

US JOB MARKET SIGNALS REPORT

May 2025

Aura Intelligence

EXECUTIVE SUMMARY

OVERVIEW

The US job market in April 2025 continued its dynamic recovery with distinct upticks in hiring across operations-heavy and technology-driven sectors. Companies are balancing front-line workforce expansions with investments in skilled talent for innovation, resulting in a dual demand across retail and engineering functions.

KEY TAKEAWAYS

01

Job postings surged in several states with marked increases in California and Texas, indicating a geographic momentum toward key economic hubs.

02

The demand remained strong for retail and operational skills, with steady traction for Python and cloud tech skills signaling deeper tech workforce integration.

03

Operational and engineering roles saw notable month-over-month growth, reflecting hiring for essential services and innovation pipelines.

Filters

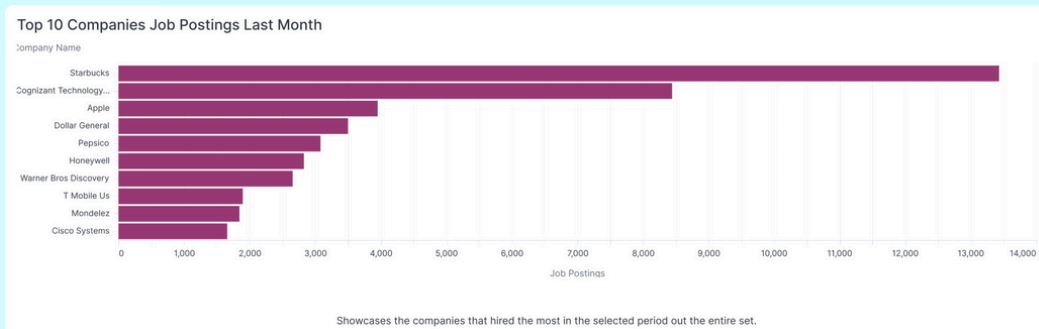
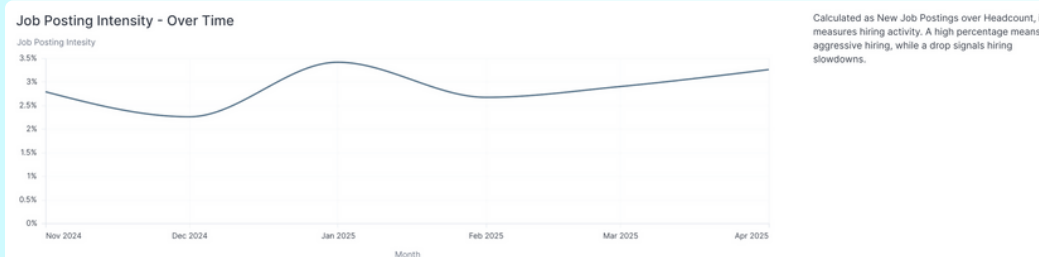
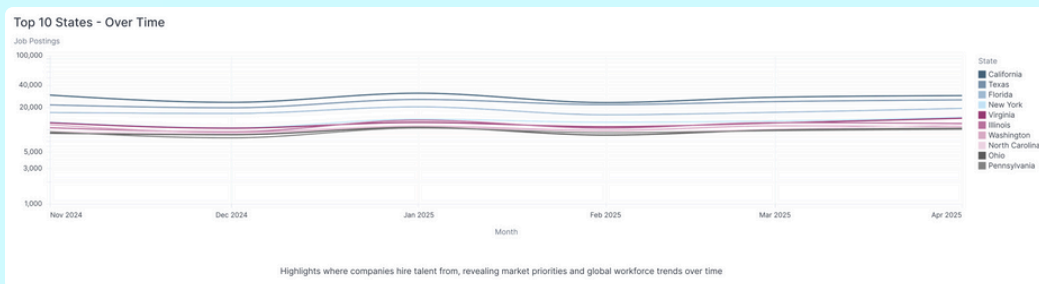
- **Report Month:** In the past 1 complete months
- **Lookback Period:** In the past 6 complete months
- Based on 500 large-cap publicly traded companies in the US

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JOB POSTING TRENDS

- The top posting states in April 2025—California, Texas, Florida, and New York—maintained their consistent leadership, reflecting stable labor demand across diverse industries like tech, healthcare, and retail.
- The average job posting intensity was 3.26%, indicating solid demand for talent but not a peak compared to previous months. The level suggests continued urgency in filling roles, likely driven by turnover or business expansion.
- **Starbucks** posted over 13K openings, with **Cognizant** following at 8.4K—strong signals from retail and tech services. These highlight continuing large-scale recruitment drives from service-centric giants.
- Weekly anomalies show **Utah, Colorado, and New York** as standout performers. High deviation signals sudden hiring booms, likely tied to region-specific projects or seasonal workforce demand.

