digital talent analysis

talentUp.io THE BD SCHOOL

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Version 2

Introduction

Recruiting has always been a crucial task for companies. Nowadays, in an uncertain post-pandemic world with remote working at its peak, the market has broadened. Positions are being filled with the best candidates, not just the best local ones.

The possibilities for demand and supply of job offers have multiplied due to the virtual worldwide workforce.Organizations need to be aware of the movements and the changes their sector is engaging in. They should be up-to-date with common compensation strategies, average salaries and other rewards offered by competitors in each market.

TalentUp is here to offer this information. We use Big data & AI technologies to predict trends in the market, focusing on specific job roles, areas or geographical zones.Being able to correctly match and understand the demand, can help corporations attract, retain, and engage the workforce in alignment with the overall business strategy. Fairness and transparency should be applied in all processes of the value chain, starting with recruiting.

Summary

Report	How to use this report	Annex
01	**02**	**03**

Report

Position

Business Developer

Business Development Manager

Business Development Representative

Partnerships Manager

Location

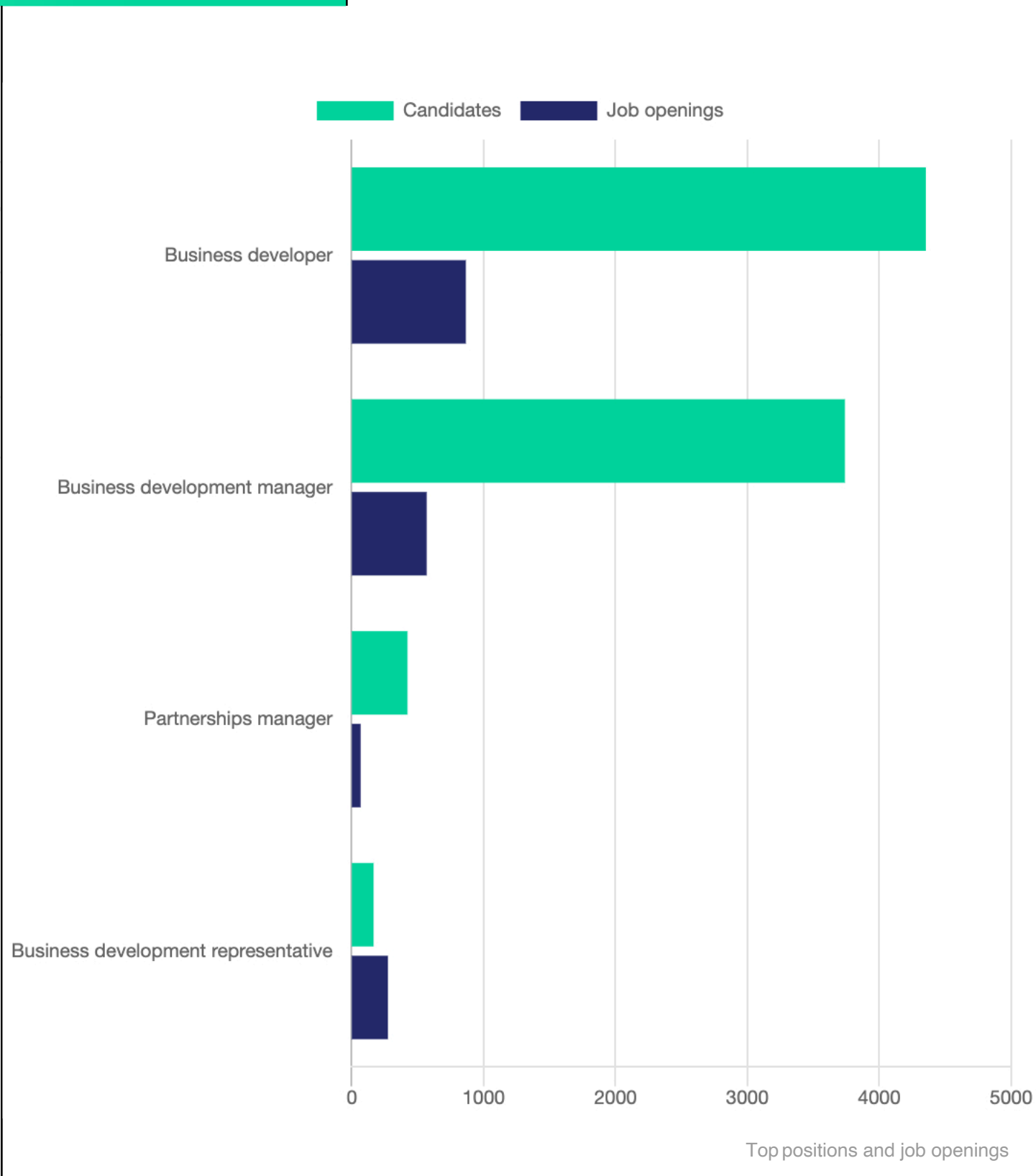Amsterdam

Rotterdam

The Hague

Overview

8,682
Candidates
Positions analyzed

1,774
Job offers
Last 12 months

Top positions and job openings

Positions	Candidates	Job openings
Business developer	4,354	865
Business development manager	3,740	568
Partnerships manager	422	67
Business development representative	165	274

Top positions and job openings

Candidates and job openings by City

City	Candidates	Job openings
Amsterdam	5,678	1,304
Rotterdam	1,889	400
The hague	1,114	70
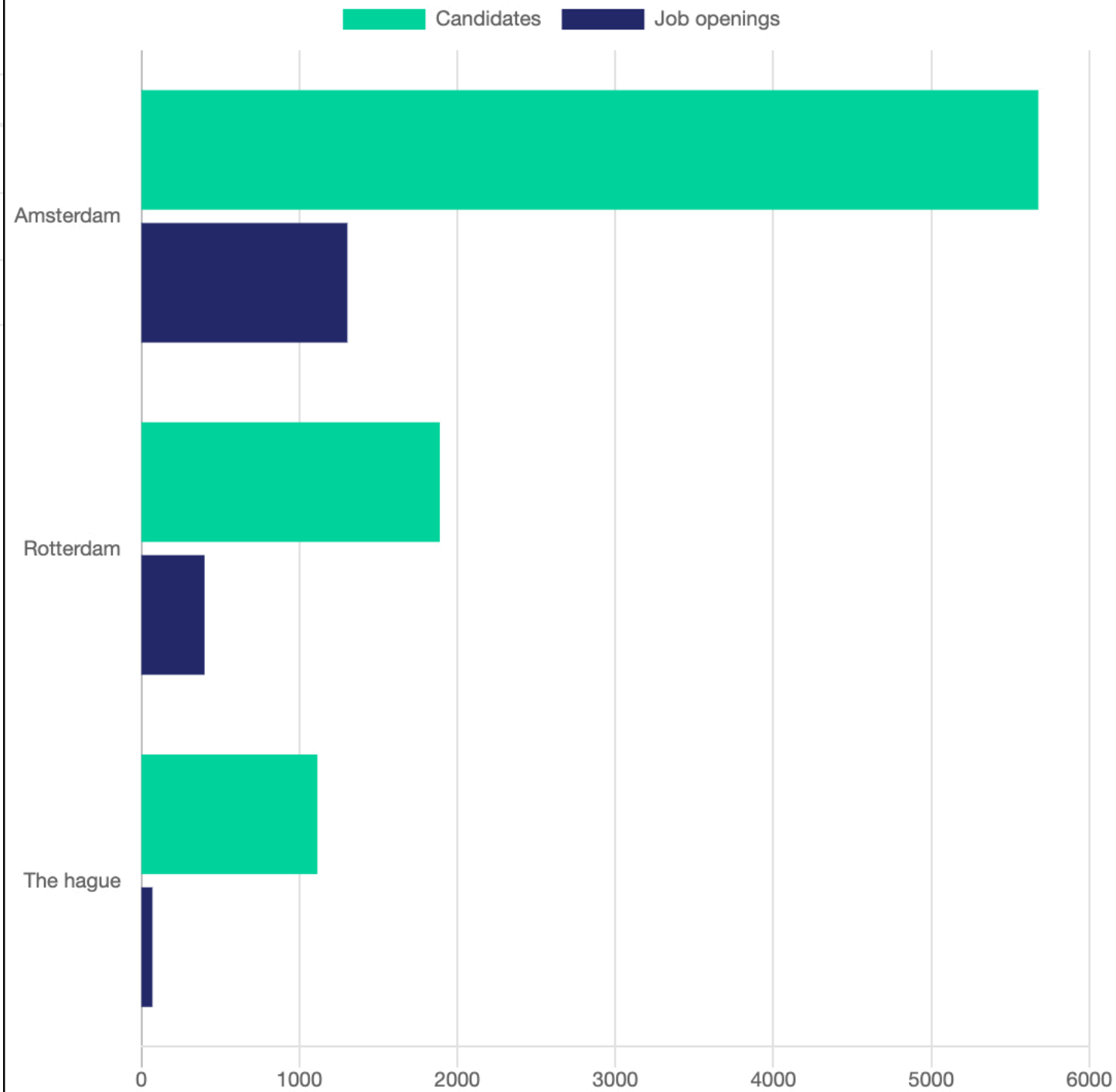
Candidates and job openings by City

Population and candidates ratio by City

City	Ratio
Amsterdam	2.73
Rotterdam	1.13
The hague	0.84
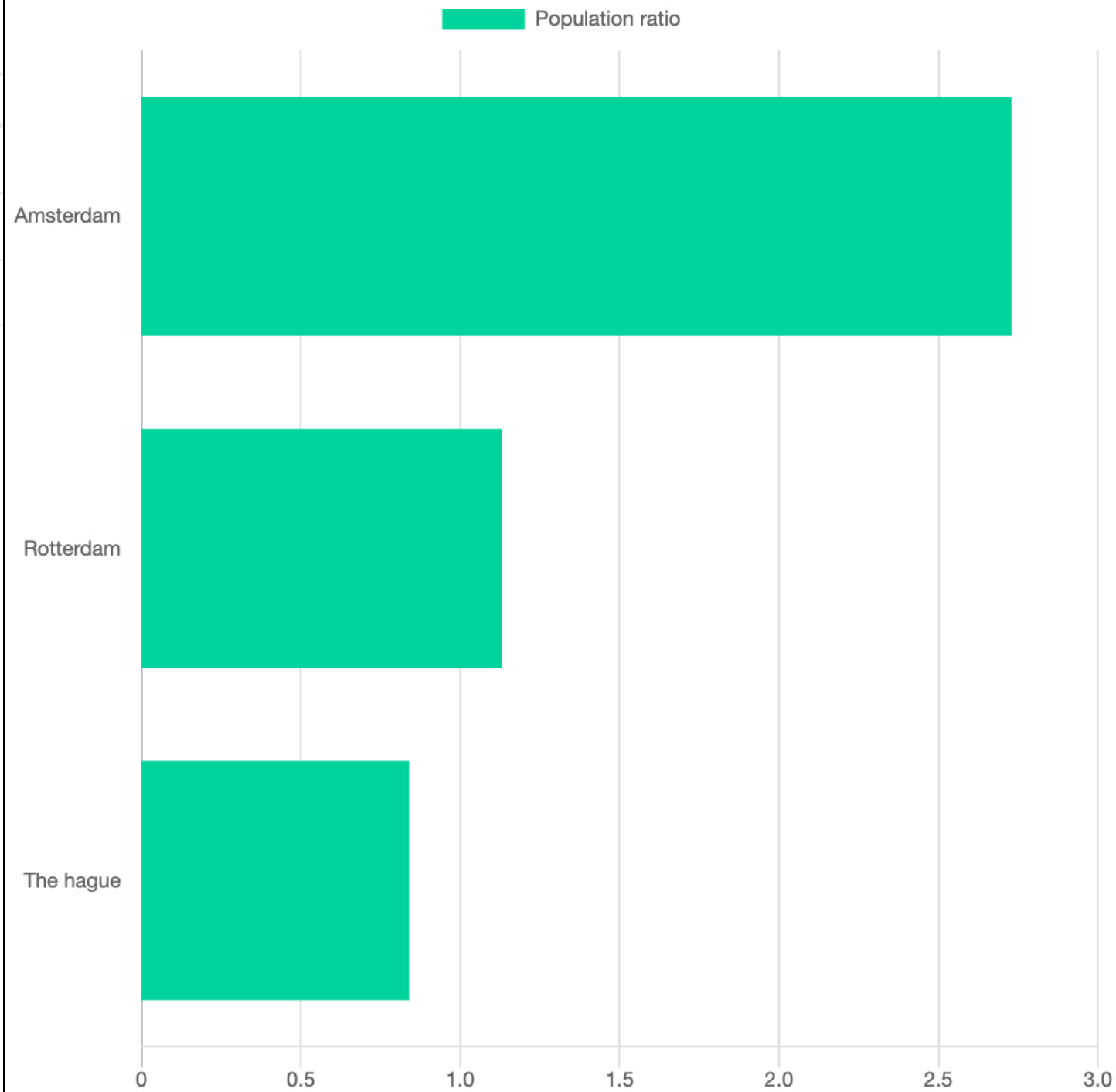
Population and candidates ratio by City

Companies by City

City	# Companies
Amsterdam	5180
Rotterdam	1787
The hague	1199
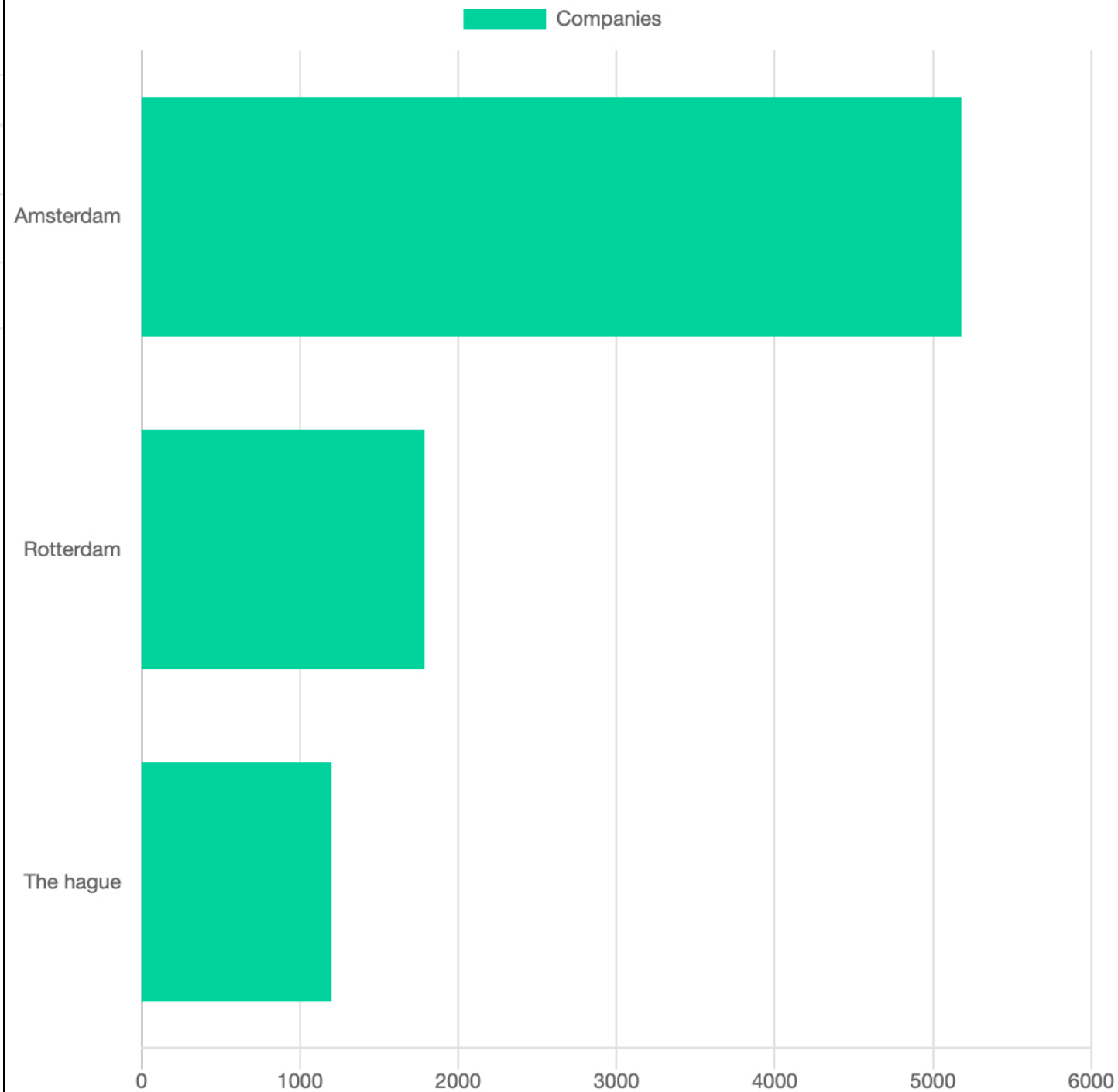
Companies by City

Gross salary

Position	Amsterdam	Rotterdam	The Hague
Business Developer	44000	37000	35900
Business Development Manager	76200	66000	64400
Business Development Representative	33900	30100	29500
Partnerships Manager	60000	59400	57700

Gross salaries for senior professionals, 50th percentile (EUR)

Amsterdam

Offer and demand analysis

5,678
Candidates
Positions analyzed

1,304
Job offers
Last 12 months

Candidates and job openings by position

Position	Candidates	Job openings	Ratio
Business developer	**2,802** (49.36 %)	**562** (15.41 %)	4.99
Business development manager	**2,422** (42.65 %)	**456** (12.5 %)	5.31
Partnerships manager	**327** (5.77 %)	**58** (1.61 %)	5.64
Business development representative	**125** (2.22 %)	**226** (6.21 %)	0.55
Total	(100 %)	(100 %)	

