Student Placement Analysis & Insights

Project Overview

This project analyzes student academic, behavioral, and lifestyle data to understand the key factors influencing campus placement outcomes. The analysis was performed using Microsoft Excel on a dataset of 5,000+ students.

Dataset Summary

- 5,000+ student records with academic and lifestyle attributes
- CGPA, 10th & 12th percentages
- Study hours per day and sleep duration
- Attendance percentage and backlog count
- Projects completed and extracurricular involvement
- Placement status and salary (LPA)

Key KPIs Designed

- Overall Placement Rate
- Average CGPA: Placed vs Non-Placed Students
- Placement Status by Study Hours Group
- Placement Outcome by Sleep Duration
- Impact of Backlogs on Placement
- Projects Completed vs Placement Success

Key Insights & Findings

- Students with higher CGPA have significantly better placement chances.
- Balanced study hours (4–6 hrs/day) show higher placement success than extreme study patterns.
- Students sleeping 6–8 hours per day demonstrate better placement outcomes.
- Zero or fewer backlogs strongly increase placement probability.
- Students completing more academic or technical projects are more likely to get placed.
- Attendance above 70% has a positive impact on placement results.

Conclusion

This Excel-based dashboard project demonstrates how student data can be transformed into meaningful insights using data cleaning, KPIs, pivot tables, and visualizations. The findings highlight that consistent academic performance, balanced lifestyle habits, and practical exposure

play a crucial role in improving campus placement outcomes.