

Data mining from LinkedIn regarding geothermal – related companies in Europe.

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Geothermal related activities of EU27 companies according to their LinkedIn profiles.

Methodology:

- Search – Prompting
- Data Mining
- Data Pre-processing
- Data Analysis
- Data Visualizations

Search terms:

- Geothermal
- District Heating
- Drilling Services
- Energy Supplier

Key messages

- Social media data diversity and value in research
- Exploitation of the LinkedIn platform for business intelligence analytics

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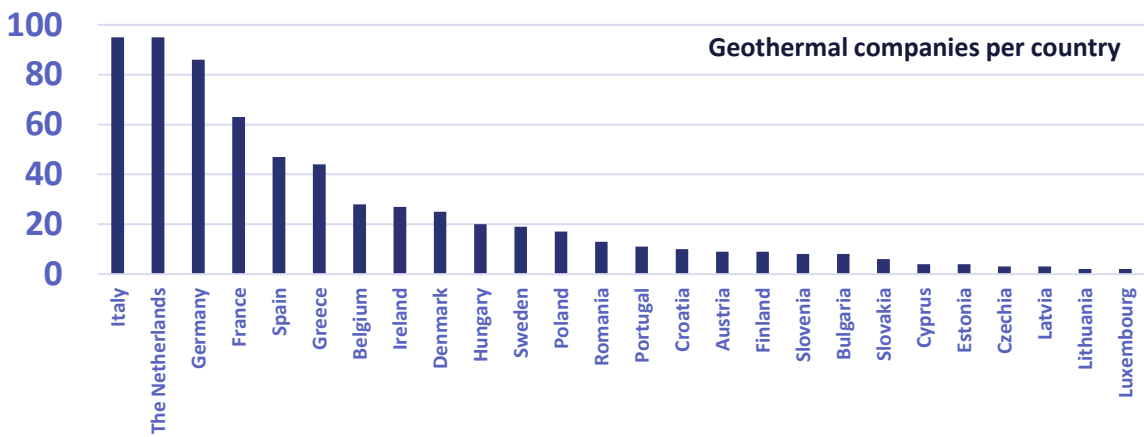
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Data sources and Main Findings

Why LinkedIn?

- LinkedIn is the leading platform in business networking, globally
- Vast amount of publicly available data

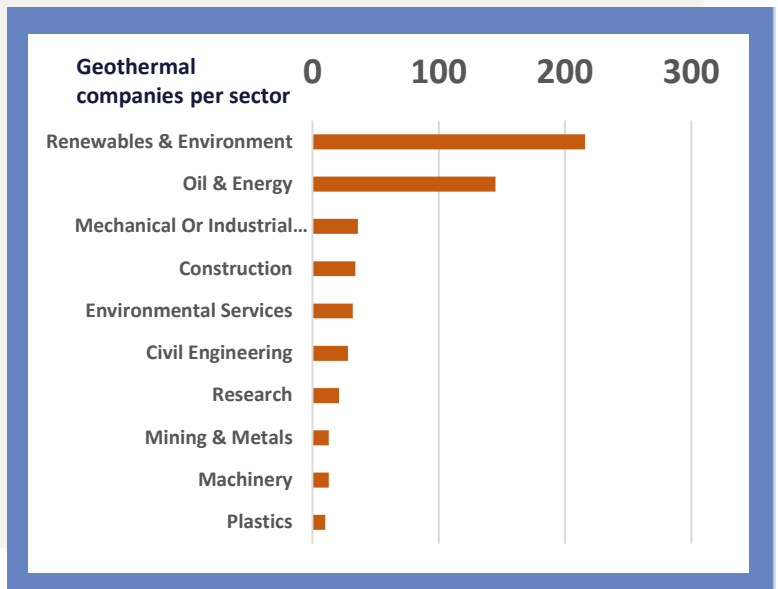


Limitations:

1000 profiles are visible per query. Optimized search is required.

