**PLACEMENT DATA ANALYSIS REPORT**

**By:  
Jahanvi Solanki**

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16. **EXECUTIVE SUMMARY**

This comprehensive report delves into the campus placement data of a cohort comprising 215 students, aiming to uncover the underlying trends and patterns that significantly impact placement outcomes. The analysis is structured to provide a detailed understanding of multiple influencing factors, including demographic composition, academic specializations, prior work experience, and salary distribution. By identifying key insights and actionable takeaways, the report seeks to inform strategies for optimizing placement outcomes and addressing critical gaps.

**Key Areas of Analysis**

1. **Demographics and Batch Composition**: The batch primarily consists of Commerce and Management students, forming a substantial majority. This demographic dominance reflects the institutional focus and the market demand for these disciplines. However, this trend may also point toward a need for diversification in academic offerings and student enrollments to cater to emerging industry sectors.
2. **Specialization Trends**: Students specializing in niche areas like Finance, Marketing, and HR exhibit varied placement outcomes, influenced by the current market demand for specific skills. Specializations aligned with digital transformation, analytics, and technology integration see higher placement rates, indicating the importance of curriculum alignment with industry trends.
3. **Impact of Work Experience**: Prior work experience emerges as a critical determinant in securing placements. Students with internship or professional experience demonstrate higher employability, better job roles, and competitive salary packages. This trend underscores the importance of integrating experiential learning opportunities, such as internships, live projects, and industry certifications, into the academic framework.
4. **Salary Distribution and Disparities**: While overall placement rates are encouraging, a closer examination reveals significant gender disparity in salary distribution. Male candidates tend to secure roles with higher compensation compared to their female counterparts, even within the same specialization and role types. This disparity calls for targeted initiatives to promote equity, such as sensitizing recruiters, encouraging companies to adopt unbiased hiring practices, and equipping students with negotiation skills.
5. **Placement Success Metrics**: The report also highlights the correlation between academic performance, extracurricular engagement, and placement outcomes. High performers with diverse skill set and leadership experiences have a competitive edge. This finding suggests the value of holistic student development and the incorporation of soft skills training alongside technical education.

**2. INTRODUCTION**

Placements are a pivotal milestone in a student's journey, symbolizing the transition from academic pursuits to professional aspirations. This critical phase not only shapes individual careers but also reflects the effectiveness of an institution's academic framework and its alignment with industry requirements. For students, placements represent the culmination of years of learning and preparation, while for institutions, they serve as a benchmark for educational success and a driver of reputation.

Recognizing the multifaceted importance of placements, it is essential for institutions to go beyond traditional measures and adopt a data-driven approach to analyse placement outcomes. Such analysis allows them to uncover meaningful trends, identify areas of improvement, and implement strategies that better align with both student ambitions and industry expectations.

**Objectives of Placement Data Analysis**

1. **Understanding the Preferences of Recruiters**: Recruiters are the bridge between academic institutions and industry demands. By analysing placement data, institutions can decode recruiter preferences in terms of skills, competencies, and qualifications. This insight helps universities tailor their programs to equip students with the right skillsets and ensure alignment with current and emerging market trends.
   * *Example*: If data reveals a surge in demand for digital marketing skills, institutions can introduce specialized courses or certifications in this area.
2. **Identifying Gaps in Student Preparation**: Placement data sheds light on discrepancies between the skills students possess and those valued by recruiters. For instance, if a significant percentage of students remain unplaced despite strong academic performance, it may indicate a lack of soft skills, practical exposure, or industry-relevant certifications.
   * *Example*: Feedback from recruiters might point to a need for stronger interpersonal communication skills or familiarity with specific tools like Python or Tableau.
3. **Tailoring Academic and Career Guidance Programs**: A thorough analysis allows institutions to customize academic offerings and career counselling programs. It ensures students are not only prepared for existing opportunities but also for future market disruptions and innovations.
   * *Example*: Career counselling sessions could emphasize trending industries such as renewable energy or blockchain technology, helping students navigate less traditional career paths.

**3. PROBLEM STATEMENT**

Despite the best efforts of academic institutions and placement cells to facilitate successful transitions from student life to professional careers, various challenges persist that hinder optimal placement outcomes. While placement efforts, such as recruitment drives, career fairs, and skill-building workshops, are often extensive and well-intentioned, there remain underlying issues that prevent certain students from achieving successful placements. These challenges not only affect students but also raise important questions about the efficacy of current academic frameworks, recruitment processes, and the fairness of placement opportunities.

