

## **Specify The Business Problem**

The Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry-level positions. College recruiting is a tactic for medium- to large-sized companies with high recruiting needs, but can range from small efforts like working with university career centers to source potential candidates to large-scale operations like visiting a wide array of colleges and attending recruiting events throughout the spring and fall semester.

Campus recruitment often involves working with university career services centers and attending career fairs to meet in-person with college students and recent graduates. Our solution revolves around the placement season of a Business School.

We will see various factors when hiring a candidate such as work experience, exam percentage etc., Finally it contains the status of recruitment and payment details.

We will be using algorithms such as KNN, SVM and ANN. We will train and test the data with these algorithms. From the best model is selected and we will be doing flask integration and IBM deployment.

## **Business Requirements**

The business requirements for a project aimed to Identifying Patterns and Trends in Campus Placement Data using Machine Learning

The project would require access to data on student like performance, qualifications, and job placement outcomes. This data would need to be collected, refine and prepared for analysis.

The project would require individuals with expertise in machine learning, data science and statistical analysis to develop and implement the algorithms and similar models are needed to analyze the data for the project

The project would require a strong and secure data storage and management system to store and organize the large amounts of data used in the analysis.

The project would require infrastructure for deploying the models and algorithms developed, including hardware, software, and cloud-based resources.

## **Literature Survey**

There have been several studies that have used machine learning techniques to identify patterns and trends in campus placement data some of them shown below

One study by authors P. K. Rajesh and Dr. G. R. Suresh, published in the International Journal of Computer Science and Mobile Computing in 2015, used k-means clustering and decision trees to analyze campus placement data and identify patterns that could be used to predict placement outcomes.

Another study by authors V.V. Kulkarni and K.S. Patil, published in the International Journal of Engineering Research and Technology in 2012, used decision tree and neural network algorithms to analyze campus placement data and identify factors that influence student placement.

there are some other examples as well ,In general, these studies found that machine learning techniques were effective at identifying patterns and trends in campus placement data, and could be used to predict student placement outcomes with high accuracy

It's important to note that all these studies are quite old now and we might find more recent studies and new techniques which can be useful for our project.

## **Social Or Business Impact**

The business impact of a project that uses machine learning to identify patterns and trends in campus placement data could be significant.

By analyzing data on factors such as student performance, qualifications, and job placement outcomes, the project could help organizations make more informed decisions about recruiting and hiring new graduates