



Rwanda Talent Insights Report

**Transport & Logistics -
Priority Skills**

RDB IN PARTNERSHIP WITH LINKEDIN - MARCH 2020 TO MARCH 2021

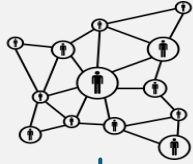


- **Background on LinkedIn Partnership**
- **An Overview of Transport & Logistics Professionals**
- **Data limitations and recommendations**

LinkedIn Partnership with RDB

Bridging the information gaps and improving labour market matching and Analytics

Project Framework



Why LinkedIn

- LinkedIn is the largest professional networking platform.
- The platform has over **675 million users, over 20 million employers, and over 20 million job postings worldwide.**
- In Rwanda, available data indicates that they are **over 250,000 users** with LinkedIn profiles.



Talent Insights

- Is a LinkedIn Product that allows for the extraction of **macro-level data on the local labor market trends.**
- The macroeconomic data provides an outlook of the current local labor market insights which inform evidence-based policy decisions in the country.
- The data extracted from LinkedIn's talent insights reports data over the last 12 months



The transport & logistics Sector Report

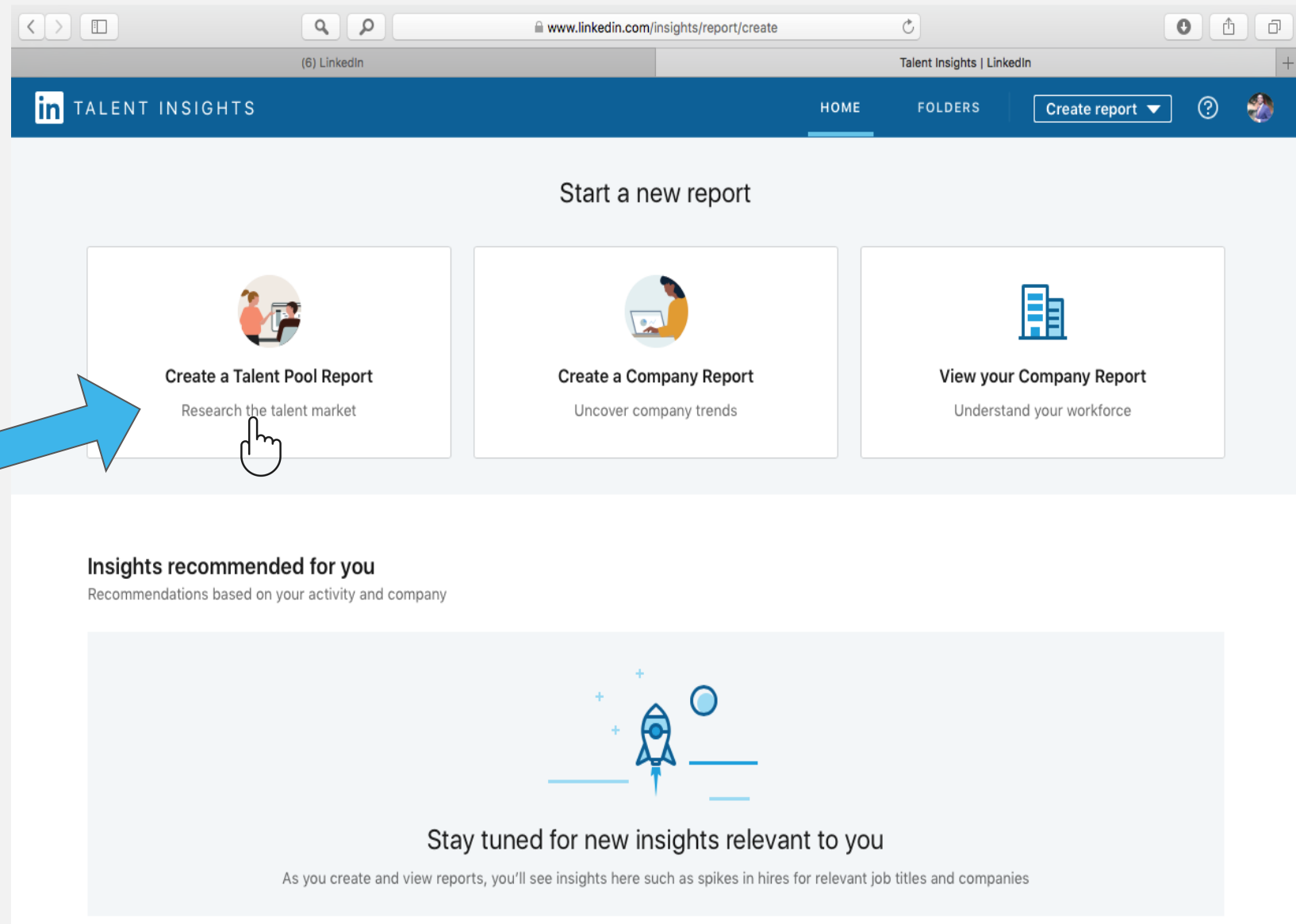
- Analyzes and provides an overview of the talent trends of professionals in the sector for the last twelve months.
- Identifies critical skills and provides insights on the talent mobility across sectors, countries, and the suppliers of **professionals in the sector.**

Methodological approach

This talent insight report provides an outlook of stock of transport & logistic professionals in the sector on LinkedIn. It indicates talent mobility within and across the sector.

