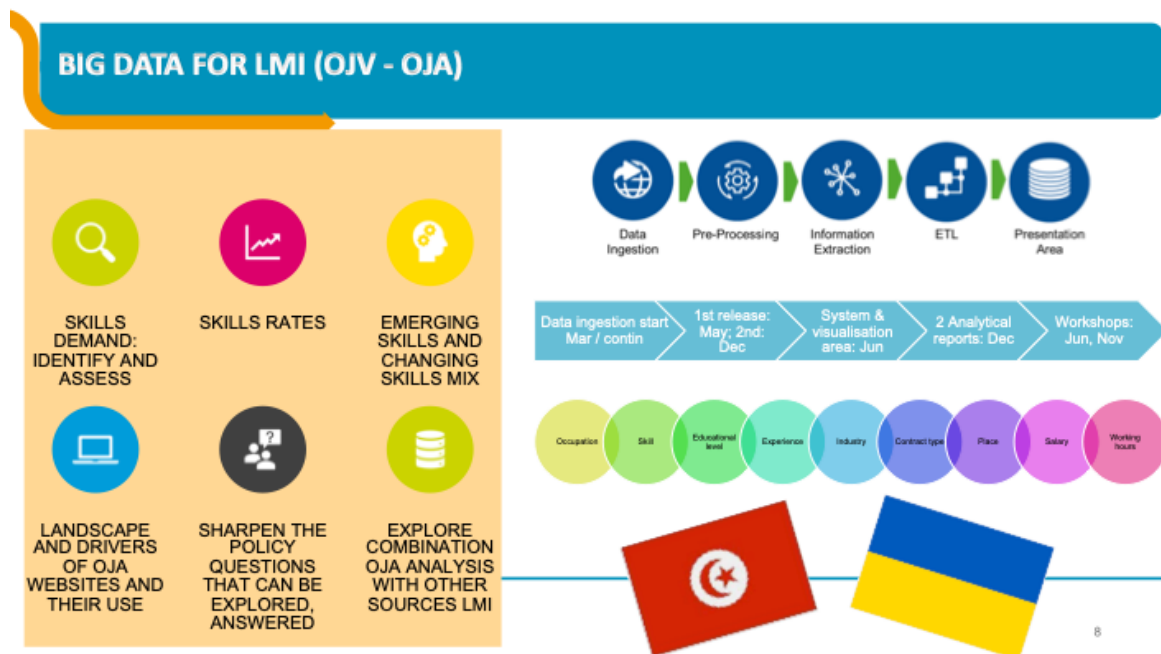**Big Data for Labour Market Information**

Phase 2020: creating the system for online job vacancies (OJV) data collection, classification, analysis and visualisation for two countries (Tunisia and Ukraine)

Governments and socio-economic partners in ETF partner countries are unanimous on the need to develop and better use information on labour market and skills dynamics to improve the performance of education and training and the availability of qualifications and skills for the society. Today, this implies engaging in innovation to change labour market intelligence (LMI).

The use of digital tools and online portals – public and private - to post and manage job vacancies is growing in most partner countries. In this context ETF started in 2018 an initiative aimed at exploring the potential of Big Data analytics to strengthen LMI in ETF partner countries, focused on analysis of demand as formulated in online job vacancies (OJVs).

> ➢ The first phase of the initiative (2018-2019) was dedicated to creating a specific methodological guidance and disseminate it among data analysts, national statistical offices and labour market institutions.
> ➢ In 2020 we are working with experienced data scientists (University Milano-Bicocca and Tabulaex) on practical application with the aim to create the OJV analysis system, operational with data analysed and classified, and results presented using visual analytics tools. Online dashboards will present demand analysis by variable: occupation, education level, sector, region and other dimensions. Data releases are planned: June and December 2020. We expect to capture some aspects of dynamics caused by COVID-19 on demand for skills.

Big Data analytics offer new possibilities to enrich and improve conventional Labour Market Intelligence (LMI) and deliver real-time and fine-grained skills analysis. OJVs are a rich source of information about the skills and other job requirements that employers seek. Landscaping and ranking of OJV portals reveal the trends and perspectives of the Web labour market in countries and regions, the sectorial and occupational coverage of OJV, and aspects of recruitment practices.

The digital transformation of job vacancies management is accelerating, and this is likely to require adjustments to regulations, concepts and classifications and instruments for data analysis. Statistical offices need to be involved further on too.

We will continue the debate and share results online. Send us your questions and suggestions! Thank you!

Contact: Eduarda Castel-Branco. ecb@etf.europa.eu