

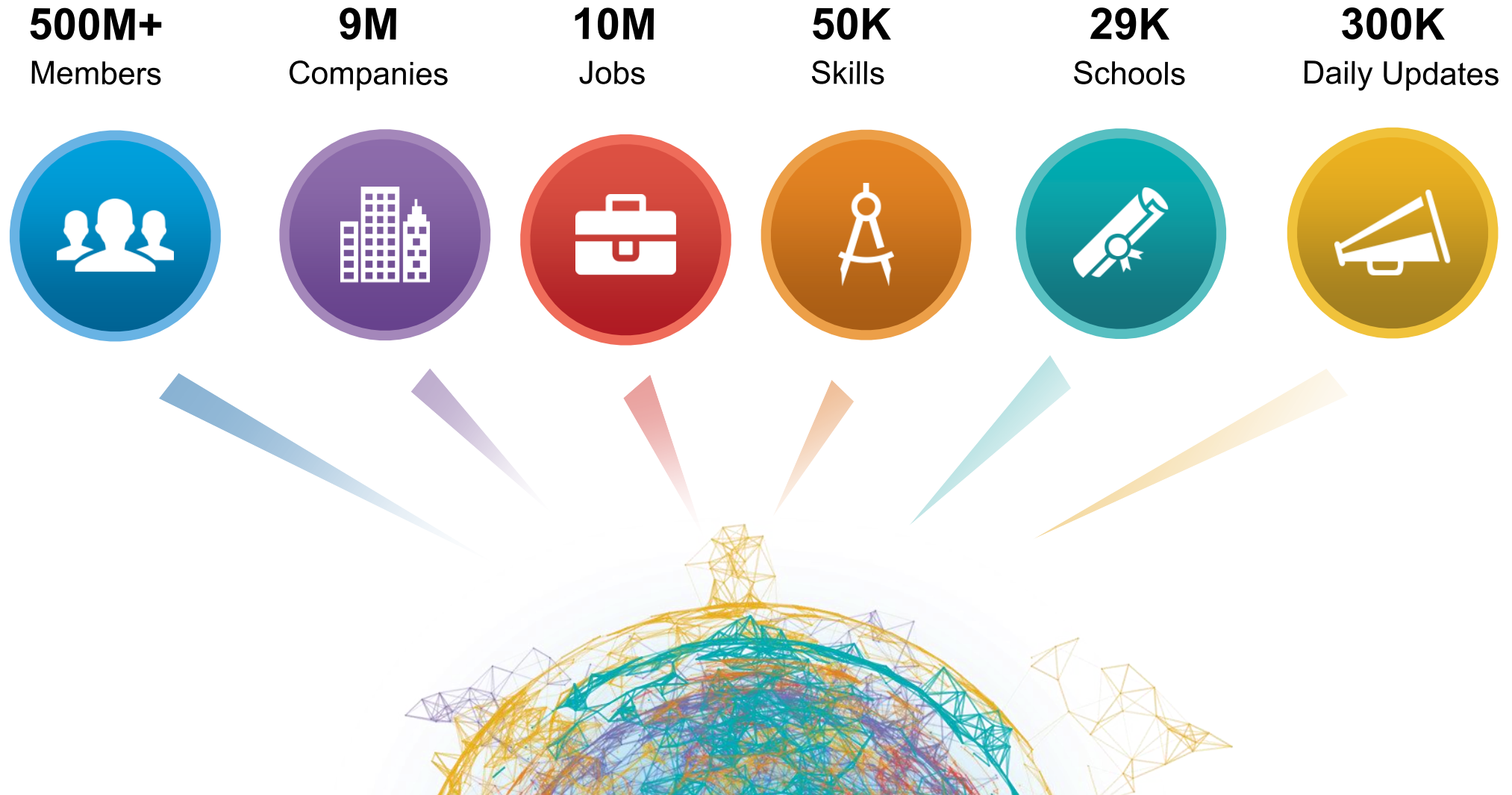


THE ECONOMIC GRAPH LONDON'S TECH TALENT



The Economic Graph

Creating a digital map of the global economy



The Economic Graph Greater London

4.3M+
Members



380K+
Companies



119K+
Jobs



27K+
Skills



12K
Schools



67.6M
Posts, Shares &
Discussions



*In the past 12 months



Member profiles make up a rich data set that LinkedIn aggregates to understand a region's labor market