Profile sections available:

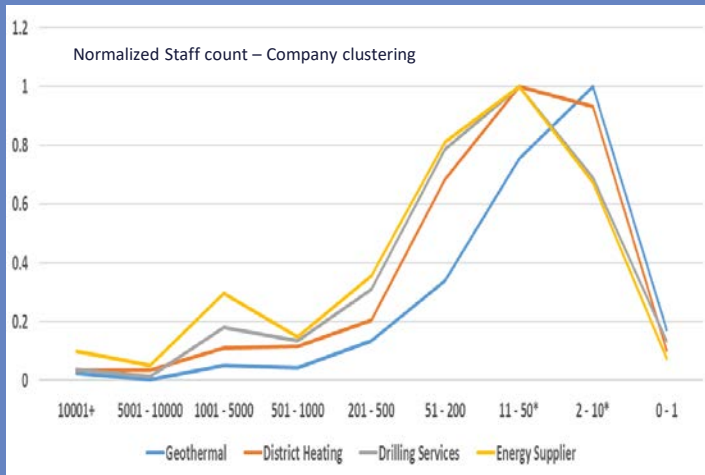
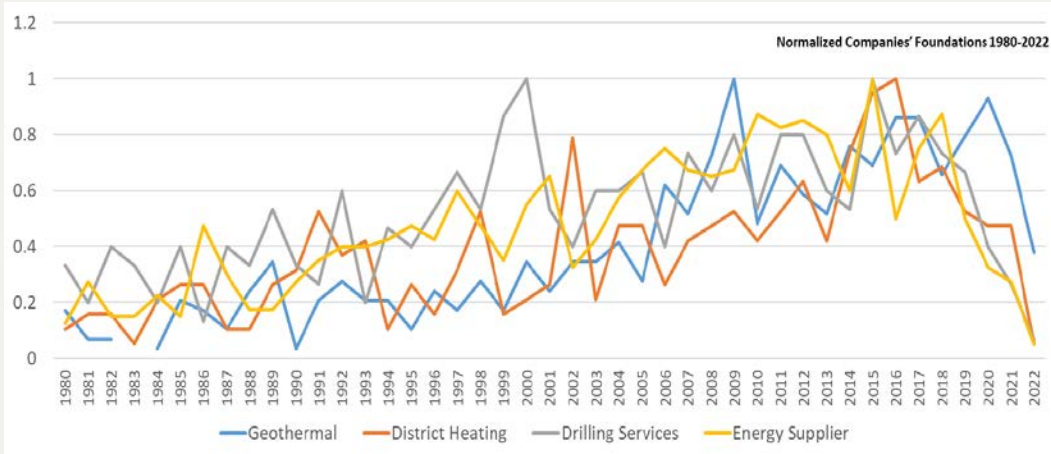
- Year of foundation
- Industry sector
- Specialties
- Descriptions
- Staff Metrics
- Headquarters location



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	Quartiles EU27 (Sum)				
	-25%	-50%	-75%	-100%	Total
Geothermal	2.154.334	82.354	23.102	4.260	2.264.050
District Heating	1.170.395	78.975	21.672	4.482	1.275.524
Drilling Services	4.733.148	120.582	36.245	11.003	4.900.978
Energy Supplier	8.304.203	360.954	95.024	17.440	8.777.621

- 2015 and 2016 have been the years with the peak values in company foundations for all the studied keywords
- Every topic follows a positive trend
- Most of the companies found on LinkedIn are SMEs or micro-SMEs
- Profiles containing the term “Geothermal” are smaller in size compared to the other keywords

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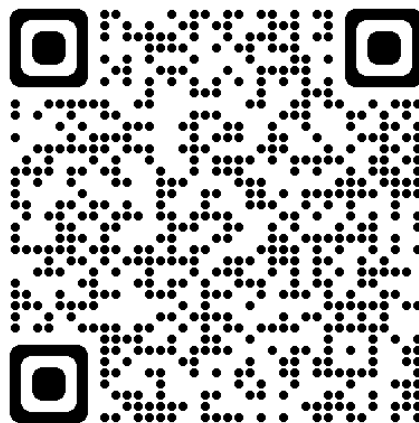
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