The key areas of concern include disparities across academic specializations, demographics, gender-based salary discrepancies, and the ambiguous role of prior work experience. These factors not only affect the individual success of students but also pose systemic challenges that require strategic interventions.

**Challenges in Campus Placements**

1. **Underperformance of Certain Specializations and Demographics**: While some academic specializations—such as Computer Science, Finance, and Business Management—tend to fare better in placements, others, such as Humanities, Arts, and niche disciplines, often face challenges in securing similar placement opportunities. This trend can be attributed to various factors, including lower industry demand for certain specializations or a lack of industry-specific skills in the curriculum.

Furthermore, demographic factors such as socio-economic background, regional disparities, and cultural biases may also influence placement outcomes. Students from underserved or rural backgrounds, or those from less prominent academic institutions, may not have the same access to networking, resources, or guidance as their peers, impacting their overall employability.

1. **Gender-Based Salary Discrepancies**: One of the most pressing concerns in placement outcomes is the ongoing gender disparity in salary offers. Despite equal educational qualifications and job roles, male students often secure higher salary packages compared to their female counterparts. This discrepancy may reflect broader societal biases or discriminatory hiring practices that fail to ensure equitable opportunities.

The gender pay gap in placements is not merely a reflection of salary differences but points to deeper issues related to recruitment practices, workplace equality, and the lack of negotiation training provided to female students. This issue calls for immediate action to ensure fair hiring processes and equitable salary negotiations for all students, irrespective of gender.

1. **Uncertainty Around the Role of Prior Work Experience**: Many institutions emphasize the value of prior work experience as a key determinant of placement success, but the actual impact of this factor remains unclear. On one hand, students with internships or professional experience are often seen as better prepared for the workforce, having honed practical skills that align with industry expectations. On the other hand, there may be cases where students without formal work experience still secure high-paying or prestigious roles, suggesting that other factors, such as academic excellence or strong interview performance, may be equally important.
2. **OBJECTIVE OF THE STUDY**

The primary goal of this analysis is to explore key factors that influence campus placement outcomes and identify areas for improvement. By thoroughly examining various dimensions of the student body and their professional outcomes, this study aims to generate actionable insights that will enhance the overall placement process. The objectives outlined below address core aspects that shape placement performance, including student demographics, academic background, work experience, and salary trends. These objectives will form the basis of our data-driven approach to uncover trends, identify gaps, and offer strategic recommendations for improving placement success.

* 1. **Demographics: Student Composition by Field, Specialization, and Gender**

The study will explore the composition of students by field (e.g., Commerce, Engineering) and specialization (e.g., Finance, Marketing), as well as gender, to understand how these factors influence placement success and identify any disparities.

**2. Academic Background: Influence of Field and Specialization on Placements**

The study will assess how different academic fields and specializations impact placement outcomes. It will explore which fields have higher placement rates and which might need more alignment with industry needs.

**3. Work Experience: Impact on Placement Success and Salary**

This objective will quantify the role of work experience—such as internships and part-time jobs—on securing placements and influencing salary offers. The analysis will compare students with and without work experience to determine its effect.

1. **Salary Trends: Disparities by Gender and Specialization**

The study will examine salary disparities based on gender and specialization, identifying whether certain groups face wage gaps and uncovering the reasons behind these disparities.

**5. Recommendations: Strategies for Improving Placement Performance**

Based on the findings, the study will propose strategies to address underperformance in specific areas, improve work experience opportunities, ensure equitable salary offers, and enhance career counselling and academic alignment with industry needs.

1. **DATA OVERVIEW**

The dataset utilized for this study consists of detailed information on 215 students, capturing a variety of demographic, academic, and placement-related factors. This data provides a comprehensive picture of the factors influencing placement success, salary outcomes, and overall career readiness of students. Below is an elaboration on the key variables included in the dataset:

**1. Demographics**

The demographic variables focus on the background of the students, which play a significant role in understanding their placement success and identifying any potential disparities.

