



**ANALYTICS TOOL FOR PLACEMENTS**

**IBM NAAN MUDHALVAN**

**PROJECT REPORT**



*Submitted By*

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**AHALYA S (611220104003)**  
**INDHUJA S (611220104058)**  
**KARTHIGA S (611220104063)**  
**KARTHIPRIYA R (611220104065)**

*in partial fulfilment for the award of the  
degree of*

**BACHELOR OF ENGINEERING**

*in*

**COMPUTER SCIENCE AND ENGINEERING**

**KNOWLEDGE INSTITUTE OF  
TECHNOLOGY,**

**SALEM-637504**

**ANNA UNIVERSITY::CHENNAI 600 025**

**OCTOBER 2023**



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## **BONAFIDE CERTIFICATE**

Certified that this project report titled “**ANALYTICS TOOL FOR PLACEMENTS**” is the bonafide work of “**JAISRI A R(611220104061), AHALYAS (611220104003),INDHUJA S(611220104058),KARTHIGA S (611220204063),KARTHIPRIYA R (611220104065)**” who carried out the project work under my supervision.

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Salem- 637 504.

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**SPOC**

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**HEAD OF THE DEPARTMENT**

## ACKNOWLEDGEMENT

At the outset, we express our heartfelt gratitude to **GOD**, who has been our strength to bring this project to light.

At this pleasing moment of having successfully completed our project, we wish to convey our sincere thanks and gratitude to our beloved president **Mr.C.Balakrishnan**, who has provided all the facilities to us.

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## **ABSTRACT**

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## **ABSTRACT**

The "Analytics Tool for Placements" is a sophisticated software solution designed to revolutionize the recruitment and placement process by leveraging data analytics and cutting-edge technology. This tool aims to streamline the entire placement lifecycle, from identifying job opportunities to matching suitable candidates and employers. Through the analysis of comprehensive data sets, it provides insights into job market trends, candidate profiles, and employer requirements. This abstract outlines the key features and benefits of the Analytics Tool for Placements, highlighting its potential to optimize the job placement process and foster more efficient, data-driven decision-making in the employment sector.



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## **LIST OF ABBREVIATIONS**

| <b>ABBREVIATION</b> | <b>EXPANSION</b>               |
|---------------------|--------------------------------|
| CSV                 | Comma-Separated Values         |
| OTP                 | One-Time Password              |
| CGPA                | Cumulative Grade Point Average |
| ERP                 | Enterprise Resource Planning   |
| SAT                 | Scholastic Assessment Test     |



# **CHAPTER – 1**

## **INTRODUCTION**

### **1.1 PROJECT OVERVIEW**

The Analytics Tool for Placements represents a pivotal advancement in the field of education and career development. Educational institutions can harness its power to efficiently manage and optimize the placement process. This solution offers a user-friendly dashboard where placement coordinators and administrators can gain real-time insights into placement statistics, including student readiness and employer demand. By collecting and analyzing data from student databases, job portals, and other sources, the tool ensures that institutions can make informed decisions when it comes to advising students and improving their employability. The heart of this tool lies in its matching algorithm, which takes into account a myriad of factors, including skills, preferences, and geographic location, to connect students with job openings that align with their goals and aspirations. Furthermore, predictive analytics plays a pivotal role, allowing institutions to forecast placement success rates, identify trends, and provide recommendations for curriculum enhancements and career development programs.

### **1.2 PURPOSE**

The Analytics Tool for Placements serves a multifaceted purpose in the realm of education and employment. Its primary objective is to streamline and optimize the placement process, making it more efficient and effective for educational institutions, employers, and students alike. By harnessing data-driven insights and advanced algorithms, the tool matches students with job opportunities that align with their skills and career aspirations, ultimately increasing placement success rates. It empowers educational institutions to make informed decisions, improves transparency, and reduces the time and cost associated with placements. Furthermore, the tool fosters enhanced.



## **CHAPTER – 2**

### **LITERATURE SURVEY**

#### **1.3.1 EXISTING PROBLEM**

The development of an Analytics Tool for Placement in the context of a literature survey addresses a critical need in the education and employment sectors. Existing problems in this domain necessitate innovative solutions. Current literature reveals several challenges, such as the lack of a streamlined, data-driven approach to placement processes, resulting in inefficient matches between students and job opportunities. Educational institutions often struggle with manual data management and lack tools to make informed decisions regarding curriculum enhancements and career development programs. Employers face challenges in finding the right talent efficiently, while students may not have access to adequate resources for understanding the job market or bridging skill gaps. The Analytics Tool for Placement aims to mitigate these issues by leveraging data analytics and matching algorithms to optimize placements, empowering institutions with actionable insights, and facilitating direct communication between students and employers. Through this literature survey, it is evident that such a tool is not only timely but also essential in addressing long-standing problems and reshaping the landscape of education and employment.

#### **1) Reforming Education and Employment Placements: A Comprehensive Literature Survey**

The literature survey, titled "Reforming Education and Employment Placements: A Comprehensive Exploration," serves as an in-depth analysis of the current state of placements in the education and employment sectors. It delves into the challenges and shortcomings within this domain, underscoring the demand for

innovative solutions that harness data analytics and advanced algorithms to optimize placement processes. The survey traverses through distinct segments, beginning with an assessment of the prevalent challenges faced by educational institutions, employers, and students. It progresses to investigate how data analytics and predictive modeling can address these issues. Furthermore, the survey explores the role of matching algorithms in improving student-employer matches and scrutinizes the potential benefits for educational institutions, employers, and students. This survey ultimately forms a compelling case for the implementation of an Analytics Tool for Placement, demonstrating the urgency of reshaping the education and employment placement landscape through data-driven, efficient, and transparent solutions.

## **2) Navigating the World of Job Placements: A Comprehensive Literature Survey**

In the realm of job placements, knowledge is power. Our literature survey, aptly titled 'Navigating the World of Job Placements,' delves into the wealth of research and insights available on the topic. We explore the latest trends, best practices, and evolving strategies in the field. This survey acts as a compass, guiding recruiters, employers, and job seekers alike through the intricate maze of placements. By consolidating and summarizing the most relevant and up-to-date literature, we aim to empower stakeholders with the knowledge they need to make informed decisions and ensure successful outcomes in the ever-changing landscape of job placements

## **3) Exploring the Landscape of Job Placements: A Comprehensive Literature Survey**

In the pursuit of excellence in job placements, knowledge is the guiding light. 'Exploring the Landscape of Job Placements' is our comprehensive literature survey that delves into the intricacies of this ever-evolving field. Through a thorough examination of the latest research, emerging trends, and established best practices, this survey serves as a valuable compass for recruiters, employers,

and job seekers alike. Its purpose is to provide clarity in the often complex realm of placement processes. By synthesizing the most relevant and current literature, we aim to empower individuals and organizations with the knowledge needed to make well-informed decisions, thereby ensuring success in the dynamic world of job placements.

#### **4) Exploring the Dynamics of Job Placements: A Literature Survey**

In the rapidly changing world of employment, gaining a comprehensive understanding of job placements is paramount. Our literature survey, which we've aptly titled 'Exploring the Dynamics of Job Placements,' delves into this complex realm. Within these pages, we examine a diverse range of research, encompassing the latest industry trends, best practices, and innovative strategies. This survey serves as a guide for recruiters, employers, and job seekers, helping them navigate the intricate path of placement processes. By summarizing and presenting the most relevant and up-to-date literature, we aim to provide the knowledge necessary for making informed decisions in the ever-evolving landscape of job placements.



## **IDEATION & PROPOSED SOLUTION**

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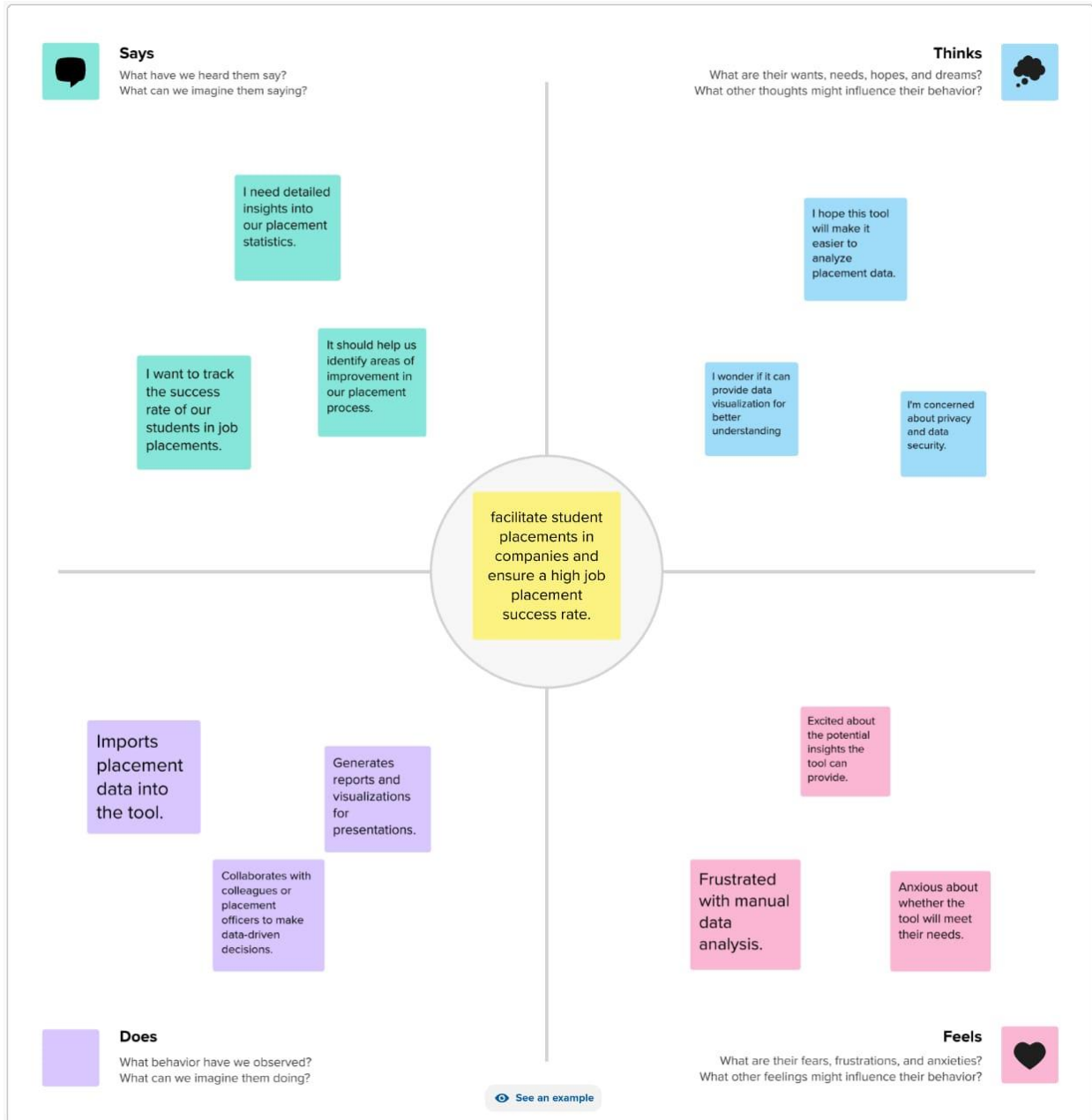
## CHAPTER - 3