Ratio = Candidates / Job openings
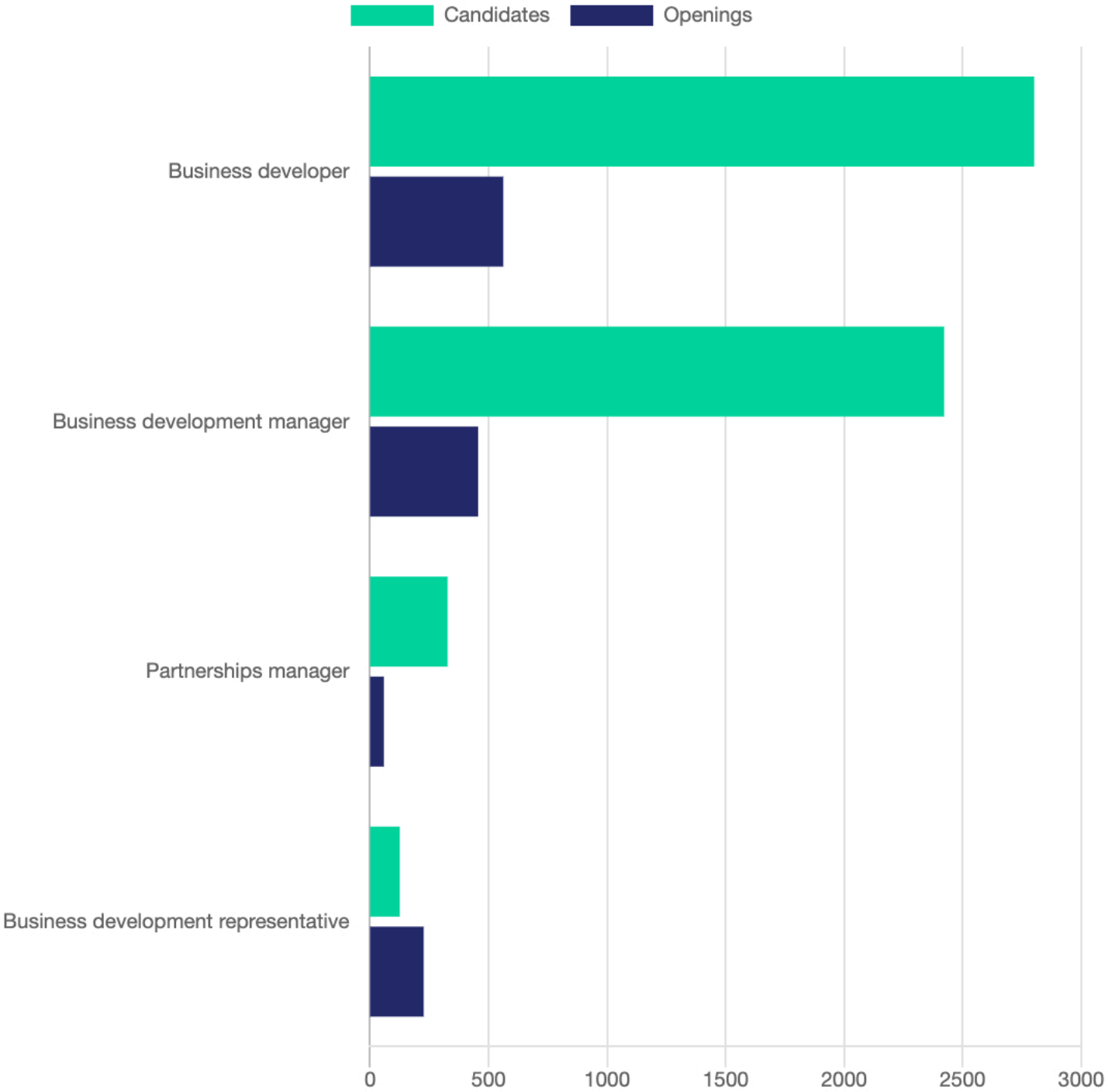
Candidates   Openings
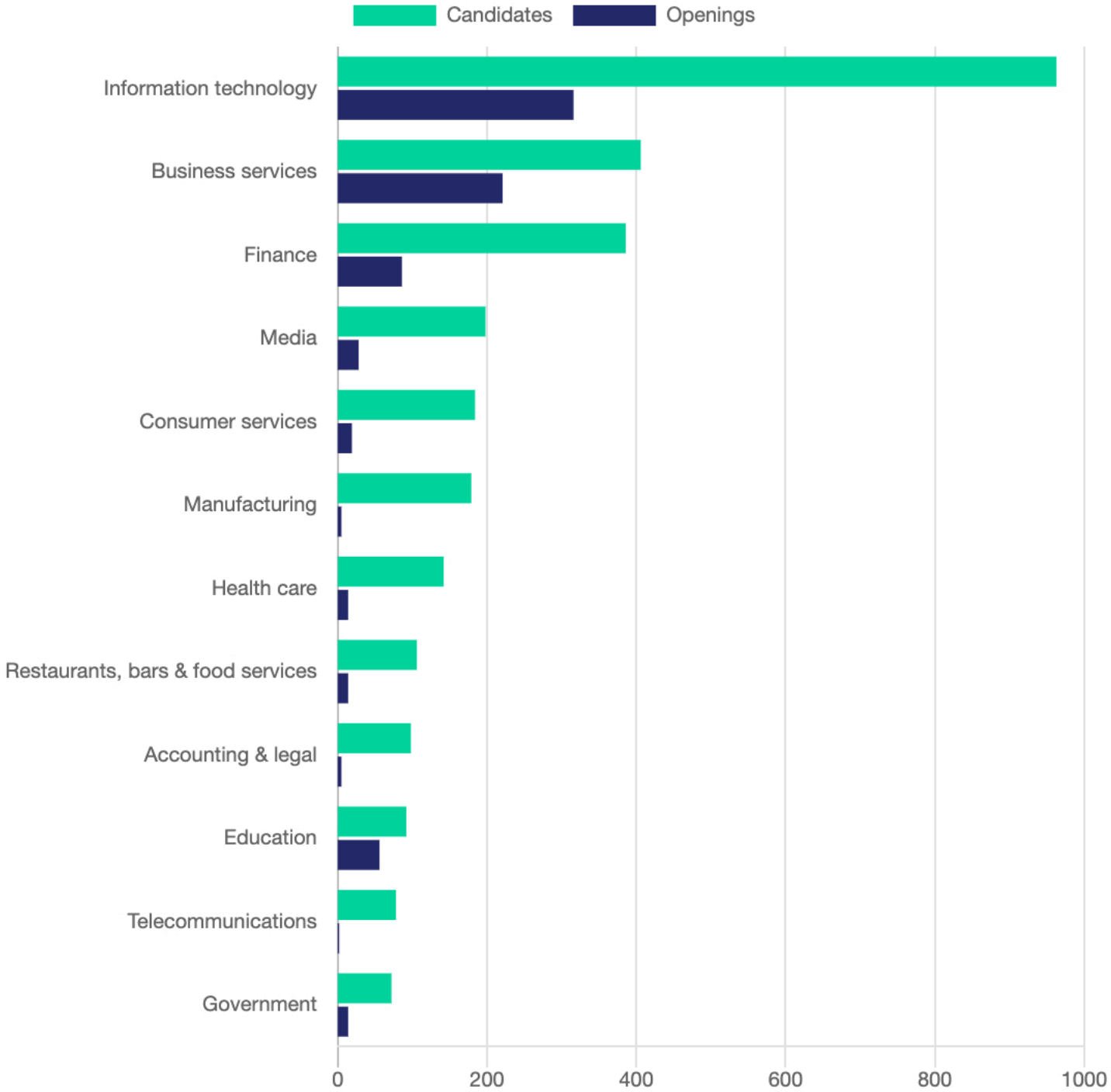
Candidates and job openings by position

Candidates and job openings by sector

Sector	Candidates	Job openings	Ratio
Information technology	**963** (16.96 %)	**316** (24.23 %)	3.05
Business services	**406** (7.15 %)	**221** (16.95 %)	1.84
Finance	**386** (6.8 %)	**86** (6.6 %)	4.49
Media	**198** (3.5 %)	**28** (2.15 %)	7.07
Consumer services	**184** (3.25 %)	**19** (1.46 %)	9.68
Manufacturing	**179** (3.16 %)	**5** (0.38 %)	35.8
Health care	**142** (2.51 %)	**14** (1.07 %)	10.14
Restaurants, bars & food services	**106** (1.87 %)	**14** (1.07 %)	7.57
Accounting & legal	**98** (1.73 %)	**5** (0.38 %)	19.6
Education	**92** (1.63 %)	**56** (4.29 %)	1.64
Telecommunications	**78** (1.38 %)	**2** (0.15 %)	39.0
Government	**72** (1.28 %)	**14** (1.07 %)	5.14

Ratio = Candidates / Job openings

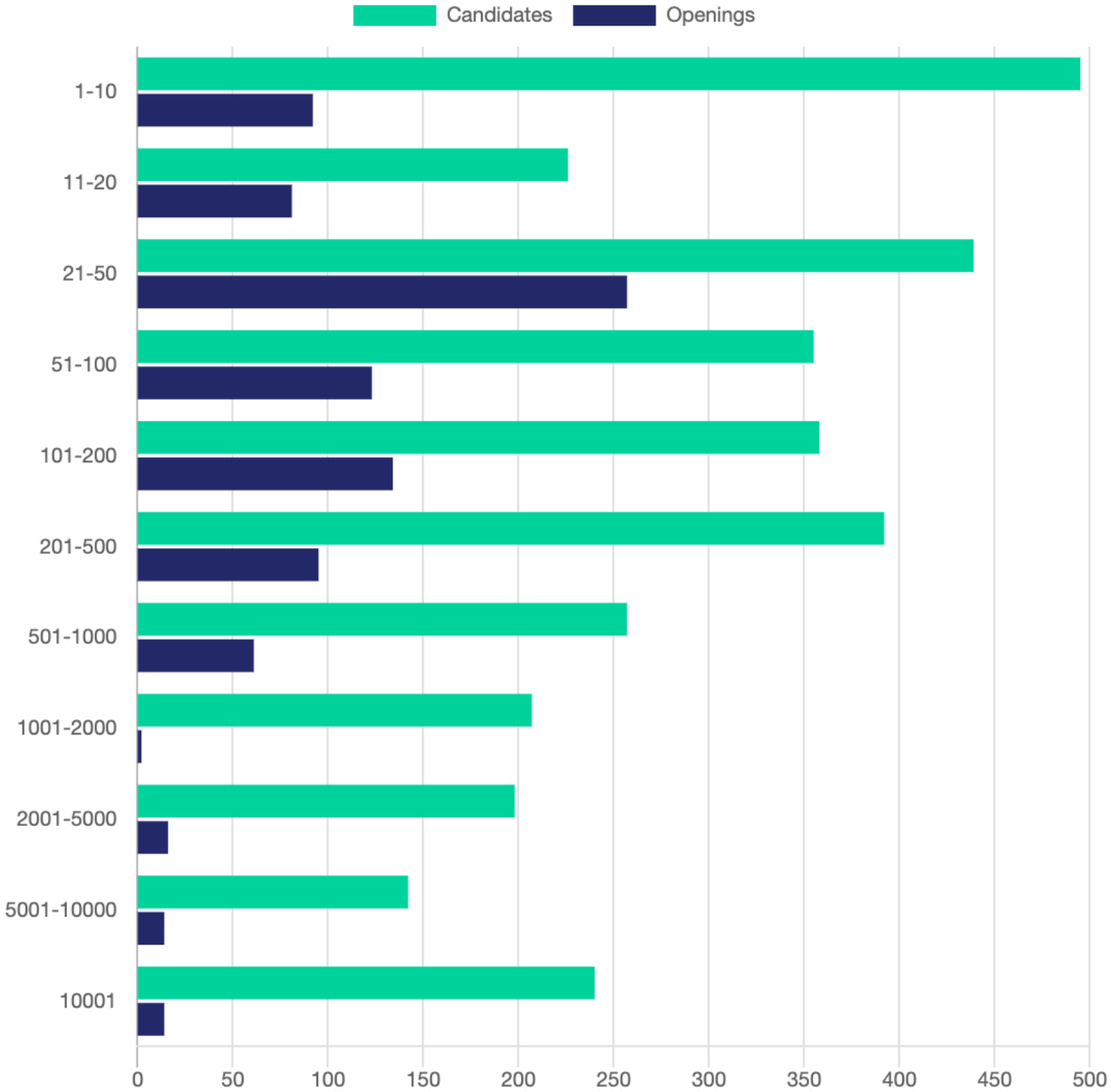Candidates and job openings by sector

Candidates and job openings by company size

Company size	Candidates	Job openings	Ratio
1-10	**495** (8.73 %)	**92** (7.06 %)	5.38
11-20	**226** (3.99 %)	**81** (6.21 %)	2.79
21-50	**439** (7.74 %)	**257** (19.71 %)	1.71
51-100	**355** (6.26 %)	**123** (9.43 %)	2.89
101-200	**358** (6.31 %)	**134** (10.28 %)	2.67
201-500	**392** (6.9 %)	**95** (7.29 %)	4.13
501-1000	**257** (4.54 %)	**61** (4.68 %)	4.21
1001-2000	**207** (3.65 %)	**2** (0.15 %)	103.5
2001-5000	**198** (3.5 %)	**16** (1.23 %)	12.38
5001-10000	**142** (2.51 %)	**14** (1.07 %)	10.14
10001	**240** (4.24 %)	**14** (1.07 %)	17.14

Ratio = Candidates / Job openings

Candidates and job openings by company size

TalentUp.io - The BD school   February 2022   digital talent analysis
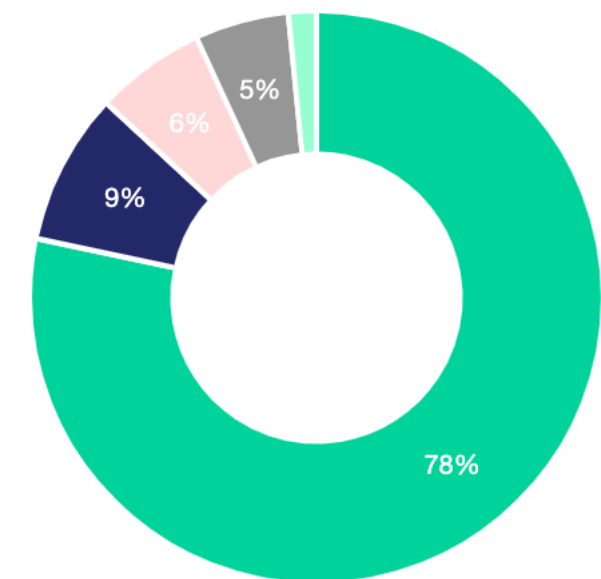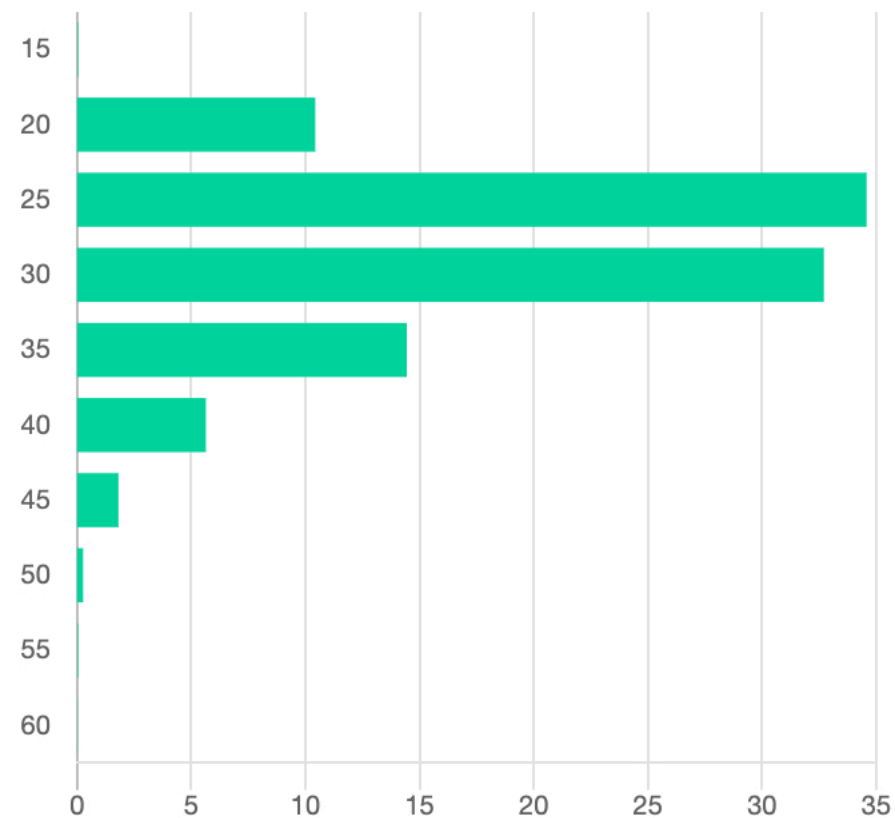
Race

78% White
9% Asian
6% Black
5% Latino hispanic
Indian

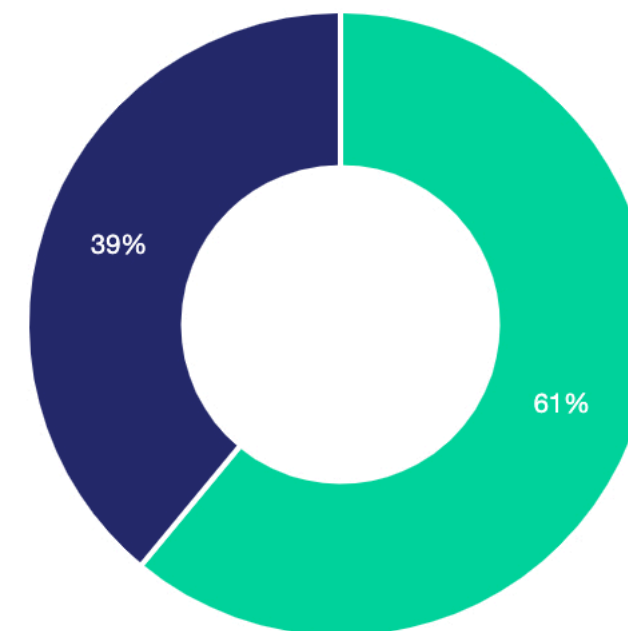Percentage professionals by race

Age

%

Number of professionals by age

Gender

61% Male
39% Female

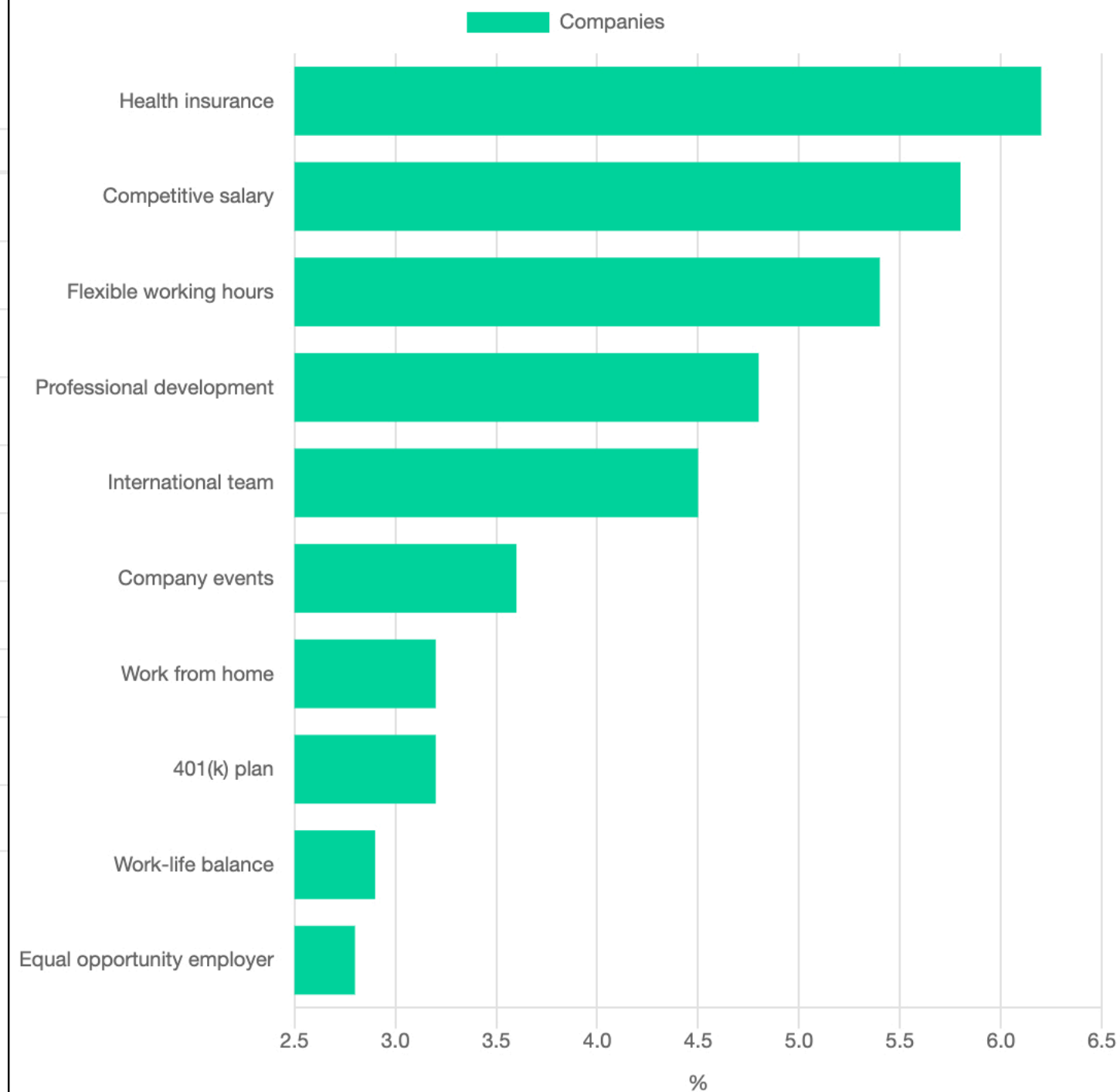Percentage of professionals by gender

Amsterdam

Benefits analysis

52,000 EUR

Median salary

Benefits

Benefits	# Other companies
Health insurance	6.2 %
Competitive salary	5.8 %
Flexible working hours	5.4 %
Professional development	4.8 %
International team	4.5 %
Company events	3.6 %
Work from home	3.2 %
401(k) plan	3.2 %
Work-life balance	2.9 %
Equal opportunity employer	2.8 %