The image shows a LinkedIn profile for Neil Duan, a User Experience Designer. Three callout boxes highlight specific sections of the profile:

- Experience:** Lists two roles: **User Experience Designer** at LinkedIn (April 2014 - Present, 9 months) in the San Francisco Bay Area, and **User Interface Designer** at GE (November 2012 - March 2014, 1 year 5 months) in the Louisville, Kentucky Area.
- Education:** Lists **Parsons School of Design** (Master, Design and Technology, 2010 - 2012) and **Tsinghua University** (Bachelor, Graphic Design, 2001 - 2005).
- Skills:** A list of skills including User Interface Design, User Experience, Graphic Design, User Interface, User Experience Design, Adobe Creative Suite, Visual Design, Illustration, Web Development, Interaction Design, Data Visualization, CSS, Information Architecture, jQuery, Processing, User-centered Design, HTML5/CSS3, and JavaScript.

Jobs

Members indicate their job history in the experience section of their profile. When a new position is added with a different location or employer, LinkedIn uses these signals to uncover trends. Information is always summarised to protect individual member privacy.

Education

Members indicate their academic achievements in the education section of their profile, such as their higher education organisation and degree type.

Skills

Members indicate their expertise within the skills section of their profile. LinkedIn clusters the tens of thousands of individual skills that members choose to display on their profile into categories for analysis.

Technology

- Software Engineering Management
- Software Modeling and Process Design
- Web Programming



LinkedIn shares information to help policy makers make decisions that create economic opportunity

Ways LinkedIn Data Can Be Used



Meet with top employing companies to support their growth



Attract jobs to your region by highlighting unique skills



Invest in labor force training according to meet the demand of employers



Encourage schools to update curriculum to meet employer needs

Member Privacy and Data Accuracy



At LinkedIn, a core value is **Members First**, or acting in the best interest of members. For this reason, data points in this report are summarised or otherwise obfuscated.



While there are significant efforts to accurately express the information contained within the Economic Graph, as well as include pertinent exclusions and caveats, it should be noted that all information is a reflection of the LinkedIn network.