The following steps indicates how key information on the transportation and logistics professionals in Rwanda are generated from LinkedIn:

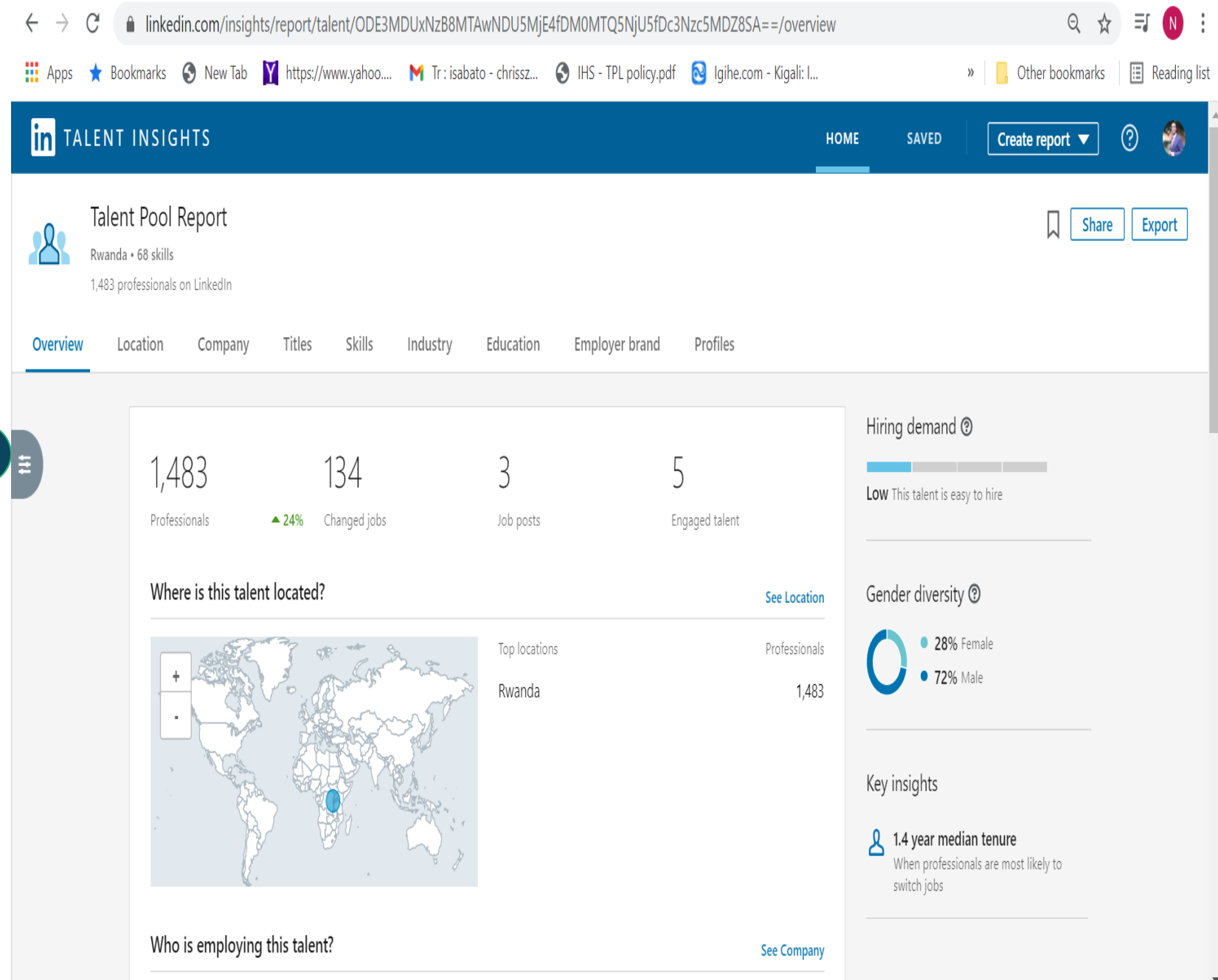
- Create a Talent pool report.
- Use different filters (**Job title, Location, Skills, Industry, Function**) to narrow down the data/search/ to your preference.



The picture displays an overview of data for transportation & logistics professionals in the sector

This data highlights:

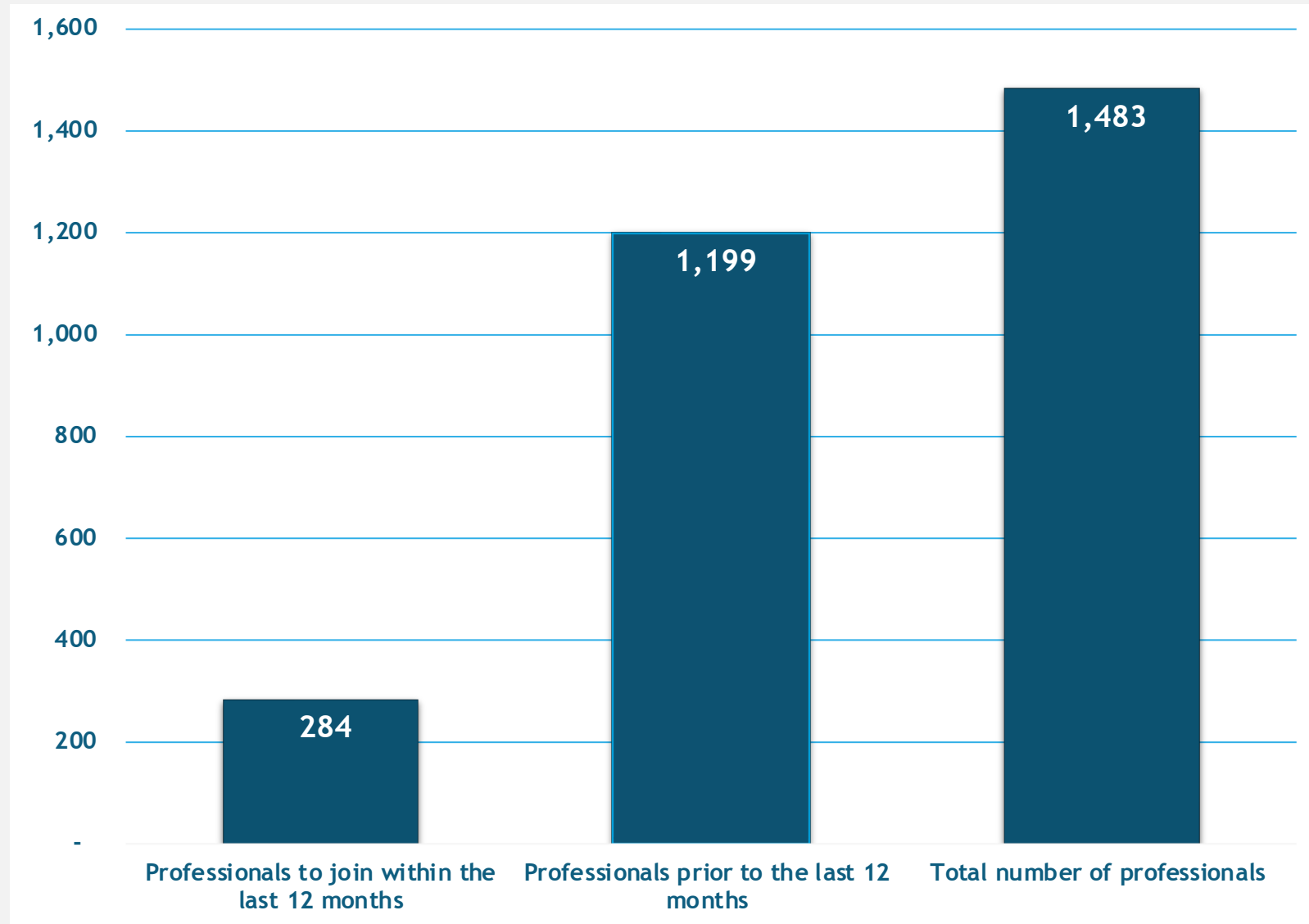
- 1) Where Rwanda is gaining and losing professionals,
- 2) Top recruiting firms,
- 3) Top professional titles,
- 4) Top skills,
- 5) Top industries and
- 6) Education details