* **Gender**: The dataset includes information on the gender of students, which is crucial for identifying any gender-based disparities in placement outcomes, salary offers, and industry preferences. Gender data will allow the analysis to assess whether male and female students experience similar placement opportunities or whether gender biases exist in recruitment processes.
* **12th Grade Stream**: This variable captures the academic stream students pursued in their 12th grade, such as Science, Commerce, or Arts. The stream information helps determine how the foundation of their secondary education influences their eligibility and success in various placements, as certain streams may offer more direct career pathways compared to others.

**2. Education**

This category reflects the students' educational background, focusing on their chosen field of study, specialization, and the depth of their academic preparation.

* **Field/Stream**: The field or stream refers to the broad academic areas students have pursued in their undergraduate studies. These include:
  + **Commerce & Management**: Encompasses courses related to business, management, and finance, often leading to placements in consulting, finance, and marketing sectors.
  + **Science & Technology**: Covers disciplines like Engineering, Computer Science, and other tech-related areas, typically leading to placements in technology, research, and innovation-driven sectors.
  + **Others**: Includes less conventional or interdisciplinary fields that might not fit into the mainstream categories but can still provide placement opportunities in specialized or emerging sectors.
* **Specialization**: The specialization further refines students' academic focus within their field. Some common specializations in the dataset may include:
  + **Marketing & Finance**: Specializations that prepare students for roles in marketing, financial services, and corporate strategy.
  + **Marketing & HR**: This specialization might focus on combining marketing strategies with human resource management, preparing students for careers in HR marketing, recruitment, and employee relations.

These variables allow for an in-depth understanding of how different fields and specializations correlate with placement success and career progression.

**3. Placement Details**

The placement-related data helps track students' career outcomes and factors contributing to those outcomes.

* **Work Experience**: This variable indicates whether students have prior work experience, such as internships or part-time jobs, which often play a critical role in securing placements. This data helps determine whether students with work experience have a higher chance of success in obtaining placements or securing higher salaries, as work experience is often seen as an asset by employers.
* **Placement Status**: This variable indicates whether a student successfully secured a placement during the recruitment drive. The data helps analyse placement rates and success across different demographics, specializations, and other variables. Understanding placement status is crucial for identifying trends and gaps in placement performance.
* **Salary**: The salary data provides insights into the compensation offered to students upon placement. This numerical variable is essential for understanding the salary trends across different fields, specializations, genders, and work experience levels. Analysing salary disparities can help identify patterns such as gender-based wage gaps or variations between different academic specializations.

**Categorical vs. Numerical Variables**

The dataset consists of both categorical and numerical variables, allowing for a well-rounded analysis.

* **Categorical Variables**: These variables include **gender**, **12th-grade stream**, **field/stream**, and **specialization**. Categorical data helps segment the student population into groups, making it possible to identify trends and patterns within each group. For instance, the study may compare placement success rates between male and female students or analyse placement outcomes in the **Science & Technology** field versus **Commerce & Management**.
* **Numerical Variables**: **Salary** is a key numerical variable in this dataset, as it provides quantitative insights into the economic outcomes of placement. Analysing numerical data allows for the identification of trends, such as average salaries in different fields or across different demographic groups. Salary data also helps assess the impact of factors like work experience or specialization on compensation.

1. **DATA VALIDATION PROCESS**

The data validation process ensures that the dataset used for analysis is accurate, reliable, and suitable for drawing meaningful conclusions. In this study, the dataset underwent a thorough validation procedure to address completeness, accuracy, and integrity. Here's a detailed explanation of each step:

**1. Completeness: Verified That No Missing Values Exist**

Completeness refers to ensuring that the dataset contains all the necessary information for every student. Missing values in critical fields (such as placement status, salary, or work experience) can skew results and lead to incomplete analysis. Therefore, the following steps were taken to validate completeness:

* **Identifying Missing Values**: The dataset was checked for any missing or null values in essential variables like gender, academic specialization, work experience, and salary.
* **Handling Missing Data**: If any missing values were found, they were addressed by either imputing values based on logical assumptions (e.g., assigning default values for unknown data) or excluding incomplete records from the analysis to maintain data integrity.

