

INTRODUCTION

The Growth Intelligence dataset captures company level workforce growth signals. Each row represents one company in one year. The dataset includes headcount, net change, growth rate, tenure, and a pre computed growth classification. It is the lightest product layer and the most common entry point for buyers.

HOW TO READ THIS DATASET

Each row is a single company observed in a single year. All signals are aggregated at the company level. The sample is fixed to the year 2020 and covers 300 companies across multiple industries and geographies. One company appears exactly once.

FIELD REFERENCE

Company and Context

company_id	Unique identifier for the company. Stable across all product layers and years.
company_name	The company's full display name.
company_domain	Primary web domain associated with the company. May be blank if no domain is on record.
industry	The industry vertical the company operates in (e.g. information technology and services, hospital and health care, financial services).
country	Country where the company is headquartered. Primarily United States with a smaller international mix.
company_size_midpoint	Estimated midpoint of the company's reported size range. Useful for segmenting by company scale.
year	The observation year for this row. Fixed to 2020 in the sample.

Growth Signals

headcount_observed	The total number of workforce records observed for this company in this year. Reflects the visible workforce footprint.
net_headcount_change	Absolute change in observed headcount compared to the prior year. Positive values indicate expansion. Negative values indicate contraction.
growth_rate_yoy	Year over year percentage change in headcount. Shows how quickly the workforce is expanding or shrinking relative to its prior size.
avg_tenure_years	Average time employees have spent at the company, in years. Serves as a proxy for retention quality and organizational stability. May be blank where source data is incomplete.

Derived Signals

growth_bucket	Pre computed classification of the company's growth behavior. Five tiers: 1. Shrinking fast, 2. Shrinking, 3. Stable, 4. Growing, 5. Hyper growth. Ready for use as a filter or segmentation field.
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DATA NOTES

- The sample is built on 2020 data. This was a workforce anomaly year (COVID period). Growth bucket distributions will skew toward contraction and hyper growth, with fewer companies in the middle tiers. This reflects the macro environment, not a data quality issue.
- Tenure coverage is approximately 79%. Where avg_tenure_years is blank, the source data did not contain sufficient tenure records for that company. This is a known limitation of the underlying data.
- The sample covers 300 companies across five industries and 20 countries. It is designed to demonstrate the product structure, not to represent full dataset coverage.