### IDEATION & PROPOSED SOLUTION

#### 3.1 PROBLEM STATEMENT DEFINITION

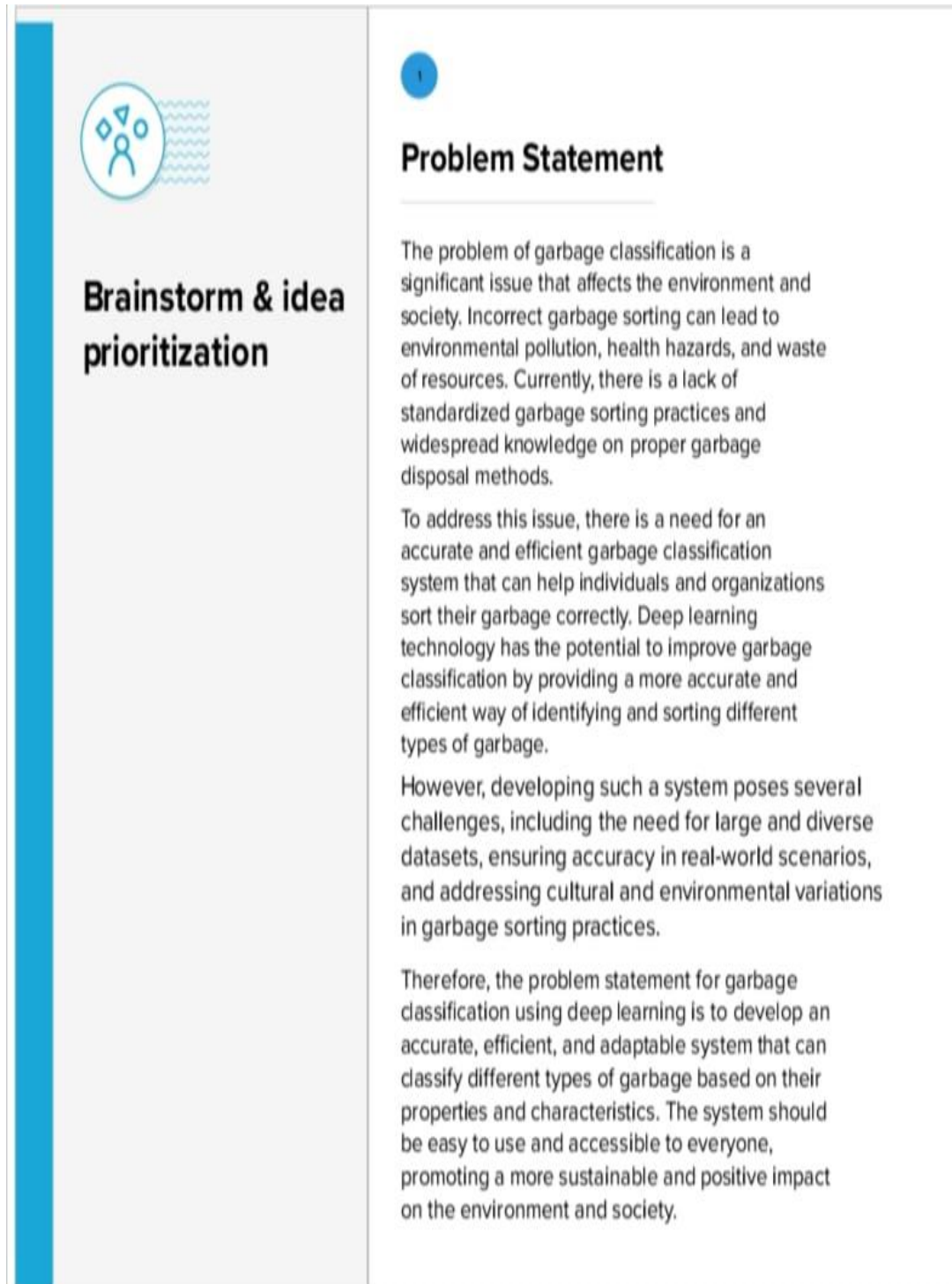
| <b>Problem Statement (PS)</b> | <b>I am (Customer)</b>   | <b>I'm trying to</b>  | <b>But</b>   | <b>Because</b>   | <b>Which Makes me feel</b> |
|-------------------------------|--------------------------|---|--|--|----------------------------|
| PS-1                          | Educational Institutions | Enhance their students' chances of securing employment  | Had difficulty identifying the most effective strategies for connecting students with job opportunities. | Manual processes and subjective assessments to manage placements.                                  | Frustrated                 |
| PS-2                          | Students and Alumni      | Trying to make informed career choices and maximize their chances of securing desirable employment. | Difficult for them to make informed career choices.  | Lacked access to data-driven insights about job markets, industry trends, and the specific skills. | Disappointed               |
| PS-3                          | Recruiters and Employers | To optimize their hiring processes and identify the best-suited candidates.                         | Time-consuming and often led to inefficient in the screening process.                                    | Manually sift through a large number of resumes and applications.                                  | Embittered                 |

## 3.2 EMPATHY MAP CANVAS



**Fig.No. 3.2.1 EMPATHY MAP**

### 3.3 IDEATION & BRAINSTORMING



**Fig.  
No.**

#### 3.3.1 BRAINSTROMING & IDEA PRIORITIZATION

4

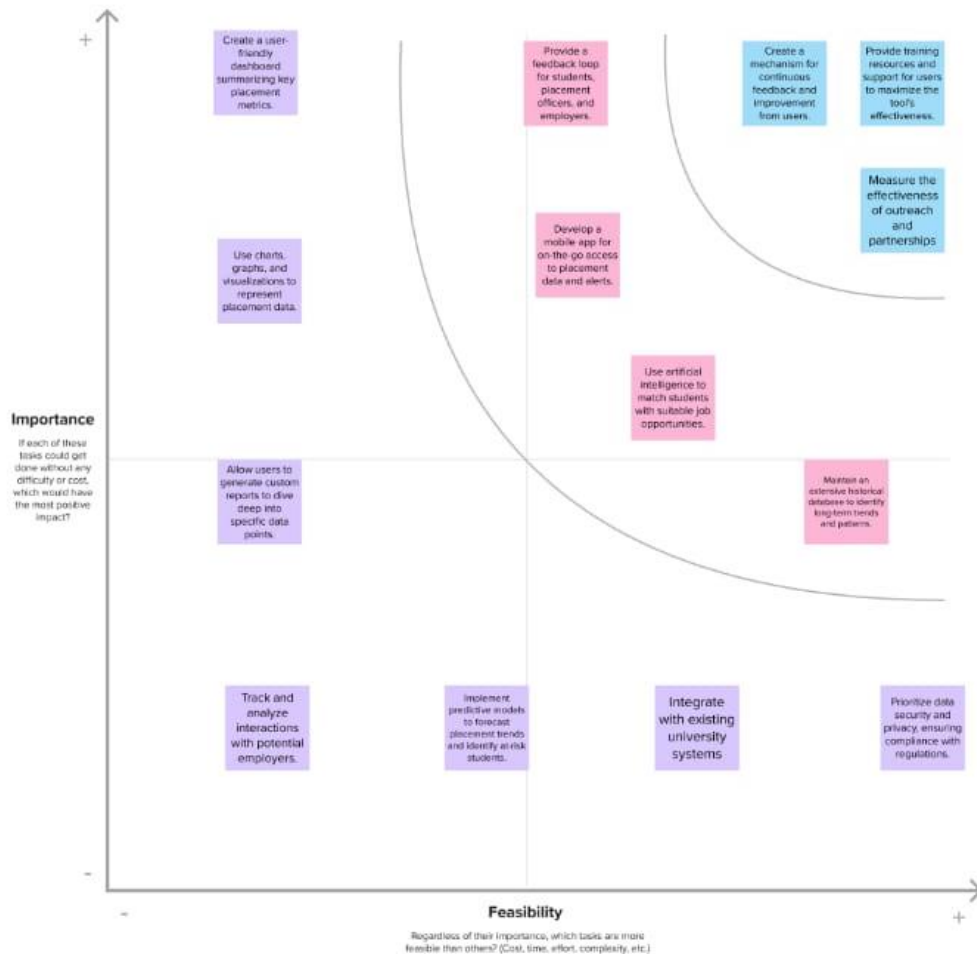
### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



**Fig. No. 3.3.2 BRAINSTROMING & IDEA PRIORITIZATION**

2

**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

**TIP**

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

**Karthiga S**

Display the number of students placed, success rates, and recent trends.

Visualize the distribution of placements across industries and roles.

Provide templates for common reports like placement success by department or course.

**Karthipriya R**

Use this data to make personalized placement recommendations.

Measure the effectiveness of outreach and partnerships

Offer recommendations for interventions to improve placement rates.

**Indhuja S**

Connect with job posting platforms to ease the application process

Implement role-based access control to protect sensitive data.

Use feedback data to make continuous improvements.

**Jaisri A R**

Push notifications for important updates and milestones.

Offer real-time recommendations based on student profiles.

Enable benchmarking against previous years' placement data.

