

Pakistan Digital Skills Demand Index

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On the first days of each month the academy's system counts the open postings on Rozee for each skill and records the number with the search address. The table ranks the skills for the latest month; from the second month it shows the change; from the third it is an index.

Findings

The ranking and the counts are in the table below for the latest month; the text here does not repeat them, so it can never disagree with the table.

Evidence: From the academy's own records, counted when this page was opened. Counted by the academy's monthly demand count; each cell links to the Rozee search page it was read from.

A skill is counted by one search phrase; the phrase is printed beside the skill so anyone can repeat the count today.

Evidence: Stated by the academy. The query list is fixed in the method and changes only with a note in the next edition.

The index, October 2026

0 of 32 skills counted this month. Open postings on Rozee that mention the phrase, on the day of the count; each count links to the search it came from.

Rank	Skill	Group	Open postings	Change	Index	Search phrase
	.NET	Programming	refused			asp.net
	AI automation	AI	refused			automation n8n
	AI engineer	AI	refused			ai engineer
	AWS cloud	Cloud	refused			aws
	Amazon virtual assistant	E commerce	refused			amazon virtual assistant
	Cyber security	Networks and security	refused			cyber security
	Data analyst	Data	refused			data analyst
	Data scientist	AI	refused			data scientist
	DevOps	Cloud	refused			devops
	Digital marketing	Marketing	refused			digital marketing

Rank	Skill	Group	Open postings	Change	Index	Search phrase
	Flutter	Programming	refused			flutter
	Generative AI	AI	refused			generative ai
	Graphic designer	Design and media	refused			graphic designer
	Java	Programming	refused			java
	JavaScript	Programming	refused			javascript
	Laravel	Programming	refused			laravel
	Machine learning	AI	refused			machine learning
	Microsoft Excel	Data	refused			excel
	Network engineer	Networks and security	refused			network engineer
	Node.js	Programming	refused			node js
	PHP	Programming	refused			php
	Power BI	Data	refused			power bi
	Prompt engineer	AI	refused			prompt engineer
	Python	Programming	refused			python
	React	Programming	refused			react
	SEO	Marketing	refused			seo
	SQL	Data	refused			sql
	Shopify	E commerce	refused			shopify
	Social media marketing	Marketing	refused			social media marketing
	UI and UX	Design and media	refused			ui ux
	Video editor	Design and media	refused			video editor
	WordPress	Programming	refused			wordpress

Method

Thirty two skills, one public search phrase each, counted on Rozee on the first days of every month. The system records the number of results the page states, the search address and the date, and stores every month.

A count that could not be read (the page refused or changed) is stored as refused and the month shows how many skills were counted; the system retries daily until the seventh of the month and then stops, so a broken month is visible rather than silently filled.

Indeed and LinkedIn are not counted; see the AI Jobs Report for why.

Limits

- One board, one phrase per skill, open postings on one day: a signal of relative demand, not a measure of hiring.
- Short phrases match more than the skill (Java matches JavaScript postings); the phrase list is printed so the reader can judge.

Public figures

- Pakistan's IT exports reached a record US\$4.6 billion in the financial year 2025 to 2026, up about 21 percent on the year. State Bank of Pakistan figures reported by Business Recorder, read 17 Oct 2026: <https://www.brecorder.com/news/40430824/p-at-sha-hails-record-usd46bn-it-exports>
- Freelancers in Pakistan earned a record US\$1.76 billion in export receipts in the financial year 2026, up 78 percent on the year. Finance Ministry data reported by The Nation, read 17 Oct 2026: <https://www.nation.com.pk/20-Jul-2026/pakistan-s-freelancers-achieved-record-dollar-1-76b-export-earnings-fy2026>
- 34,420 IT and IT enabled services companies were registered with the SECP by March 2026. Pakistan Economic Survey 2025 to 26, chapter 15, read 17 Oct 2026: https://www.finance.gov.pk/survey/chapter_26/15_Information_Technology.pdf
- About 75,000 IT graduates leave HEC accredited institutes each year, and a Ministry of IT document put the share employable by export firms below ten percent. The Friday Times, citing a Ministry of IT and Telecommunication document, read 18 Oct 2026: <https://thefridaytimes.com/13-Mar-2025/75-000-it-graduates-annually-but-only-10-percent-secure-jobs>
- The Higher Education Commission said in 2022 that Pakistani institutions produce about 50,000 IT graduates a year. Higher Education Commission news page, read 18 Oct 2026: <https://www.hec.gov.pk/english/news/news/Pages/HEC-Mo-PD.aspx>
- The chairman of the software industry body P@SHA has said the local market needs about 15,000 fresh IT graduates a year. ProPakistani, read 18 Oct 2026: <https://propakistani.pk/?p=20710>

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