

# JOB ACCEPTANCE PREDICTION AND PLACEMENT ANALYTICS USING MACHINE LEARNING

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**Domain:** Placement Analytics & Predictive Data Analytics

**Tools & Technologies:** Python (Pandas, NumPy, Scikit-learn), Plotly, Streamlit, MySQL, Power BI

**Dataset Size:** Approximately 50,000 candidate records

## 1. INTRODUCTION

In today's competitive job market, recruitment and placement teams manage a vast amount of candidate information, including academic background, technical skills, interview evaluations, work experience, and job market constraints. Despite candidates meeting eligibility criteria and receiving job offers, a significant proportion of candidates fail to convert these offers into successful placements. This gap results in higher recruitment costs, longer hiring cycles, inefficient workforce planning, and lost opportunities for both organizations and candidates.

The Job Acceptance Prediction System is designed as a data-driven solution to address these challenges. By leveraging historical candidate placement data, the system aims to analyze patterns that influence placement outcomes and predict whether a candidate is likely to be Placed or Not Placed. The project integrates data preprocessing, exploratory data analysis (EDA), feature engineering, and machine learning modeling to generate actionable insights that support informed decision-making for HR and recruitment teams.

This project not only focuses on predictive accuracy but also emphasizes interpretability and business relevance, ensuring that insights can be practically applied in real-world recruitment scenarios.

## 2. BUSINESS OBJECTIVE

The core business objective of the Job Acceptance Prediction System is to improve recruitment efficiency through predictive analytics. Recruitment teams often rely on manual judgment and limited metrics when evaluating candidates, which can lead to inconsistent decisions and higher dropout rates. This project aims to replace intuition-driven decisions with data-backed insights.

The key objectives include predicting placement outcomes early in the recruitment process, identifying high-risk candidates who may not convert into placements, understanding the most influential factors affecting placement success, and optimizing interview and evaluation strategies. From an organizational perspective, this helps reduce offer dropouts, shorten hiring cycles, improve placement success rates, and enhance candidate experience.

By translating raw data into meaningful insights, the system supports HR managers in making proactive and strategic decisions aligned with business goals.

### **3. DATASET OVERVIEW**

- The dataset used in this project consists of approximately 50,000 candidate records, simulating a realistic recruitment and placement environment.
- The data captures multiple dimensions of a candidate's profile, providing a holistic view of employability and placement potential.
- The dataset includes demographic details such as age and gender, academic performance metrics including SSC, HSC, and degree percentages, and evaluation scores such as technical, aptitude, and communication assessments. It also contains professional attributes like years of experience, internship exposure, employment gaps, and career switch willingness.
- Job-related and market-driven factors such as company tier, competition level, bond requirements, and relocation willingness further enrich the dataset.
- The target variable, status, indicates whether a candidate is *Placed* or *Not Placed*, making the problem suitable for binary classification modeling.

### **4. DATA CLEANING AND PREPROCESSING**

Data cleaning is a critical phase of the analytical pipeline, as the quality of insights and model predictions depend heavily on the quality of input data. Several preprocessing steps were applied to ensure consistency, reliability, and usability of the dataset.

#### **4.1 Handling Missing Values**

- Missing values were identified across both numerical and categorical features. Numerical columns were imputed using median values to minimize the influence of extreme outliers, while categorical columns were filled using the mode to preserve the most frequent and representative category.
- This approach ensured that valuable records were retained without introducing significant bias.

## **4.2 Correcting Inconsistent Categorical Labels**

- Categorical variables often contained inconsistencies such as extra spaces, inconsistent capitalization, and varied textual representations (e.g., "YES", "Yes", "yes").
- These inconsistencies were standardized to ensure uniform representation across the dataset. This step was essential to avoid incorrect grouping and encoding during analysis and modeling.

## **4.3 Encoding Categorical Variables**

- Categorical features were transformed into numerical formats suitable for machine learning models.
- Label encoding was applied to ordinal or ordered categories such as company tier and competition level, while one-hot encoding was used for nominal categories like gender and degree specialization.
- This ensured that categorical information was effectively captured without introducing unintended ordinal relationships.

## **4.4 Feature Scaling**

- Numerical features were scaled using standardization techniques to bring all variables onto a comparable scale.
- Feature scaling was applied exclusively to the machine learning dataset (X\_final) while preserving the original dataset for exploratory analysis.
- This separation allowed accurate modeling without compromising interpretability during EDA.

