## Empathy Map

## Identifying Patterns and Trends in Campus Placement Data using Machine Learning

I want to see if there are any patterns or trends in campus placements for students in my major

I hope to gain insights that will help me make informed decisions about my career

I'm curious to see if there are any correlations between academic performance and placement outcomes

I wonder if the analysis will reveal any underrepresented industries or career paths

I wonder if the data will show any significant differences between companies that recruit on campus

College Student Thinks

Feels

Says

Does

Searches for relevant campus placement data and collects the necessary information for the analysis

Uses the insights gained from the analysis to make informed decisions about their career path

Collaborates with a data analyst or researcher to analyze the data and gain insights

Curious about the patterns and trends that may emerge from the analysis

Excited about the potential insights that can be gained from analyzing the campus placement data

I hope the analysis

will help me

understand the

expectations and

requirements for my

desired career path

Hopeful that the analysis will help them make informed decisions about their career path