**Fig. No. 3.3.3 BRAINSTROMING & IDEA PRIORITIZATION**

### 3.4 PROPOSED SOLUTION

| S.No. | Parameter                                | Description  |
|-------|--|--|
| 1.    | Problem Statement (Problem to be solved) | This tool will collect, analyze, and visualize data on student placements, employer engagement, and job market trends. It aims to enhance decision-making, increase placement rates, and improve the overall effectiveness of career services.                         |
| 2.    | Idea / Solution description              | This tool will optimize the recruitment process for universities and organizations. This tool will utilize AI and data analytics to match students with job opportunities, track application progress, and provide real-time insights into placement trends.           |
| 3.    | Novelty / Uniqueness                     | It combines academic performance, skills, and personal preferences, providing customized career recommendations. With real-time job market insights, it empowers students and institutions to make data-driven decisions, setting a new standard in placement success. |
| 4.    | Social Impact / Customer Satisfaction    | High customer satisfaction is achieved through accurate job recommendations, streamlined recruitment processes, and enhanced career opportunities, ultimately benefiting both job seekers and employers.   |
| 5.    | Business Model (Revenue Model)           | Additional revenue can be generated through offering premium features, consulting services, and data insights to optimize placement strategies, ultimately enhancing employment outcomes for students.   |
| 6.    | Scalability of the Solution              | It should efficiently process and analyze data, support more concurrent users, and adapt to growing data sources while maintaining performance and usability, ensuring it remains effective as the placement program expands.  |





## CHAPTER - 4

### REQUIREMENT ANALYSIS

#### 4.1 FUNTIONAL REQUIREMENTS

| <b>FR No.</b> | <b>Functional Requirement (Epic)</b> | <b>Sub Requirement (Story / Sub-Task)</b>   |
|---------------|--------------------------------------|---|
| FR-1          | <b>User Registration</b>             | Registration through Form<br>Registration through Gmail<br>Registration through LinkedIN  |
| FR-2          | <b>User Confirmation</b>             | Confirmation via Email Confirmation via OTP   |
| FR-3          | <b>Login</b>                         | Users must use valid credentials to log in to the system.   |
| FR-4          | <b>Dataset</b>                       | Upload dataset into the analytics tool.   |
| FR-5          | <b>Analysis</b>                      | The project entails collecting comprehensive data, analyzing and uncovering insights, and discovering patterns within the information for valuable insights.                                      |
| FR-6          | <b>Create Dashboard</b>              | Create Charts, Graphs, Tables, etc.   |
| FR-7          | <b>Reporting</b>                     | The reporting feature empowers users with comprehensive control over their business operations. It gathers up-to-the-minute data and presents it through a user-friendly and intuitive interface. |

## 4.2 NON - FUNTIONAL REQUIREMENTS

| <b>NFR No.</b> | <b>Non-Functional Requirement</b> | <b>Description</b>   |
|----------------|-----------------------------------|--|
| NFR-1          | <b>Usability</b>                  | Resource optimization makes it accessible to all.  |
| NFR-2          | <b>Security</b>                   | Access to Dashboards/Templates is granted to anyone with the correct login credentials.                    |
| NFR-3          | <b>Reliability</b>                | Templates are dependable since we upload and access them via the cloud.                                    |
| NFR-4          | <b>Performance</b>                | It exhibits top-tier performance and exceptional efficiency.   |
| NFR-5          | <b>Availability</b>               | It is accessible to anyone interested in sales data at no charge.  |
| NFR-6          | <b>Scalability</b>                | The dashboards and templates are highly scalable, allowing users to customize metrics at their discretion. |



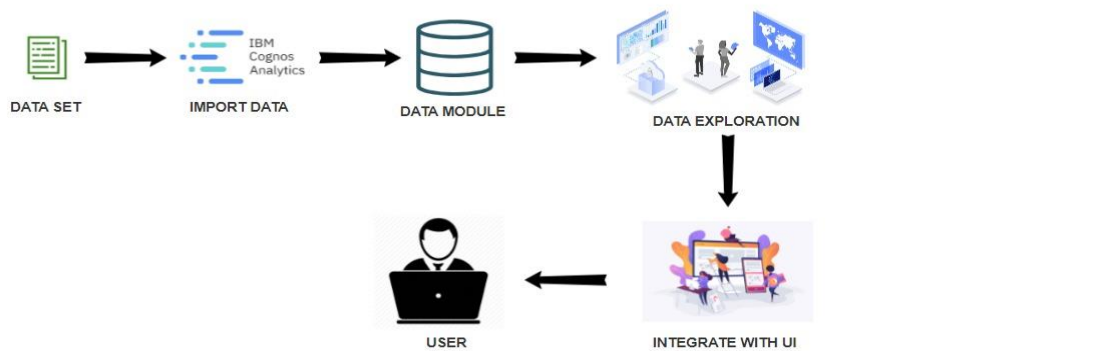
## CHAPTER - 5 PROJECT DESIGN

### 5.1 DATA FLOW DIAGRAMS



**Fig. No. 5.1.1 DATA FLOW DIAGRAMS**

### 5.2 SOLUTION & TECHNICAL ARCHITECTURE



**Fig. No. 5.2.1 SOLUTION ARCHITECTURE**

### 5.3 USER STORIES

| User Type           | Functional requirements         | Release  | User Number story | User Story  | Acceptance Criteria  | Priority |
|---------------------|---------------------------------|----------|-------------------|---|--|----------|
| Customer (Web User) | User Authentication             | Sprint 1 | USN-1             | As a student, I want to create an account using my university email<br>As a placement officer, I want to manage user roles and permissions.     | Users should be able to register with a valid university email address.        | High     |
|                     | Data Collection and Integration | Sprint 1 | USN-2             | As a user, I want to import student records from our university database.   | The system should provide an option to import student records from a CSV file. | High     |
|                     | Dashboard and Reporting         | Sprint 2 | USN-3             | As a placement officer, I want to see a dashboard that displays the number of students placed, pending placements, and placement success rates. |  | Low      |

|       |                            |          |       |  |   |        |
|-------|----------------------------|----------|-------|--|---|--------|
|       | Student Profile Management | Sprint 2 | USN-4 | As a user, I want to update my academic records and skills in my profile and I want to add new students to the system. | Students receive confirmation message successful update                                   | Medium |
|       | Job Posting and Management | Sprint 3 | USN-5 | As an employer, I want to post a job opportunity with a job description and application deadline.                      |   | High   |
|       | Placement Process Workflow | Sprint 5 | USN-7 | As a student, I want to schedule interviews with potential employers.  | Employers should have access to a list of selected candidates for a specific job posting. | Low    |
| Admin | Login                      | Sprint 6 | USN-8 | As an admin, I can login to the application by entering username & password  |   | High   |
|       | Dashboard                  | Sprint 7 | USN-9 | As an admin, I can view the dashboard and other activities of the application  | I can access the dashboard  | High   |



## CHAPTER - 6

### CODING & SOLUTIONING

#### 6.1 FEATURE 1

##### DASHBOARD

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
  <meta content="" name="description">
  <meta content="" name="keywords">
  <!-- ===== Dashboard Section ===== -->
  <section id="dashboard" class="dashboard">
    <div class="container" data-aos="fade-up">
      <div class="section-title aos-init aos-animate" data-aos="zoom-in">
        <h2>DashBoard</h2>
        <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&path
Ref=.my_folders%2FPlacement%2BNew%2Bdashboard&closeWindo
wOnLastView=true&ui_appbar=false&ui_navbar=false&shar
eMode=embedded&action=view&mode=dashboard&subVie
w=model0000018b470a084b_00000000" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
```



```

</section><!-- End Dashboard Section --> <!-- ===== Dashboard
Section ===== -->
<section id="dashboard" class="dashboard">
  <div class="container" data-aos="fade-up">
    <div class="section-title aos-init aos-animate" data-aos="zoom-in">
      <h2>DashBoard</h2>
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&path
Ref=.my_folders%2FPlacement%2BNew%2Bdashboard&closeWindo
wOnLastView=true&ui_appbar=false&ui_navbar=false&shar
eMode=embedded&action=view&mode=dashboard&subVie
w=model0000018b470a084b_00000000" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
    </div>
  </div>
</section><!-- End Dashboard Section -->

```

## 6.2 FEATURE 2

### REPORT

```

<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

```

```

<!-- ===== Your Report Section ===== -->
<section id="your-report" class="your-report">
  <div class="container" data-aos="fade-up">
    <div class="section-title aos-init aos-animate" data-aos="zoom-in">
      <h2>REPORT SECTION</h2>
      <h3>Placed Students <span>Report</span></h3>
      <!-- Insert your embedded code here -->
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FPlaceme
nt%2Bnew%2Breport&closeWindowOnLastView=true&ui_appba
r=false&ui_navbar=false&shareMode=embedded&action=ru
n&format=HTML&prompt=false" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
    </div>
  </section><!-- End Your Report Section -->

```

## 6.3 FEATURE 3

### STORY

```

<!DOCTYPE html>
<html lang="en">

<head>
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  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
  <meta content="" name="description">

```