## **4.5 Logical Consistency Checks**

- Logical consistency rules were enforced to validate the realism of candidate data.
- For example, expected CTC values were checked against previous CTC, years of experience were validated against age, and employment gaps were reviewed for plausibility.
- These checks ensured that the dataset aligned with real-world recruitment logic.

# **5. EXPLORATORY DATA ANALYSIS (EDA)**

- Exploratory Data Analysis was conducted to uncover patterns, trends, and relationships between candidate attributes and placement outcomes.
- EDA played a vital role in understanding the data distribution and guiding feature engineering and model selection.

- Analysis revealed that academic performance positively influenced placement outcomes, but strong academics alone did not guarantee placement.
- Skills match percentage and interview performance demonstrated a stronger relationship with placement success, highlighting the importance of practical skill alignment.
- Company tier analysis showed that Tier 1 companies had higher placement conversion rates, while competition level significantly affected candidate outcomes.
- Experience analysis revealed that freshers with strong interview performance could outperform experienced candidates with weaker evaluations.

## **6. FEATURE ENGINEERING**

To enhance predictive accuracy and improve business interpretability, several derived features were created. Experience categories such as Fresher, Junior, and Senior were defined based on years of experience. Academic scores were averaged and grouped into performance bands to simplify interpretation.

Skills match percentages were categorized into Low, Medium, and High levels, while interview scores were aggregated into an overall interview performance metric. Additionally, the difference between expected and previous CTC was calculated to assess compensation mismatch risk.

These engineered features translated complex numerical data into actionable indicators that aligned closely with recruitment decision-making processes.

## **7. MACHINE LEARNING MODELING**

### **7.1 Model Selection**

- Logistic Regression was selected as the primary machine learning model due to its suitability for binary classification problems and its interpretability.
- The model provides probability outputs, making it ideal for risk-based decision-making in recruitment contexts.

### **7.2 Model Training and Evaluation**

- The model was trained using the scaled and encoded dataset ( $X_{final}$ ) with placement status as the target variable.
- The dataset was split into training and testing sets to evaluate generalization performance. The model achieved an accuracy of approximately 81%, indicating strong predictive capability.

## 7.3 Feature Importance Analysis

- Model coefficients were analyzed to determine the relative influence of features on placement outcomes.
- Interview performance and skills match emerged as the strongest positive contributors, while employment gaps and large CTC mismatches increased rejection risk.

## 8. OPERATIONAL INSIGHTS

### 8.1 Dropout Risk Identification

Using predicted probabilities from the logistic regression model, candidates were assigned dropout risk scores representing the likelihood of being Not Placed. These scores were categorized into Low, Medium, and High risk groups, enabling proactive intervention strategies.

### 8.2 Bias-Aware Analysis

Demographic attributes were analyzed to ensure fairness and minimize unintended bias. The results indicated that performance-related features dominated decision-making, supporting equitable recruitment practices.