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Annual Trends of Professionals in the Transport & Logistics Sector



In Rwanda, there was total Talent pool of 1,483 transport & logistics professionals in the Sector on LinkedIn, out of which 284 joined within the last 12 months of the analysis

In the last 12 Months, the stock of transport & logistics professionals increased by 19.2%.

Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of professionals in Rwanda

Gained Talents:

In the last 12 Months,

- Rwanda has gained a total of 71 professionals from around the world. Mainly from the United States (11), the China (8) and India (6).

Lost Talents:

In the last 12 months

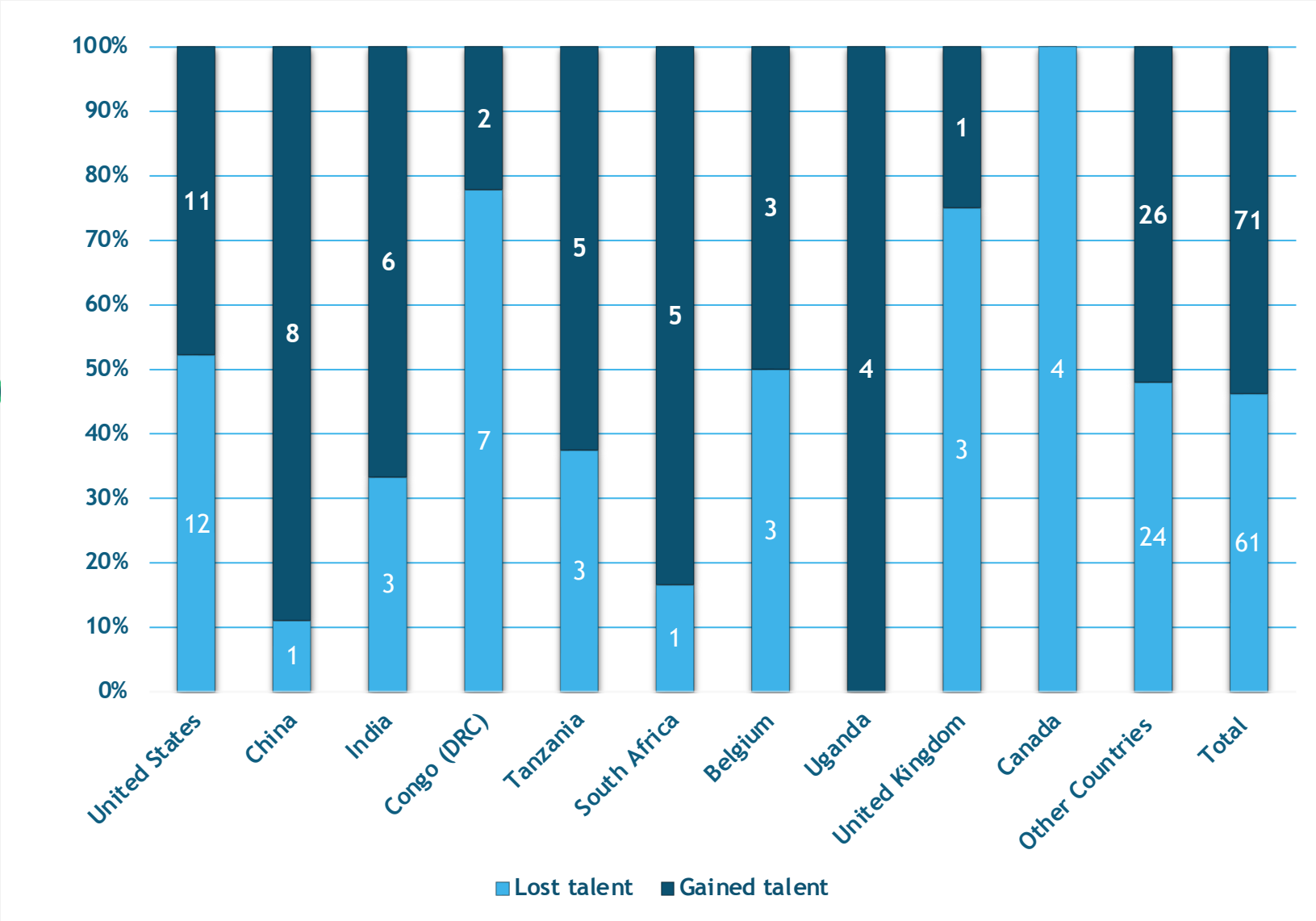
- Rwanda lost a total of 61 professionals to countries around the world. Mainly to the United states (12) followed by Congo DRC (7), and Canada (4).