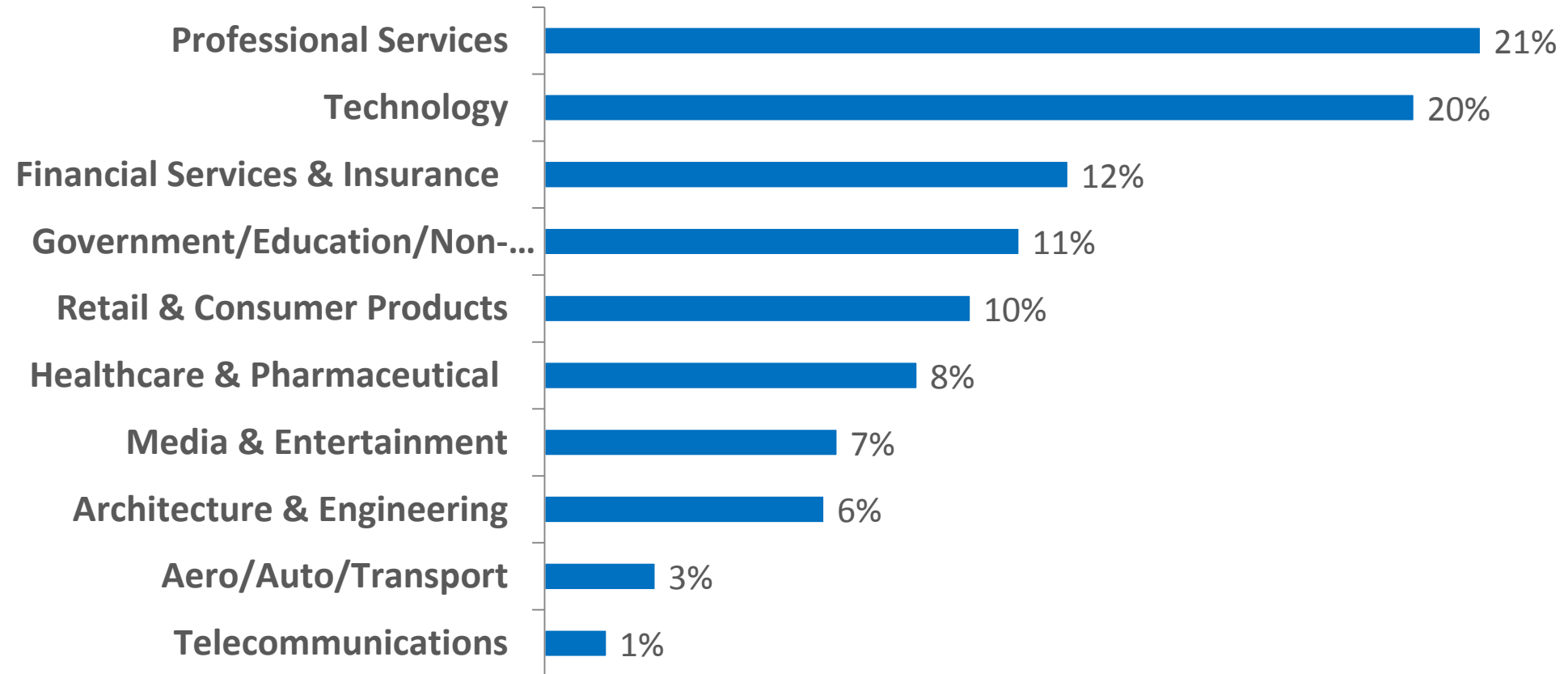
London's Tech Talent





Jobs are open in London across a number of industries

Industries in which jobs are open



This analysis excludes jobs posted by staffing companies



London's tech talent has a comparative advantage in these skills, relative to the rest of the UK

Unique skills to London's tech workforce

- 1 Cloud and Distributed Computing
- 2 Machine Learning
- 3 Software Code Debugging
- 4 Multimedia Software Platforms
- 5 Software Installation and Packaging
- 6 Data Presentation
- 7 Middleware and Integration Software
- 8 Software Revision Control Systems
- 9 Web Architecture and Development Framework
- 10 Mac, Linux and Unix Systems

These skills are more likely to appear among the London tech talent than other parts of the UK

We identify unique skills by comparing the percentage of members in the region that know a particular skill with the overall UK average.





Members in London's tech talent workforce with these skills are very likely to have started in a new position in the previous 12 months.

35%

of members in the ecosystem who have Software Revision Control System skills have started a new position in the previous twelve months

1	Software Revision Control Systems	35%	11	Web Programming	28%
2	Perl/Python/Ruby	34%	12	Machine Learning	28%
3	Salesforce.com Development	34%	13	C/C++	28%
4	Mobile Development	32%	14	Data Presentation	28%
5	User Interface Design	31%	15	Mac, Linux and Unix Systems	27%
6	Software Modelling and Process Design	30%	16	Shell Scripting Languages	27%
7	GIS	29%	17	Software QA and User Testing	27%
8	Java Development	29%	18	Computer Graphics and Animation	27%
9	Microsoft Application Development	29%	19	Software Code Debugging	26%
10	Algorithm Design	28%	20	Game Development	26%