Most popular benefits offered in Amsterdam

Salaries

Position	25th percentile	50th percentile	75th percentile	90th percentile
Business Developer	38000	44000	48000	52900
Business Development Manager	72700	76200	83200	86900
Business Development Representative	33700	33900	41300	84100
Partnerships Manager	54700	60000	65900	68100

Salaries for senior professionals (EUR)

Amsterdam

Company analysis

5,180

Companies analyzed

317

Funded companies
Last 12 months

Companies by size

Company size	Companies
1-10	2455
11-20	500
21-50	483
51-100	331
101-200	287
201-500	239
501-1000	139
1001-2000	118
2001-5000	67
5001-10000	59
10001	94
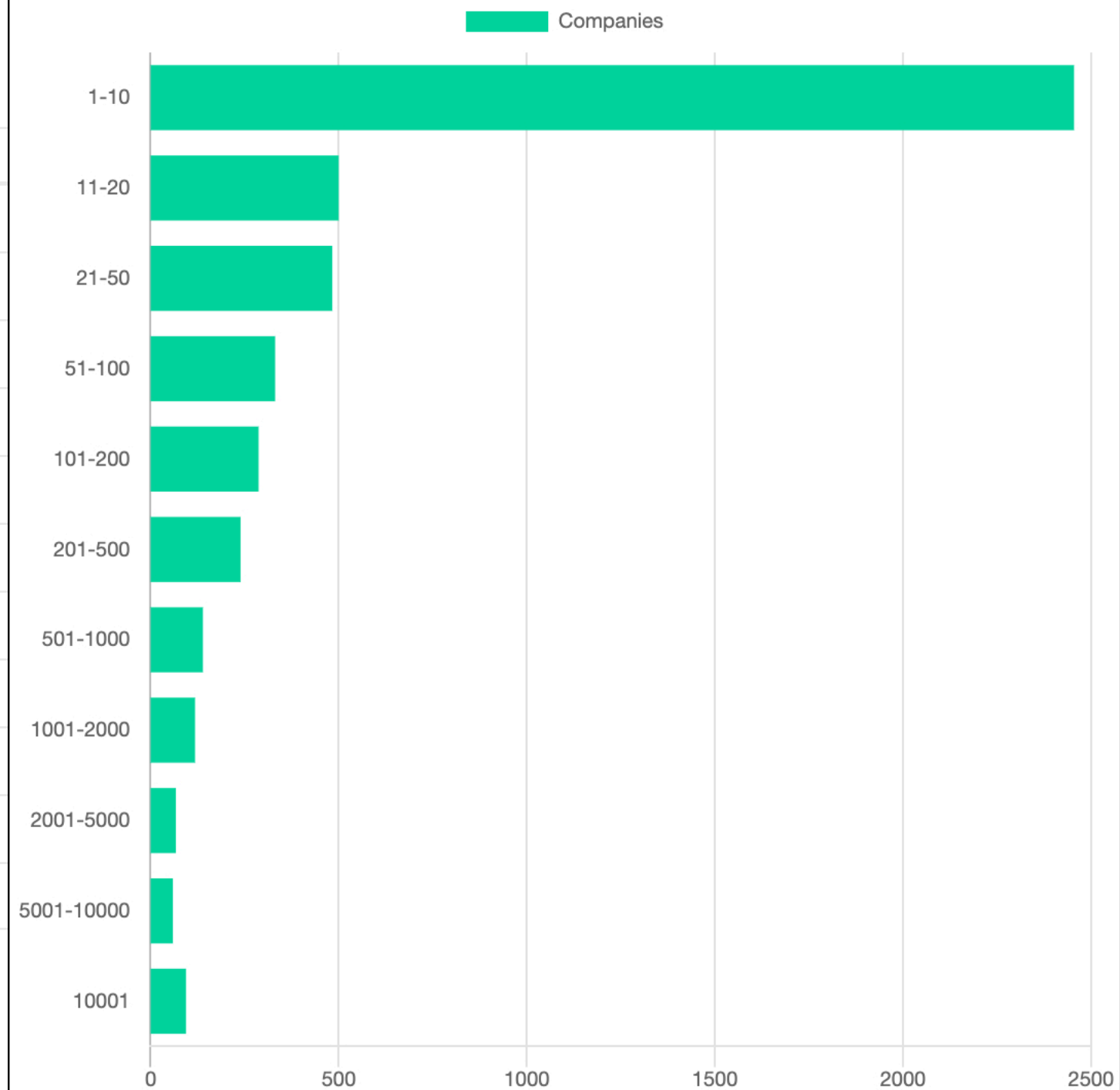
Number of companies by size

Companies by sector

Sector	Companies
Information technology	826
Business services	700
Media	324
Arts, entertainment & recreation	321
Finance	271
Consumer services	221
Health care	199
Restaurants, bars & food services	195

Number of companies by sector
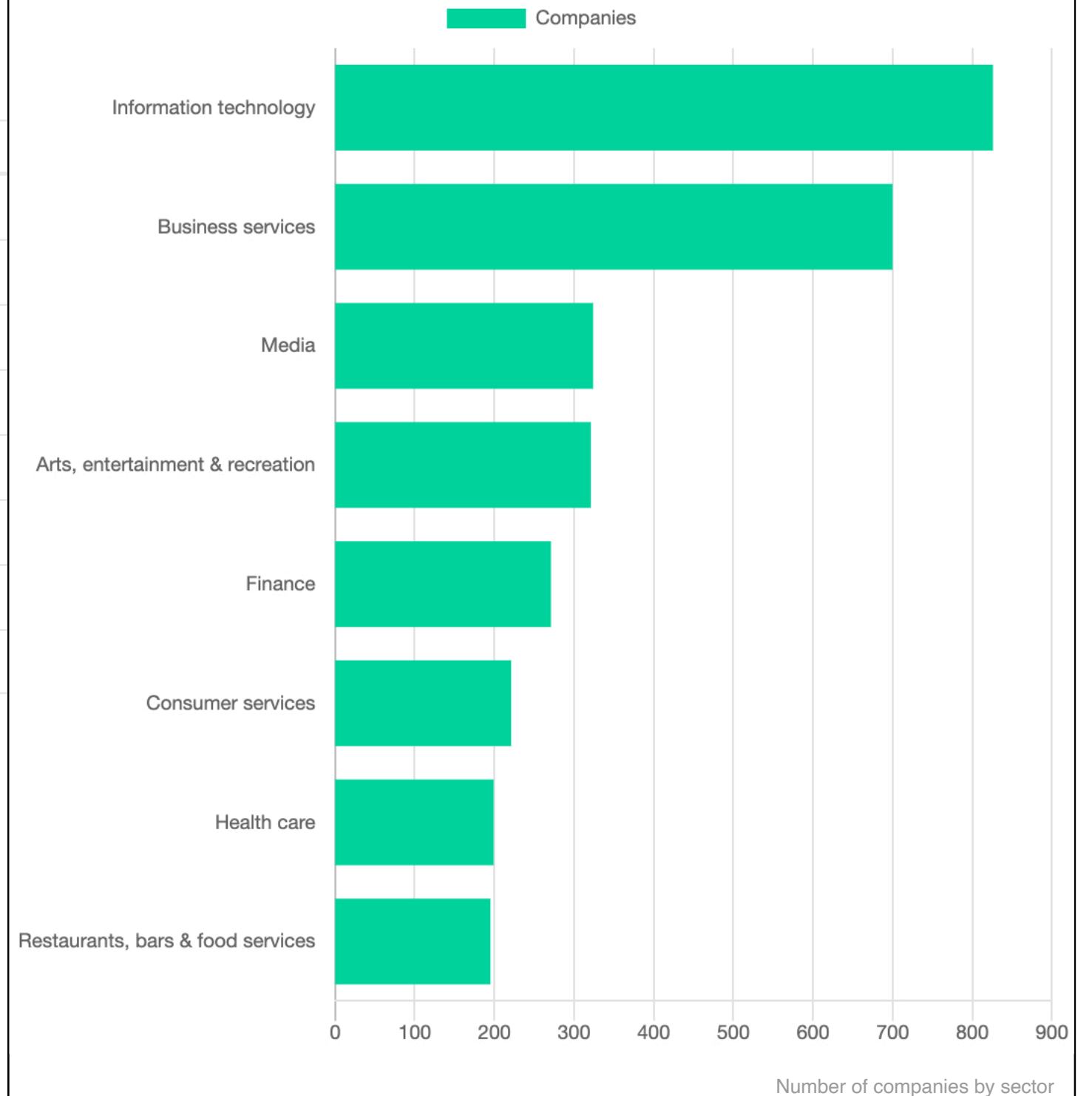
Companies by funding

Total funds (EUR)	Companies
100k-199k	33
200k-499k	8
500k-999k	25
1M-1.99M	40
2M-4.99M	55
5M-9.99M	52
10M-19.99M	37
20M-49.99M	32
50M-99.99M	25
+100M	10
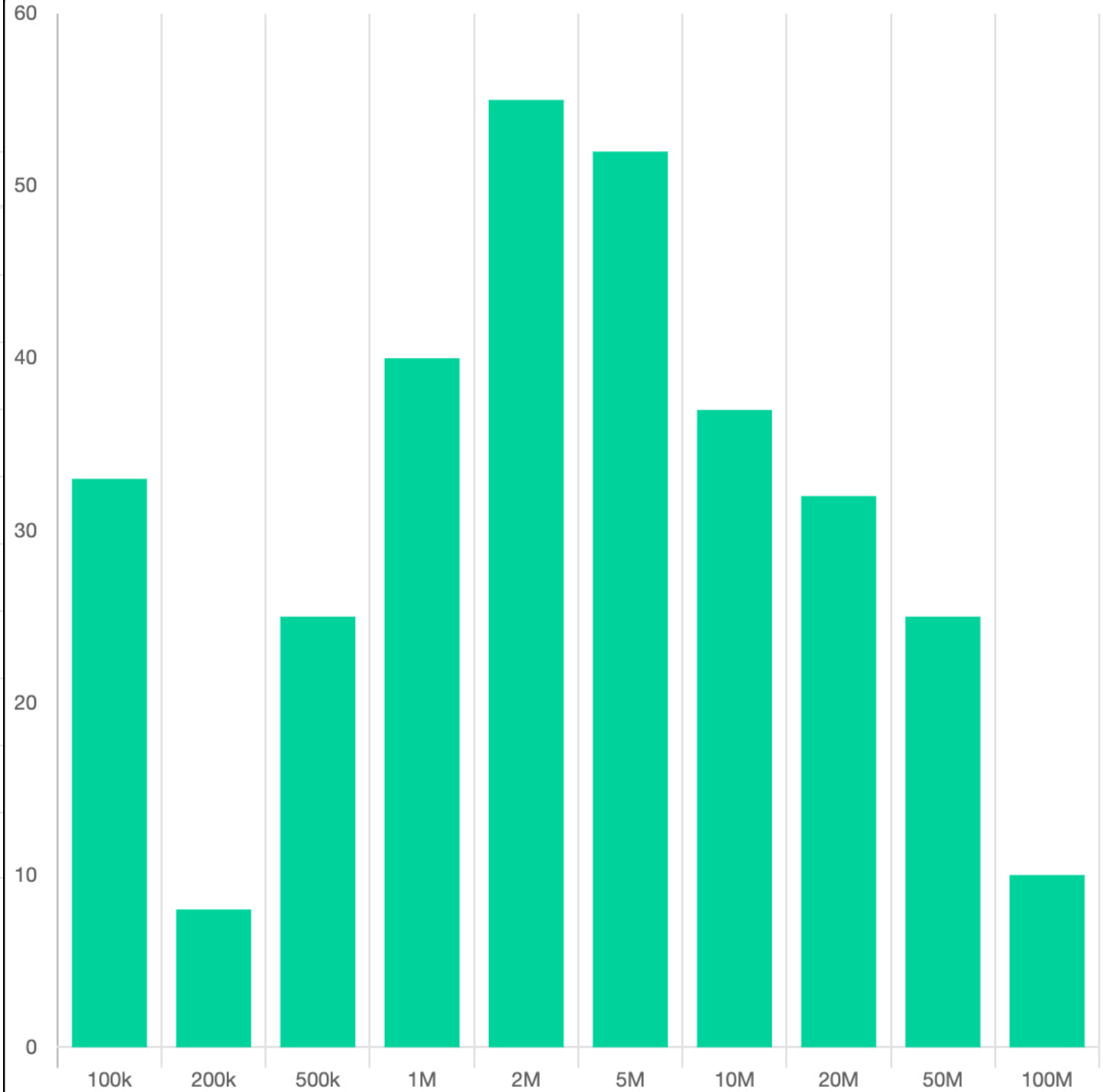
Number of companies by funding amount

Companies by headquarters

City	Companies
Amsterdam	4032
Utrecht	37
Hoofddorp	27
London	27
The hague	25
New york city	23
Paris	19
Amstelveen	16

Country	Companies
Netherlands	4289
United states	217
United kingdom	50
France	29
Germany	27
Belgium	12
India	11
Canada	10
Spain	9
Sweden	8

Number of companies by headquarters (city)

Number of companies by headquarters (country)
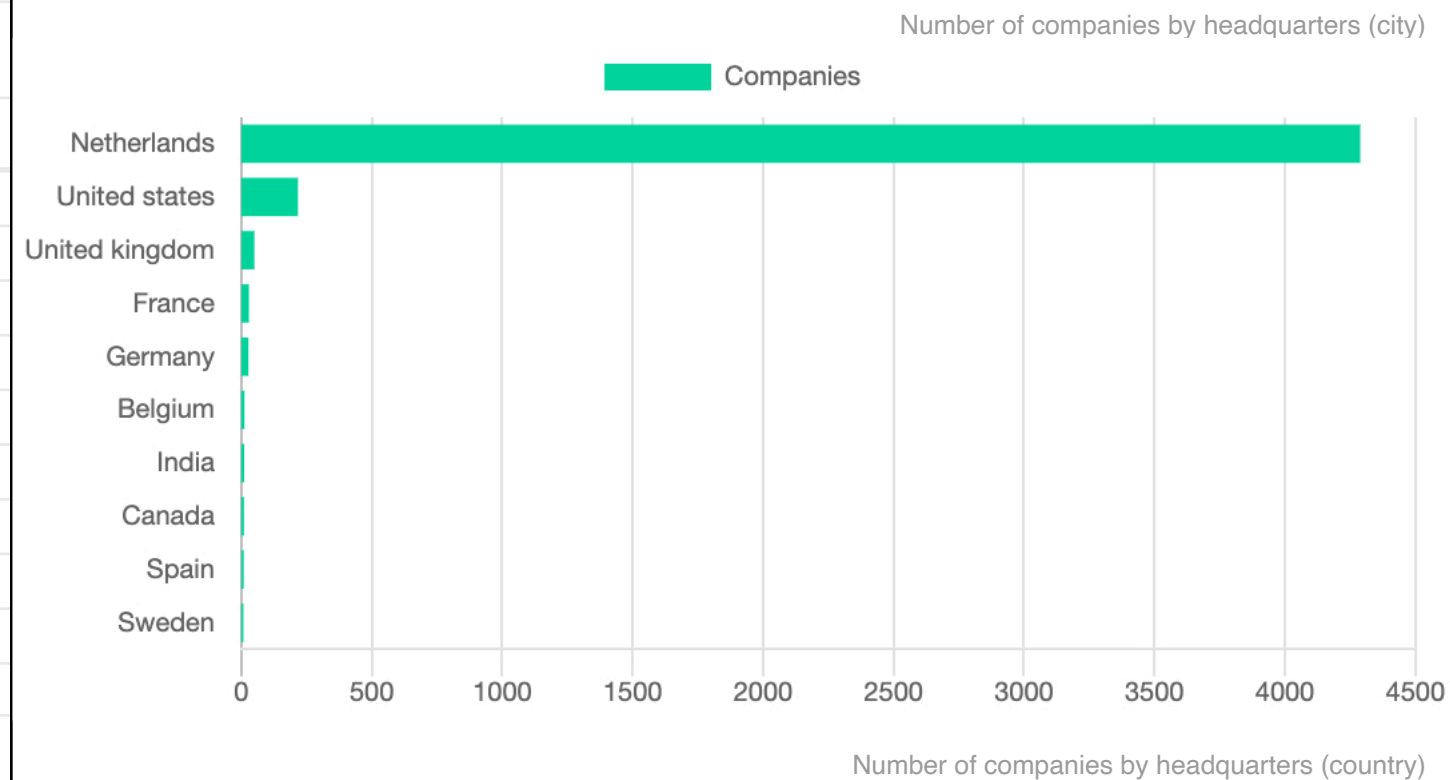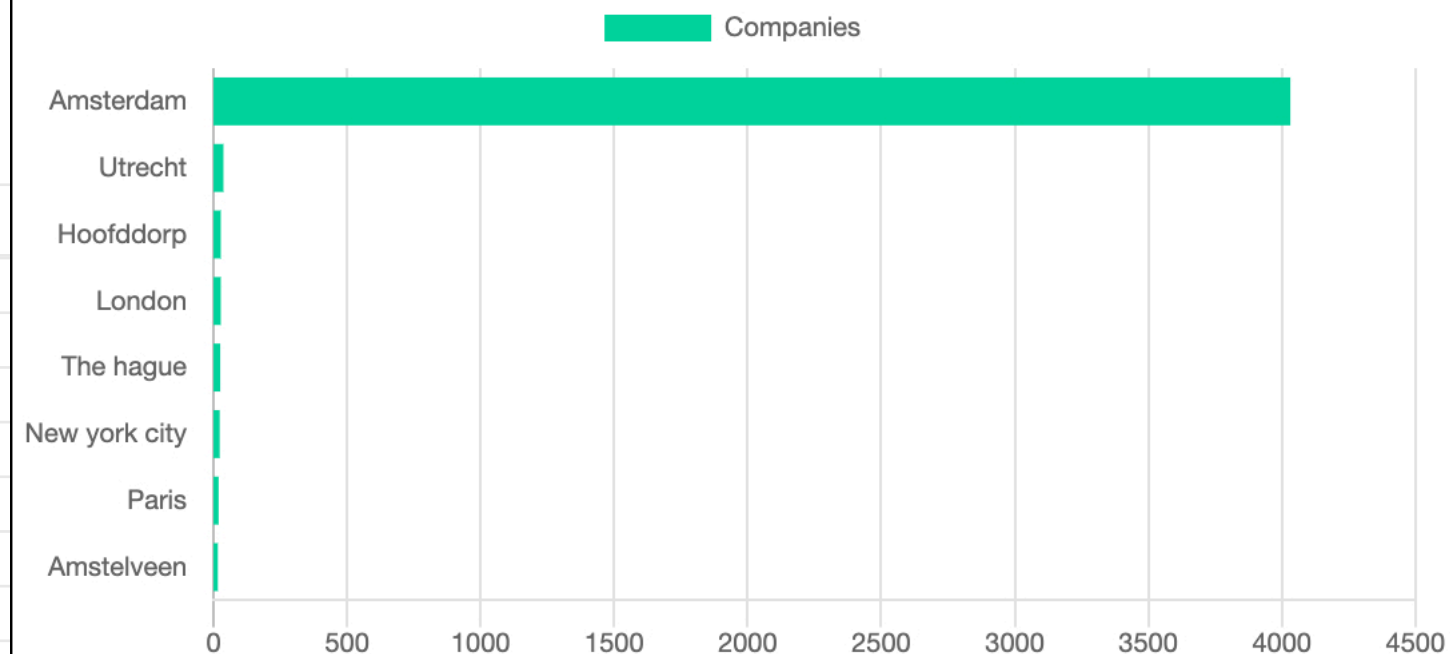
Rotterdam

