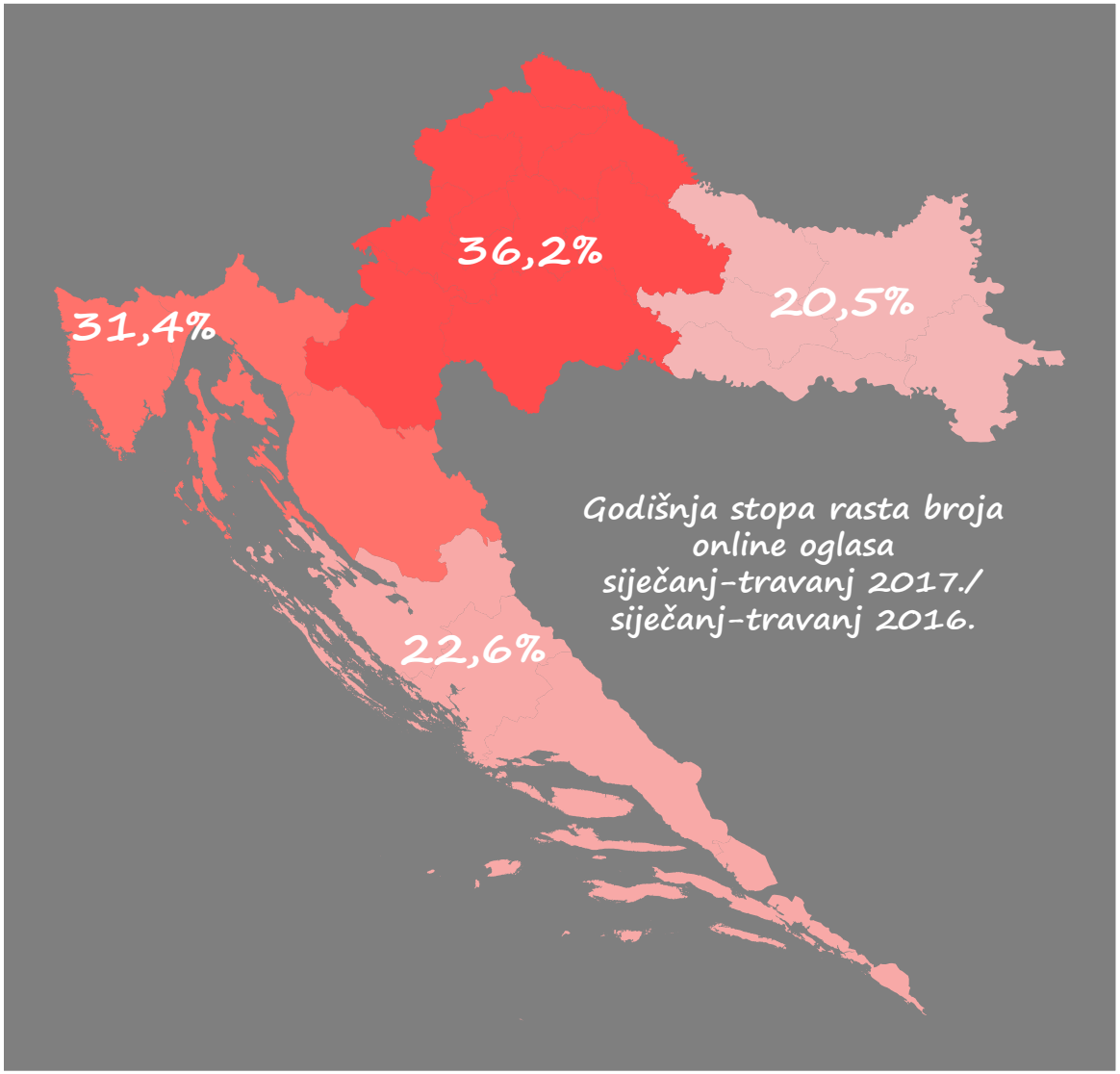




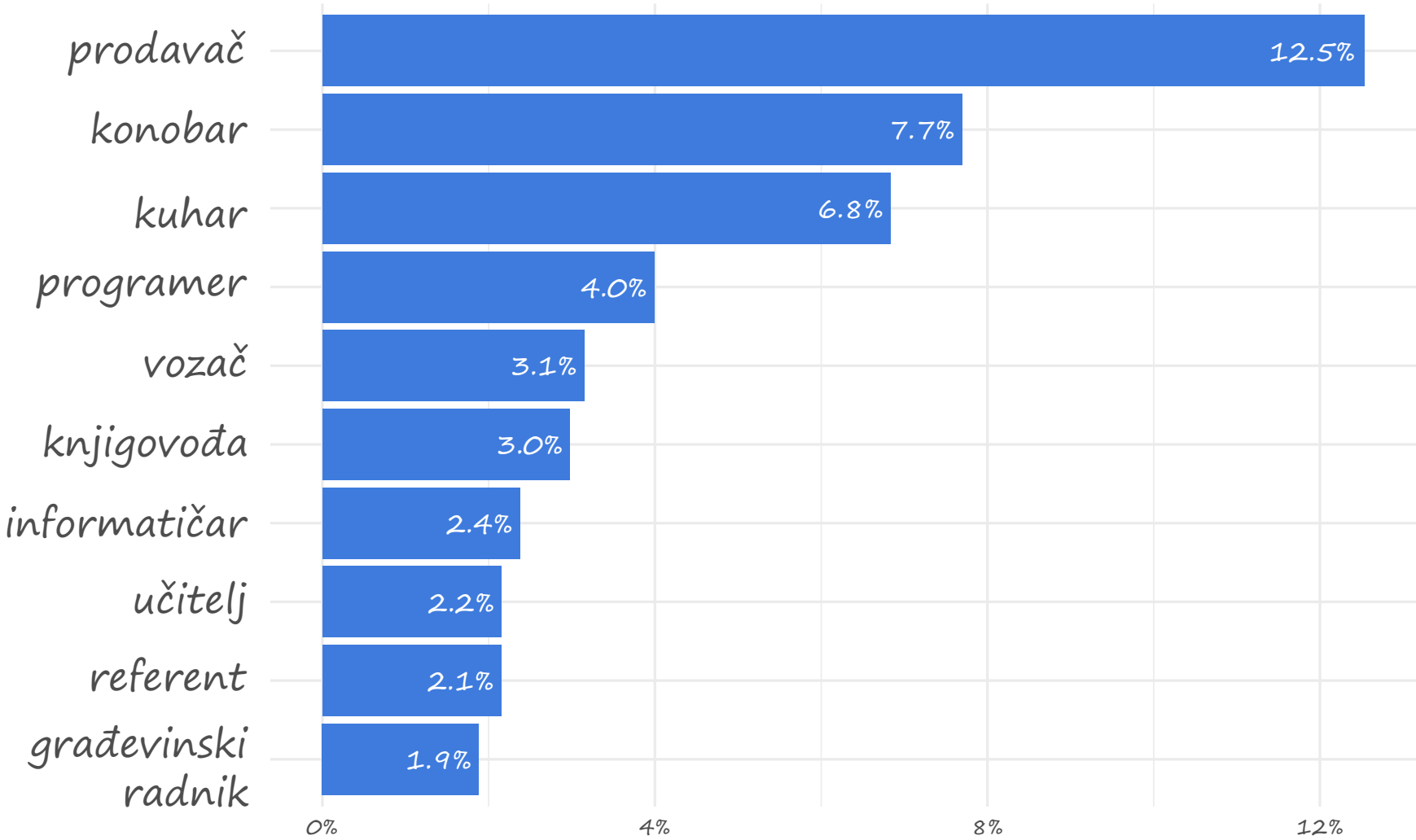