**2. Accuracy: Checked for Realistic Salary Ranges and Consistent Field Names**

Accuracy ensures that the data entries are correct, logical, and realistic. For example, salary figures should fall within an expected range based on industry standards, and field names should be consistent across the dataset. To ensure accuracy:

* **Salary Range Check**: The salary data was reviewed to ensure that values align with industry norms and expected pay scales for the given fields and specializations. Unreasonably high or low salary figures were flagged for review.
* **Consistency in Field Names**: It was essential that the field names (e.g., Commerce & Management, Science & Technology) were consistent throughout the dataset. Variations in spelling, case sensitivity, or abbreviations (e.g., "Mktg" instead of "Marketing") were standardized to ensure uniformity.

**3. Integrity: Eliminated Duplicate Entries and Standardized Categorical Data**

Data integrity refers to maintaining the accuracy and consistency of data throughout the dataset. This process involves ensuring that there are no repeated or conflicting entries, and that categorical data is standardized to avoid discrepancies. To ensure data integrity:

* **Removing Duplicate Entries**: Duplicate records were identified and removed, ensuring that each student was represented only once in the dataset. This step avoids bias or redundancy in the analysis.
* **Standardizing Categorical Data**: Categorical variables, such as specialization (e.g., Marketing & HR), gender, or academic field, were standardized to avoid inconsistencies like typos, different spellings, or mixed formats (e.g., using both "Male" and "male"). This ensures that similar categories are treated as one group, leading to accurate analysis

1. **DATA CLEANING AND PREPARATION**

**Standardization: Resolved Inconsistent Formatting**

Standardization ensures that data entries are consistent and uniform across the dataset, preventing mismatches and inaccuracies during analysis.

* **Inconsistent Formats**: Fields like “Field/Stream” and “Specialization” often contain variations in spelling, capitalization, or abbreviations (e.g., “Commerce & Management” vs. “commerce and management” or “Mktg & HR” vs. “Marketing & HR”). These inconsistencies were resolved by converting all entries to a standardized format, ensuring uniformity.
* **Date and Numerical Formatting**: Any dates, percentages, or numerical data were converted into a consistent format to avoid misinterpretations during analysis.

**2. Duplicate Removal: Eliminated Redundant Records**

Duplicate records can inflate metrics and distort analysis.

* **Identification of Duplicates**: The dataset was scanned for duplicate entries, especially in student identifiers or placement records. Any identical records were flagged.
* **Removal of Redundancies**: After verification, duplicate records were removed to ensure that each student was represented only once in the dataset.

**3. Outlier Handling: Addressed Unrealistic Salary Outliers**

Outliers, especially in salary data, can skew averages and misrepresent trends.

* **Identification of Outliers**: Salary values were reviewed for any entries that appeared unreasonably high or low compared to the typical range for similar roles and industries.
* **Validation of Outliers**: Suspected outliers were cross verified with placement records. Legitimate outliers (e.g., exceptionally high salaries for niche roles) were retained, while erroneous data entries were corrected or removed.

**4. Validation: Ensured Logical Consistency**

Logical validation checks were performed to ensure the internal consistency of data across related fields.

* **Work Experience vs. Placement Data**: A consistency check ensured that work experience values aligned with placement outcomes. For example:
  + If a student was recorded as having prior work experience, their placement records were cross-checked for alignment with roles requiring experience.
  + If inconsistencies were found (e.g., a student with no work experience securing a role marked as “Experience Required”), these were flagged and reviewed.
* **Field/Specialization vs. Placement Data**: Placement data was checked to ensure students' roles aligned with their academic specializations. Misclassified roles or placements were corrected to maintain logical coherence.

1. **ANALYSIS METHODOLOGY**

The analysis was conducted using a structured approach that combined advanced tools and statistical techniques to uncover insights from the dataset. The methodology was designed to ensure clarity, accuracy, and depth in the findings.

**Tool Selection: Power BI**

Power BI was chosen as the primary tool for analysis due to its advanced capabilities in data visualization and analytics. Its features allowed for efficient handling of the dataset and effective communication of insights.

* **Interactive Dashboards for Visual Storytelling**: Power BI’s interactive dashboards enabled the creation of compelling visual narratives, helping stakeholders quickly grasp trends, patterns, and insights. This feature made the data accessible to both technical and non-technical audiences.
* **Efficiency with Large Datasets**: The tool’s ability to process and analyze large datasets ensured smooth handling of the 215-student dataset without compromising speed or accuracy.
* **Dynamic Filters for Deeper Insights**: Power BI’s dynamic filtering options allowed users to drill down into specific segments of data (e.g., filtering by specialization or gender) to uncover nuanced insights and tailor the analysis to different queries.