Offer and demand analysis

1,889
Candidates
Positions analyzed

400
Job offers
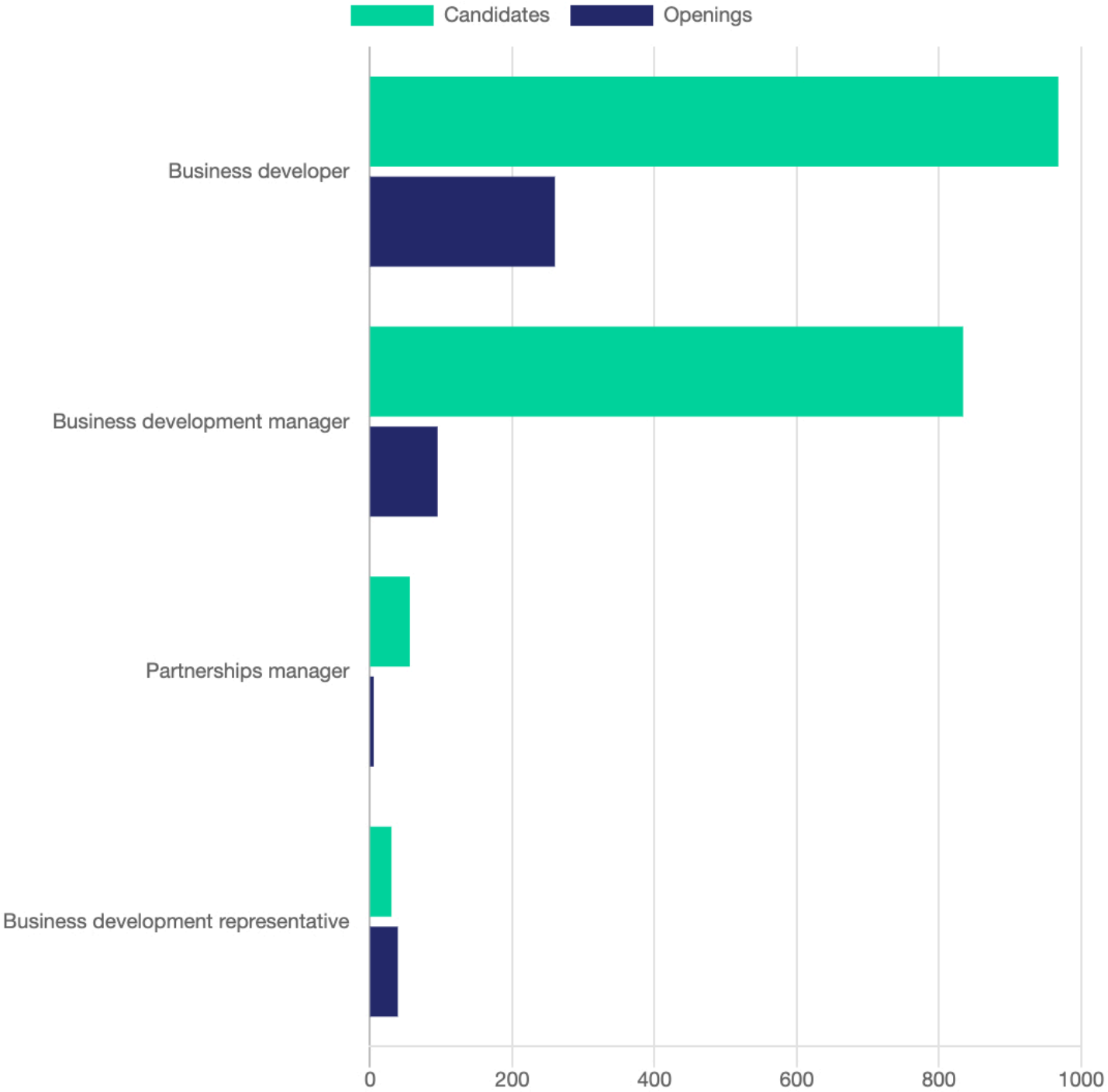Last 12 months

Candidates and job openings by position

Position	Candidates	Job openings	Ratio
Business developer	**968** (51.26 %)	**260** (23.25 %)	3.72
Business development manager	**834** (44.15 %)	**95** (8.5 %)	8.78
Partnerships manager	**56** (2.96 %)	**5** (0.5 %)	11.2
Business development representative	**30** (1.63 %)	**39** (3.5 %)	0.77
Total	(100 %)	(100 %)	

Ratio = Candidates / Job openings
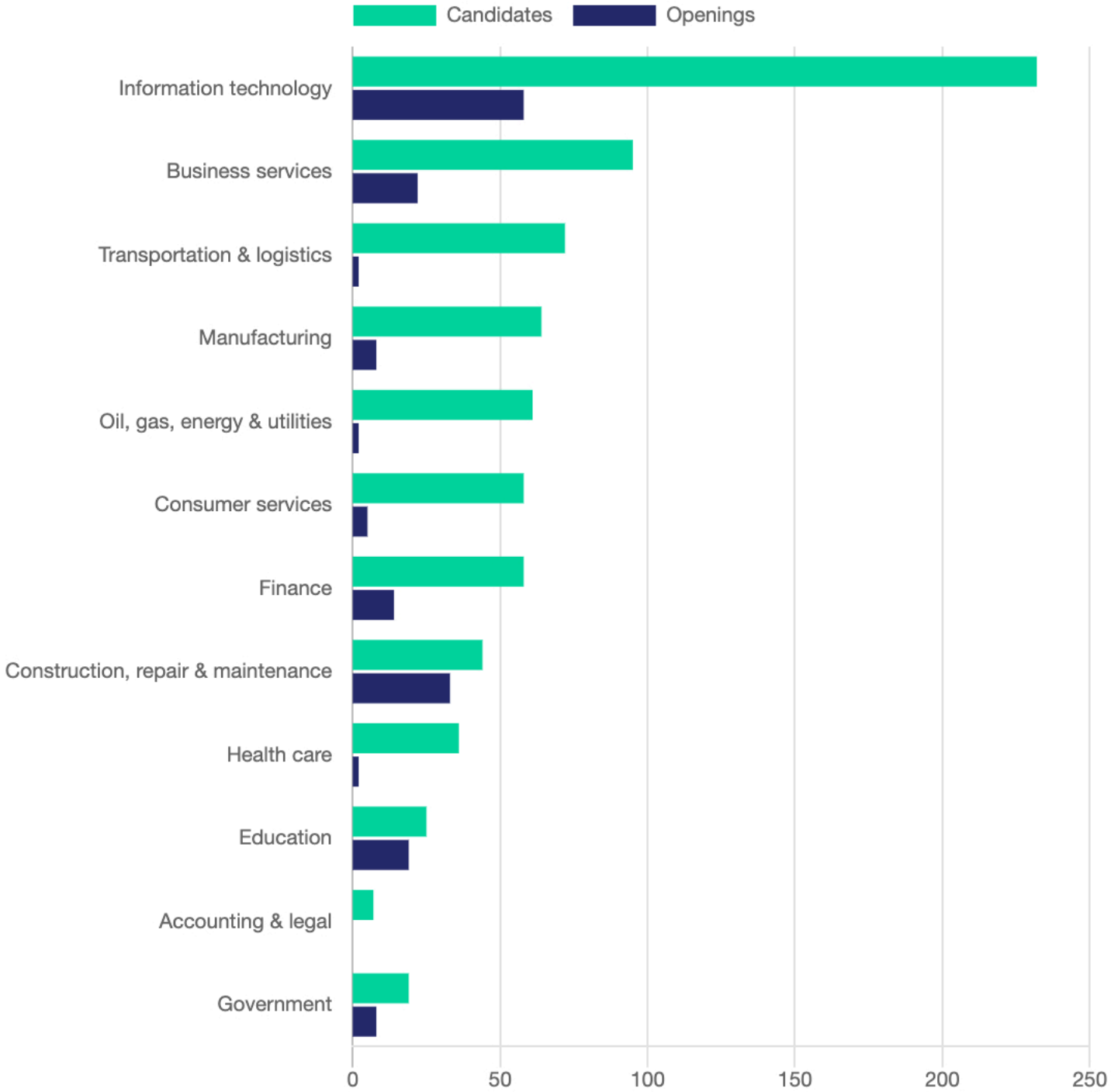

Candidates and job openings by position

Candidates and job openings by sector

Sector	Candidates	Job openings	Ratio
Information technology	**232** (12.3 %)	**58** (14.5 %)	4.0
Business services	**95** (5.04 %)	**22** (5.5 %)	4.32
Transportation & logistics	**72** (3.85 %)	**2** (0.5 %)	36.0
Manufacturing	**64** (3.41 %)	**8** (2.0 %)	8.0
Oil, gas, energy & utilities	**61** (3.26 %)	**2** (0.5 %)	30.5
Consumer services	**58** (3.11 %)	**5** (1.25 %)	11.6
Finance	**58** (3.11 %)	**14** (3.5 %)	4.14
Construction, repair & maintenance	**44** (2.37 %)	**33** (8.25 %)	1.33
Health care	**36** (1.93 %)	**2** (0.5 %)	18.0
Education	**25** (1.33 %)	**19** (4.75 %)	1.32
Accounting & legal	**7** (1.04 %)	**0** (0 %)	0
Government	**19** (1.04 %)	**8** (2.0 %)	2.38

Ratio = Candidates / Job openings

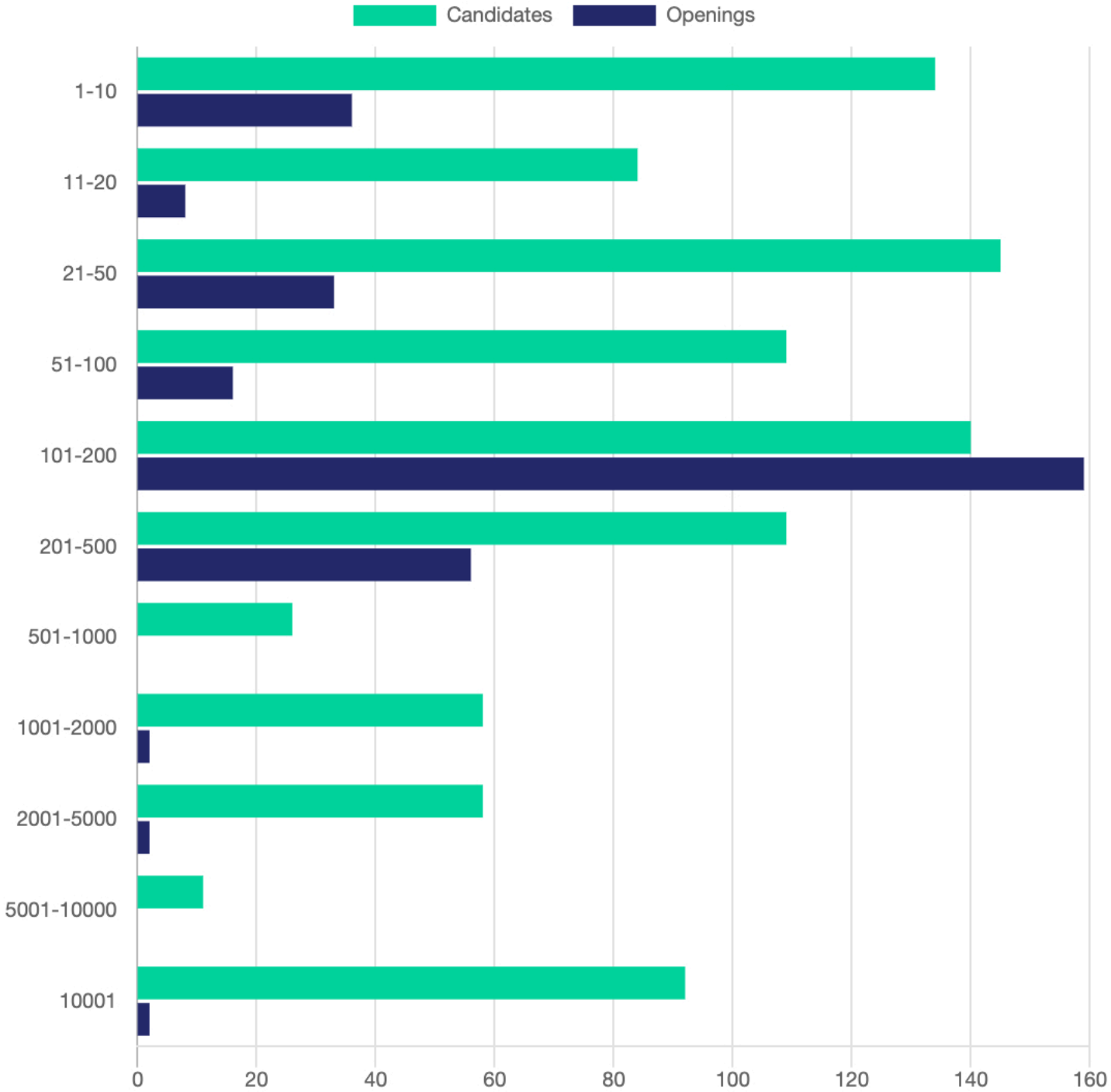Candidates and job openings by sector

Candidates and job openings by company size

Company size	Candidates	Job openings	Ratio
1-10	**134** (7.11 %)	**36** (9.0 %)	3.72
11-20	**84** (4.44 %)	**8** (2.0 %)	10.5
21-50	**145** (7.7 %)	**33** (8.25 %)	4.39
51-100	**109** (5.78 %)	**16** (4.0 %)	6.81
101-200	**140** (7.41 %)	**159** (39.75 %)	0.88
201-500	**109** (5.78 %)	**56** (14.0 %)	1.95
501-1000	**26** (3.85 %)	**0** (0 %)	0
1001-2000	**58** (3.11 %)	**2** (0.5 %)	29.0
2001-5000	**58** (3.11 %)	**2** (0.5 %)	29.0
5001-10000	**11** (1.63 %)	**0** (0 %)	0
10001	**92** (4.89 %)	**2** (0.5 %)	46.0

Ratio = Candidates / Job openings
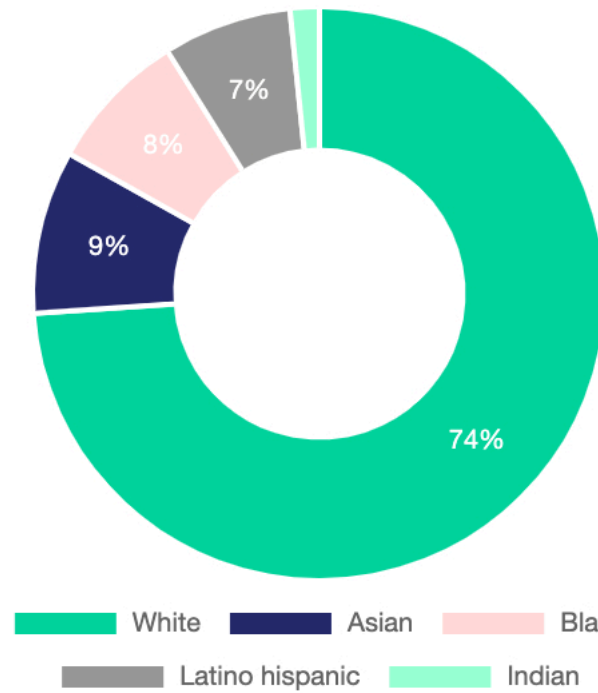
Candidates and job openings by company size

Race

White 74%
Asian 9%
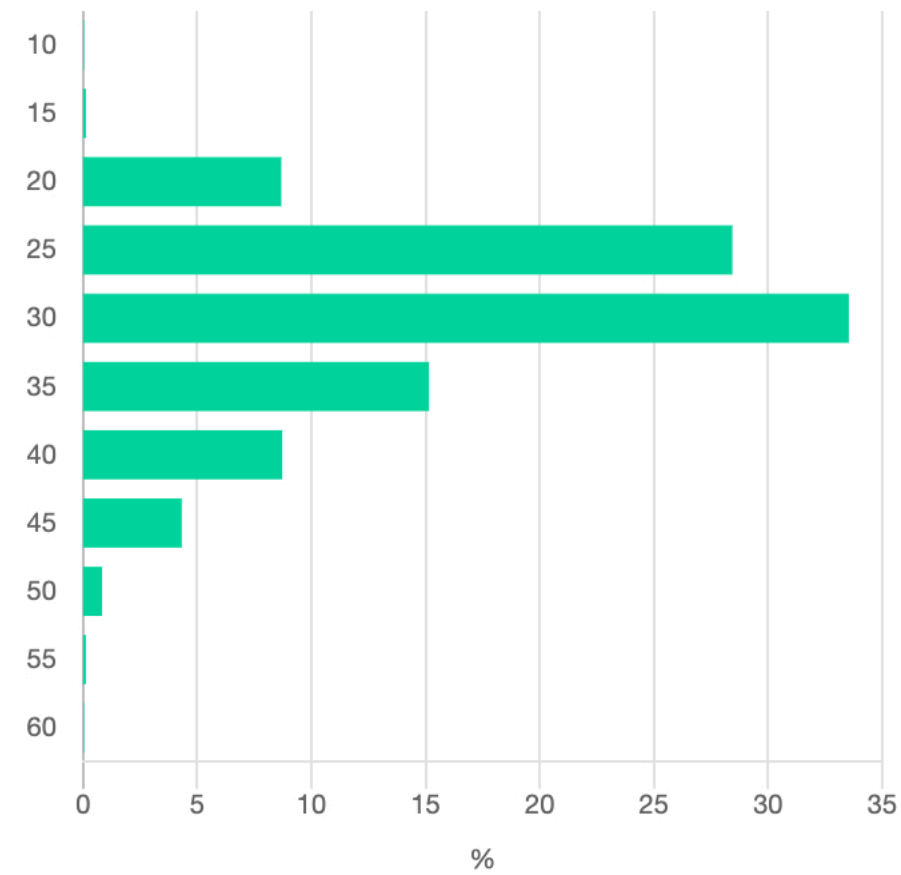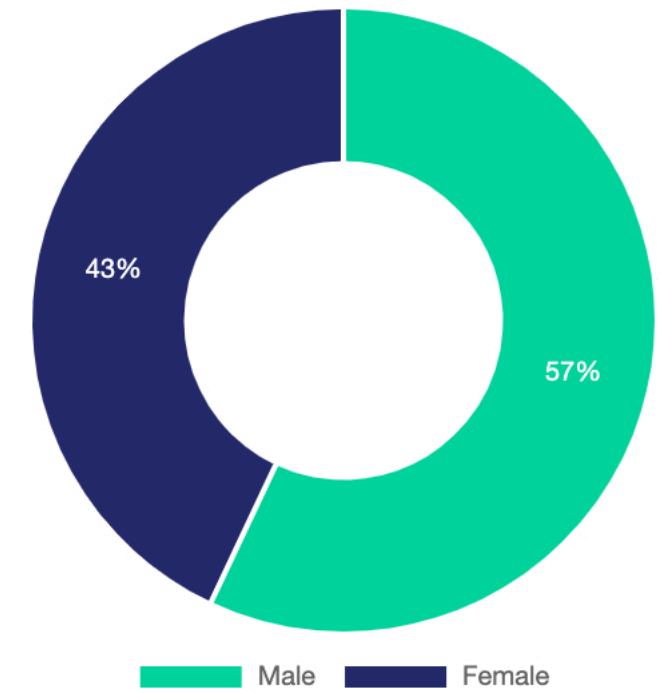Black 8%
Latino hispanic 7%