Potražnja po regijama



Udjeli top 10 zanimanja

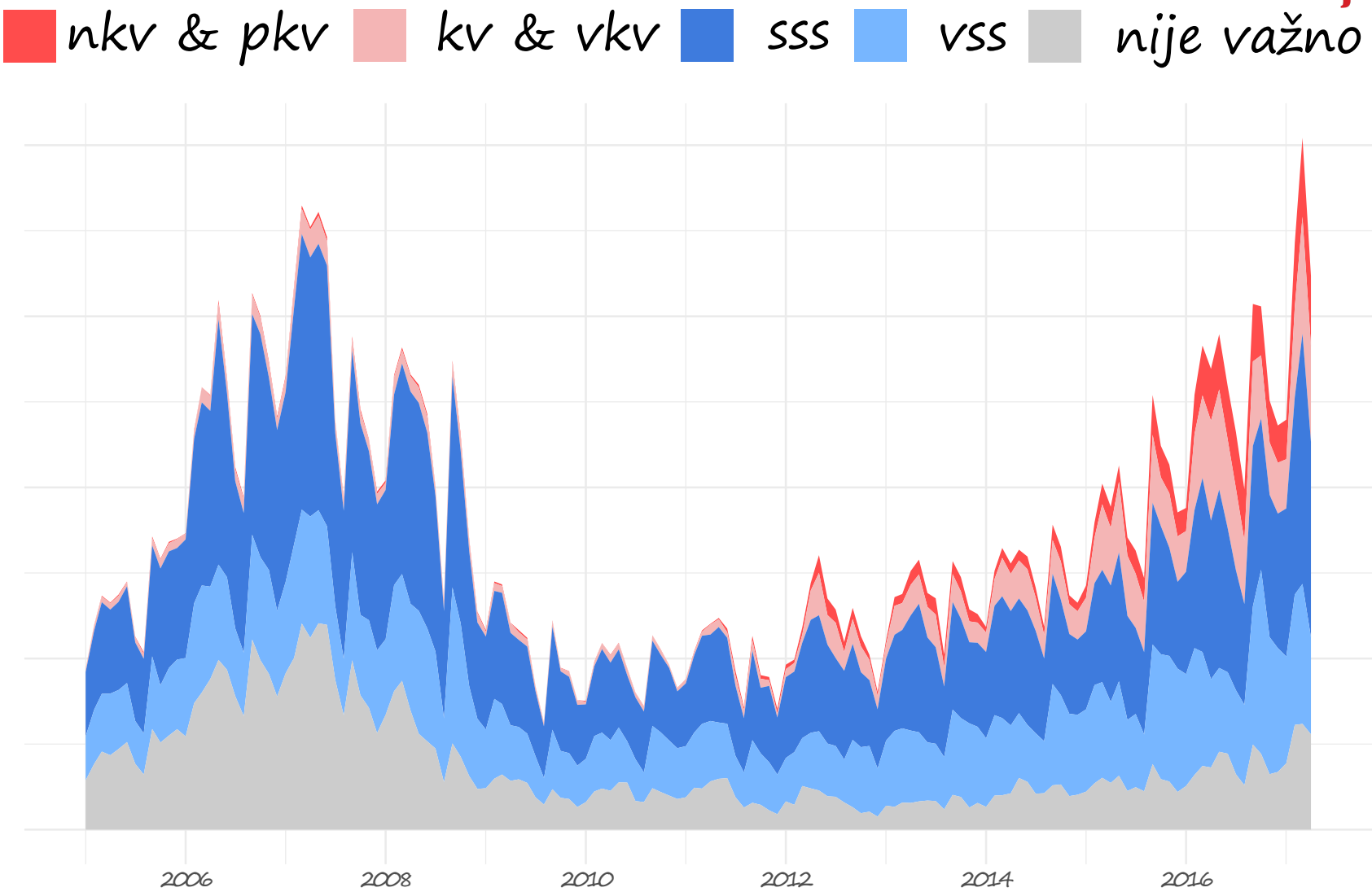


Top 3 zanimanja



