

# ANOVA One Bites the Dust



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# Case

Is there a talent mismatch in the  
*Information* sector?



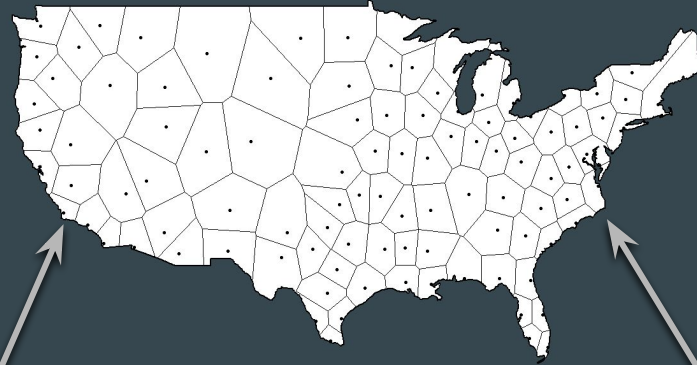
**Phoenix, AZ**

**1.50%** National Talent Pool in  
Information sector

**0.12%** of all Indeed  
Listings in Information sector

# Methodology

## Geospatial Mapping



# Indeed

Datafest

Job listings by city  
and industry

Labor Demand

Created Regions  
based on Clusters of  
Metropolitan Areas

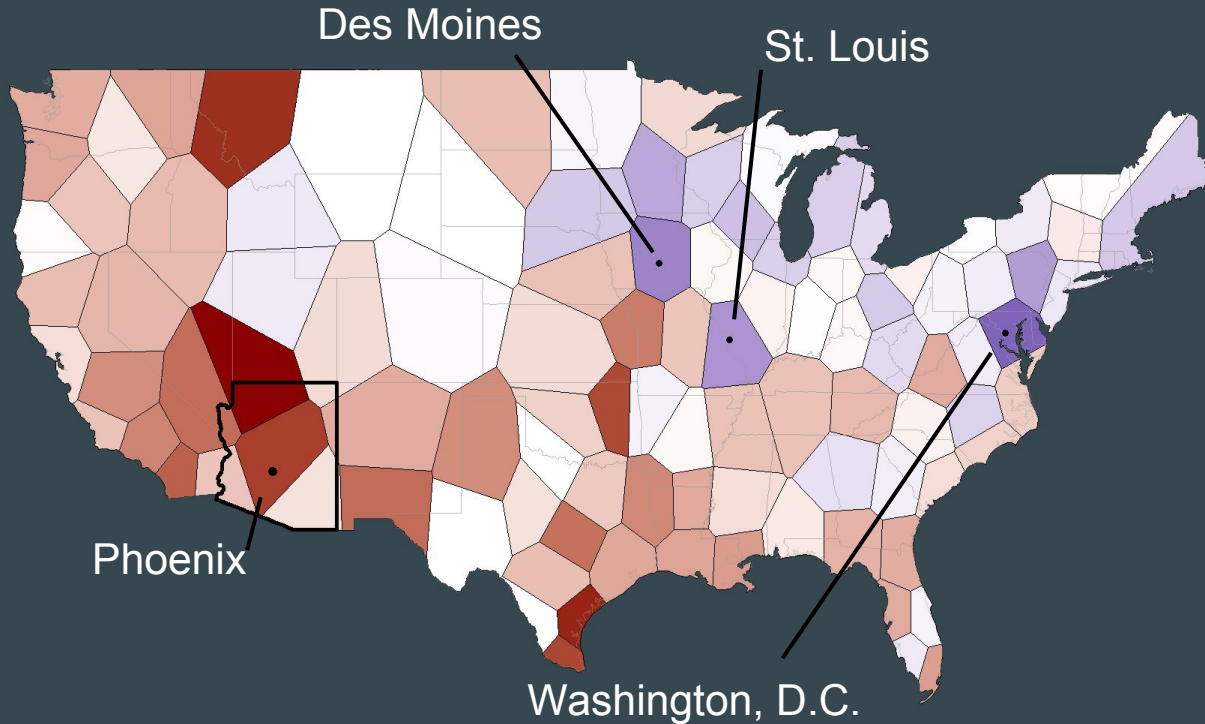
# ACS

Survey by US Census