Percentage professionals by race

Age

%

Number of professionals by age

Gender

Male 57%
Female 43%

Percentage of professionals by gender

Rotterdam

Benefits analysis

48,200 EUR

Median salary

Benefits

Benefits	# Other companies
Health insurance	7.7 %
Disability leave	5.1 %
Professional development	5.1 %
401(k) plan	4.8 %
Equal opportunity employer	4.8 %
Work-life balance	3.8 %
Travel assistance	3.5 %
Open vacation policy	3.2 %
Profit sharing	3.2 %
Unlimited sick days	3.2 %
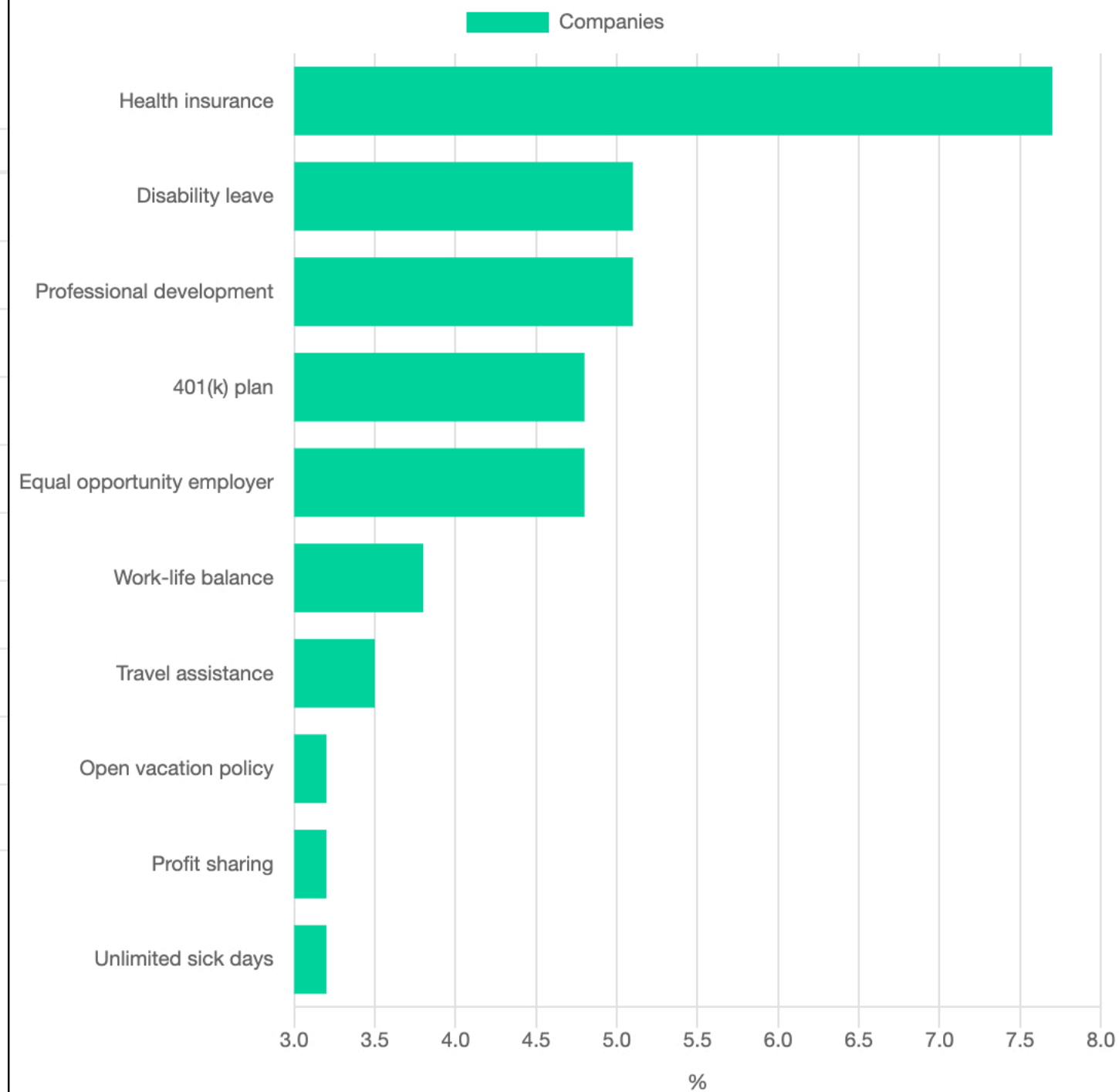
Most popular benefits offered in Rotterdam

Salaries

Position	25th percentile	50th percentile	75th percentile	90th percentile
Business Developer	32000	37000	42300	45100
Business Development Manager	61800	66000	72400	75600
Business Development Representative	28000	30100	37000	79200
Partnerships Manager	55500	59400	66900	70100

Salaries for senior professionals (EUR)

Rotterdam

Company analysis

1,787
Companies analyzed

52
Funded companies
Last 12 months

Companies by size

Company size	Companies
1-10	879
11-20	144
21-50	132
51-100	93
101-200	89
201-500	92
501-1000	66
1001-2000	60
2001-5000	49
5001-10000	19
10001	50
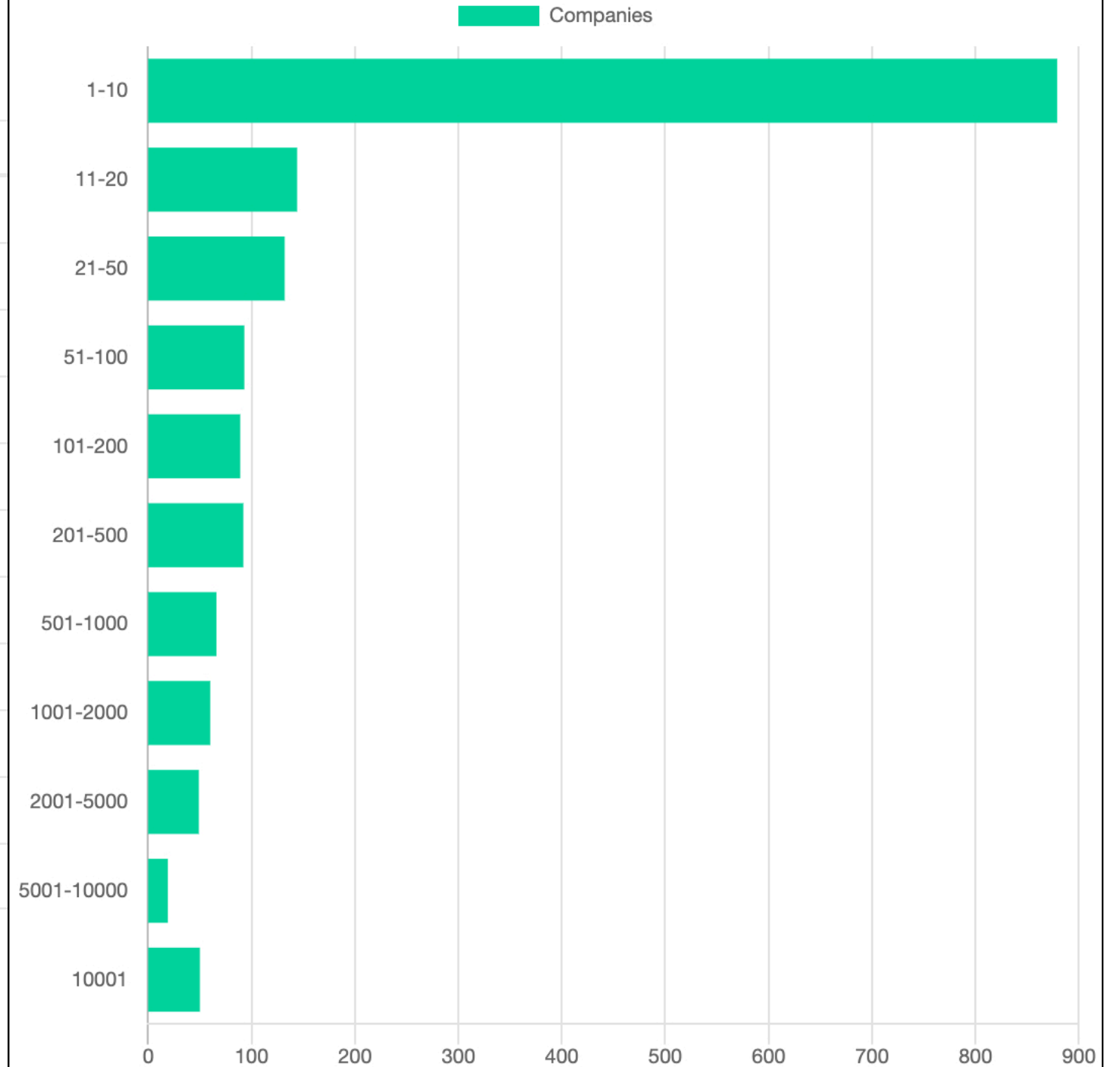
Number of companies by size

Companies by sector

Sector	Companies
Business services	244
Information technology	223
Construction, repair & maintenance	107
Arts, entertainment & recreation	91
Government	77
Consumer services	76
Health care	68
Media	62
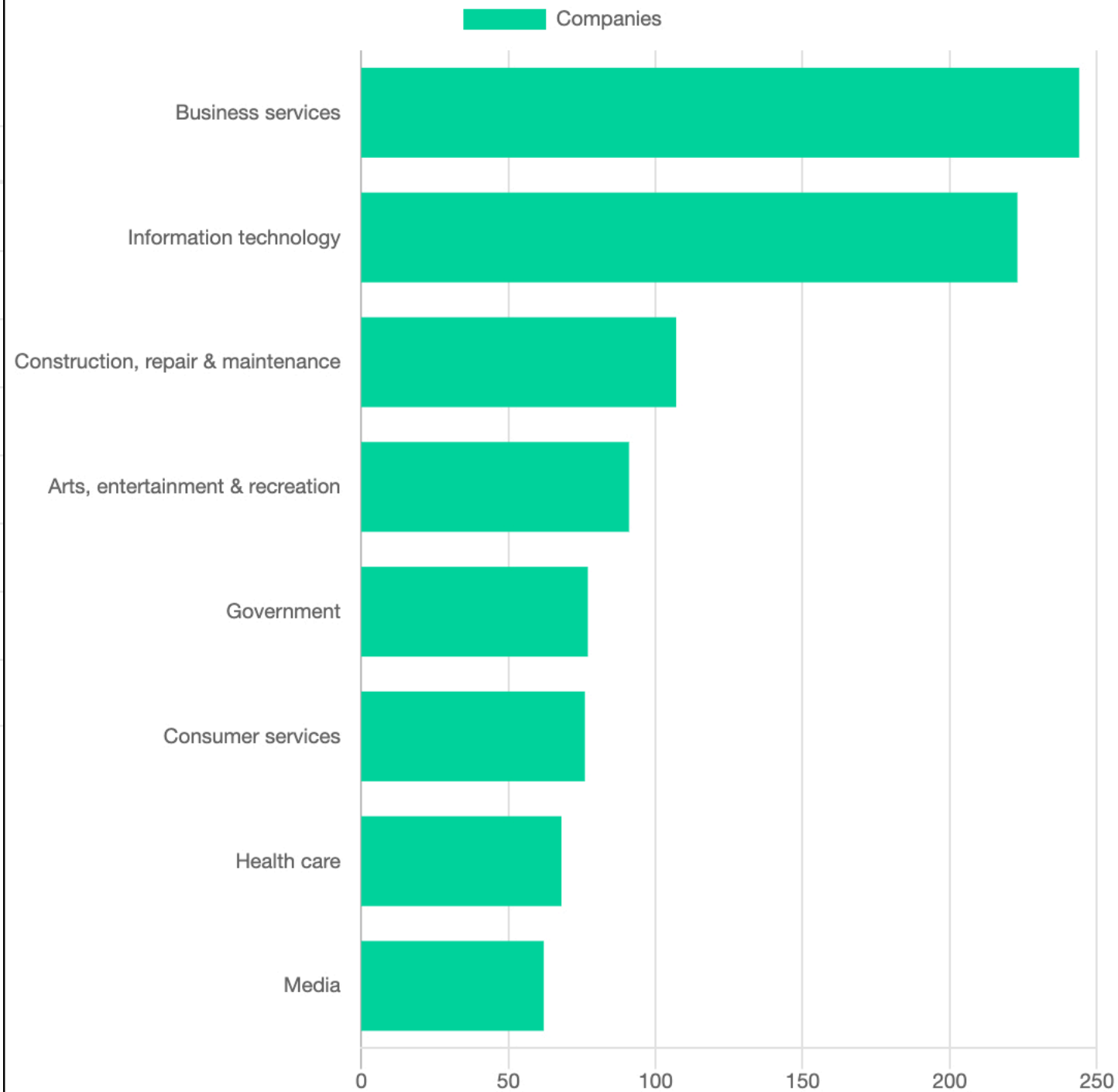
Number of companies by sector

Companies by funding

Total funds (EUR)	Companies
100k-199k	12
200k-499k	1
500k-999k	3
1M-1.99M	5
2M-4.99M	5
5M-9.99M	8
10M-19.99M	5
20M-49.99M	4
50M-99.99M	4
+100M	5

Number of companies by funding amount
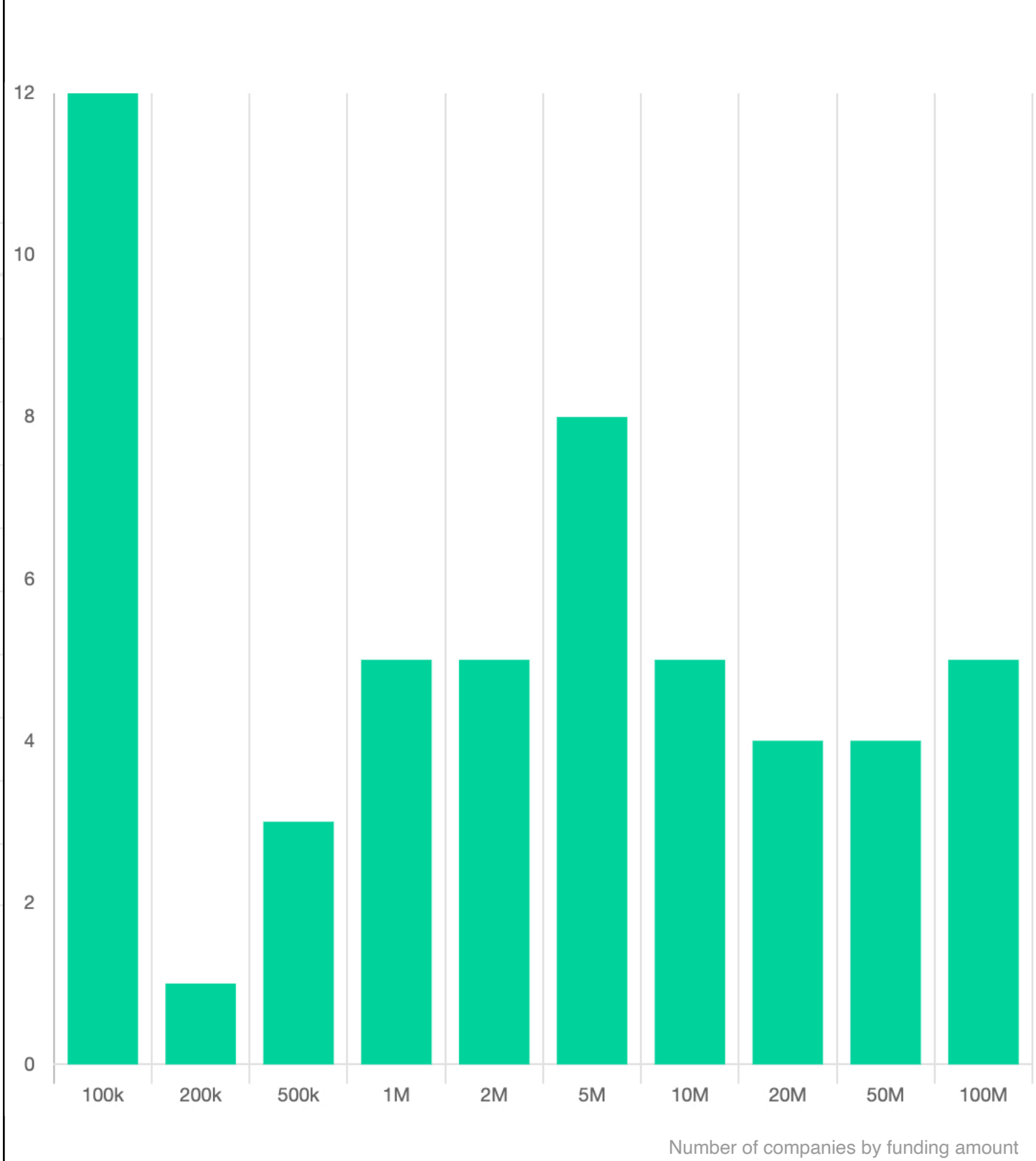
Companies by headquarters