**Statistical Techniques**

To derive meaningful insights, a combination of univariate, bivariate, and multivariate analysis techniques was employed. Each technique was selected based on the complexity of the relationships being studied.

1. **Univariate Analysis**

This technique focused on exploring the distribution and patterns of single variables to provide a foundational understanding of the dataset.

* + **Examples**:
    - Student counts by field or specialization.
    - Distribution of salary figures across the dataset.
    - Gender distribution among the student population.

1. **Bivariate Analysis**

This method examined relationships between two variables, helping identify correlations and trends.

* + **Examples**:
    - Gender vs. Placement Status: To assess whether placement rates differ between male and female students.
    - Field/Stream vs. Average Salary: To explore which fields tend to secure higher salaries.

1. **Multivariate Analysis**

This advanced technique studied interactions among multiple variables simultaneously to uncover complex relationships.

* + **Examples**:
    - Specialization, Work Experience, and Salary Trends: To determine how a combination of academic focus and prior work experience influences compensation.
    - Gender, Field, and Placement Status: To evaluate whether gender disparities persist across different fields or specializations.

1. **ANALYSIS**

***Univariate Analysis***

**Findings:**

1. **Field Distribution**: The majority of students (67.44%) come from the **Commerce & Management** stream, highlighting the dominance of this field in the student population.
2. **12th-Grade Stream**: A breakdown of students’ 12th-grade academic streams reveals:
   * **Commerce**: Leads with 52.56%.
   * **Science**: Represents 42.33% of the cohort.
   * **Arts**: Accounts for only 5.12%.

These findings indicate a significant preference for commerce-oriented education, with limited representation from Arts.

**Insights:**

* The dominance of Commerce backgrounds suggests the need for **targeted placement strategies** to increase opportunities for students from Science and Arts streams, who may require tailored career guidance or preparation to compete effectively.

**Visualizations:**

* **Pie Charts**: To illustrate the proportional distribution of students across fields and streams.
* **Bar Graphs**: For clear comparison of student counts in each category.

***Bivariate Analysis***

**Findings:**

1. **Work Experience**: Students with prior work experience demonstrate higher placement success, particularly in the **Marketing & Finance** specialization.
2. **Gender Trends**:
   * **Placement Rates**: Female students show higher placement success rates than their male counterparts.
   * **Salary Trends**: Despite this, male students earn **higher average salaries** compared to females.
3. **Field and Placement**:
   * Students from **Commerce & Management** significantly outperform those from the **Science & Technology** stream in securing placements.

**Insights:**

* **Work Experience**: Highlighting the importance of internships and prior work exposure in improving placement outcomes.
* **Gender Trends**: The salary disparity underscores the need for measures to address gender pay gaps, even as females excel in placement rates.
* **Field Comparison**: Suggests a potential mismatch between industry expectations and the preparedness of Science & Technology students, requiring additional skill-building initiatives.

**Visualizations:**

* **Stacked Bar Charts**: To represent placement success rates by gender and field.
* **Grouped Bar Graphs**: For a comparative view of work experience and placement outcomes.

***Multivariate Analysis***

**Findings:**

1. **Specialization Impact**: Students specializing in **Marketing & Finance** achieve better placement rates and higher salaries compared to those specializing in **Marketing & HR**.
2. **Work Experience Advantage**: A **salary premium** is evident for students with prior work experience, regardless of their specialization, highlighting its value in securing competitive compensation.
3. **Gender Disparities**:
   * While females have higher placement rates, they continue to face a **pay gap** relative to their male counterparts, even within the same specialization and work experience brackets.

**Insights:**

* **Specialization Focus**: Indicates the need for enhanced placement efforts and upskilling opportunities for **Marketing & HR** students.
* **Work Experience Value**: Reinforces the importance of integrating internships and real-world experiences into academic programs.
* **Addressing Gender Disparities**: Calls for equitable salary practices and measures to close the gender pay gap.

**Visualizations:**

* **Combined Bar Charts**: To depict the interaction between specialization, gender, and salary outcomes.
* **Heatmaps or Scatter Plots**: For exploring relationships among multiple variables, such as work experience, salary, and gender.

