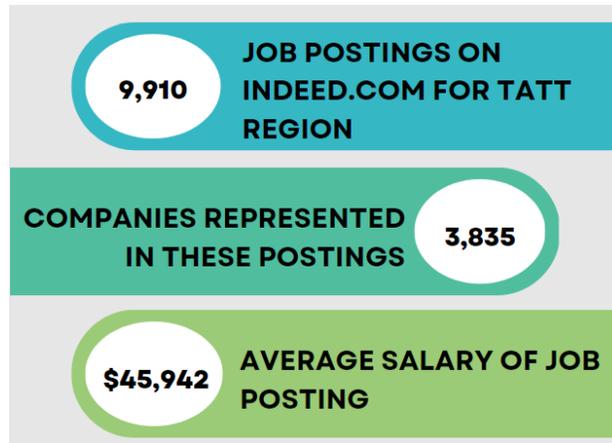


**Center for Business Analytics and Community Research**

**Whose hiring in the Upstate**

Beginning this month, the Center for Business Analytics and Community Research (CBACR) is honored to contribute a monthly data point to the TATT newsletter. The focus of these data will be on talent analytics and the enormous impact that the demand, supply, and migration of talent has on the upstate of South Carolina. A variety of data sources will be used to tell the dynamic story of talent trends across the region. By design, these data stories will be brief, but informative.

This month, an analysis of data from Indeed.com will spotlight the skills in highest demand from the March 2023 job posting for TATT counties (Note: March is the most recent data currently available). Across the ten-county region, 9,910 job postings appeared on Indeed.com. These postings represent 3,835 companies and 335 SOC job titles. The average salary was \$45,942.



Educational requirements for these postings are distributed as follows:

Educational Requirements for March 2023 TATT County Job Postings	
<i>Source: Gray Associates and Indeed.com</i>	
High School	29.4%
Associate	12.2%
Bachelor	19.3%
Master	10.6%
Doctorate	0.4%
Certificate	27.9%

The following ranking is based on the skill that appeared most frequently in the postings data. The table below presents data for the top ten skills.

TATT Counties Top Skills, March 2023				
Skill Title	Monthly Job Posting Volume: March 2023	Year Over Year Change: Volume	Year over Year Change: Percentage	Average Salary
Marketing	966	197	25.6%	\$53,700
Microsoft Office	942	186	24.0%	\$47,900
Construction	777	186	31.5%	\$53,400
Housekeeping	739	198	36.6%	\$31,400
Nursing	726	23	3.3%	\$69,200
Accounting	558	134	31.6%	\$49,800
Logistics	455	143	45.8%	\$53,000
Merchandising	455	79	21.6%	\$34,700
Machinery	439	77	21.3%	\$41,700
Billing	428	99	30.1%	\$45,900
<i>Source: Gray Associates and Indeed.com</i>				
According to their website, Indeed.com is the number one jobsite in the world with over 300 million unique visitors monthly. <a href="https://www.indeed.com/about">https://www.indeed.com/about</a>				

Marketing was the most frequently posted skill in the March 2023 data and has the highest average salary of nonmedical professions, while logistics was the fastest growing. Supply Chain and Logistics programs are now offered at several upstate colleges/universities, including the Johnson College of Business and Economics at USC Upstate.

In future columns, we will dive more deeply into a variety of talent data for the region. We look forward to sharing new insights with you.

The [Center for Business Analytics and Community Research](#) is housed at the Johnson College of Business and Economics at USC Upstate. Understanding that data is a powerful tool, the CBACR works in partnership with both nonprofit and for-profit organizations to generate and inform solutions to real-world problems. Through this work, CBACR seeks to be a force for good in our local communities.

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