Job Seekers by  
“microregion” and  
industry

Labor Supply

# Results: Talent/Listing Imbalance in IT Jobs



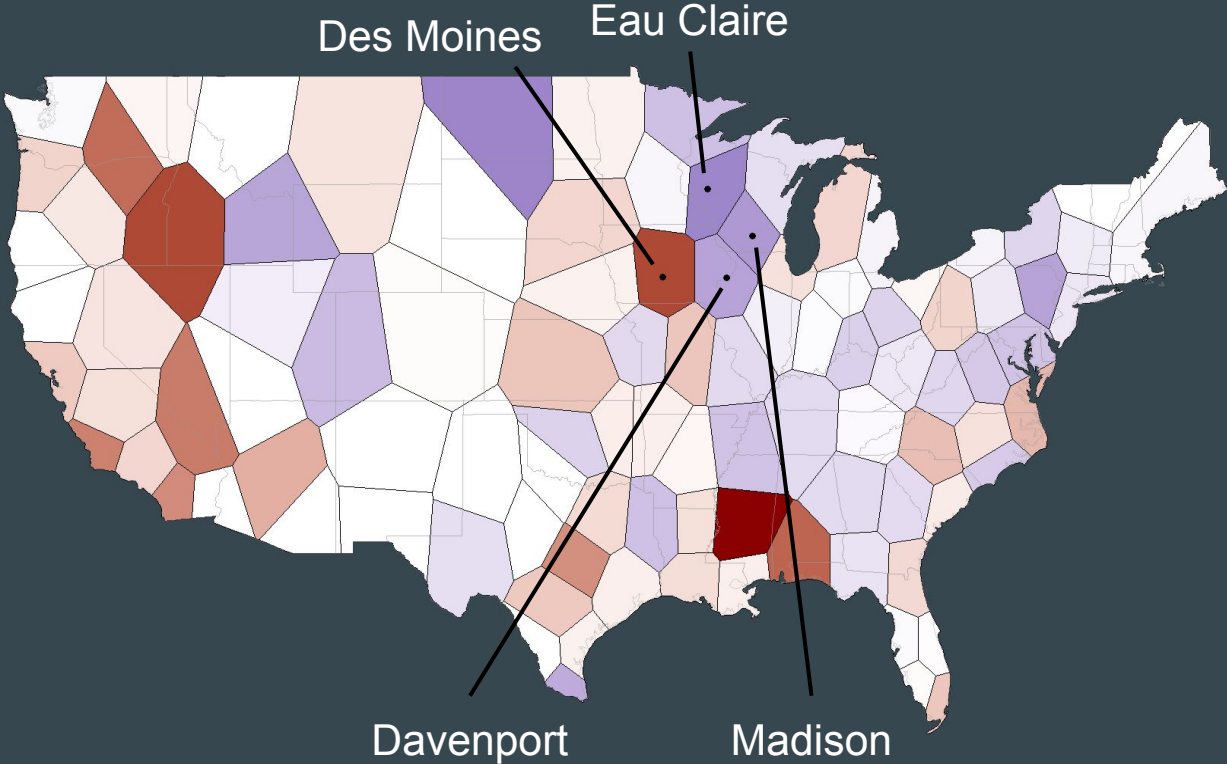
## Deficit of IT Talent:

Des Moines,  
St. Louis,  
Washington D.C.

## Surplus of IT Talent:

Phoenix

# Results: Talent/Listing Imbalance in Real Estate Jobs



**Deficit of Real Estate Talent:**

Davenport,  
Madison,  
Eau Claire

**Surplus of Real Estate Talent:**

Des Moines

# Value Added

- Customized Marketing to Users *and* Companies
- Insights to Employers
- New Potential Revenue Streams