City	Companies
Rotterdam	1300
The hague	25
Amsterdam	22
Utrecht	15
Delft	9
Dordrecht	8
Schiedam	6
Amersfoort	5
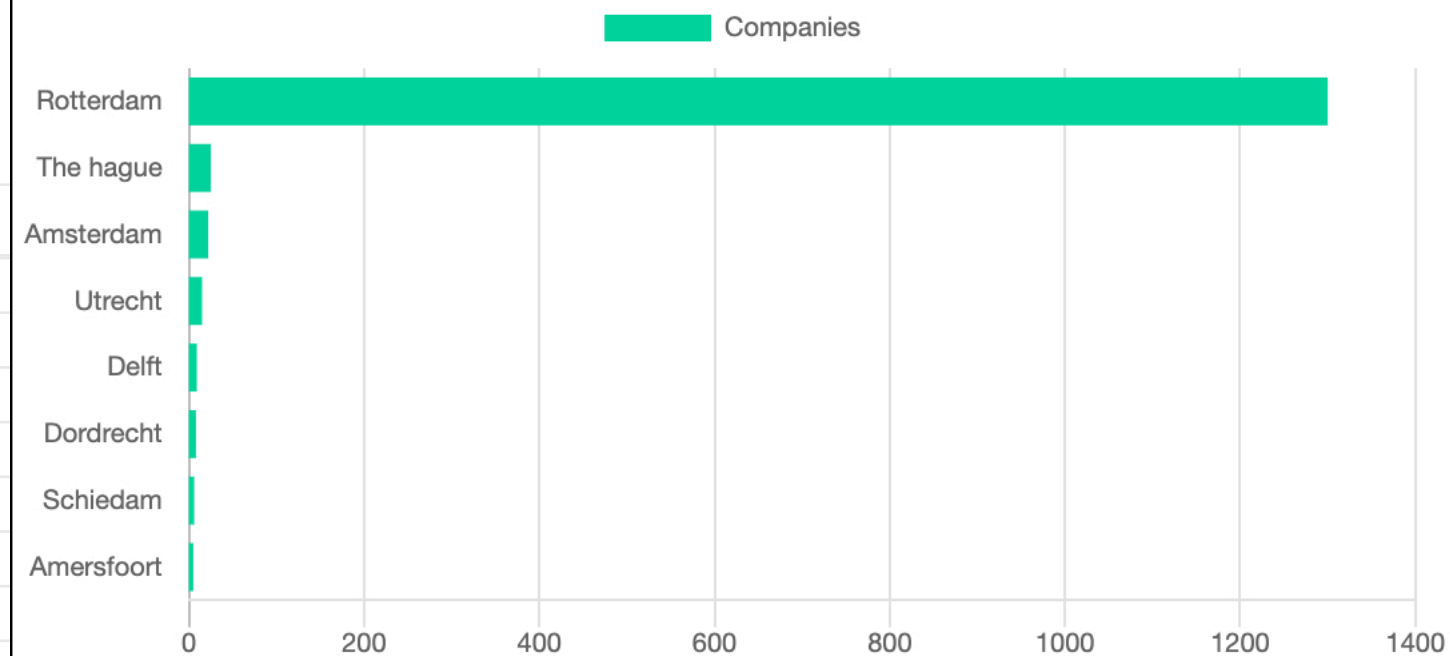
Country	Companies
Netherlands	1491
United states	46
France	12
Germany	11
India	7
United kingdom	6
Canada	4
China	3
Norway	3
Spain	3

Number of companies by headquarters (city)
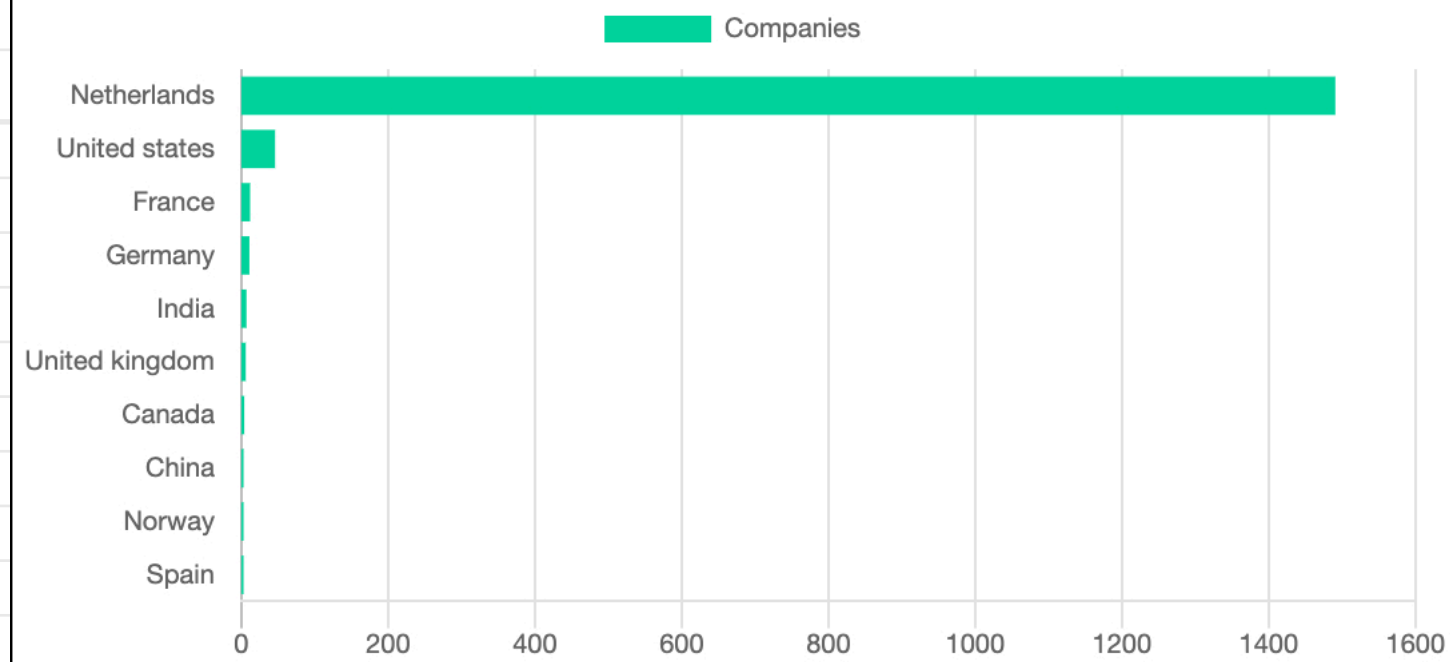
Number of companies by headquarters (country)

The Hague

Offer and demand analysis

1,114
Candidates
Positions analyzed

70
Job offers
Last 12 months

Candidates and job openings by position

Position	Candidates	Job openings	Ratio
Business developer	**582** (52.26 %)	**42** (21.43 %)	13.86
Business development manager	**484** (43.47 %)	**16** (8.57 %)	30.25
Partnerships manager	**39** (3.52 %)	**2** (1.43 %)	19.5
Business development representative	**8** (0.75 %)	**8** (4.29 %)	1.0
Total	(100 %)	(100 %)	4.89

Ratio = Candidates / Job openings
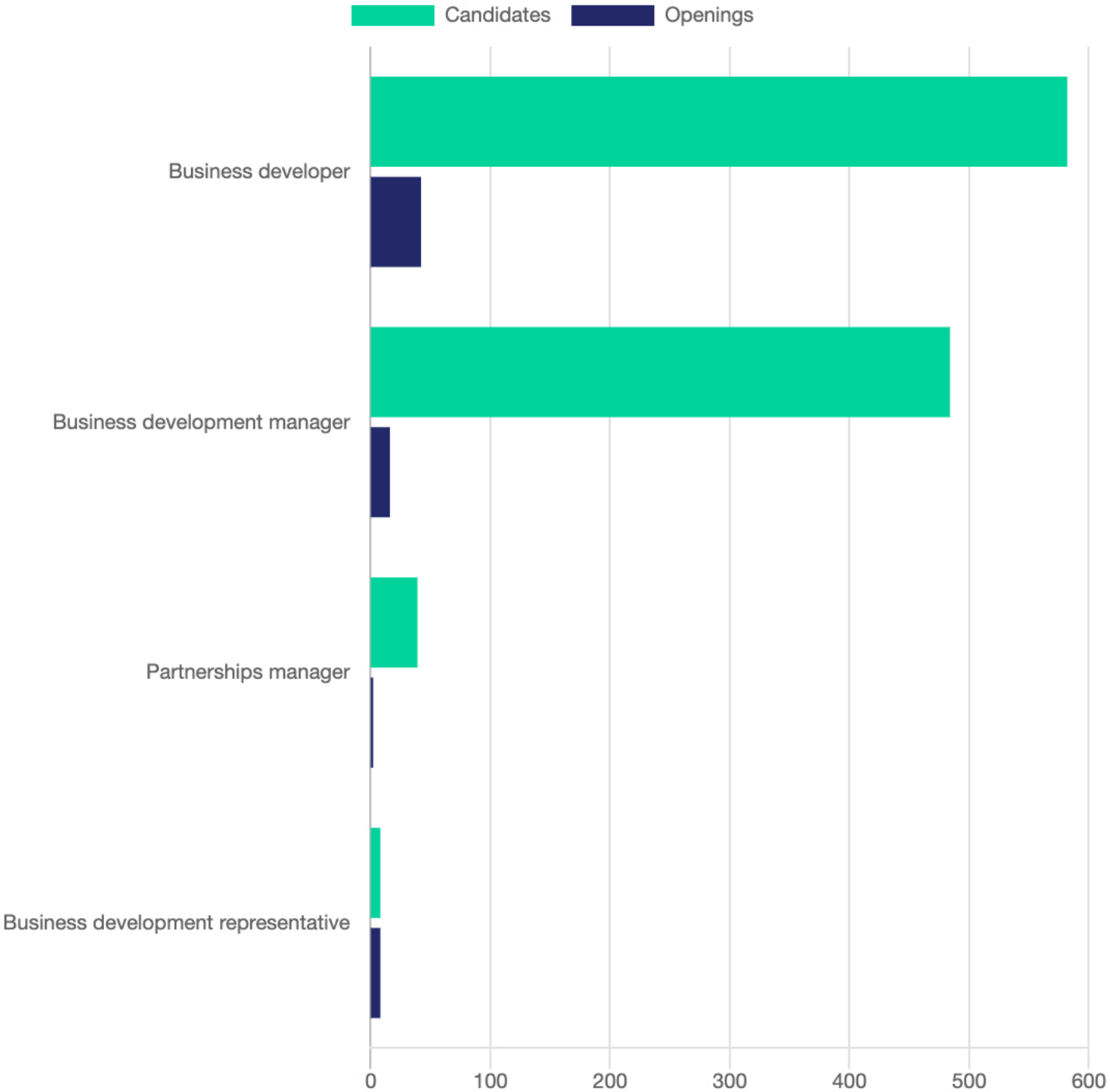
Candidates and job openings by position

Candidates and job openings by sector

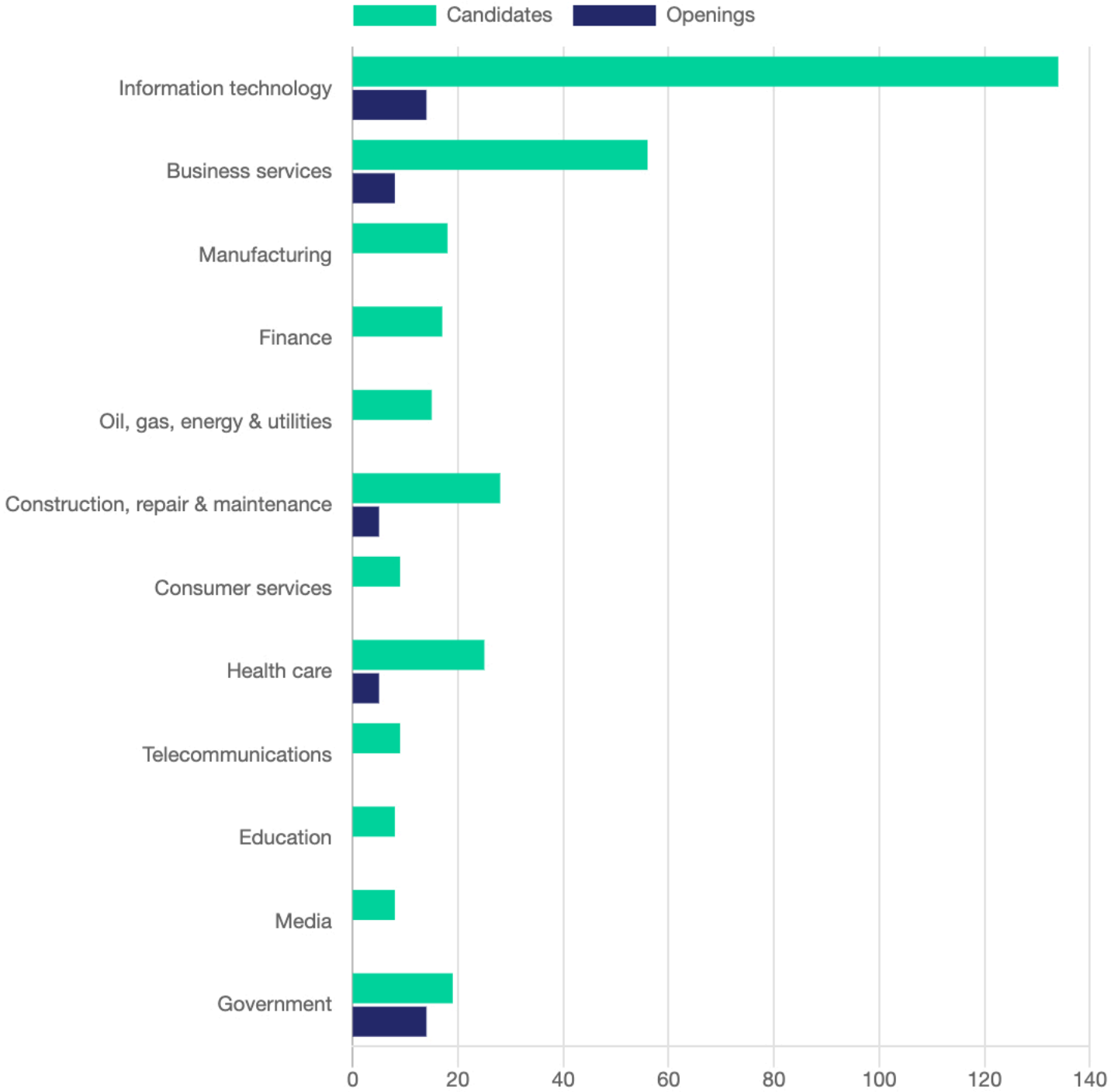| Sector	Candidates	Job openings	Ratio
Information technology	**134** (12.06 %)	**14** (20.0 %)	9.57
Business services	**56** (5.03 %)	**8** (11.43 %)	7.0
Manufacturing	**18** (4.52 %)	**0** (0 %)	0
Finance	**17** (4.27 %)	**0** (0 %)	0
Oil, gas, energy & utilities	**15** (3.77 %)	**0** (0 %)	0
Construction, repair & maintenance	**28** (2.51 %)	**5** (7.14 %)	5.6
Consumer services	**9** (2.26 %)	**0** (0 %)	0
Health care	**25** (2.26 %)	**5** (7.14 %)	5.0
Telecommunications	**9** (2.26 %)	**0** (0 %)	0
Education	**8** (2.01 %)	**0** (0 %)	0
Media	**8** (2.01 %)	**0** (0 %)	0
Government	**19** (1.76 %)	**14** (20.0 %)	1.36

Ratio = Candidates / Job openings

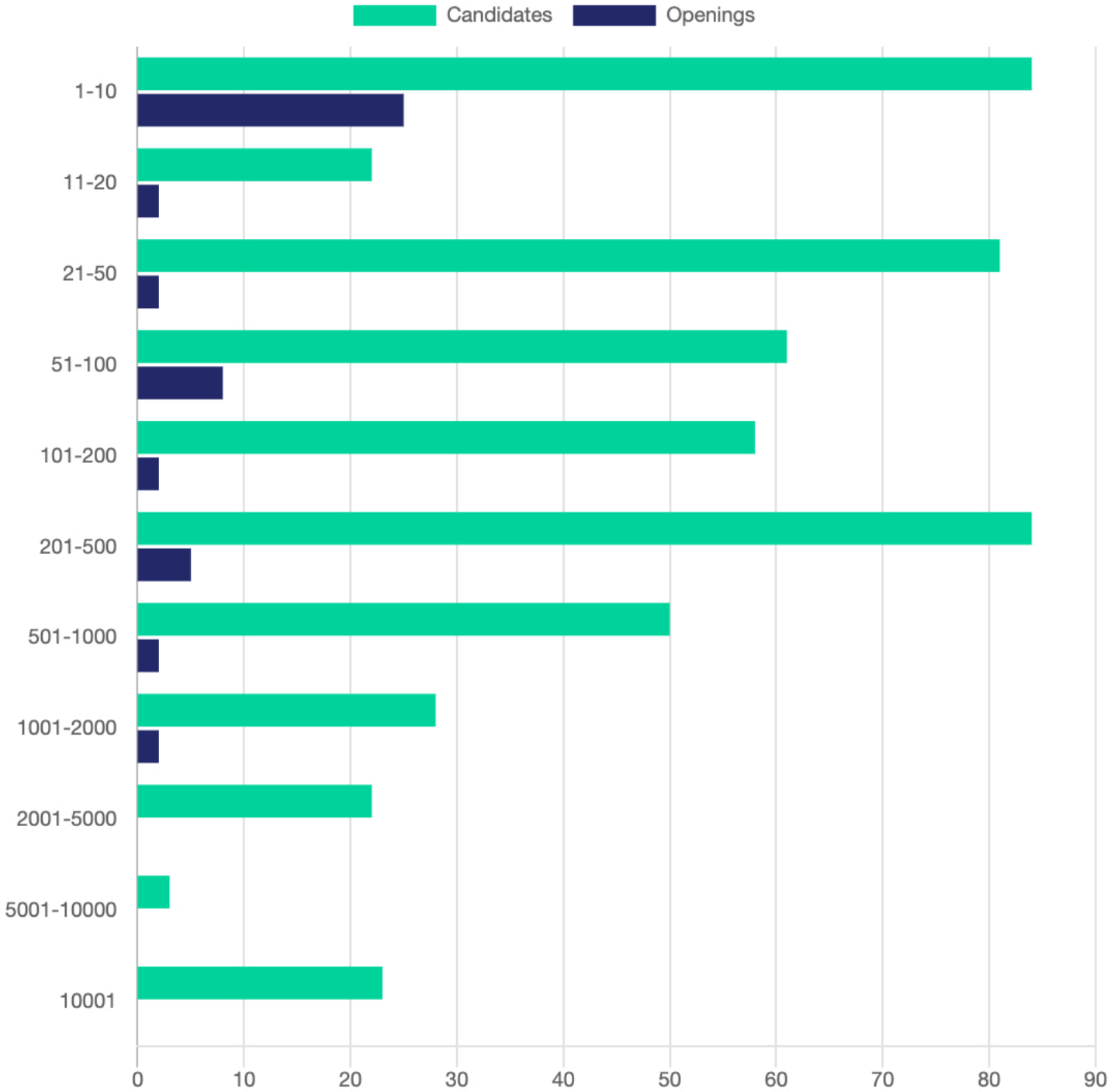Candidates and job openings by sector

Candidates and job openings by company size

Company size	Candidates	Job openings	Ratio
1-10	**84** (7.54 %)	**25** (35.71 %)	3.36
11-20	**22** (2.01 %)	**2** (2.86 %)	11.0
21-50	**81** (7.29 %)	**2** (2.86 %)	40.5
51-100	**61** (5.53 %)	**8** (11.43 %)	7.62
101-200	**58** (5.28 %)	**2** (2.86 %)	29.0
201-500	**84** (7.54 %)	**5** (7.14 %)	16.8
501-1000	**50** (4.52 %)	**2** (2.86 %)	25.0
1001-2000	**28** (2.51 %)	**2** (2.86 %)	14.0
2001-5000	**22** (5.53 %)	**0** (0 %)	0
5001-10000	**3** (0.75 %)	**0** (0 %)	0
10001	**23** (5.78 %)	**0** (0 %)	0