Other countries:

- Rwanda gained a total of (26) professionals and lost a total of (24) professionals from other countries, incl. Nigeria, Germany & Kenya to name a few.
- Interestingly, this was a sector where Rwanda gained more talents than it lost within the last 12 months.



Trends of Talent Mobility in the last 12 months



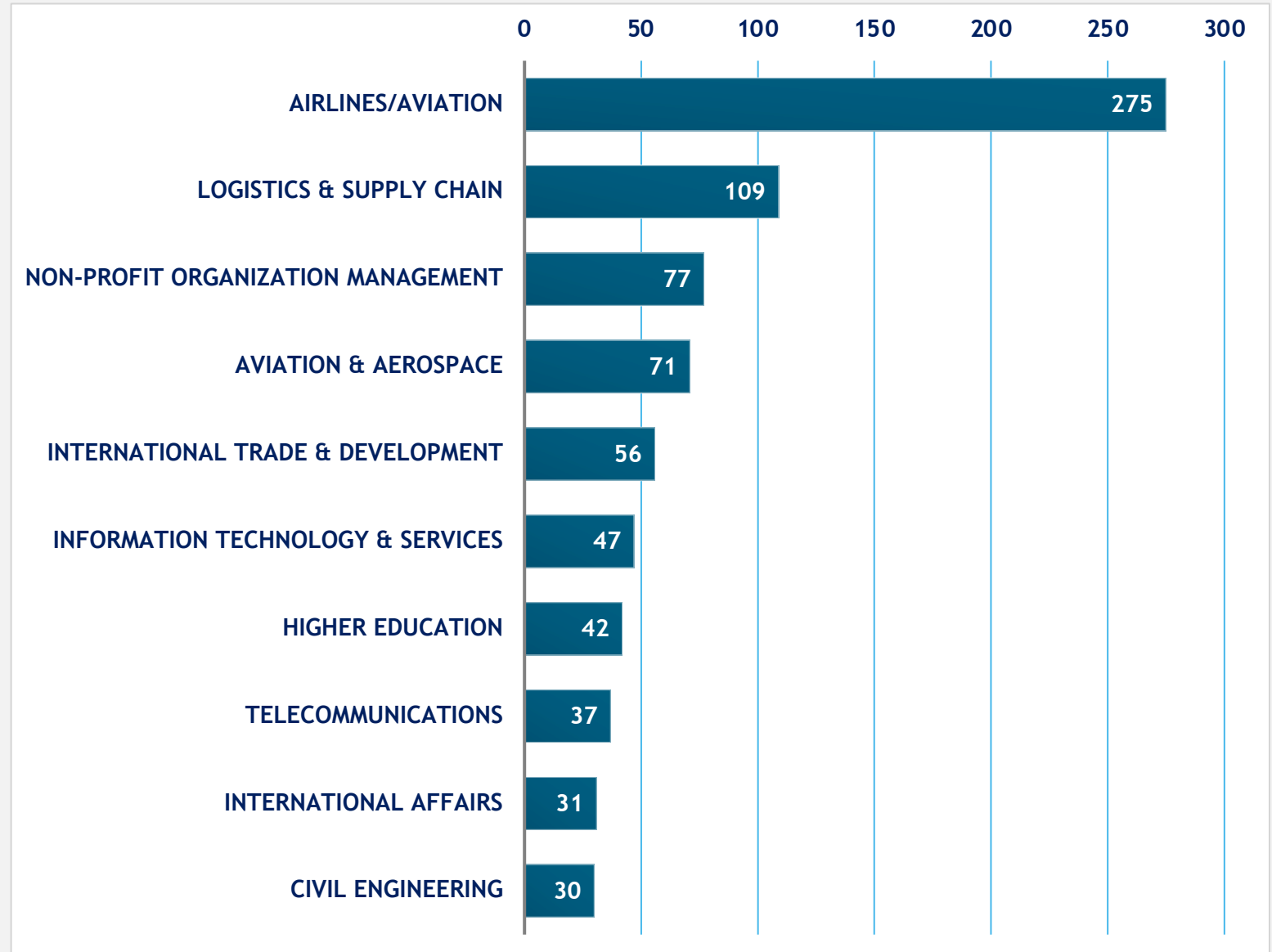
Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total talent mobility of these professionals in Rwanda

Top industries employing professionals from this talent pool are Airline/Aviation, Logistics & supply chain, NGO's, & Aviation/Aerospace.

Other interesting industries to not make the top 10 were; **Transportation/trucking/railroad (26), Construction (22), Leisure/ travel/tourism (19).**