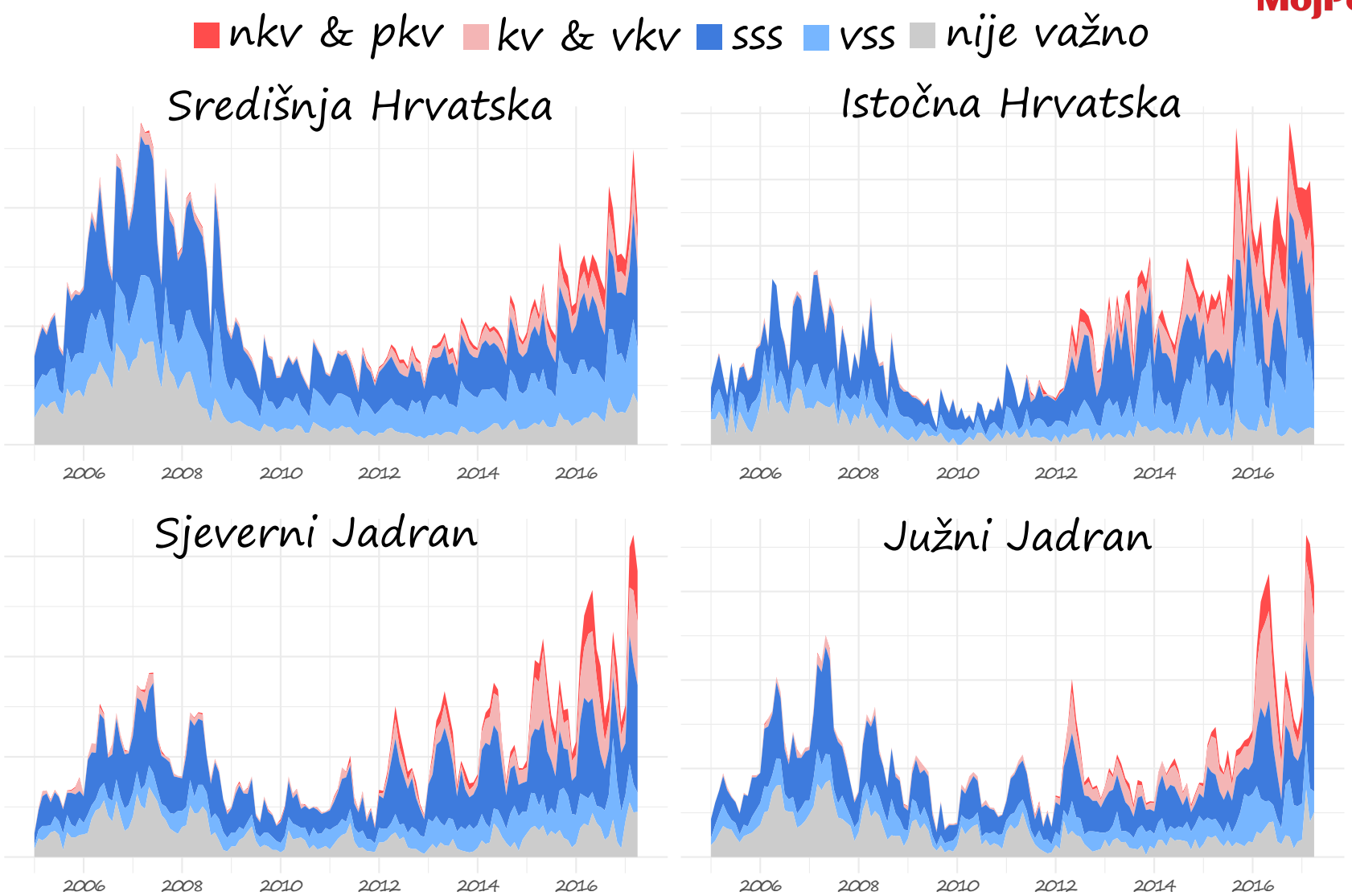
Traženo obrazovanje

