

# 10 Questions

## You Should Ask Before Buying a Data Portal

U.S. federal and state governments and private entities collect huge amounts of labor market information. This workforce data can be invaluable if you know how to leverage it to make more strategic recruitment decisions. But what good is all that data if you don't know what to do with it?

Using CareerBuilder's data portals, benchmark the total compensation you are offering against competitor salaries or wages in your local market as well as nationwide. Gain the insight you need through additional data sets such as: market comparison, top job posters, active candidates, salary and hourly pay, job posting volume, and job titles used in the marketplace.



### Will it be easy to use?

This may seem like a rudimentary concern, but let's face it — if you're sitting on mountains of data with a complex system to make sense of it, it can be intimidating. Workforce data portals need to be really easy to use, especially for folks who are not data scientists or tech savvy. You shouldn't have to sit through days of training or classes and still scratch your head at the end of it. You need an intuitive solution that you can get off the ground with basic training.



### Will you be able to access data quickly?

Recruiting often feels like a race against time. You need to be able to pull data and get insights on the go, so you can move on to your next requisition. A good data portal should enable you to access the data you need quickly and efficiently so that you can do more in less time.



### Will you be able to easily search and filter results?

You have an assortment of recruitment queries to help you make smarter decisions. You should be able to manipulate your data — slice and dice it — however you want. A good data portal should provide numerous methods for you to search and filter results to get the answers you're looking for.



### Will you have quality data that you can trust?

Above all, are you assured that the data you're working with is accurate and of the highest quality? The data portal you select needs to have access to high-quality data that can be trusted.



### Does the portal have the volume of data you need?

Once the data has been analyzed, it can offer you insights into your recruitment strategy, but you have to make sure the data itself is comprehensive. Your data portal must provide a wide variety and great volume of data to leverage for various use cases.



### Will the data visualizations actually be useful and actionable?

Does your data just look like an indecipherable cluster of numbers strung together — or does it tell a story? Can you visualize your data? Sometimes you just want the raw numbers, but other times you need quality visualizations to help interpret the data.



**Does it have a variety of export options?**

A quality data portal must have the ability to easily generate reports — both generic and custom. That also means giving you the option of exporting to other raw data formats, such as Excel.



**Is it clear where the data comes from?**

A trustworthy data portal must be transparent about the sources of the data so that you can report on it accurately to stakeholders in your organization who benefit from it.



**Is it easily actionable and/or implementable?**

Will you be able to extract something (i.e., data metrics or action items) that is easily actionable and/or implementable? You should be in a position to start using the information and insights you gather internally so that your data portal investment will be worthwhile.



**Will you have easy access to customer support?**

When you have questions — and they will arise — are you guaranteed that your questions will get answered by an actual human being, instead of getting passed around at a call center? Before you settle on and buy a data portal, make sure you will get the attention you need so you can get the maximum return on your investment.



To find out more about CareerBuilder's comprehensive labor market data solution "Labor Market Analytics," contact your representative today, or visit [hiring.careerbuilder.com](http://hiring.careerbuilder.com)



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