Ratio = Candidates / Job openings
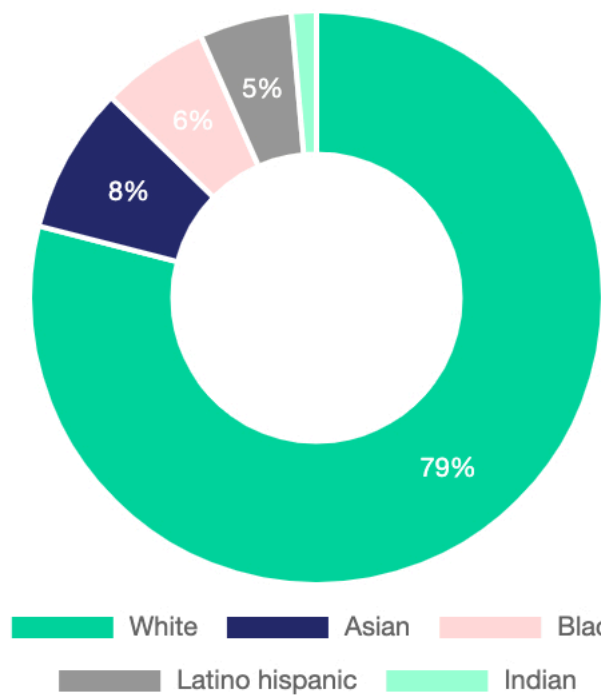
Candidates and job openings by company size

Race

- White 79%
- Asian 8%
- Black 6%
- Latino hispanic 5%
- Indian

Percentage professionals by race

Age

%

Number of professionals by age

Gender

- Male 61%
- Female 39%
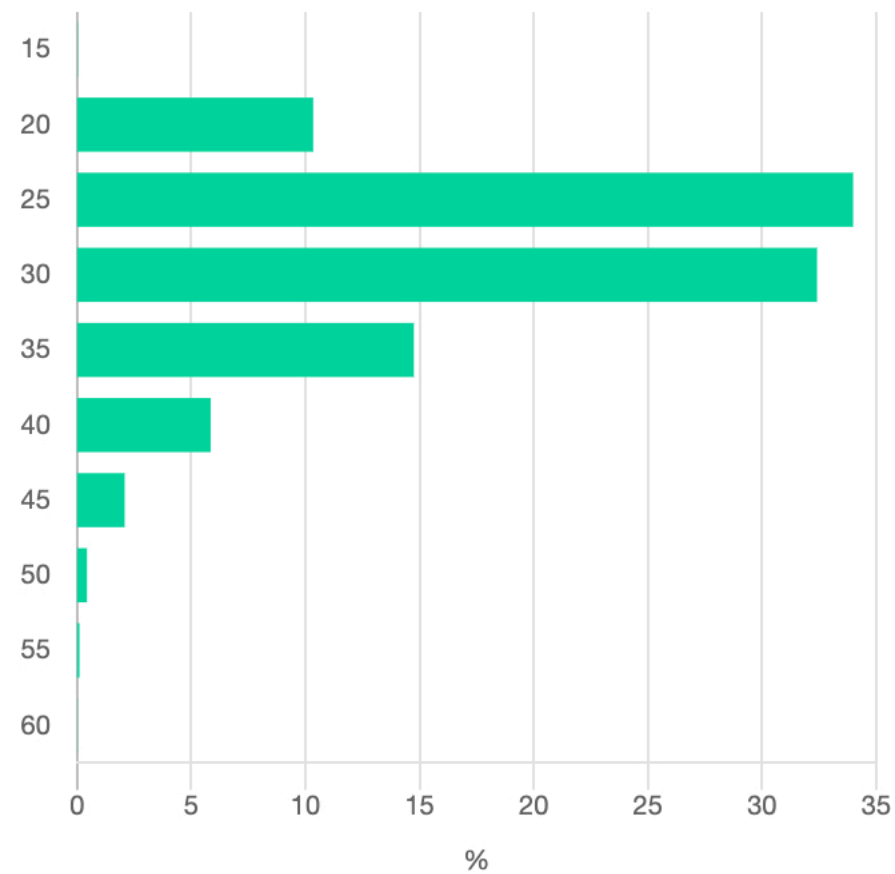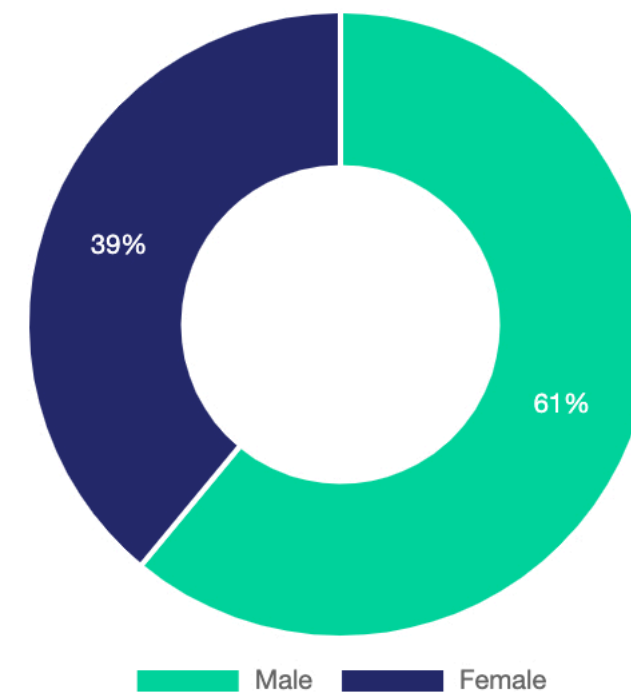
Percentage of professionals by gender

The Hague

Benefits analysis

46,800 EUR

Median salary

Benefits

Benefits	# Other companies
Health insurance	6.1 %
Competitive salary	5.6 %
Flexible working hours	5.1 %
Professional development	4.8 %
International team	4.5 %
Company events	3.5 %
Work from home	3.2 %
401(k) plan	3.1 %
Equal opportunity employer	3.1 %
Work-life balance	3.0 %
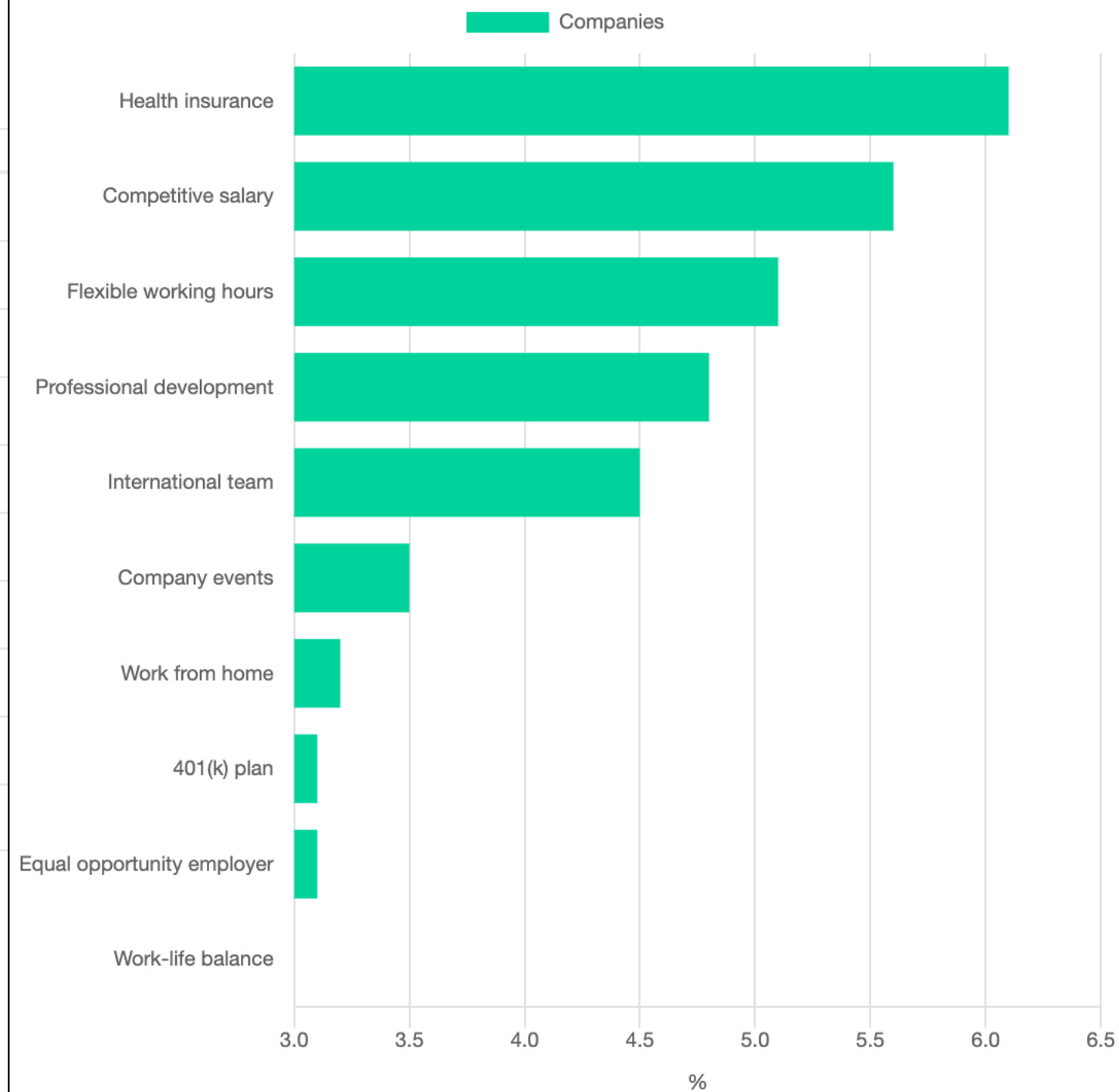
Most popular benefits offered in The Hague

Salaries

Position	25th percentile	50th percentile	75th percentile	90th percentile
Business Developer	31000	35900	36700	43900
Business Development Manager	60100	64400	70700	73800
Business Development Representative	27400	29500	36300	78300
Partnerships Manager	54100	57700	65100	68700

Salaries for senior professionals (EUR)

The Hague

Company analysis

1,199

Companies analyzed

39

Funded companies
Last 12 months

Companies by size

Company size	Companies
1-10	580
11-20	89
21-50	90
51-100	66
101-200	62
201-500	59
501-1000	41
1001-2000	45
2001-5000	42
5001-10000	12
10001	33
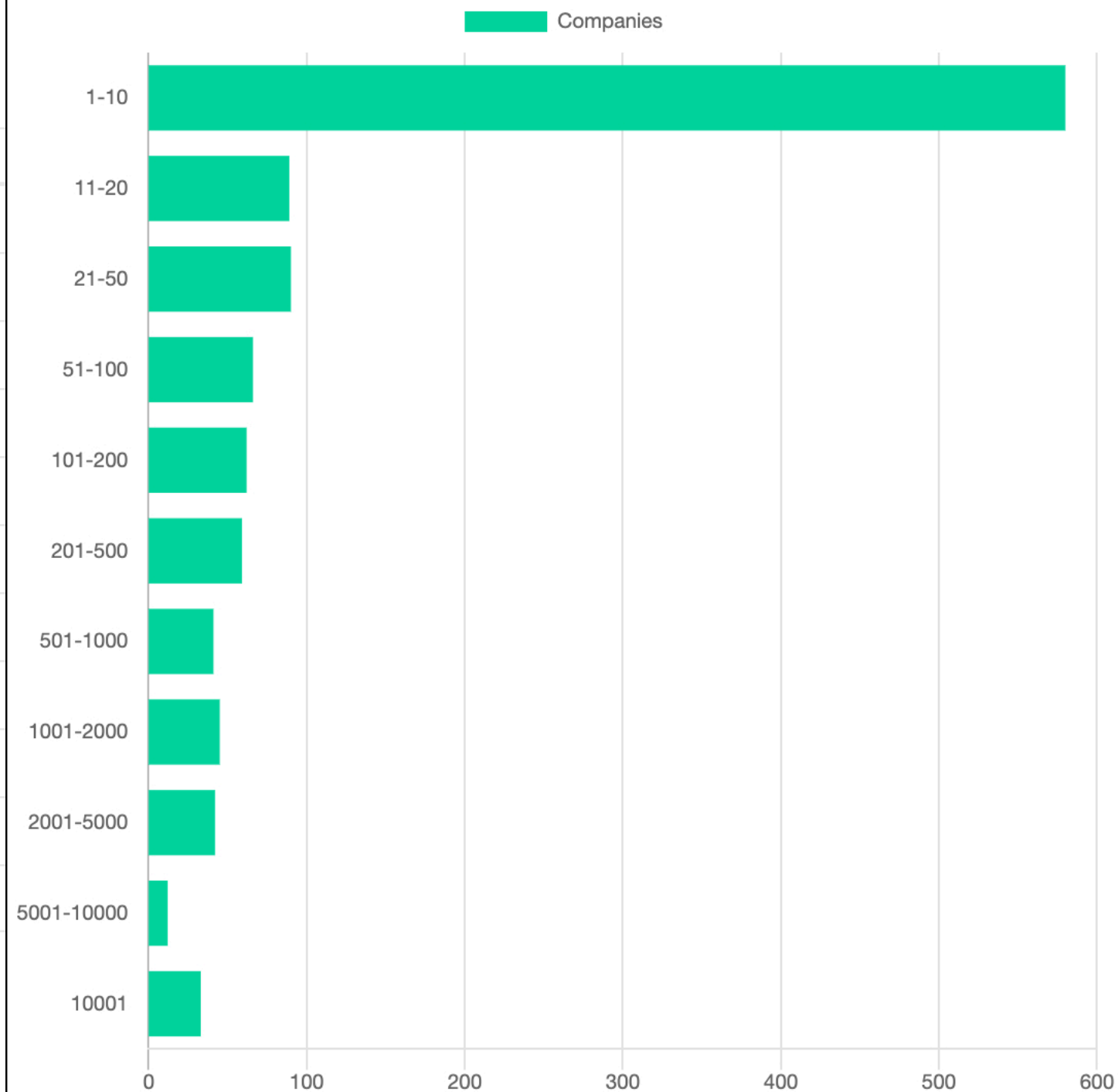
Number of companies by size

Companies by sector

Sector	Companies
Information technology	146
Business services	137
Government	110
Arts, entertainment & recreation	75
Health care	58
Non-profit	54
Education	49
Finance	46
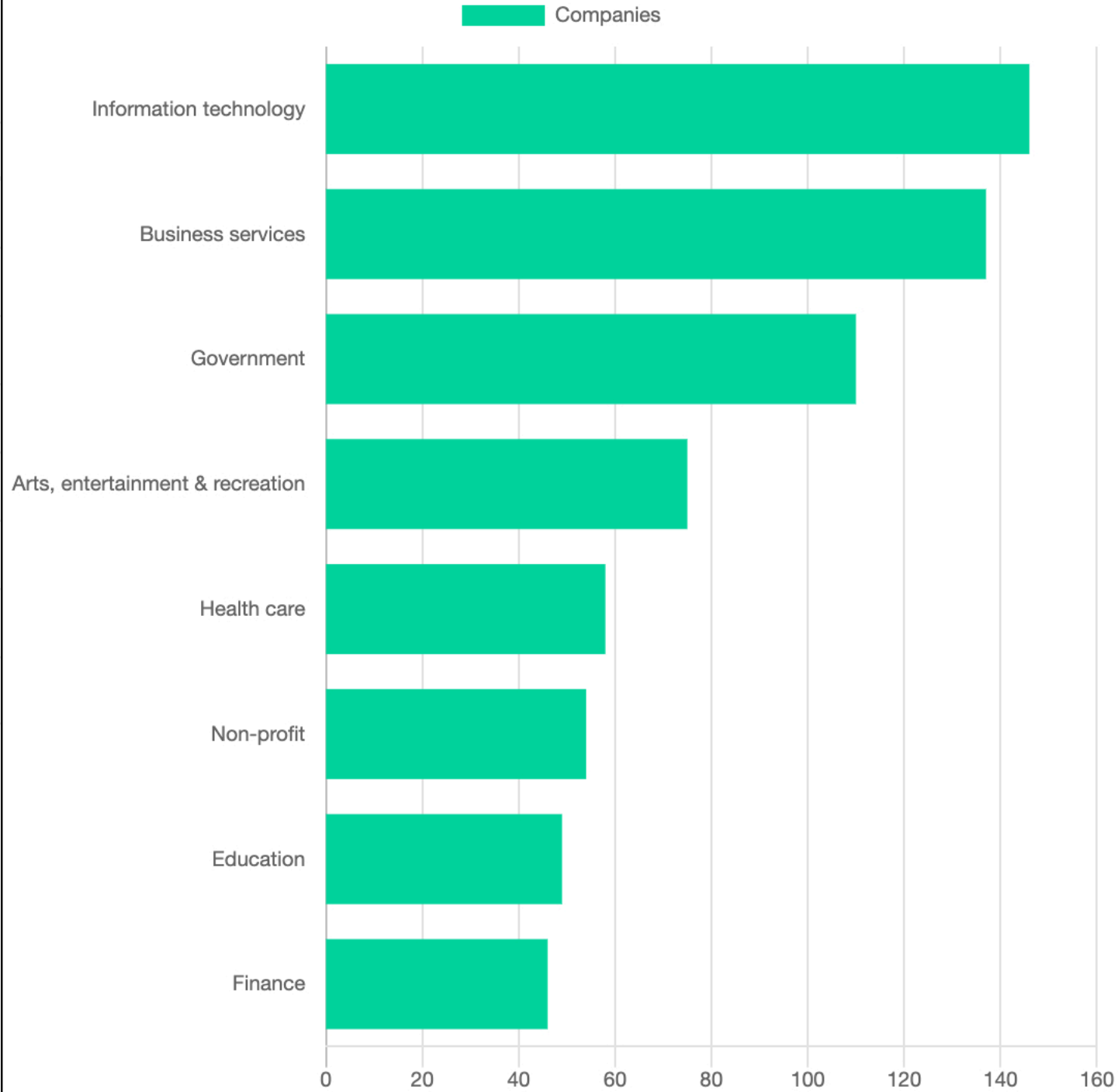
Number of companies by sector