```

<meta content="" name="keywords">
<!-- ===== Storyboard Section ===== -->
<section id="storyboard" class="storyboard">
  <div class="container" data-aos="fade-up">
    <div class="section-title aos-init aos-animate" data-aos="zoom-in">
      <h2>Storyboard</h2>
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.
my_folders%2FPlacement%2Bdashboard%2Bstory&closeWindowOnL
astView=true&ui_appbar=false&ui_navbar=false&shareMod
e=embedded&action=view&sceneId=model0000018b4683c14b_0
0000000&sceneTime=950" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
    </div>
  </section><!-- End Storyboard Section -->

```

## **RESULTS**

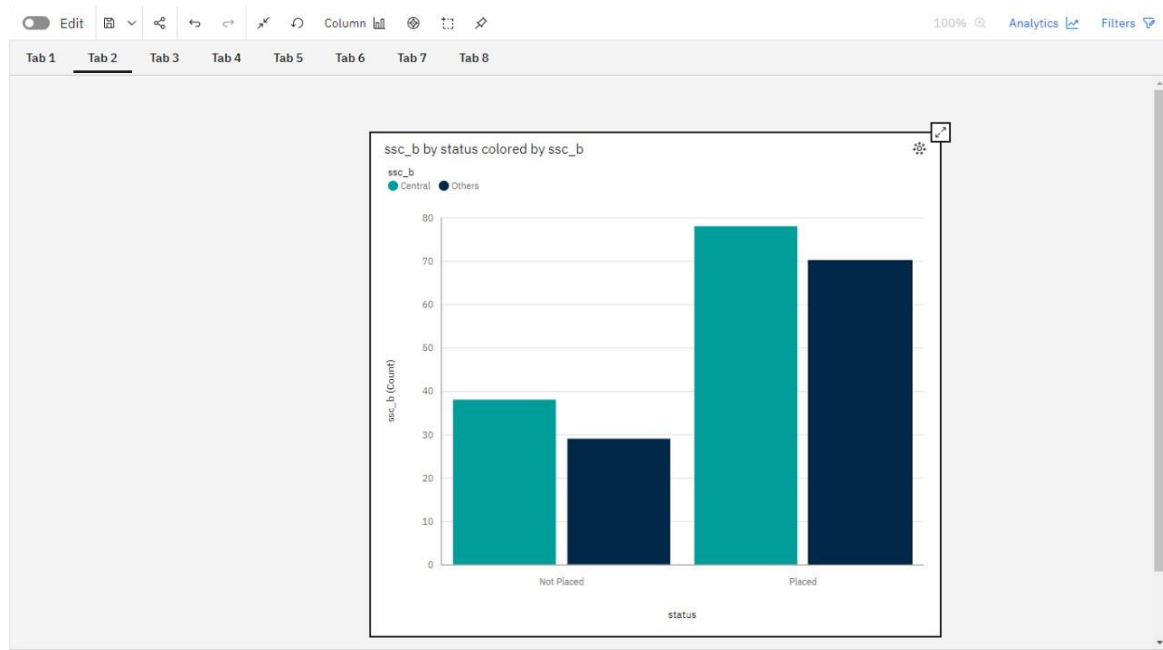
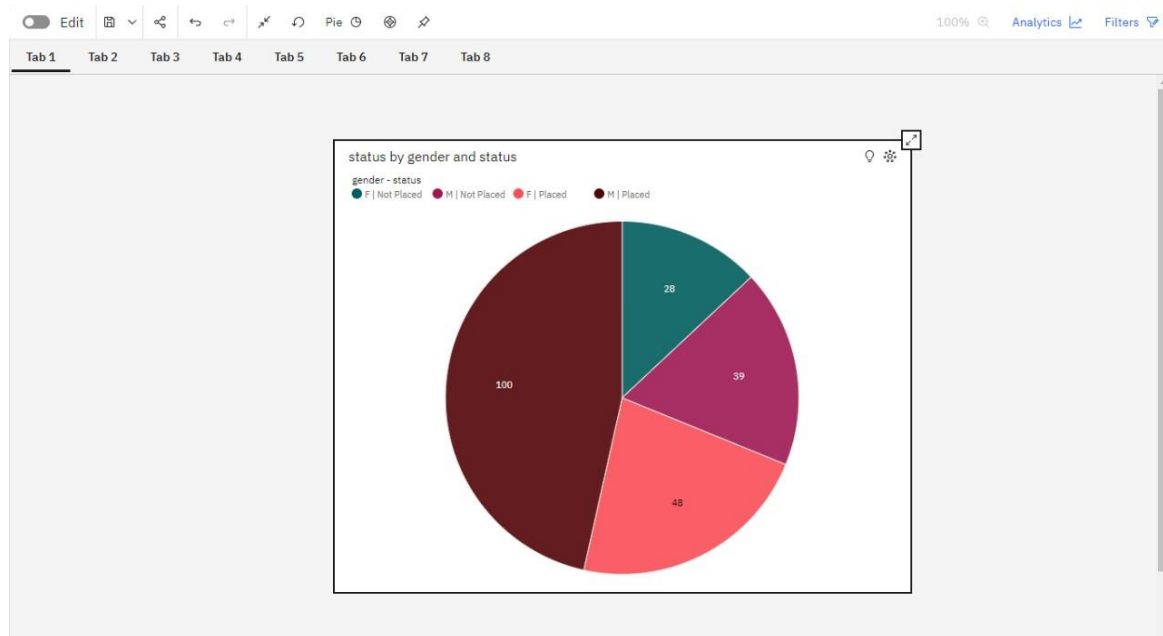
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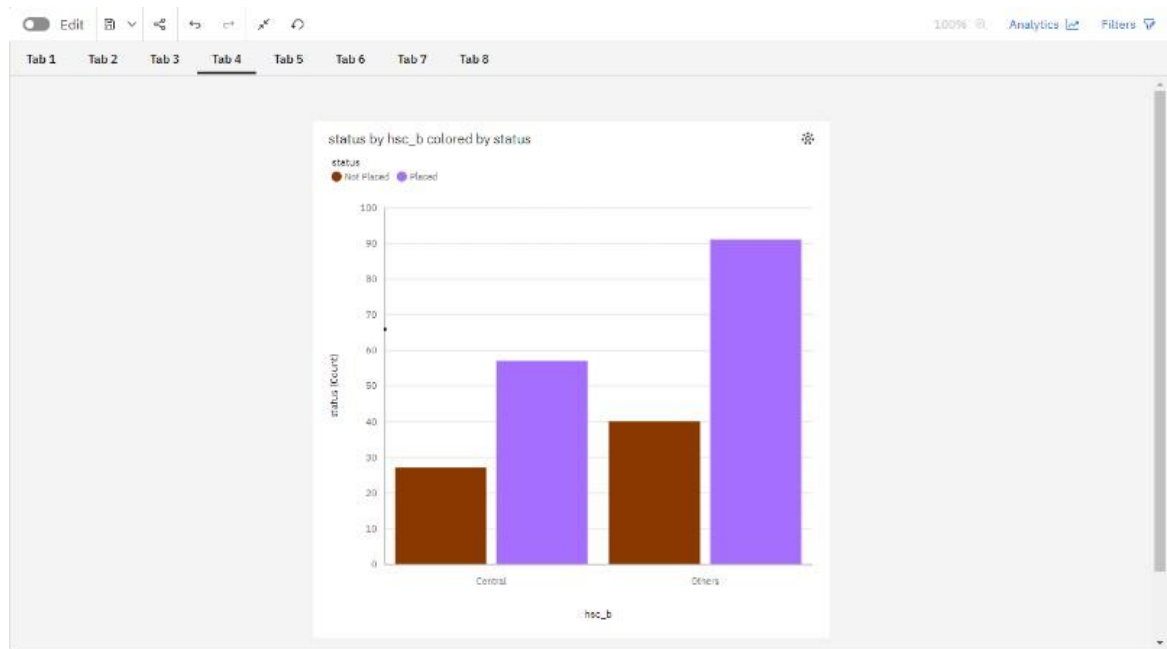
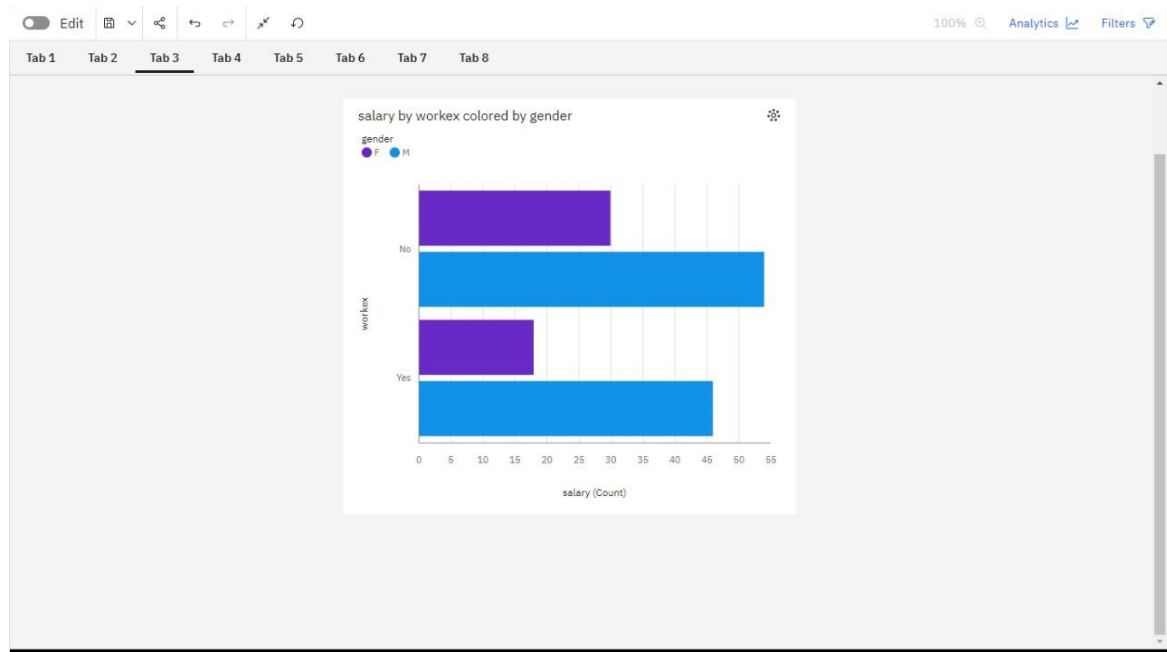
# CHAPTER - 7

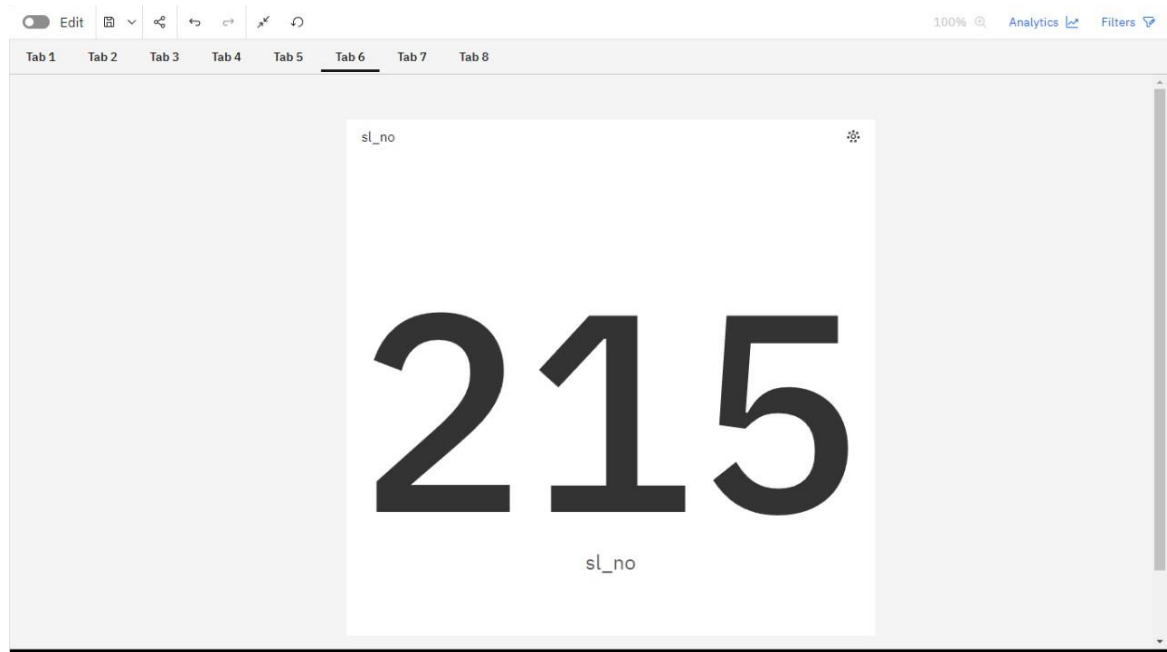
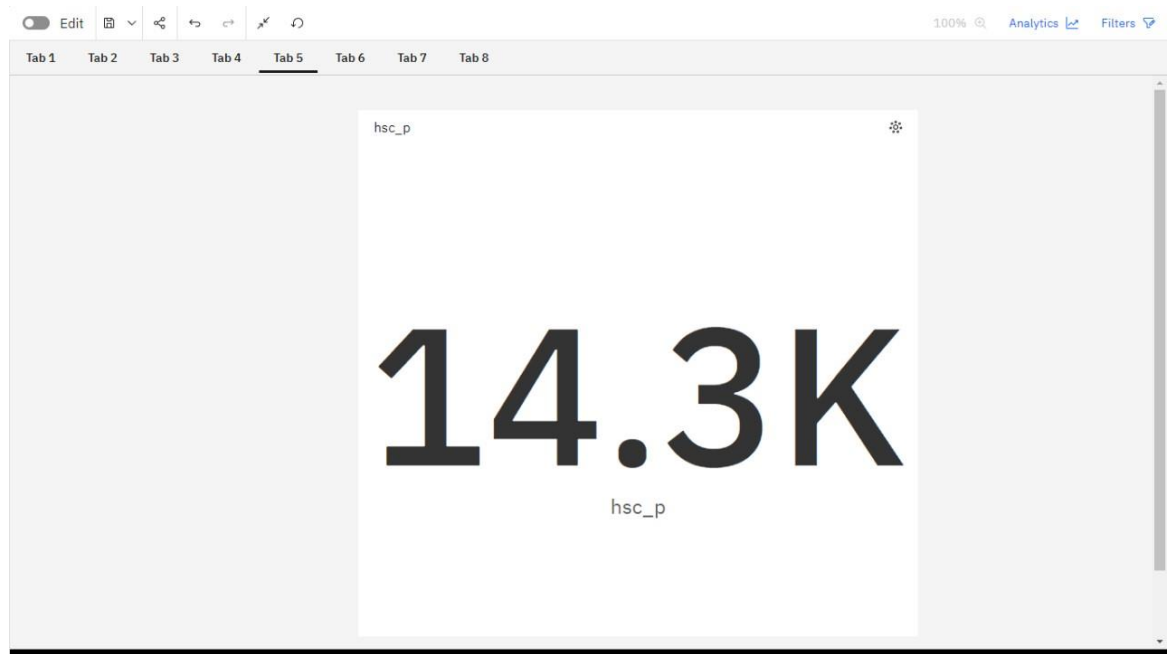
## RESULTS

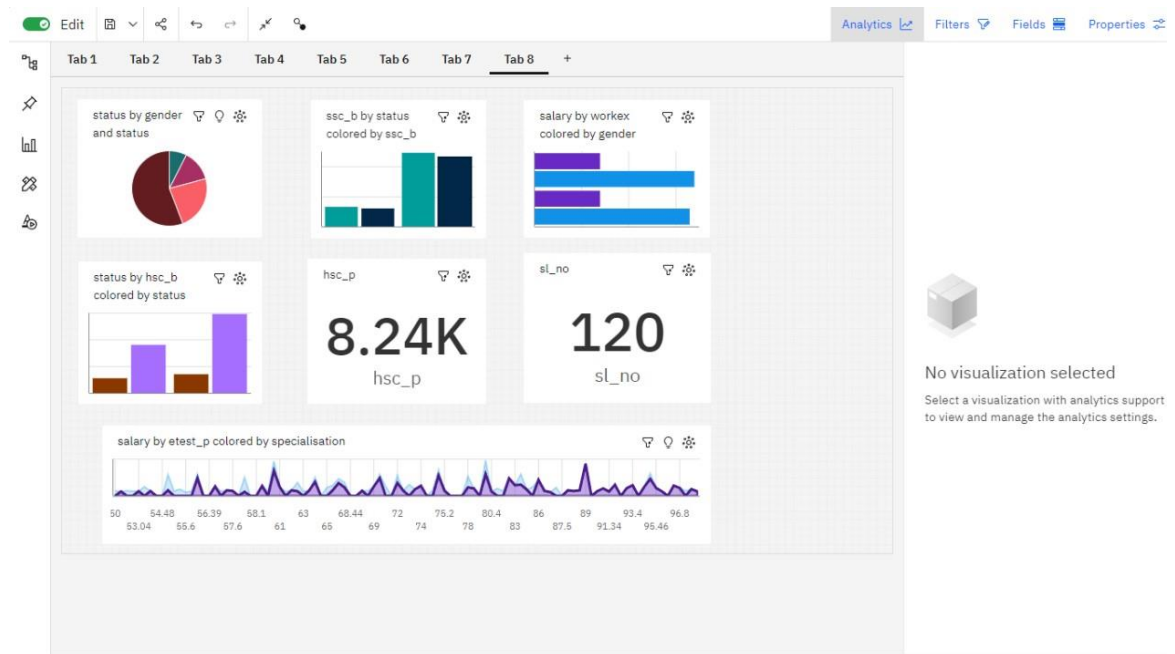
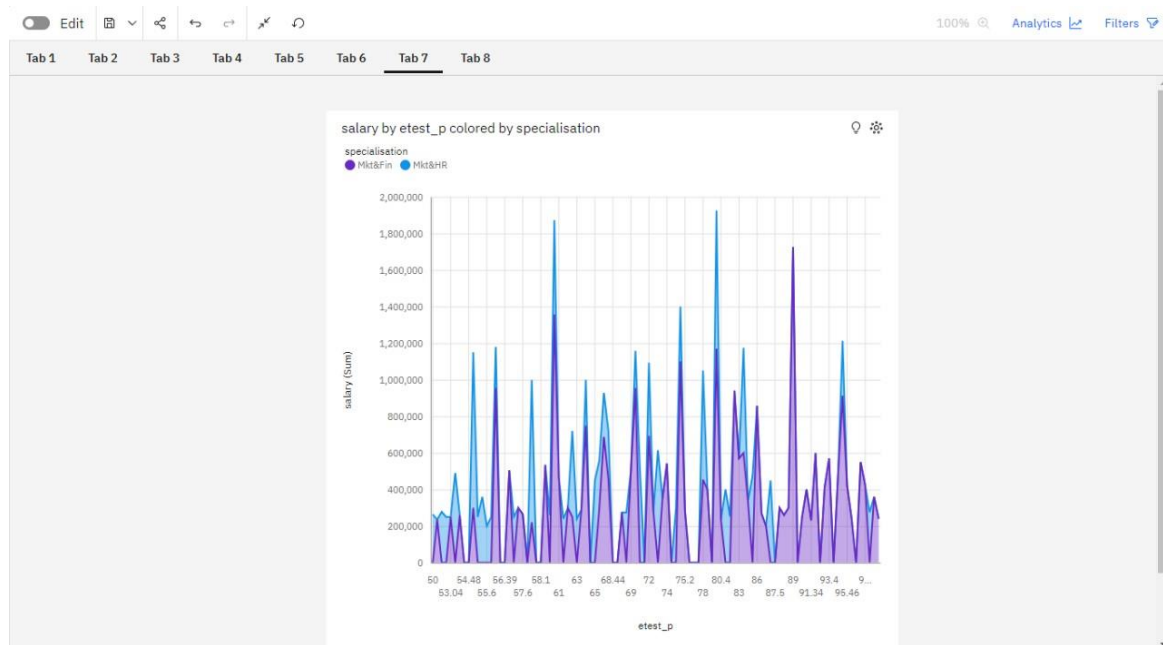
### 7.1 PERFORMANCE METRICS

#### 7.1.1 Utilization of Data Filters



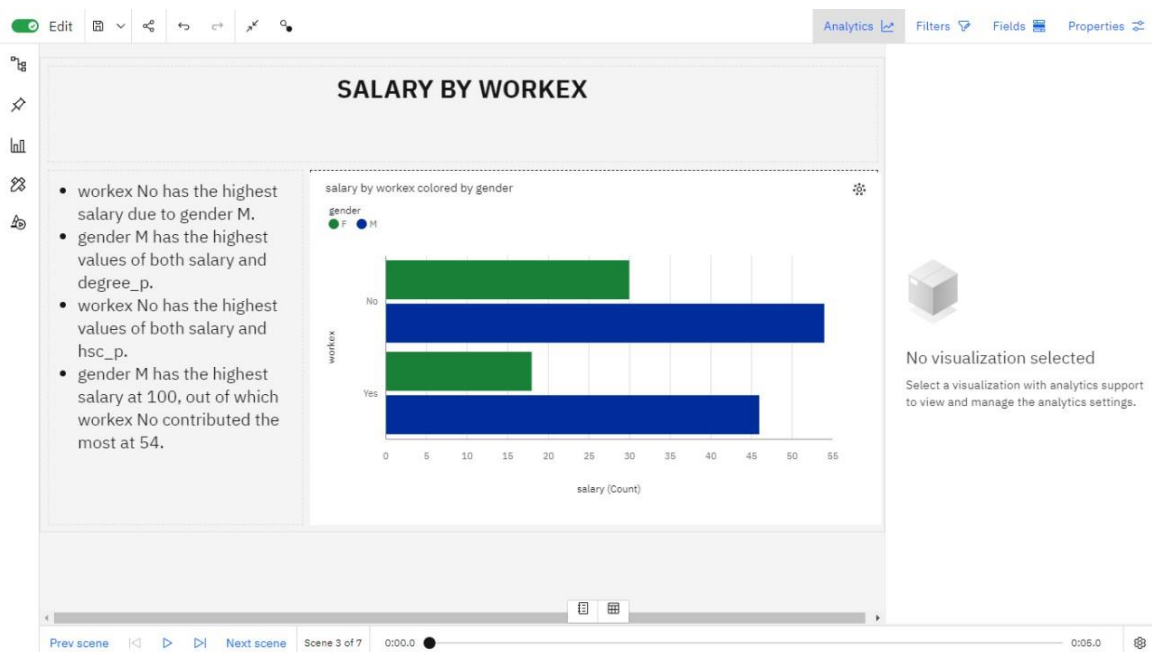
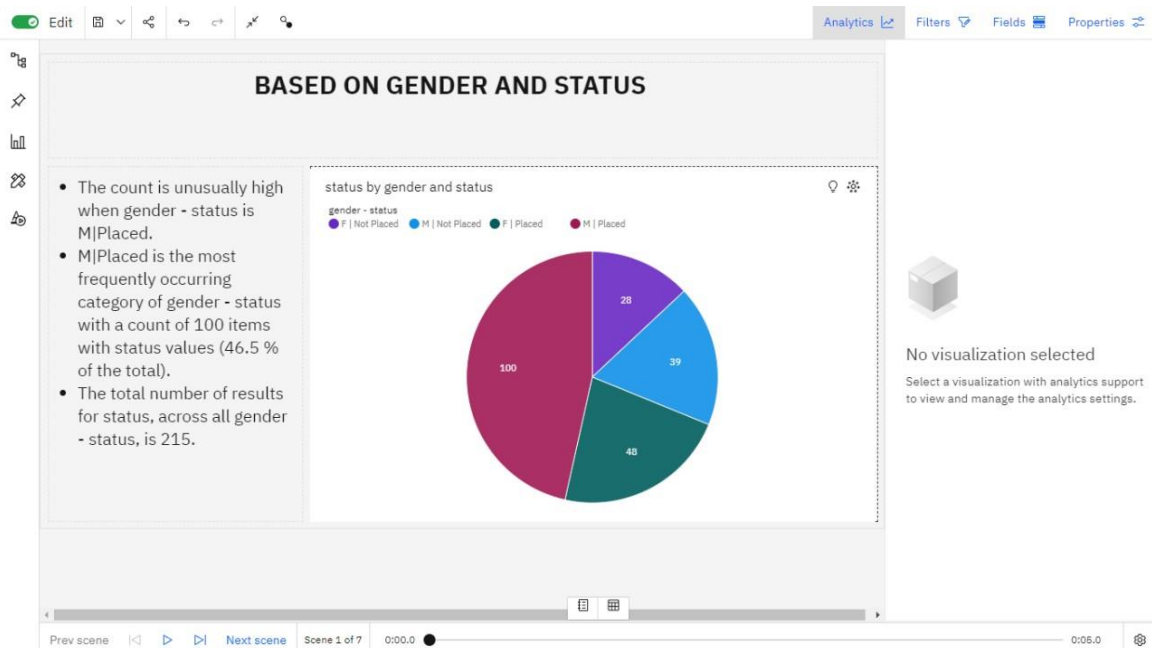


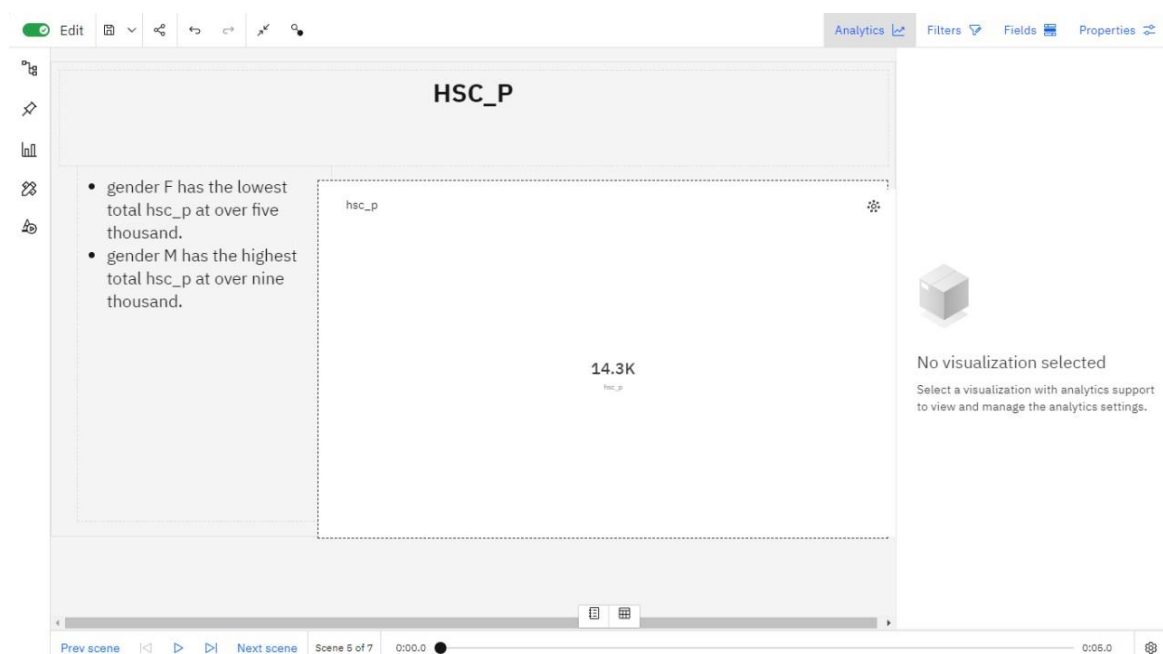
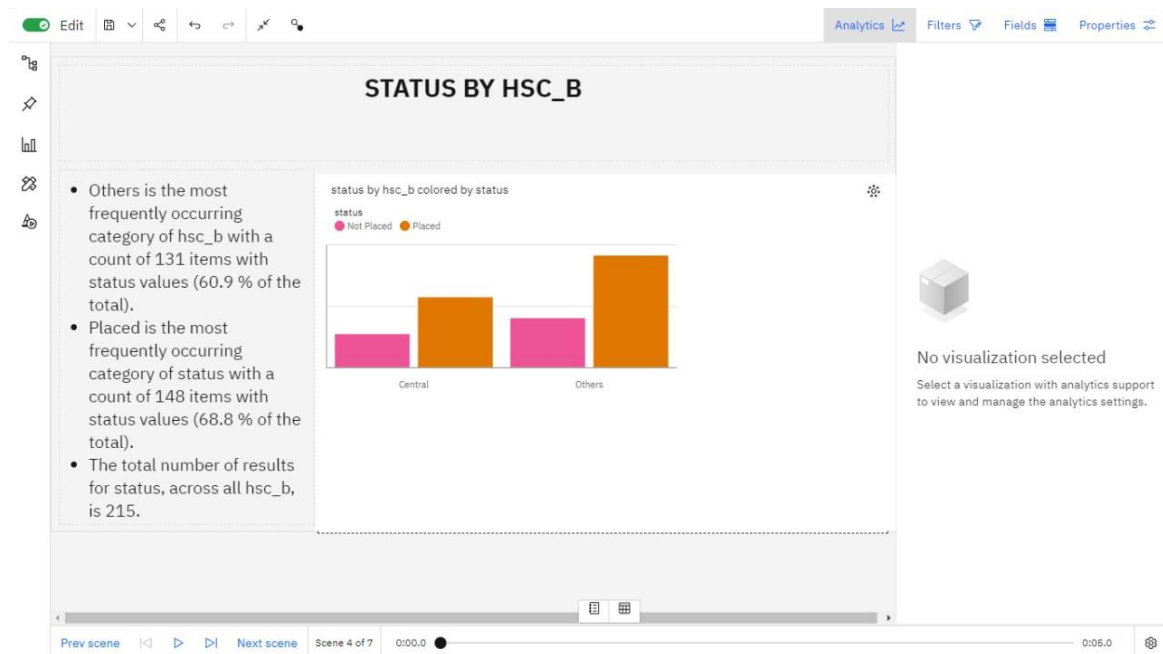


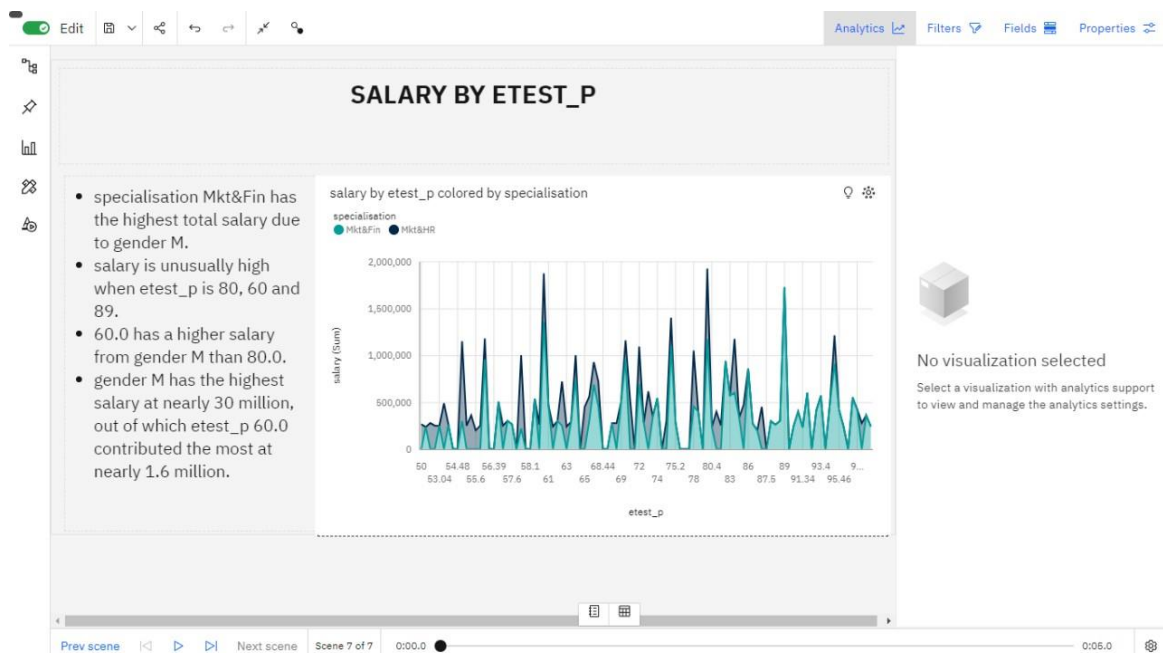
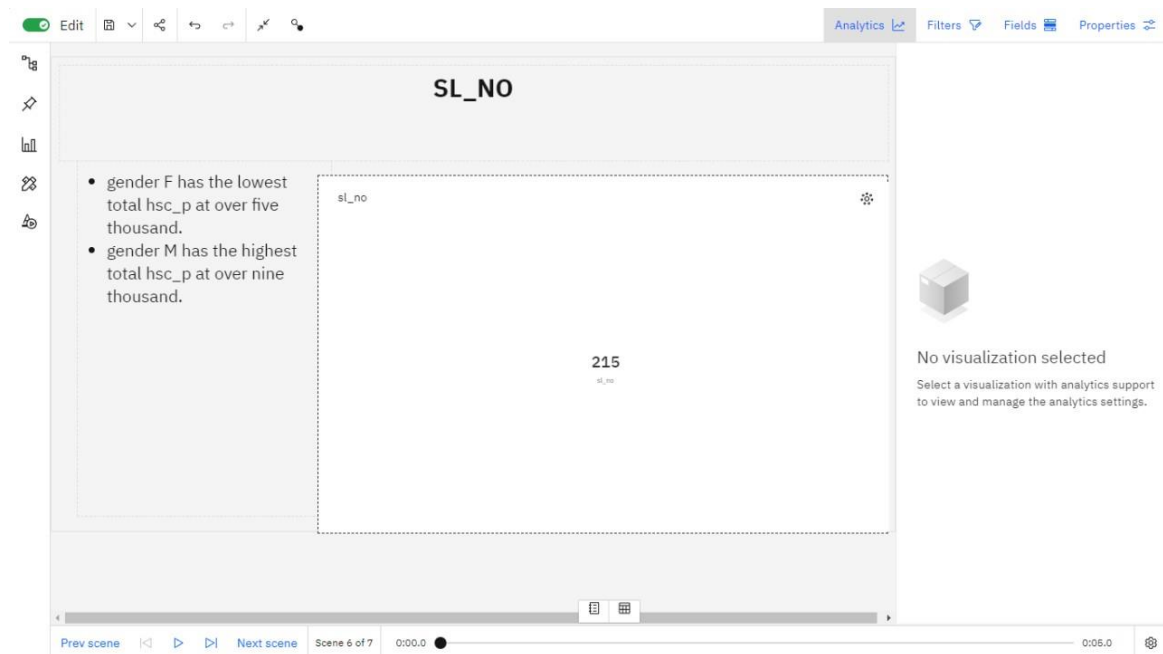


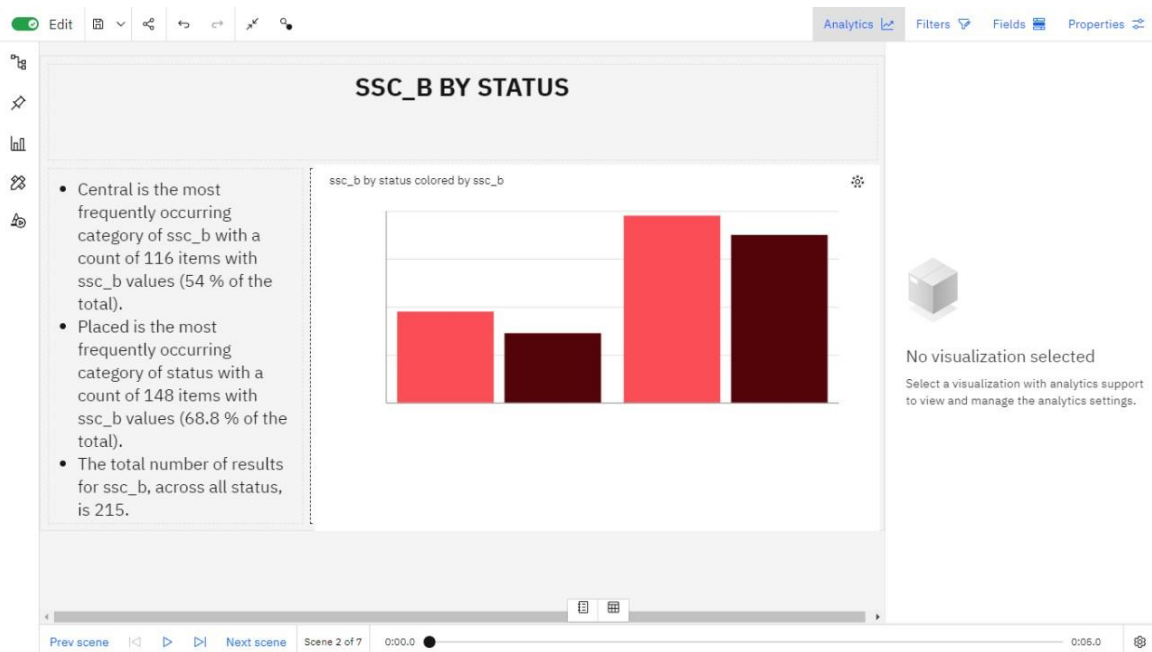


# Story









## Report

Placement new report x PLACEMENT ANALYSIS Bootstrap x +

us1.ca.analytics.ibm.com/bi/7perspective=authoring&id=i20385EE5DC034945AB034B2FB3019C20&objRef=i20385EE5DC034945AB034B2FB3019C20&action=run&form...

IBM Cognos Analytics Placement new report

Report > Pages > Page1

Page preview Properties

| gender | ssc_p | ssc_b   | hsc_p | hsc_b   | hsc_s    | degree_p | degree_t  | workex | etest_p | specialisation | mba_p | status | salary  |
|--------|-------|---------|-------|---------|----------|----------|-----------|--------|---------|----------------|-------|--------|---------|
| M      | 52.6  | Central | 65.58 | Others  | Science  | 72.11    | Sci&Tech  | No     | 57.6    | Mkt&Fin        | 56.66 | Placed | 265,000 |
| M      | 53    | Central | 63    | Others  | Science  | 60       | Comm&Mgmt | Yes    | 70      | Mkt&Fin        | 53.2  | Placed | 250,000 |
| F      | 59    | Central | 60    | Others  | Commerce | 56       | Comm&Mgmt | No     | 55      | Mkt&HR         | 57.9  | Placed | 220,000 |
| F      | 60    | Central | 63    | Central | Arts     | 56       | Others    | Yes    | 80      | Mkt&HR         | 56.63 | Placed | 300,000 |
| M      | 60    | Others  | 67    | Others  | Arts     | 70       | Comm&Mgmt | Yes    | 50.48   | Mkt&Fin        | 77.89 | Placed | 236,000 |
| F      | 60.23 | Central | 69    | Central | Science  | 66       | Comm&Mgmt | No     | 72      | Mkt&Fin        | 59.47 | Placed | 230,000 |