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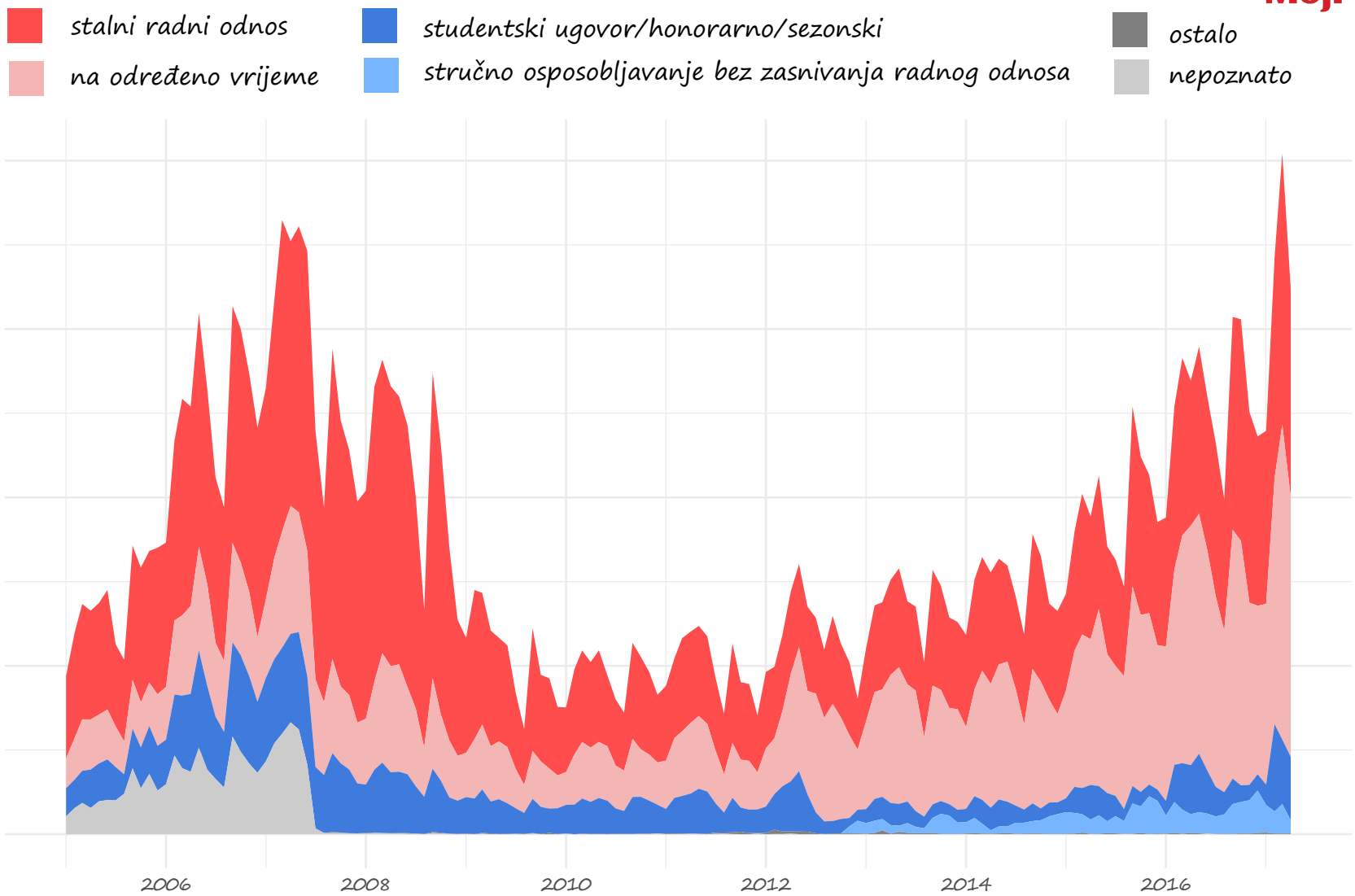