## 9. DASHBOARD AND DEPLOYMENT

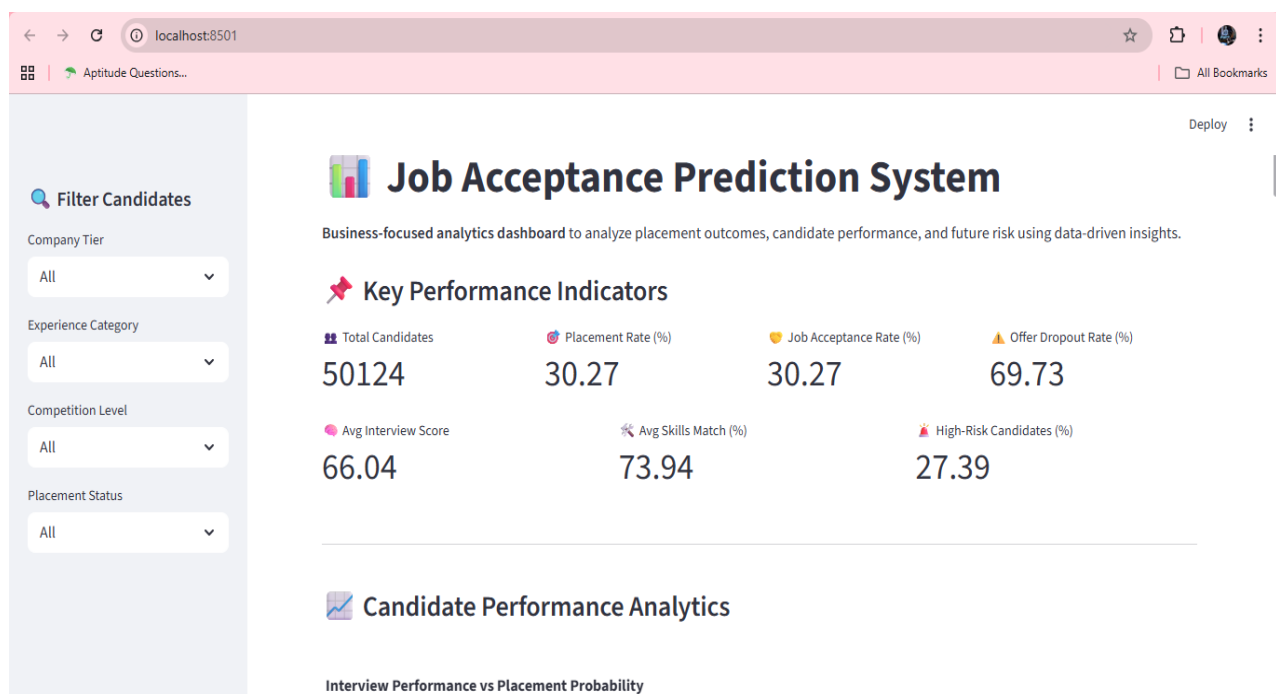


Fig no: 1 – Dashboard page (key performance indicators)

A Streamlit-based interactive dashboard was developed to present key KPIs such as total candidates, placement rate, average interview score, skills match percentage, and high-risk candidate proportion. The dashboard enables recruiters and HR managers to explore insights dynamically and make informed decisions in real time.



Fig no: 2 – Visuals page indicate target performance

## 10. CONCLUSION AND FUTURE SCOPE

The Job Acceptance Prediction System demonstrates the effectiveness of combining data analytics and machine learning to enhance recruitment outcomes. By integrating structured data cleaning, insightful EDA, interpretable modeling, and business-focused insights, the project delivers tangible value to recruitment teams.

Future enhancements may include integrating real-time job market data, experimenting with advanced ensemble models, and deploying recommendation systems for candidate-role matching. Overall, the project provides a scalable and practical foundation for intelligent, data-driven recruitment strategies.

## 11. BUSINESS RECOMMENDATIONS & STRATEGIC ACTION PLAN

Based on the complete analytical and machine learning evaluation, several strategic recommendations can be proposed to recruitment teams and institutional stakeholders. These recommendations translate analytical insights into clear business actions.

Firstly, recruitment strategies should prioritize interview preparedness and skills alignment rather than relying solely on academic performance. While academics act as an initial screening filter, the analysis clearly indicates that interview performance and skills match percentage are the strongest drivers of placement success. Institutions should therefore invest more in mock interviews, technical bootcamps, and communication skill development programs.

Secondly, candidates identified as high dropout risk should be engaged through targeted interventions such as personalized mentoring, resume optimization workshops, and expectation alignment sessions regarding CTC and company tier. Early identification of risk allows recruiters to reduce last-minute offer dropouts and improve acceptance rates.

Thirdly, certification programs should be aligned with industry-demanded skills rather than volume-based completion. The analysis shows that relevant certifications positively influence acceptance only when combined with strong interview performance, highlighting the importance of quality over quantity.