Top Hiring States, Companies, and Hiring Intensity



SKILL TRENDS

- Skills like **Cash Handling, Collective Bargaining, and Retail Operations** dominated demand—reflecting sustained retail and operational hiring activity.
- Among software skills, **Python, SQL, and AWS** stood out, indicating that core programming and cloud integration remain foundational to hiring for digital roles.
- Alongside tech, generalist and business-linked skills like **Marketing and Computer Science** suggest a balanced hiring approach—not skewed exclusively to frontline roles.

Top Skills in Demand

Top 10 Most Demanded Skills Last Month

Skill Name	Job Postings ↓
Cash Handling	13820
Collective Bargaining	8978
Retail Operations	7968
Marketing	6276
Computer Science	6228
Project Management	5847
Python (Programming Language)	5561
Automation	5400
Merchandising	5109
Selling Techniques	4861

Shows which skills have been demanded the most during the report month.

Top 10 Most Demanded Software Skills Last Month

Skill Name	Job Postings ↓
Python (Programming Language)	5561
SQL (Programming Language)	3546
Amazon Web Services	3429
Java (Programming Language)	3162
Microsoft Azure	2909
Application Programming Interface (API)	2874
Salesforce	2369
C++ (Programming Language)	2167
JavaScript (Programming Language)	1879
Kubernetes	1778

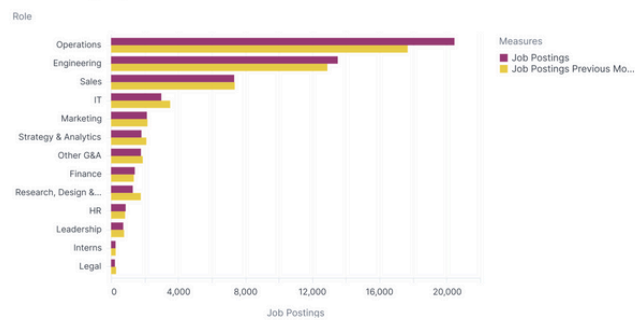
Shows the most demanded software skills for the company set during the report month.

ROLE TRENDS

- Operations roles grew by 15.8% MoM**, the sharpest among all. This suggests a broad push to streamline logistics, supply chain, or retail operations.
- Engineering postings climbed **4.8%**, indicating that innovation and product development remain hiring priorities, especially in growth-oriented industries.
- New titles like **Store Manager, Mobile Associate, and Merchandiser** led demand—reinforcing that high-frequency, customer-facing roles are being aggressively recruited.
- Weekly trends spotlighted **Research, Design & Development** roles showing top deviation—a potential sign of sudden ramp-ups in tech, product, or innovation teams.

Top Roles in Demand

Job Postings by Role - Month Over Month



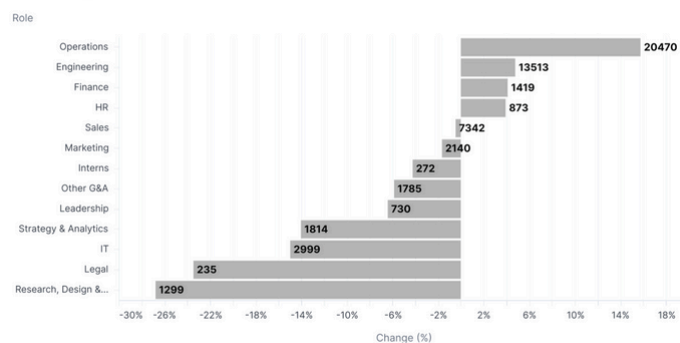
Showcases job postings from the report month compared to job postings from the previous month, to easily identify role demand changes.