Top 10 Industries Employing these talents

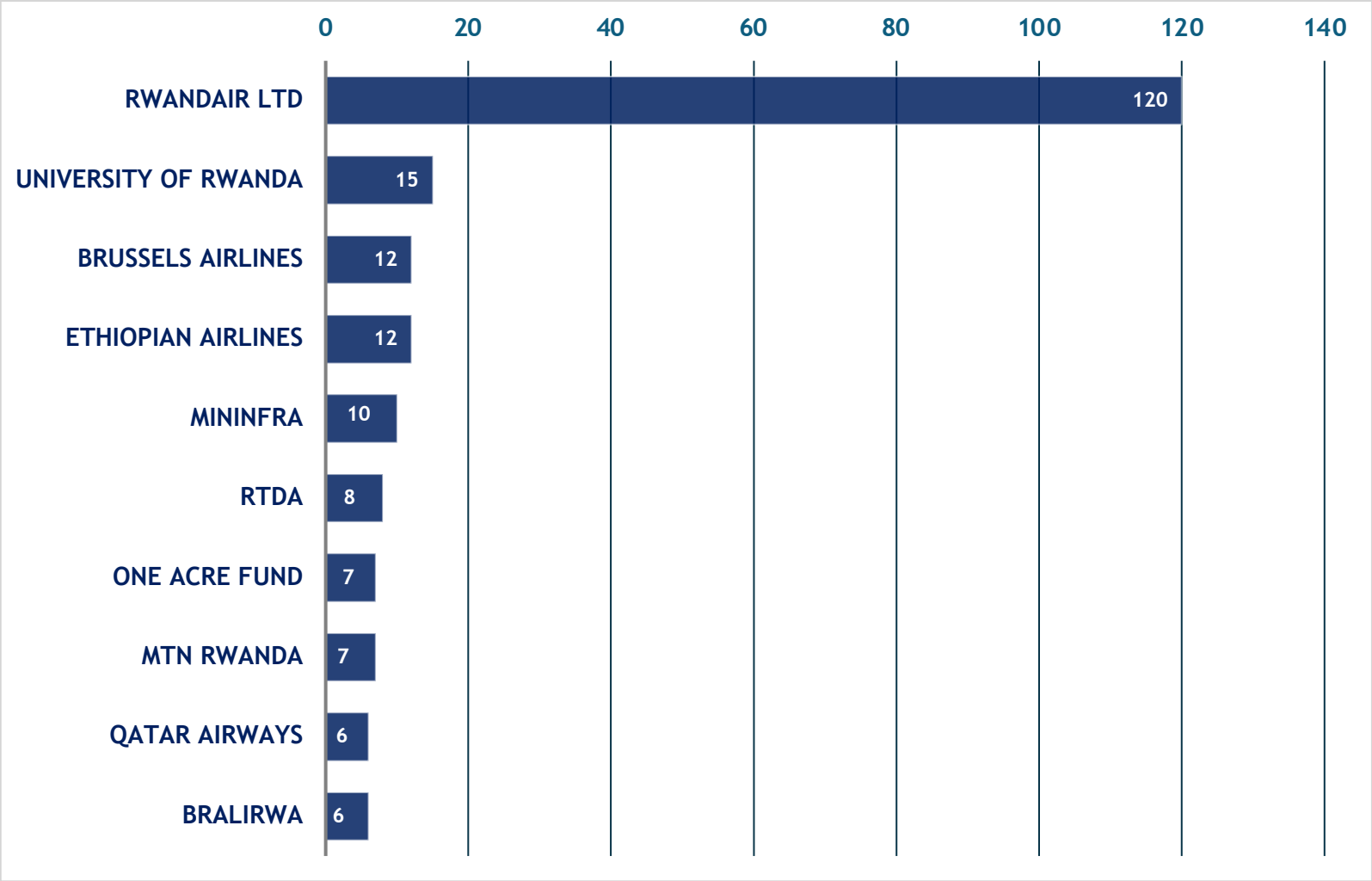


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of industries employing in this talent pool in Rwanda

The top 10 employers in the transport & Logistics sector comprise mostly of companies in the airline industry.

- The top 10 employers only employ 14% of total Professionals from this talent pool. Reason being either one or two of the following:
- 1) Widespread of employers employing one or two employees from this talent pool
 - 2) A good number of these professionals are self-employed or have not listed a place of work.

Top 10 Employers among these Professionals



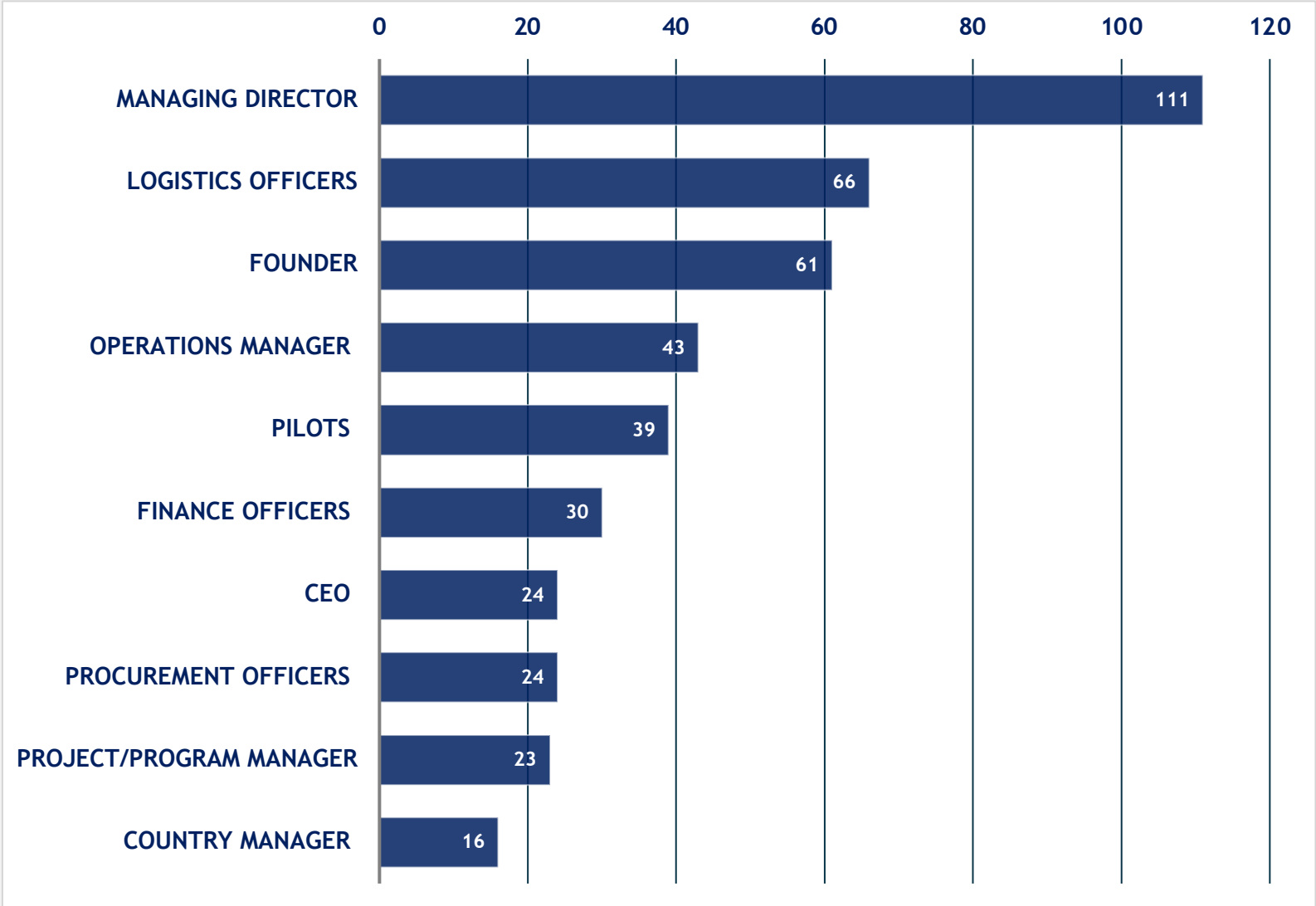
Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total number of employers employing in Rwanda