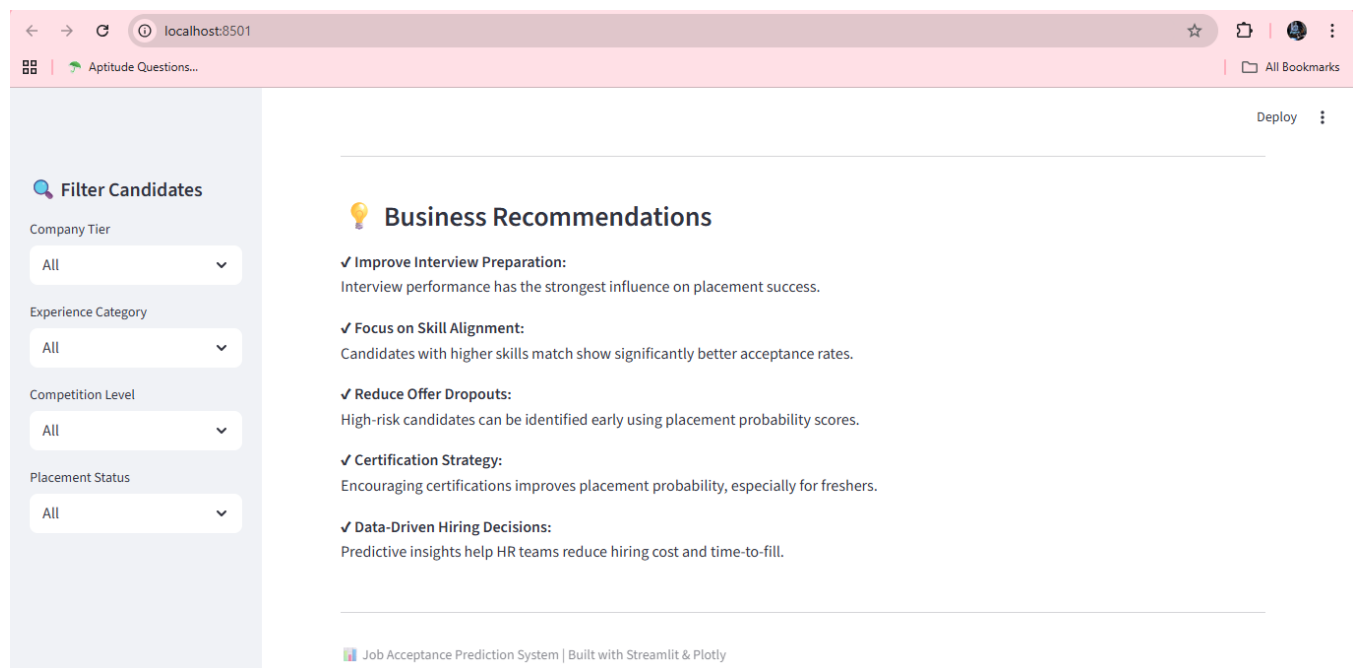


Fig no: 3 – Business Recommendations

## 12. FUTURE PREDICTION CAPABILITY

One of the most valuable outcomes of this project is its ability to support future-oriented decision-making. Using the trained machine learning model, recruiters can predict the placement probability of new candidates even before final interview rounds. This allows institutions to forecast placement rates, identify potential bottlenecks, and plan recruitment drives more effectively.

From a business forecasting perspective, the model enables simulation of "what-if" scenarios. For example, recruiters can analyze how improving interview scores by a certain margin or increasing skills match percentage could impact overall placement success. Such scenario analysis empowers organizations to allocate training resources strategically.

In future deployments, this predictive capability can be integrated into applicant tracking systems (ATS) to provide real-time risk scoring and decision support during recruitment cycles.

### **13. KEY PERFORMANCE INDICATORS (KPIs) EXPLAINED**

The Streamlit dashboard developed as part of this project focuses on business-relevant KPIs that provide a quick snapshot of recruitment health.

- Total Candidates reflects the overall scale of the recruitment pipeline.
- Placement Rate (%) indicates recruitment effectiveness and institutional performance.
- Job Acceptance Rate (%) highlights offer conversion efficiency.
- Average Interview Score serves as a quality benchmark for candidate readiness.
- Average Skills Match % measures alignment with industry requirements.
- Offer Dropout Rate helps quantify post-offer risk.
- High-Risk Candidate Percentage supports proactive intervention planning.

These KPIs are designed to be easily interpretable by non-technical stakeholders while remaining analytically robust.

### **14. FINAL CONCLUSION**

In conclusion, this project successfully demonstrates how data analytics and machine learning can transform traditional recruitment processes into intelligent, proactive, and data-driven systems. By combining rigorous data preprocessing, insightful exploratory analysis, interpretable machine learning models, and interactive dashboards, the Job Acceptance Prediction System provides both predictive power and business clarity.

The project equips recruiters and institutions with the ability to understand not only *what* the placement outcomes are, but *why* they occur and *how* they can be improved. As organizations increasingly rely on analytics for strategic decision-making, this system offers a scalable and practical blueprint for modern recruitment intelligence.