Top 10 Most Demanded New Job Titles Last Month

Job Title	Job Postings ↓
store manager	1294
store manager candidate	785
mobile associate retail sales	304
nabisco merchandiser	286
shift supervisor store	268
nabisco merchandiser order writer	261
store manager and older only	222
assistant store manager	217
fulfillment specialist	204
store manager candidate and older only	182

Top 10 job titles that were demanded last month and were not demanded the previous month, showing market trends.

Growth by Role - Month Over Month



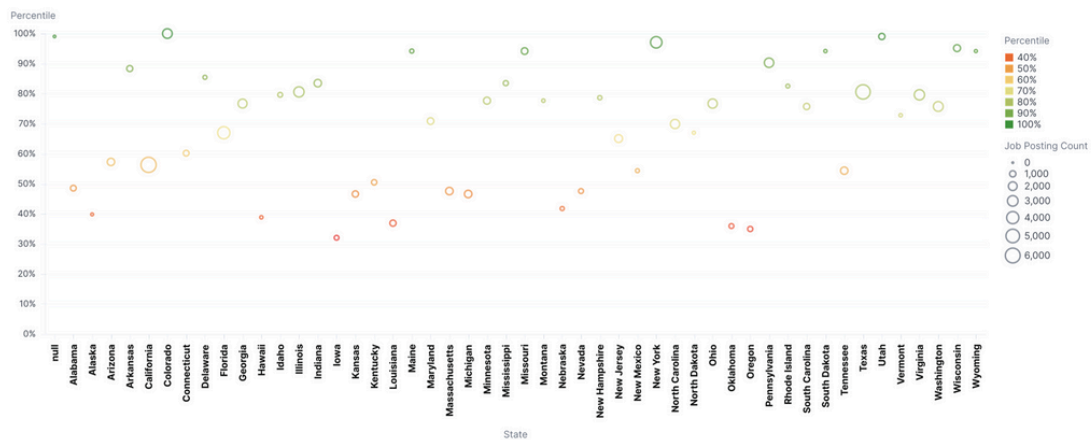
Zooms into role demand change month-over-month to clearly understand market trends regarding roles.

CONCLUSION

April 2025 saw a robust rebound in job postings across key states and sectors, with retail and operations continuing to drive demand. Skills in Python and cloud tech signal sustained digital transformation across industries, while operational and engineering roles led the hiring charge. The landscape reflects a dual thrust: solidifying core services while accelerating innovation. These trends suggest growing momentum in labor market activity aligned with both consumer and tech cycles.

Appendix

Weekly States Postings Distribution



Compares all states' percentiles in the selected week from a 104-week distribution, while also giving a sense of market-size with job posting demand.

Weekly States Deviations

State	Percentile	Job Posting Count
Utah	99.03%	1,005
New York	97.09%	3,515
Wisconsin	95.15%	1,250
Colorado	100%	2,450
ø	99.03%	106

Highlights states with job posting deviations that fall within the top 2% or bottom 2% of a 104-week distribution, showcasing outlier performance in the job market for the week.

Weekly High-Posting Roles and States

State	Role Level 1	Percentile	Job Posting Count ↓
Colorado	Operations	100%	923
Wisconsin	Operations	98.06%	704
New York	ø	98.06%	697
Colorado	Engineering	100%	681
New York	Other G&A	98.06%	255
Missouri	Engineering	99.03%	223
Utah	ø	99.03%	213
Wisconsin	Sales	98.06%	157
Arkansas	Engineering	98.06%	140
New York	Strategy & Analytics	98.06%	122
Mississippi	Engineering	98.06%	116
Utah	Other G&A	98.06%	58
Utah	Finance	100%	54
Tennessee	Research, Design & Development	98.06%	50
Colorado	Strategy & Analytics	100%	45
South Dakota	Engineering	98.06%	33
Idaho	IT	99.03%	32
Utah	Research, Design & Development	99.03%	28
Iowa	Research, Design & Development	98.04%	22
Rhode Island	Marketing	100%	19
Utah	Leadership	98.06%	15
South Dakota	Research, Design & Development	100%	12
Montana	Research, Design & Development	98.88%	11

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