Companies by funding

Total funds (EUR)	Companies
100k-199k	3
200k-499k	0
500k-999k	1
1M-1.99M	7
2M-4.99M	7
5M-9.99M	9
10M-19.99M	1
20M-49.99M	5
50M-99.99M	4
+100M	2
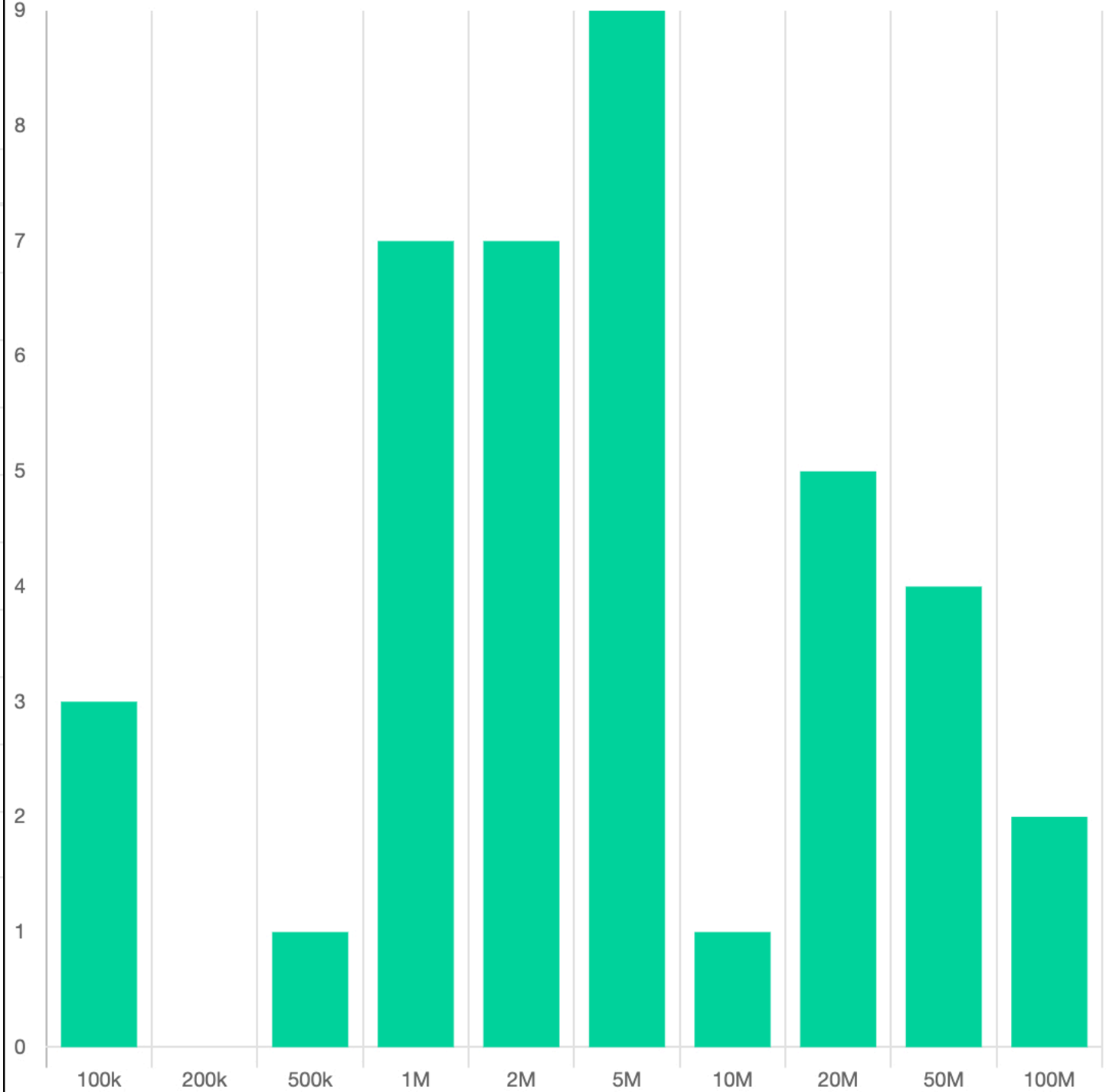
Number of companies by funding amount

Companies by headquarters

City	Companies
The hague	916
Delft	14
Amsterdam	13
Leiden	13
Hoofddorp	6
Rotterdam	6
Utrecht	5
Brussels	3
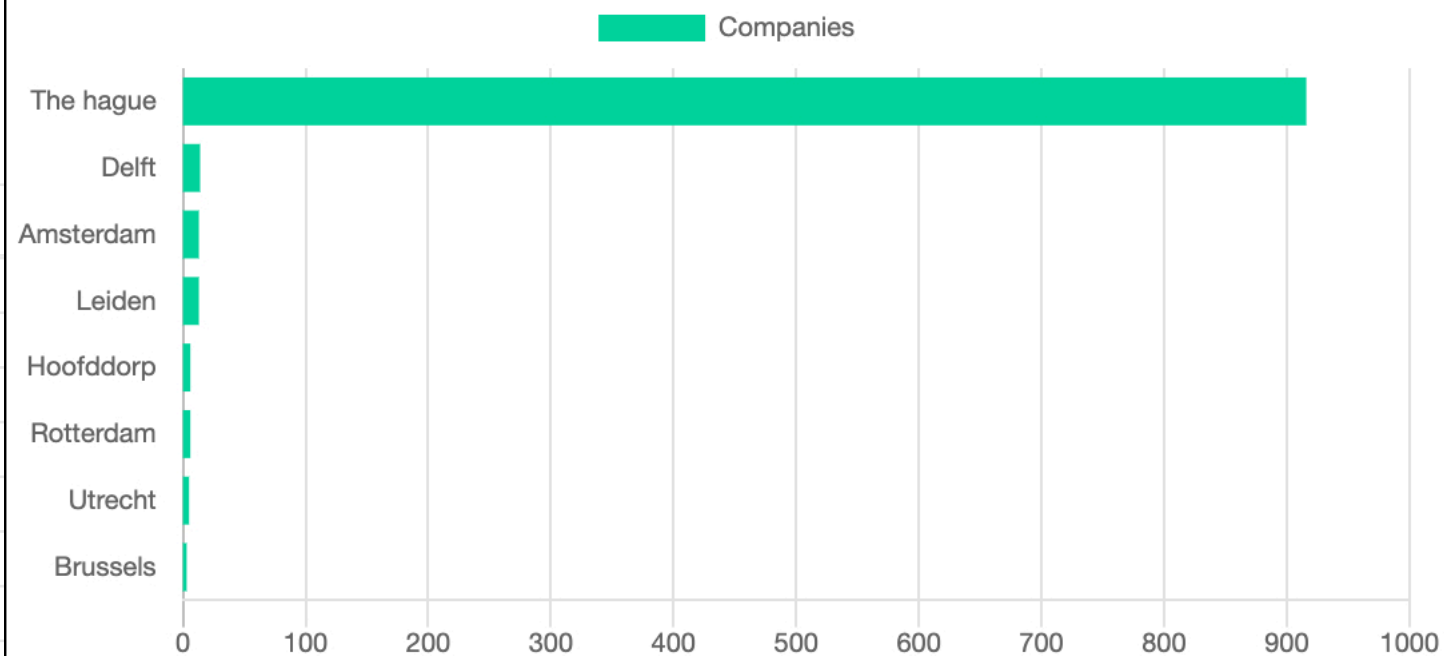
Country	Companies
Netherlands	1027
United states	31
Germany	5
India	5
Belgium	4
France	4
Canada	2
North korea	2
United kingdom	2
China	1

Number of companies by headquarters (city)

Number of companies by headquarters (country)
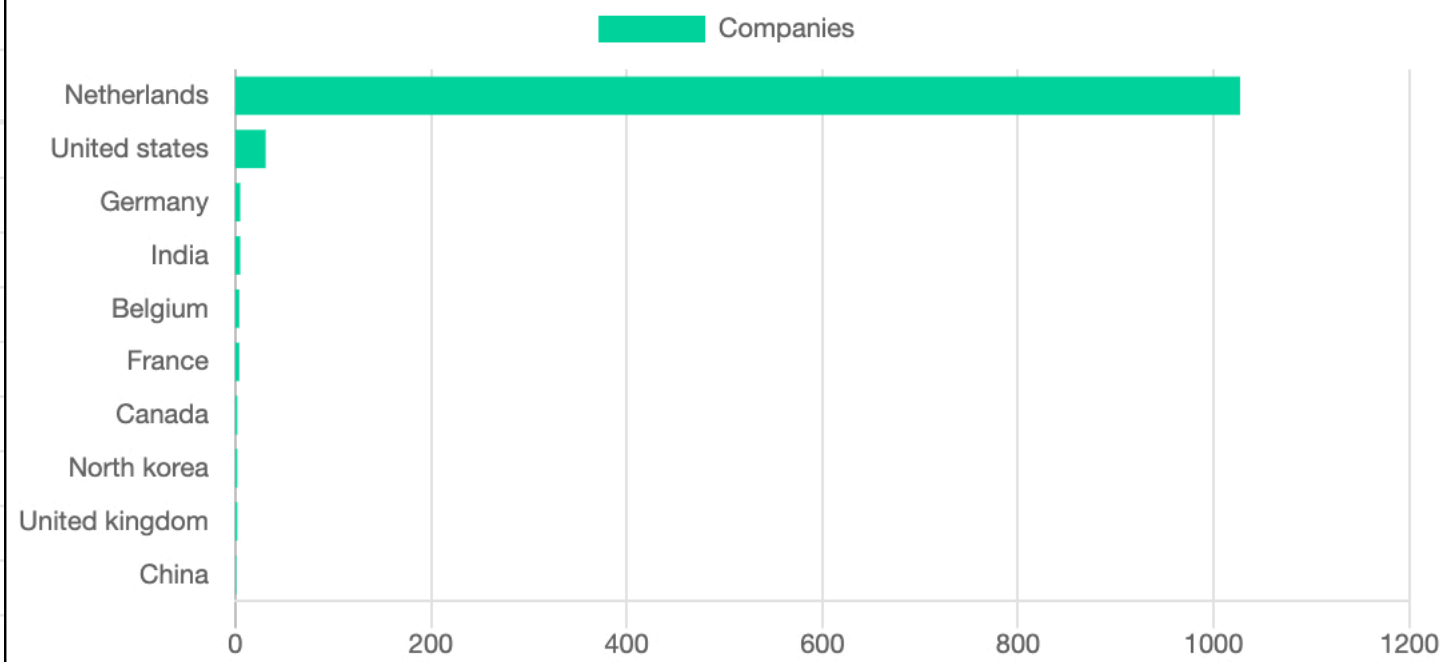
How to use
this report

This section contains definitions of the concepts and explains the methodology used throughout the report. It describes how the data has been collected, how were the surveys performed, profile characteristics, key statistical terms, and how salary information is represented and reported. It also states which reliable sources of data have been used. Reading this segment carefully will encourage more meaningful and actionable use of the report. We strongly recommend all readers, even those who are familiar with such reports, to read this guide before examining the core contents.

Methodology of the report

Position

Business Developer
Business Development Manager
Business Development Representative
Partnerships Manager

Location

Amsterdam
Rotterdam
The Hague

Professionals analyzed

8,682

Job offers analyzed

1,774

Time span

from February 22, 2021 to February 22, 2022.

Data collection

Data was collected from employee profiles, employee publications and job offers. The main data sources include:If a city has, for example, a Cost of Living index of 120, it means that on average, the cost of living in that city is 20% more expensive than in New York City. If a city has a Cost of Living index of 70, that means on average, the cost of living in that city is 30% less expensive than in New York City.

Social networks
Linkedin, Xing, Angelist

Global job boards
Indeed, Stackoverflow, Monster, Angelist, Glassdoor.

Country-based job boards
Infojobs, cv.ee, cv.lv, cvonline.lt

Recruitment agencies websites
Hays, Robert Walters, Page Personnel.

Career websites
Careers at Deloitte

Other sources
Slack, public salary surveys, Linkedin publications.

Seniority levels

In the workplace, seniority level refers to the level of responsibility and rank an employee holds in the workplace, especially considering how long an employee has worked in a particular field or at a certain organization. employers use seniority to categorize their employees by knowledge, skill and experience and help them assign projects and create well-rounded teams. seniority level can have an impact on your pay, responsibilities, promotion opportunities, title and the roles you are eligible for.

How is seniority level determined?

How seniority is dealt with changes in every other workplace. Some companies have an organizational flowchart that indicates who has seniority over who in each department while others reevaluate employee seniority on a situational basis. Three main factors contribute to someone's seniority level: time, knowledge and experience. Employers can use a mix of these characteristics or choose to focus on a single one.

Each factor adds a different benefit for senior employees and their employers:

Time

Time is the standard way of determining someone's seniority. The longer someone has worked in their role at a company, the more they can offer an employer in terms of specific expertise about best practices within their position.

Employees who have been at a company longer are usually given privileges over newer employees when it comes to promotions and other advantages. Working at a company long enough to develop seniority shows commitment and reliability.

Knowledge

Gaining more knowledge through formal education, professional development classes and certifications can contribute to someone's seniority. Higher education indicates more authority on a topic, which can be just as important as practical years of experience in the workforce. Employers can require employees to pass certain tests to officially be granted senior status at a business.

Experience

An employee's general experience outside of a specific workplace can also have an impact on their seniority. Someone with industry experience who recently switched to a new employer may be given a lead role and senior benefits ahead of an employee who has worked at the company for a few years but did not have experience beforehand. For example, long-term administrative assistants are extremely valuable to companies in that they have a deep understanding of the organization. In the broad perspective of a company, an administrative assistant who worked at a company in their role for 20 years could be one of the most senior employees. However, another employee would likely have seniority when it comes to making strategic financial decisions. Although the administrative assistant has the most experience with the company, they don't have seniority when it comes to that specific task.

Definitions of Terms used in the Survey

Cost of living

Cost of Living indices are benchmarked against New York City (NYC), which means that New York City = 100(%)

If a city has, for example, a Cost of Living index of 120, it means that on average, the cost of living in that city is 20% more expensive than in New York City. If a city has a Cost of Living index of 70, that means on average, the cost of living in that city is 30% less expensive than in New York City.

The Cost of Living index reflects the relative cost of consumer goods and services in each city, including groceries, meals, transportation and utilities. The Cost of Living index includes accommodation expenses such as rent or mortgages.

Exchange rate

1 EUR = 318.914935 HUF.
1 EUR = 43.110881 ARS.
1 EUR = 1.135462 USD.
1 EUR = 0.874959 GBP.

Net salary estimation

To estimate the Net salary for each country we set a target professional: 30 years old, unmarried and resident in the country analyzed.

Diversity accuracy

TalentUp uses a propietary AI engine to predict diversity parameters analyzing profile photos.
The accuracy for each parameter estimated is:

Age: ±4.6 years
Gender: 97% accuracy
Race: 96.29% precision

Insights explanation

Candidates and job openings by role

This table reflects the total activity on all data sources referring to each job role, by including the amount of candidates currently seeking a position and the employers looking to hire a candidate for the respective role.

For this table, the role includes several different individual job titles to provide a more holistic categorization of a type of professional.

The bar chart displays the same data but provides visualization to compare the difference between candidates and job openings.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Candidates and job openings by position

This table reflects the total activity on all data sources referring to each job title including the amount of candidates currently seeking a position and the employers looking to hire a candidate for the respective position.

This table is much more specific to individual job titles so as to provide more precise insights to each position compared to the categorization by role.

The bar chart displays the same data but provides visualization to compare the difference between candidates and job openings

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Candidates and job openings by sector

This table reflects the total activity on all data sources referring to each employment sector including the amount of candidates currently seeking a position and the employers looking to hire a candidate within the respective sector.

This table provides an overarching profile of each sector to compare the labor trends in the current period.

The bar chart displays the same data but provides visualization to compare the difference between candidates and job openings.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Candidates and job openings by company size

This table reflects the total activity on all data sources referring to company size as a category and the amount of candidates currently seeking a position compared to respective job openings.

This table provides context for the position organizations experience related to hiring trends based on size.

The bar chart displays the same data but provides visualization to compare the difference between candidates and job openings.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Overall population diversity

The byRaceby pie chart shows the distribution of professionals within the specified population by race, providing context for the typical profile of a professional.

Similarly, the byGenderby pie chart shows the distribution of professionals who identify as male or female within the target workforce.

The byAgeby Bar chart gives the distribution of professionals by percentage of labor force, with each bin grouping professionals of similar age together.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Diversity by position

This table breaks down the gender and age composition of professionals in specific relevant job positions, which provides insight into the profile of a typical professional in each position.

This provides more specific insight than the composition of the overall labor force, so that organizations can assess diversity and equity at the micro-level.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Benefits

The table shows how many surveyed employees believe that the company they work for has a competitive benefit category that is superior to other competitors.

The bar chart displays the same data but provides visualization to compare which benefits are most commonly offered as an advantage of employment.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Benefits over time

This collection of graphs tracks what percentage of companies offer certain benefits which are tracked over time quarterly.

This change over time provides insight to which benefits are becoming increasingly popular in order to attract talent or which benefits are uncommon and can be leveraged.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Salaries overview

The table shows the distribution of salaries for select job positions by percentile to provide insight into compensation benchmarks.

By adjusting accuracy by percentile, the table shows which positions have higher salaries relative to others.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Salaries offer and demand ratio

This table compares offer/demand ratio and salary, which can be used to evaluate which job roles and positions require a competitive salary and which roles are overvalued.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Companies by size

This table gives the distribution of companies operating in the specified location and their sizes to better understand what the profile of a typical business could look like.

The bar chart displays the same data but provides visualization to compare the quantity of companies of different sizes.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Companies by sector

This table gives the distribution of companies operating in the specified location by sector to better understand what the profile of a typical business could look like.

The bar chart displays the same data but provides visualization to compare the popularity of different sectors in the given economy.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Funding

This table gives the distribution of companies operating in the specified location by how much total funding the companies have available, so as to better understand what the profile of a typical business could look like.

The bar chart displays the same data but provides visualization to compare how common certain levels of funding are within the population.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Founding year

This table gives the distribution of companies operating in the specified location by founding year to better understand what the profile of a typical business could look like.

The bar chart displays the same data but provides visualization to compare the number of companies founded over time.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Headquarters

The [city] table shows the distribution of companies operating in the specified location with headquarters in certain cities, so as to understand how common it is for companies to be headquartered locally or in a different area.

The associated bar chart displays the same data but provides visualization to compare the number of companies headquartered locally or otherwise.

Similarly, the [country] table shows the distribution of companies operating in the specified location with headquarters in certain countries, so as to understand how common it is for companies to be headquartered domestically or internationally.

Period: 2021

Source: Linkedin, Xing, Indeed, Stackoverflow, Monster, Angelist, Glassdoor, Infojobs

Unemployment

This table shows the change in unemployment rate from 2020 year end to Q2 2021.

The unemployment values are also segregated by education level to better understand which segments of the labor force are experiencing unemployment trends.

Period: 2021

Source: Trading Economics

Relative amount of developers per million population

This table shows which countries have a high concentration of talent rather than just the absolute number.

Countries with a higher relative number of developers will have a more robust talent pool than a country in which the desired professionals are spread thinly among the total population.

The graph shows the same information on a log scaled axis to better visualize the difference between countries.

Period: 2021

Source: Trading Economics, Linkedin, Xing, Angelist, Indeed, Stackoverflow, Monster, Glassdoor, Infojobs

Percent of LinkedIn users vs relative amount of developers

This graph shows the percentage of the population which is on LinkedIn plotted against the relative number of developers per million population in various countries.

The LinkedIn percentage can be used as a proxy for professionalism and ease of recruiting within a country when evaluating the labor force, so plotting it against the relative number of developers can help identify locations with a robust and efficient talent pool.

Period: 2021

Source: Trading Economics, Linkedin, Xing, Angelist, Indeed, Stackoverflow, Monster, Glassdoor, Infojobs

Median/average wage vs salary for developers

This graph shows the minimum wage in different countries plotted against the respective median salary for a developer.

This comparison helps establish the value of developers and standards of living within an economy by assessing the distance between a minimum salary and developer salary.

Period: 2021

Source: Linkedin, Xing, Angelist, Indeed, Stackoverflow, Monster, Glassdoor, Infojobs

Remote work standards

This bar chart shows the standards for remote work for countries experiencing and exiting the pandemic remote work format so as to provide insight into whether remote work is standard or desired feature of a company in different economies.

Period: 2021

Source: Eurofound Working-Teleworking Survey 2021

About Talent Up

TalentUp offers data-driven insights into the talent market to help companies drive effective recruitment and retention strategies.With TalentUp talent market data,companies can tailor their human resource strategies to discover exceptional talent,detect market opportunities and present better job offers.

250M
Professionals

56M
Job offers

16M
Salaries

7M
Companies

About The BD school

The BD School is the first personalized learning platform for business development. We provide personalized learning journeys to help business development professionals improve their skills and grow their careers. Founded in 2019, we helped over 100K business development pros become more successful in their job!

100K
BD Community

300+
Certified BD Pros

4.9/5
Customer Satisfaction Rate

70%
Higher Salary after Training