| F      | 64    | Central | 67    | Others  | Science  | 69.6     | Sci&Tech  | Yes    | 55.67   | Mkt&HR         | 71.49 | Placed | 250,000 |
| M      | 64.6  | Central | 83.83 | Others  | Commerce | 71.72    | Comm&Mgmt | No     | 86      | Mkt&Fin        | 59.75 | Placed | 218,000 |
| F      | 65    | Central | 75    | Central | Commerce | 69       | Comm&Mgmt | Yes    | 72      | Mkt&Fin        | 64.66 | Placed | 200,000 |
| M      | 65    | Central | 68    | Central | Arts     | 64       | Comm&Mgmt | No     | 75      | Mkt&Fin        | 57.8  | Placed | 250,000 |
| F      | 66.5  | Others  | 70.4  | Central | Arts     | 71.93    | Comm&Mgmt | No     | 61      | Mkt&Fin        | 64.27 | Placed | 230,000 |
| F      | 66.5  | Central | 66.8  | Central | Arts     | 69.3     | Comm&Mgmt | Yes    | 80.4    | Mkt&Fin        | 71    | Placed | 236,000 |
| M      | 67    | Others  | 63    | Central | Commerce | 72       | Comm&Mgmt | No     | 56      | Mkt&HR         | 60.41 | Placed | 225,000 |
| M      | 67    | Others  | 61    | Central | Science  | 72       | Comm&Mgmt | No     | 72      | Mkt&Fin        | 61.01 | Placed | 264,000 |
| M      | 67    | Central | 71    | Central | Science  | 64.33    | Others    | Yes    | 64      | Mkt&HR         | 61.26 | Placed | 250,000 |
| M      | 67    | Others  | 91    | Others  | Commerce | 58       | Sci&Tech  | No     | 55      | Mkt&HR         | 58.8  | Placed | 270,000 |
| F      | 69    | Others  | 62    | Others  | Commerce | 69       | Comm&Mgmt | Yes    | 67      | Mkt&HR         | 62.35 | Placed | 240,000 |
| M      | 69    | Central | 63    | Others  | Science  | 65       | Comm&Mgmt | Yes    | 55      | Mkt&HR         | 58.23 | Placed | 360,000 |

Top Page up Page down Bottom

Placement data module x PLACEMENT ANALYSIS Bootstr... x +

us1.ca.analytics.ibm.com/bi/7perspective=ca-modeller&id=i5FAAAE8E98D478D86223DD461101AD6&objRef=i5FAAAE8E98D478D86223DD461101AD6&tid=1141292...

IBM Cognos Analytics Placement data module

Properties

Data module +

Search

Placement data module

Navigation paths +

Placement...Class.csv

# Row Id

# sl\_no

abc gender

ssc\_p

ssc\_b

hsc\_p

hsc\_b

hsc\_s

degree\_p

degree\_t

workex

test\_n

Grid Relationships Custom tables

| Row Id | sl_no | gender | ssc_p | ssc_b   | hsc_p |
|--------|-------|--------|-------|---------|-------|
| 1      | 1     | M      | 67    | Others  | 91    |
| 2      | 2     | M      | 79.33 | Central | 78.33 |
| 3      | 3     | M      | 65    | Central | 68    |
| 4      | 4     | M      | 56    | Central | 52    |
| 5      | 5     | M      | 85.8  | Central | 73.6  |
| 6      | 6     | M      | 55    | Others  | 49.8  |
| 7      | 7     | F      | 46    | Others  | 49.2  |
| 8      | 8     | M      | 82    | Central | 64    |
| 9      | 9     | M      | 73    | Central | 79    |
| 10     | 10    | M      | 58    | Central | 70    |