The most common titles among this talent pool are Managing Director, Logistics Officers, Founders & Operation Managers.

A good % of these professionals within this talent pool are leaders within their organizations as you can see titles like Managers, CEO's and founders



Top 10 Job titles among these professionals



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of job titles among transport & logistics professions in Rwanda

Top 10 skills among these professionals

The most common skills among professionals of this talent pool are **Logistic Management (694)** **Aviation (347)** and **Supply chain Management (329)**.

Other interesting top skills related to this sector not displayed on the graph are: **Aerospace (96)**, **Commercial aviation (91)**, **Systems engineering (55)** & **Aeronautics (36)**.



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of people with these skills in Rwanda

- The majority of the talent pool have an education background in **Business (172)** , **Logistics (172)** and then **Economics (79)**.

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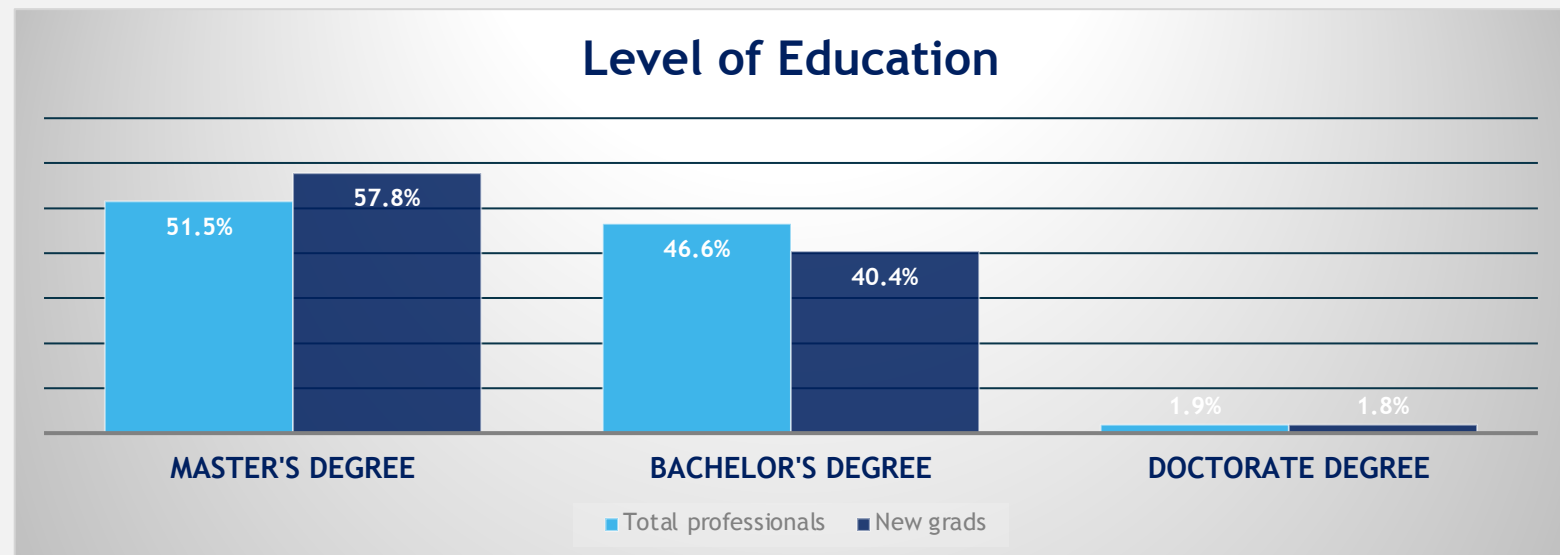
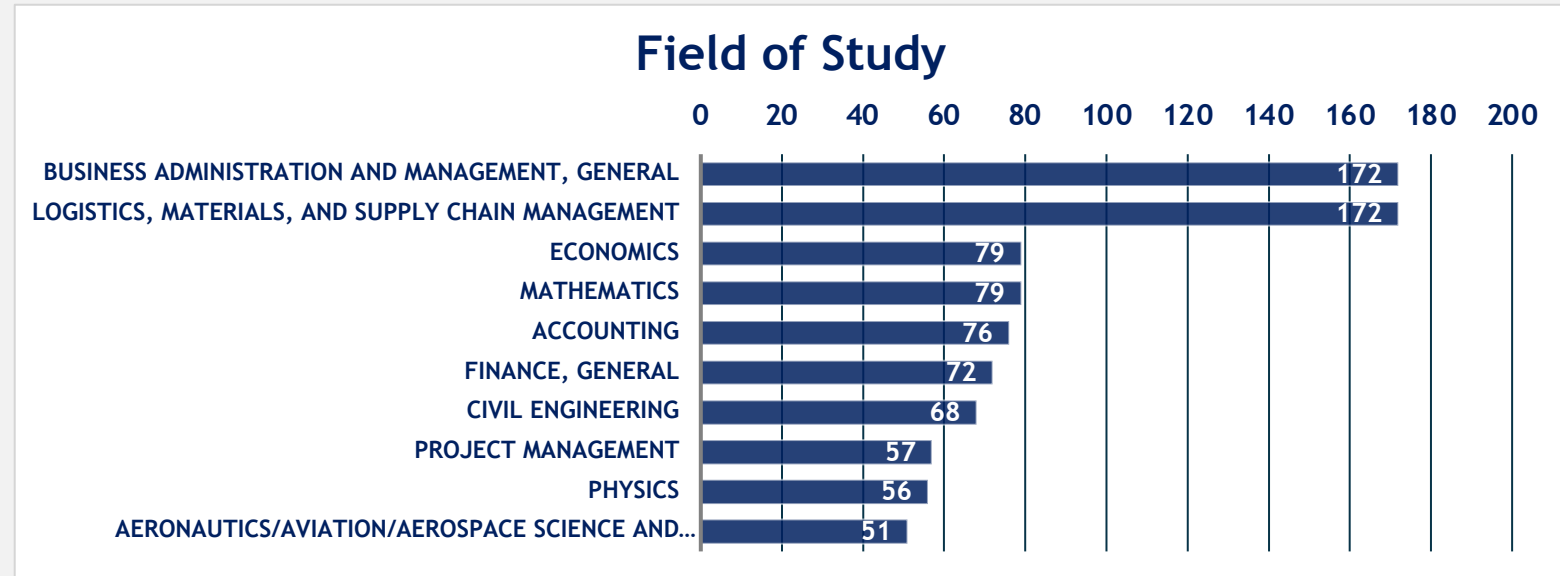
- For the level of Education, prior to the last 12 months **51.5% professionals** had **Masters**, **46.6% Bachelors** and **1.9% Doctorates**.