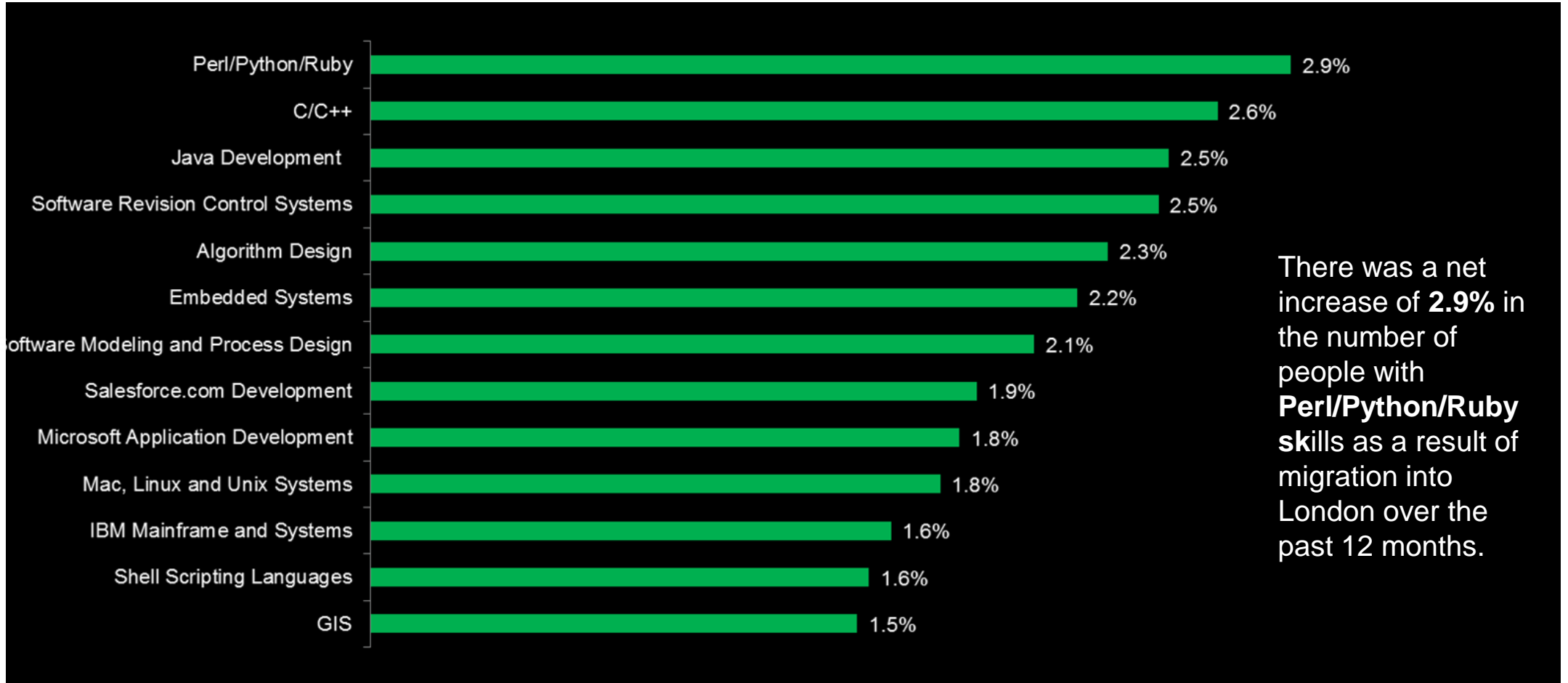
There is a consistent profile in the type of tech skills held by members who have graduated from London-based third level institutions over the past three years

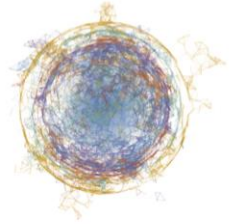
2014 graduates		2015 graduates		2016 graduates	
1	Web Programming	1	Web Programming	1	Web Programming
2	Database Management and Software	2	Database Management and Software	2	Database Management and Software
3	Microsoft Windows Systems	3	Microsoft Windows Systems	3	C/C++
4	C/C++	4	C/C++	4	Microsoft Windows Systems
5	Graphics Computer Design	5	Graphics Computer Design	5	Graphics Computer Design
6	Java Development	6	Java Development	6	Java Development
7	User Interface	7	User Interface	7	User Interface
8	IT Infrastructure and System Management	8	IT Infrastructure and System Management	8	IT Infrastructure and System Management
9	Computer Network and Network Administration	9	Perl/Python/Ruby	9	Perl/Python/Ruby
10	Software Engineering Management and Requirements Gathering	10	Computer Network and Network Administration	10	Computer Network and Network Administration



Here are the skills that have become more prevalent in the past year, as a result of international migration

Top skills arriving in London over the past year (net inflow and from abroad)





ECONOMIC GRAPH