| 11     | 11    | M      | 58    | Central | 61    |

## **ADVANTAGES & DISADVANTAGE**

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## **CHAPTER - 8**

### **ADVANTAGES & DISADVANTAGES**

#### **ADVANTAGES:**

**Informed Decision-Making:** By analysing the dataset, stakeholders such as students, educational institutions, and recruiters can make data-driven decisions.

**Enhanced Placement Rates:** The project can identify key factors contributing to successful placements, allowing educational institutions to adapt their curricula and career services to better prepare students for the job market, ultimately increasing placement rates.

**Improved Salary Negotiations:** Understanding the relationships between academic performance and salary offers empowers students to negotiate better compensation packages, resulting in improved financial outcomes.

**Efficient Resource Allocation:** Educational institutions can allocate resources more efficiently by focusing on programs and initiatives that positively impact placement outcomes, leading to cost savings and improved results.

**Optimized Recruitment Strategies:** Recruiters can refine their strategies based on data-driven insights, leading to better candidate selection and improved hiring efficiency.

**Continuous Improvement:** The insights gained can be used for ongoing monitoring and refinement of placement strategies, ensuring that they remain aligned with current market demands and student needs.

## **DISADVANTAGES:**

**Data Limitations:** The effectiveness of the analysis heavily relies on the quality and completeness of the dataset. Inaccurate or incomplete data can lead to flawed conclusions.

**Privacy Concerns:** Handling sensitive information about students, such as demographics and work experience, raises privacy concerns. Proper data protection and ethical considerations are essential.

**Bias in Data:** If the dataset reflects pre-existing biases or disparities, the analysis may inadvertently perpetuate or reinforce these biases.

**Resource and Skill Requirements:** Conducting in-depth data analysis and predictive modeling demands expertise, time, and resources, which some institutions or individuals may lack.

**Complex Interpretation:** Complex statistical models and data analysis may be challenging for some stakeholders to understand and apply effectively.

**Overemphasis on Data:** Relying solely on data-driven decisions may overlook the importance of human judgment and qualitative considerations in the placement process.

**Generalization Challenges:** Findings may not be universally applicable, as they could be specific to the dataset or the context of the analysis.



\

**CONCLUSION**

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## **CHAPTER - 9**