Traženo obrazovanje po regijama

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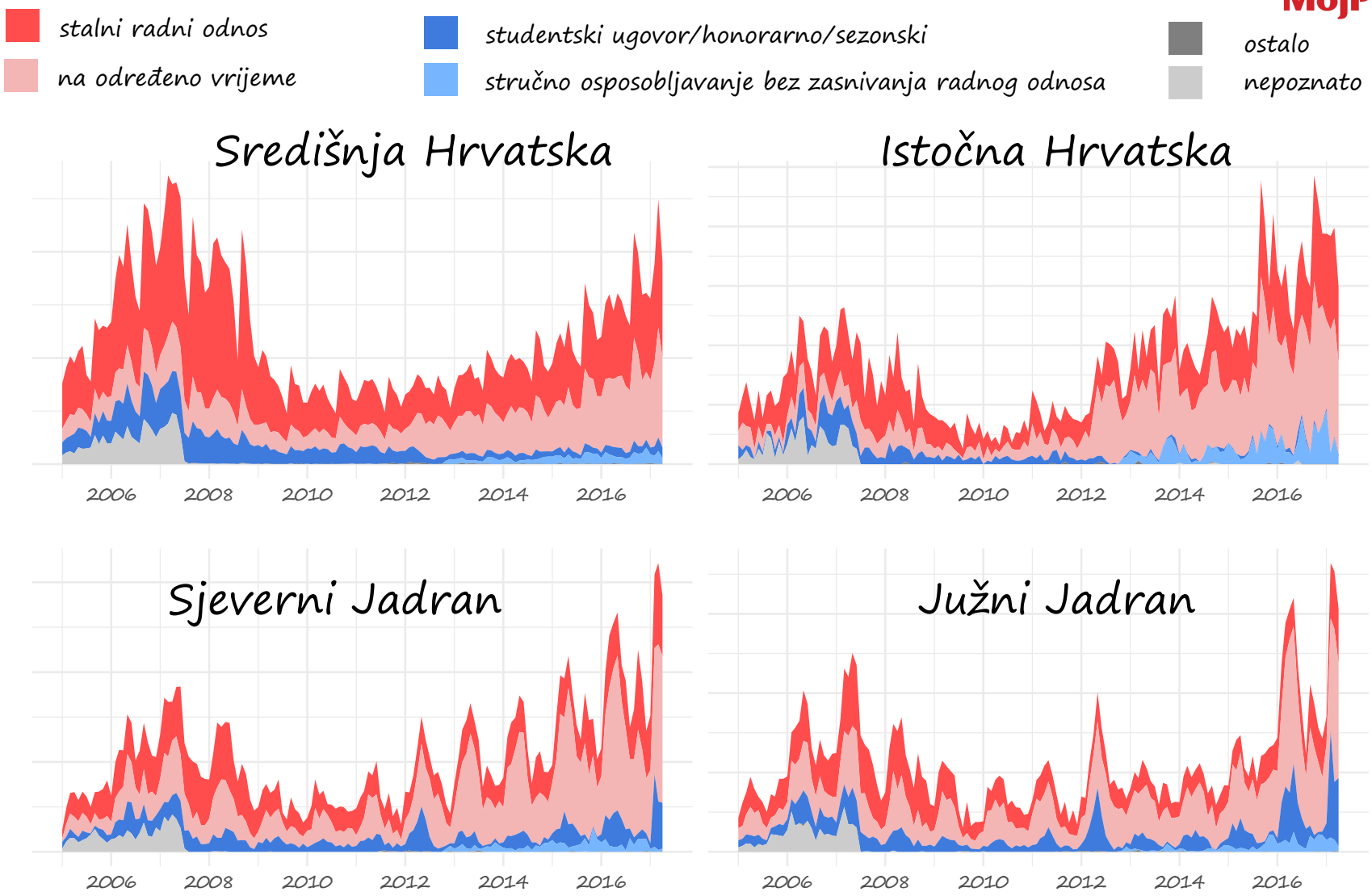


Vrsta ugovora



Vrsta ugovora po regijama

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Glavne poruke

Glavne poruke

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