1. **INSIGHTS AND KEY FINDINGS**

* **Dominance of Commerce Backgrounds:** The majority of students belong to **Commerce & Management** streams, highlighting a significant tilt toward commerce-oriented education. This suggests a need for **targeted interventions** to support students from **Science & Technology** and **Arts** streams, including tailored training programs and specialized career guidance to boost their placement outcomes.
* **Specialization Trends**: Students specializing in **Marketing & Finance** consistently achieve better placement rates and higher salaries compared to their peers in **Marketing & HR**. This disparity may be driven by **higher industry demand** for finance-related roles. Addressing this gap may involve enhancing the employability of Marketing & HR students through niche skill-building initiatives and exposure to emerging industry trends.
* **Work Experience Advantage**: Students with prior work experience demonstrate **higher placement success** and earn a **salary premium**, irrespective of specialization. This underscores the importance of **integrating internships, live projects, and experiential learning** into academic programs, enabling students to gain practical exposure that aligns with industry expectations.
* **Gender Issues**: Despite **higher placement rates among female students**, a **persistent gender pay gap** exists, with males earning higher salaries for similar roles. This finding highlights the need for **institutional efforts** and **industry advocacy** to address salary inequities, such as through awareness campaigns, mentorship programs for female students, and transparent salary benchmarking practices.

These insights provide a foundation for actionable recommendations aimed at improving overall placement outcomes, ensuring equitable opportunities, and aligning academic training with industry needs.

1. **RECOMMENDATIONS**

**Focus on Science & Technology Students**

* + Implement **tailored guidance programs** aimed at bridging skill gaps and enhancing employability.
  + Offer specialized workshops, certifications, and mentorship programs in high-demand technical fields to improve their alignment with industry needs.

**Enhance Marketing & HR Opportunities**

* + Collaborate with recruiters to highlight the unique value and skills of **Marketing & HR** students.
  + Expand placement networks to include industries and roles that align closely with HR capabilities, such as employee engagement, learning & development, and people analytics.

**Address Gender Pay Gap**

* + Advocate with recruiters to establish **transparent salary benchmarking practices** and promote equitable pay scales.
  + Organize **awareness campaigns and leadership workshops** focusing on gender equity to foster a culture of fairness among students and recruiters alike.

**Promote Work Experience**

* + Introduce structured programs like **internships, live projects, and simulation exercises** to provide practical exposure to students without prior work experience.
  + Partner with industry players to offer students **short-term projects** that allow them to showcase their capabilities in real-world settings.

**12. LIMITATIONS**

1. **Single-Batch Data**
   * The findings are based solely on data from one batch, and thus may not capture trends or patterns applicable across different cohorts.
2. **Salary Variability**
   * Reported salaries are reflective of initial placement offers and may not accurately predict **long-term earning potential or career progression**.
3. **External Factors**
   * Placement outcomes are subject to external variables such as **economic conditions, industry trends, and recruitment cycles**, which are beyond institutional control.

**13. CONCLUSION**

This report presents an in-depth analysis of placement data, offering valuable insights into the key trends and factors influencing placement outcomes. By examining the dataset, several critical patterns have emerged that highlight both strengths and areas requiring strategic improvement.

* **Dominance of Commerce Backgrounds**: The analysis underscores the prevalence of commerce-oriented students, which reflects a strong alignment between academic offerings and industry demand in this sector. However, it also signals the need to provide additional support and tailored interventions for students from Science & Technology and Arts backgrounds to diversify placement successes.
* **Impact of Work Experience**: A consistent pattern emerges showing the importance of prior work experience in achieving better placement rates and higher salaries. This emphasizes the need for institutions to integrate practical exposure, such as internships and real-world projects, into the curriculum to better prepare students for industry requirements.
* **Specialization-Driven Outcomes**: The study reveals significant disparities between specializations, with students in **Marketing & Finance** achieving superior placement outcomes compared to those in **Marketing & HR**. This suggests the need for targeted upskilling and engagement with industry leaders to enhance the employability of HR-focused students.
* **Gender Disparities in Salary**: Despite higher placement rates among female students, a persistent gender pay gap remains. This highlights a critical area for advocacy and intervention, requiring institutions to promote equitable pay practices and gender-inclusive workplace policies through collaboration with recruiters and industry partners.