### **CONCLUSION**

In conclusion, analysis tools for placement hold significant promise in shaping the future of career and job placement services. These tools are poised to leverage advanced technologies such as data analytics and artificial intelligence to provide more accurate insights into job market trends and personalized career recommendations. The ability to match candidates' skills with job requirements and offer training suggestions to bridge skill gaps is a powerful feature that can greatly benefit job seekers. Integration with job marketplaces, real-time job openings, and immersive experiences through virtual reality (VR) and augmented reality (AR) further enhance their utility.

The future scope of these tools extends to global opportunities, remote work, and the gig economy, making them adaptable to evolving employment trends. Predictive analytics will enable users to forecast job trends and identify future career prospects. Ensuring data privacy and security remains paramount as these tools handle sensitive personal information.

Overall, analysis tools for placement are dynamic and responsive to the changing landscape of the job market and user needs. They empower individuals to navigate their careers and connect with opportunities that align with their skills and aspirations, ultimately playing a vital role in shaping the future world of work.

**FUTURE SCOPE**

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## **CHAPTER – 10**

### **FUTURE SCOPE**

The future scope of analysis tools for placement is brimming with potential advancements and enhancements. These tools are poised to benefit from cutting-edge technologies, such as data analytics and artificial intelligence, to offer more precise insights into job market trends and personalized career recommendations. They will become increasingly adept at skill matching, helping candidates align their qualifications with job requirements and suggesting training to bridge skill gaps. Integration with job marketplaces and employer databases will provide real-time job openings and opportunities, streamlining the application process. Predictive analytics will be instrumental in forecasting job trends and identifying future career prospects. Additionally, the incorporation of virtual reality (VR) and augmented reality (AR) technologies will enable immersive experiences for job interviews and office tours. Enhanced user interfaces, global opportunities, and support for remote work and the gig economy are expected developments. Privacy and data security will remain paramount as these tools handle sensitive personal information. In essence, the future of placement analysis tools is dynamic and adaptable, catering to evolving job market dynamics, technological advancements, and the diverse needs of users, thereby empowering individuals to navigate their careers and connect with opportunities that align with their skills and aspirations.



## CHAPTER - 11

### APPENDIX

#### SOURCE CODE

##### Flask Code:

App.py

