

LinkUp Employment Dashboards on Eagle Edge Pre-empted Microsoft's Changing Retail Strategy

Key Takeaway

The LinkUp Employment dashboards on Eagle Edge can provide an early read into changing corporate strategies. As early as Q1 2018 there was evidence of Microsoft hiring fewer retail sales workers. It wasn't until 4th June this year that Microsoft [announced](#) the closure of its mall kiosks in the US.

Dataset

The LinkUp Employment dashboards on Eagle Edge enable users to effortlessly explore the LinkUp Job Search Engine dataset, the largest, highest-quality index of global job listings.

LinkUp's proprietary technology indexes millions of jobs every day from employer websites. Their sophisticated technology has enabled them to create the largest, highest-quality index of global job listings consisting of over 50,000 companies and 150 million jobs.

Case Study

On 4th June this year Microsoft announced that they are closing their smaller "specialty stores" in the US. It appears as if Microsoft is shifting its offline retail focus to its full-size retail stores.

However, analysis of job listing's data through the LinkUp Employment dashboard on the Eagle Edge platform had shown evidence of this shifting strategy as early as Q1 2018. In Q3 and Q4 of 2017 retail sales workers accounted for over 4% of Microsoft's job listings in the US. This number fell to 3% in Q1 2018, 2% by Q4 2018 and is now hovering around 1% of job listings in the US.

Users monitoring the Eagle Edge dashboards could have gotten ahead of this strategic shift for Microsoft.

Figure 1: LinkUp Employment Dashboard – Microsoft Retail Hiring in the US



Source: Eagle Edge platform, LinkUp