



PROJECT REPORT

DATA ANALYTICS  
  
Analysis of Student Interns' Attributes and Insights

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**INDEX**

[**1** **PROJECT DETAILS** 2](#_Toc143445375)

[**2** **SUMMARY** 2](#_Toc143445376)

[**3** **INTRODUCTION** 2](#_Toc143445377)

[3.1 Background 2](#_Toc143445378)

[3.2 Stakeholders 2](#_Toc143445379)

[3.3 Objectives 2](#_Toc143445380)

[**4** **METHODOLOGY** 2](#_Toc143445381)

[4.1 Considerations & Assumption 3](#_Toc143445382)

[4.2 Approach 3](#_Toc143445383)

[4.3 Activities 3](#_Toc143445384)

[**5** **TARGETTED V/S ACHIEVED OUTPUT** 3](#_Toc143445385)

[**6** **CONCLUSION** 3](#_Toc143445386)

[**7** **APPENDICES** 4](#_Toc143445387)

[7.1 Appendix A – Title 4](#_Toc143445388)

# **PROJECT DETAILS**

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| **Project Name** | Analysis of Student Interns' Attributes and Insights | | |
| **Project Sponsor** | Tushar Topale | | |
| **Project Manager** | Harshada Topale | | |
| **Start Date** | 01-08-2023 | **Completion Date** | 30-09-2023 |

# **SUMMARY**

*The project's objective is to narrow the divide between students' academic accomplishments and their professional goals. It plans to achieve this by conducting an in-depth analysis of attributes among student interns. This thorough analysis will offer valuable insights into the correlations between academic performance, financial backgrounds, skills, and expected income levels. Through investigating aspects such as the number of distinct students, average GPA, distribution of graduation years, proficiency in Python programming, family income, and more, this initiative aims to guide decision-making based on data for enhancing student involvement and career development programs. The resulting insights will help customize events, identify effective marketing channels, and provide precise assistance to boost student achievements.*

# **INTRODUCTION**

## Background

*Every year, countless students submit applications for internships and jobs, with resumes serving as their initial representation. Recruiters typically dedicate a maximum of three minutes to review a resume after it arrives in their mailbox or ATS application on a job board. Surprisingly, over 70% of resumes face rejection during this initial screening process.*

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1. **Students:** The primary beneficiaries of the project, as they will gain insights into how their academic performance and career aspirations are interconnected.
2. **Recruiters and Employers:** Organizations that hire interns or graduates from the student pool are interested in understanding the attributes that lead to successful candidates.

## Objectives

*Our goal is to perform an extensive analysis of our student interns, aiming to understand the connections between their academic achievements, involvement in events, career goals, and the elements that contribute to their success. We have gathered a dataset encompassing diverse attributes for each individual student.*

# **METHODOLOGY**

The Power BI Data Analytics Project followed a structured approach that encompassed several key phases to achieve its objectives. The project was executed using the following approach:

**1. Project Initiation**

* **Objective:** Define project objectives, scope, and key performance indicators (KPIs).
* **Activities:** Identified stakeholders, set up communication channels, and obtained necessary data access permissions.
* **Outcome:** Project charter was created and approved, providing a clear roadmap for the project.

**2. Data Source Integration**

* **Objective:** Connect Power BI to relevant data sources and prepare data for analysis.
* **Activities:** Data source identification, connection, transformation, and validation were conducted.
* **Outcome:** Clean and well-structured data was made available for analysis.

**3. Power BI Dashboard Design**

* **Objective:** Develop interactive Power BI dashboards for data visualization.
* **Activities:** Designed data models, relationships, visualizations, and implemented calculated fields and measures.
* **Outcome:** Interactive dashboards were created to provide insights into the sales data.

**4. Data Analysis and Insights**

* **Objective:** Analyse students data to identify trends, patterns, and actionable insights.
* **Activities:** Conducted exploratory data analysis, defined key performance indicators (KPIs), and performed statistical analysis.
* **Outcome:** Valuable insights were derived to inform students.

**5. Reporting and Presentation**

* **Objective:** Create comprehensive reports and share findings with stakeholders.
* **Activities:** Built a Power BI report containing all dashboards, provided user-friendly navigation, and conducted user training.
* **Outcome:** Stakeholders were equipped with an intuitive tool for data-driven decision-making.

**6. Data Analysis Tools**

The primary tools and technologies used for data analysis and visualization in this project included:

* **Power BI:** Leveraged for data visualization, dashboard development, and reporting.
* **Microsoft Excel:** Used for initial data exploration and preprocessing.

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# **TARGETTED V/S ACHIEVED OUTPUT**

**Data Source Integration**

* *Target:* Complete the integration of all relevant data sources by the end of Week 4.
* *Status:* The integration of data sources was successfully completed within the specified timeframe.

**Power BI Dashboard Design**

* *Target:* Develop interactive Power BI dashboards for data visualization by the end of Week 6.
* *Status:* The Power BI dashboards were designed and made interactive within the set timeline.

**Data Analysis and Insights**

* *Target:* Derive actionable insights from the sales data by the end of Week 8.
* *Status:* Actionable insights were successfully derived and validated within the planned timeframe.

**Achieved Outputs**

**Data Source Integration**

* *Achieved:* The integration of all relevant data sources was completed by the end of Week 4, as targeted.

**Power BI Dashboard Design**

* *Achieved:* Interactive Power BI dashboards for data visualization were developed by the end of Week 6, meeting the project's objectives.

# **CONCLUSION**

In this project, we conducted a thorough analysis of student intern attributes and gained valuable insights into the relationships between academic performance, economic background, competence, and expected salary. These insights will aid in making data-driven decisions for student engagement and career development programs.

# **APPENDICES**

Appendix A – Student Intern Attributes and Insights

This appendix provides a detailed overview of the student intern attributes and insights derived from the data analysis. The following table summarizes the key findings: The following are some actionable insights derived from the data analysis:

Students with higher GPAs are more likely to be proficient in Python programming and have higher expected incomes. Students from families with higher incomes are also more likely to have higher expected incomes. These insights can be used to develop targeted programs and resources for students based on their individual needs and goals. For example, the university could offer Python programming boot camps to students with lower GPAs or from lower-income families. The university could also provide career counselling and networking opportunities to help students achieve their desired salary goals. Overall, the data analysis provides valuable insights into the student intern population that can be used to improve student engagement and career development programs.