- For those graduated in the last 12 months **57.8% had Masters**, **40.4% had bachelors** and **1.8% doctorates**.

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- Overall Masters degree holders between new graduates and prior graduates outweighs bachelor degree holders.

Transport & Logistics sector - Skill Sets and Education Level

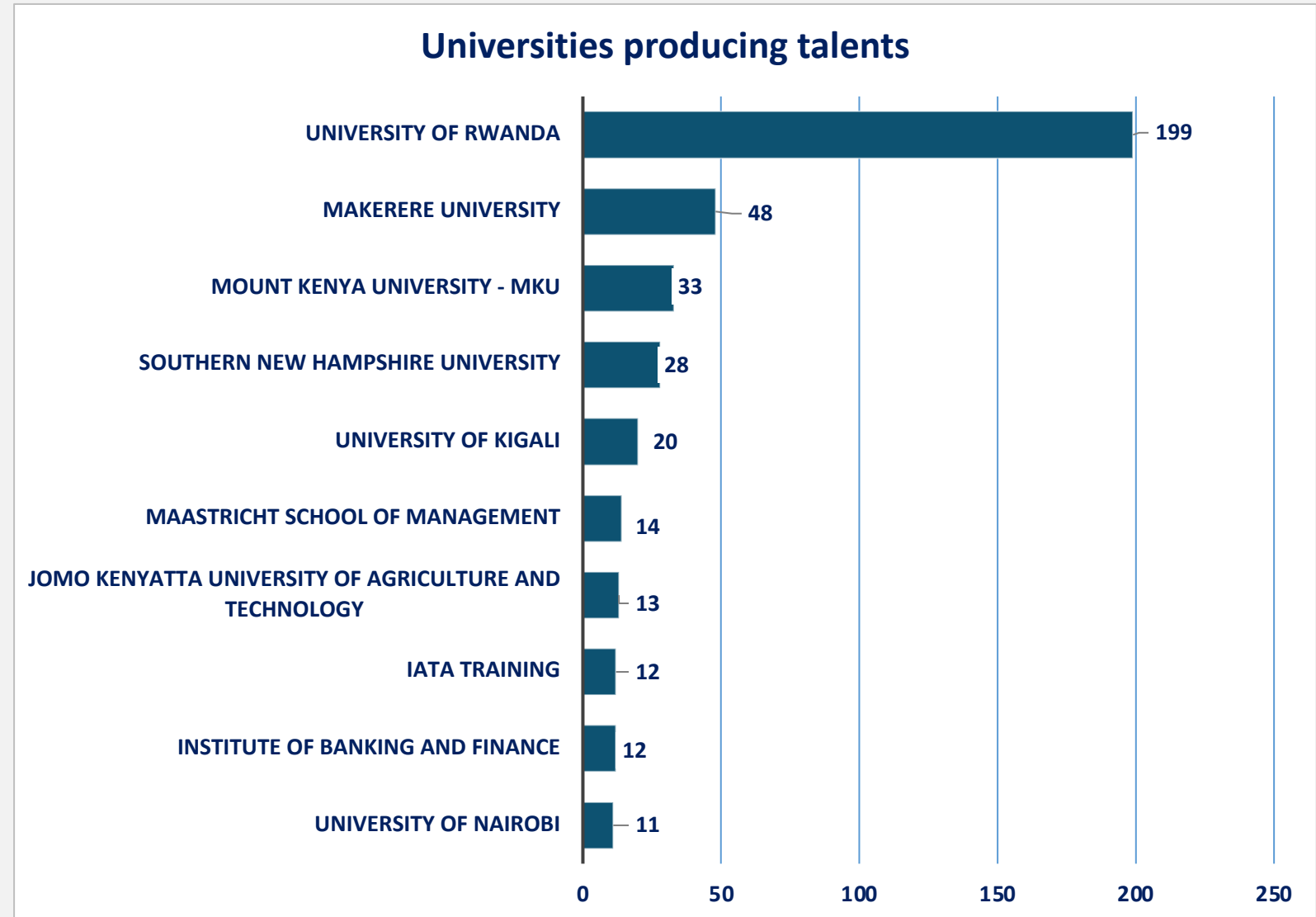


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total education levels or fields of study

Transport & Logistics Sector Report - Education II

University of Rwanda is the biggest Institution producing talent with 13% of the total talent.

