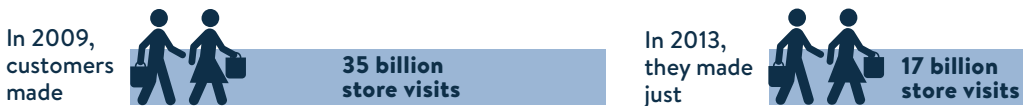


# RETAIL

## In-demand skills involve the entire customer journey

Today's skills gap challenges the growth and global long-term competitiveness of both workers and employers. Using select data from LinkedIn and Strayer@Work's proprietary analysis, the Strayer@Work Skills Index takes an unprecedented look at specific skill sets that are in demand and in supply across top industries and provides actionable recommendations for getting the workforce up to speed.

According to a 2016 *Strategy&* article:



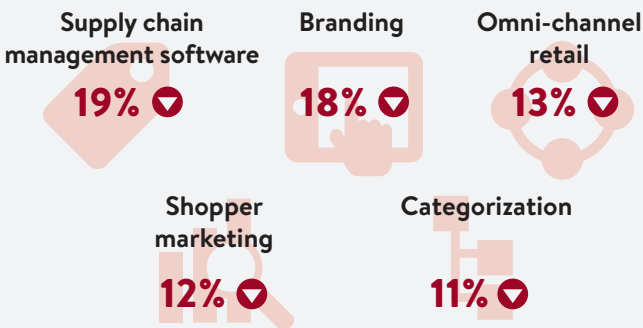
Despite a dip in retail spending, the **new store development** skill is in demand, with a deficit of **8%** in Q2. Retailers are increasingly focused on **revenue per square foot** rather than per store.



### SKILL GAPS

High employer demand but low supply of employees with these skills

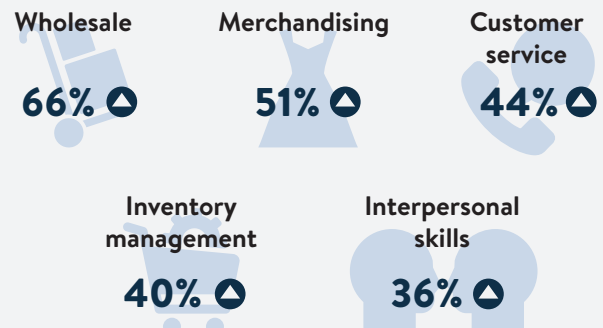
Given changing shopping habits, retailers are increasingly focused on the **entire customer journey**. As such, they are seeking employees versed in **software, marketing, and e-commerce skills**:



### SKILL SURPLUSES

Low employer demand but high supply of employees with these skills

The highest Q2 skill **surpluses** are in traditional retail skills:



**Takeaway:** A trend of declining store visits is requiring retailers to increasingly interact with customers in new ways. Retailers are adapting with fewer, smaller stores—and the employee skill sets they seek are evolving as such. Retailers will increasingly need to train employees to focus on the **entire customer journey**, including social trends, to boost sales.

For more information, visit [skillsindex.com](http://skillsindex.com).

**Methodology:** The Strayer@Work® Skills Index analyzed select skills in the public profiles of LinkedIn members in the United States who work in the financial services, food and beverage, healthcare, hospitality, information technology, manufacturing, and retail industries. It measures both the supply and demand of the select skills. The supply side of the formula measures how prevalent select skills are within the profiles of members in a particular industry, relative to the overall population of LinkedIn members in the U.S. The demand side of the formula shows how desired select skills are within a particular industry, relative to its overall demand, as measured by U.S. members who received an InMail message from a recruiter within the past year.