```
from flask import Flask, render_template
```

```
app = Flask(__name__)
```

```
@app.route("/") #decoratar
```

```
def index():
```

```
    return render_template("index.html")
```

```
if __name__ == "__main__":
```

```
    app.run(debug=False,port = 4000 )
```

##### index.html

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="utf-8">
```

```
<meta content="width=device-width, initial-scale=1.0" name="viewport">
```

```
<title>Inner Page - Gp Bootstrap Template</title>
```

```
<meta content="" name="description">
```

```
<meta content="" name="keywords">
```

```

<!-- Favicons -->
<link href="https://inurture.co.in/jagannath-university/jagannath-college-
admissions/imgs/icons/placement%20support.png" rel="icon">
<link href="https://inurture.co.in/jagannath-university/jagannath-college-
admissions/imgs/icons/placement%20support.png" rel="apple-touch-icon">

<!-- Google Fonts -->
<link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400
i,600,600i,700,700i|Raleway:300,300i,400,400i,500,500i,600,600i,700,700i|
Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

<!-- Vendor CSS Files -->
<link href="assets/vendor/aos/aos.css" rel="stylesheet">
<link href="assets/vendor/bootstrap/css/bootstrap.min.css"
rel="stylesheet">
<link href="assets/vendor/bootstrap-icons/bootstrap-icons.css"
rel="stylesheet">
<link href="assets/vendor/boxicons/css/boxicons.min.css"
rel="stylesheet">
<link href="assets/vendor/glightbox/css/glightbox.min.css"
rel="stylesheet">
<link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
<link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

<!-- Template Main CSS File -->
<link href="assets/css/style.css" rel="stylesheet">
</head>

```

<body>

<!-- ===== Header ===== -->

<header id="header" class="fixed-top header-inner-pages">

<div class="container d-flex align-items-center justify-content-lg-between">

<h1 class="logo me-auto me-lg-0"><a href="index.html">Gp<span>.</span></a></h1>

<!-- Uncomment below if you prefer to use an image logo -->

<!-- <a href="index.html" class="logo me-auto me-lg-0"></a>-->

<nav id="navbar" class="navbar order-last order-lg-0">

<ul>

<li><a class="nav-link scrollto " href="#hero">Home</a></li>

<li><a class="nav-link scrollto" href="#about">About</a></li>

<li><a class="nav-link scrollto" href="#services">Services</a></li>

<li><a class="nav-link scrollto " href="#portfolio">Portfolio</a></li>

<li><a class="nav-link scrollto" href="#team">Team</a></li>

<li class="dropdown"><a href="#"><span>Drop Down</span> <i class="bi bi-chevron-down"></i></a>

<ul>

<li><a href="#">Drop Down 1</a></li>

<li class="dropdown"><a href="#"><span>Deep Drop Down</span> <i class="bi bi-chevron-right"></i></a>

<ul>

<li><a href="#">Deep Drop Down 1</a></li>

<li><a href="#">Deep Drop Down 2</a></li>



```

        <li><a href="#">Deep Drop Down 3</a></li>
        <li><a href="#">Deep Drop Down 4</a></li>
        <li><a href="#">Deep Drop Down 5</a></li>
    </ul>
</li>
    <li><a href="#">Drop Down 2</a></li>
    <li><a href="#">Drop Down 3</a></li>
    <li><a href="#">Drop Down 4</a></li>
</ul>
</li>
    <li><a class="nav-link scrollTo" href="#contact">Contact</a></li>
</ul>
<i class="bi bi-list mobile-nav-toggle"></i>
</nav><!-- .navbar -->

```

```

    <a href="#about" class="get-started-btn scrollTo">Get Started</a>

```

```

</div>

```

```

</header><!-- End Header -->

```

```

<main id="main">

```

```

    <!-- ===== Breadcrumbs ===== -->

```

```

    <section class="breadcrumbs">

```

```

        <div class="container">

```

```

            <div class="d-flex justify-content-between align-items-center">

```

```

                <h2>Inner Page</h2>

```

```

                <ol>

```

```
<li><a href="index.html">Home</a></li>
<li>Inner Page</li>
</ol>
</div>
```

```
</div>
</section><!-- End Breadcrumbs -->
```

```
<section class="inner-page">
  <div class="container">
    <p>
      Example inner page template
    </p>
  </div>
</section>
```

```
</main><!-- End #main -->
```

```
<!-- ===== Footer ===== -->
<footer id="footer">
  <div class="footer-top">
    <div class="container">
      <div class="row">

        <div class="col-lg-3 col-md-6">
          <div class="footer-info">
            <h3>Gp<span>.</span></h3>
            <p>
```

```
      A108 Adam Street <br>
```

NY 535022, USA<br><br>

<strong>Phone:</strong> +1 5589 55488 55<br>

<strong>Email:</strong> info@example.com<br>

</p>

<div class="social-links mt-3">

<a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>

<a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>

<a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>

<a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>

<a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>

</div>

</div>

</div>

<div class="col-lg-2 col-md-6 footer-links">

<h4>Useful Links</h4>

<ul>

<li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Terms of service</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Privacy

policy</a></li>

</ul>

</div>

<div class="col-lg-3 col-md-6 footer-links">

<h4>Our Services</h4>

<ul>

<li><i class="bx bx-chevron-right"></i> <a href="#">Web Design</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Web Development</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Product Management</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Marketing</a></li>

<li><i class="bx bx-chevron-right"></i> <a href="#">Graphic Design</a></li>

</ul>

</div>

<div class="col-lg-4 col-md-6 footer-newsletter">

<h4>Our Newsletter</h4>

<p>Tamen quem nulla quae legam multos aute sint culpa legam noster magna</p>

<form action="" method="post">

<input type="email" name="email"><input type="submit" value="Subscribe">

</form>

</div>

</div>

</div>

</div>

<div class="container">

<div class="copyright">

&copy; Copyright <strong><span>Gp</span></strong>. All Rights Reserved

</div>

<div class="credits">

Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>

</div>

</div>

</footer><!-- End Footer -->

<div id="preloader"></div>

<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->

<script src="assets/vendor/purecounter/purecounter\_vanilla.js"></script>

<script src="assets/vendor/aos/aos.js"></script>

<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>

<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>

<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>

<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>

```
<script src="assets/vendor/php-email-form/validate.js"></script>
```

```
<!-- Template Main JS File -->
```

```
<script src="assets/js/main.js"></script>
```

```
</body>
```

```
</html>
```

## **dashboard.html**

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="utf-8">
```

```
<meta content="width=device-width, initial-scale=1.0" name="viewport">
```

```
<title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
```

```
<meta content="" name="description">
```

```
<meta content="" name="keywords">
```

```
<!-- ===== Dashboard Section ===== -->
```

```
<section id="dashboard" class="dashboard">
```

```
<div class="container" data-aos="fade-up">
```

```
<div class="section-title aos-init aos-animate" data-aos="zoom-in">
```

```
<h2>DashBoard</h2>
```

```
<iframe
```

```
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&path  
Ref=.my_folders%2FPlacement%2BNew%2Bdashboard&closeWindo  
wOnLastView=true&ui_appbar=false&ui_navbar=false&shar
```

```

eMode=embedded&action=view&mode=dashboard&subView=
model0000018b470a084b_00000000" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

</section><!-- End Dashboard Section --> <!-- ===== Dashboard
Section ===== -->

<section id="dashboard" class="dashboard">
  <div class="container" data-aos="fade-up">
    <div class="section-title aos-init aos-animate" data-aos="zoom-in">
      <h2>DashBoard</h2>
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&path
Ref=.my_folders%2FPlacement%2BNew%2Bdashboard&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=
model0000018b470a084b_00000000" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

    </div>
  </div>
</section><!-- End Dashboard Section -->

```

## story.html

```

<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

```

```

<title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
<meta content="" name="description">
<meta content="" name="keywords">
<!-- ===== Storyboard Section ===== -->
<section id="storyboard" class="storyboard">
  <div class="container" data-aos="fade-up">
    <div class="section-title aos-init aos-animate" data-aos="zoom-in">
      <h2>Storyboard</h2>
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.
my_folders%2FPlacement%2Bdashboard%2Bstory&closeWindowOnL
astView=true&ui_appbar=false&ui_navbar=false&shareMod
e=embedded&action=view&sceneId=model0000018b4683c14b_0
0000000&sceneTime=950" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
    </div>
  </section><!-- End Storyboard Section -->

```

## report.html

```

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

```



```

<title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>

<meta content="" name="description">

<metacontent=""name="keywords">
<!-- ===== Your Report Section ===== -->

<section id="your-report" class="your-report">

  <div class="container" data-aos="fade-up">

    <div class="section-title aos-init aos-animate" data-aos="zoom-in">

      <h2>REPORT SECTION</h2>

      <h3>Placed Students <span>Report</span></h3>

      <!-- Insert your embedded code here -->

      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FPlaceme
nt%2Bnew%2Breport&closeWindowOnLastView=true&ui_appba
r=false&ui_navbar=false&shareMode=embedded&action=ru
n&format=HTML&prompt=false" width="1200" height="1000"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

    </div>

  </section><!-- End Your Report Section -->

```

## **11.2 GITHUB & PROJECT VIDEO DEMO LINK**

### **GITHUB LINK:**

[https://github.com/Jaisriannamalai/NaanMudhalvan\\_DataAnalytics\\_NM2023TMID02669](https://github.com/Jaisriannamalai/NaanMudhalvan_DataAnalytics_NM2023TMID02669)

### **PROJECT VIDEO DEMO LINK**

<https://drive.google.com/drive/folders/1LzUom3EdjFapZ1URfbnKBQM3nAVhQePC>

## REFERENCES

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## **CHAPTER – 12**

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