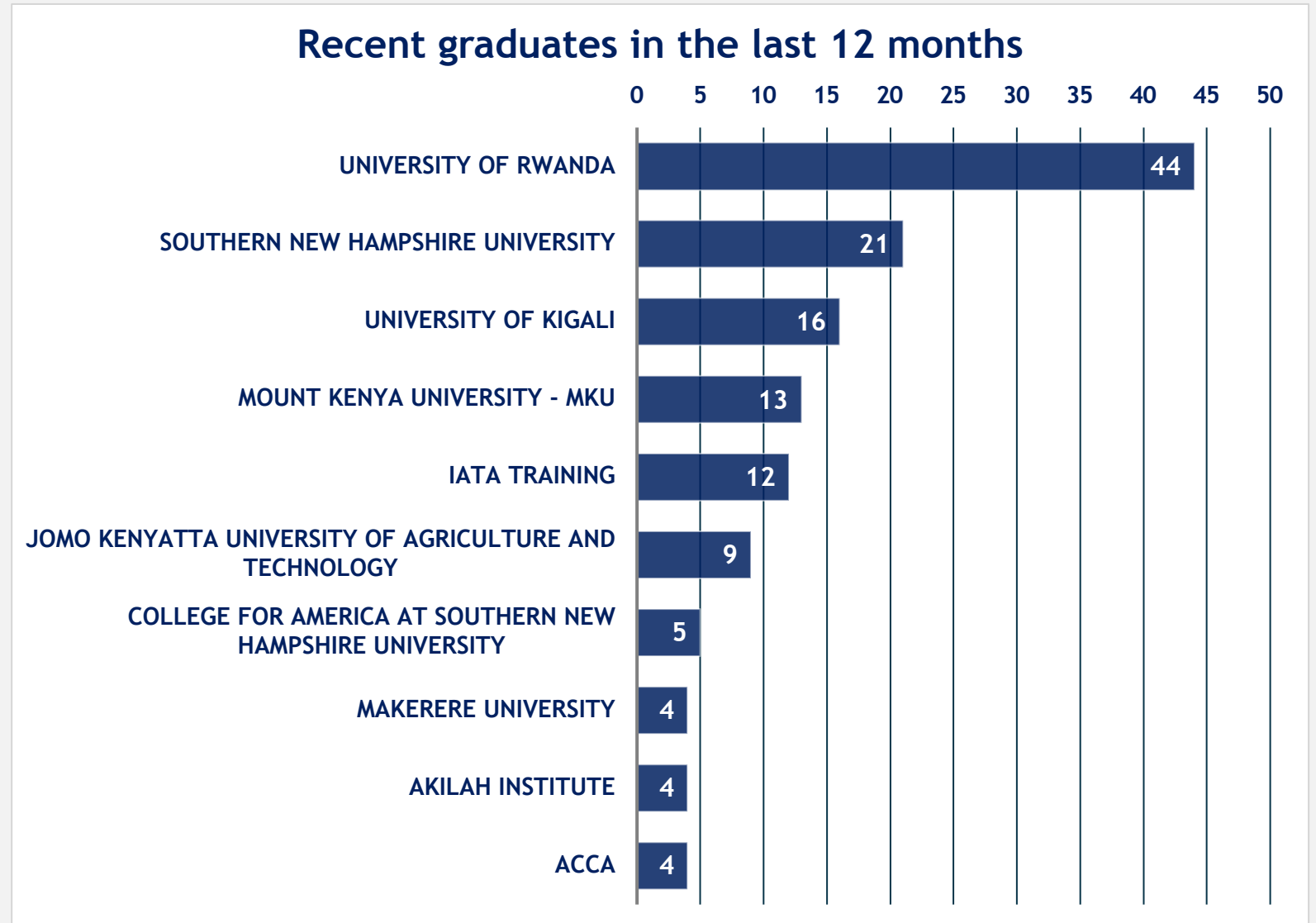
Most of the other Universities comprise mostly of international institutions with a few like Oklahoma Christian University (11), African Leadership University (9), Akhila (8).



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality, represent the total number of professional being produced by each University.

Transport & Logistics Sector Report - Education III

These are the top 10 schools that produced talents from the last 12 months (Fresh Graduates).



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of graduates per University over the last 12 months



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Data Limitations

Currently, the number professionals within the transport & logistic sector on LinkedIn is still low, around 1,483. However, recent trends are showing gradual increase. Its imperative to continue mobilization of individuals particularly professionals to join LinkedIn. This will improve labor market analytics and thus improve the labor matching within the transport & logistics sector in Rwanda. Here below, the report presents data limitations and suggested recommendations moving forward.

Sample Size

- > Limited number of users on LinkedIn in Rwanda
- > Small number of employers using LinkedIn

Quality of Data

- > Data is dependent on how individuals set up their profiles (i.e. employment status, location, etc)
- > Limited availability of search filters (tags, location, Rwandan Diaspora)

Data Analysis

- > Searches are real time (no time customization possible and no time series data)

Increase users on LinkedIn

Educate about the Platform

Improve and track matching

Recommendations

- > Outreach to Universities and Employers
- > Engage and encourage companies, recruitment agencies, and employment service centers to use LinkedIn
- > Offer trainings at Universities and Employers on how to use the platform
- > Conduct Sessions on Improving LinkedIn Profiles (“Rock your Profile” Sessions)
- > Publish content on social media
- > Generate data on the number of jobs matched through the platform

Thank you