

Corporate Campus Hiring Analysis Report

1. Executive Summary

This report analyzes corporate campus hiring trends for fresh graduates in India using Power BI. The study focuses on job roles, salary brackets, and location-based hiring trends. Key findings reveal that major metropolitan cities have the highest job postings, IT & BFSI sectors dominate freshers' hiring, and salaries vary significantly by location. Despite some data limitations, this analysis provides valuable insights for job seekers and recruiters.

2. Introduction

The purpose of this report is to analyze corporate campus hiring trends for fresh graduates in India. The objective is to identify hiring patterns, job roles, salary brackets, and location-based hiring trends using data visualization techniques in Power BI.

3. Methodology

3.1 Data Source

The dataset used for this analysis was obtained from Kaggle and includes information on job postings across different locations in India. The key fields considered include job titles, locations (state/city), and salary details.

3.2 Data Cleaning & Preparation

The data underwent the following cleaning steps in Power BI:

- Removed null and irrelevant values.
- Standardized salary formats (monthly salary conversion where required).
- Created new calculated measures for total job postings, salary distributions, and hiring trends.

3.3 Analytical Approach

KPIs (Key Performance Indicators):

- Total Job Listings
- Average & Median Monthly Salary
- Salary Range Distribution
- Job Postings by Location (State & City)

Visualizations Used:

- **Bar Chart:** Job Title & Location Analysis

- **Stacked Area Chart:** Hiring Trends
- **Treemap:** Job Distribution
- **Histogram:** Salary Range Analysis
- **Line Chart:** Job Posting Trends Over Time

4. Power BI Dashboard Insights

The Power BI dashboard includes interactive visuals that help analyze job postings, salaries, and hiring trends effectively:

- **Page 1: Job Market Overview** – Displays total job listings, major hiring locations, and key industries.
- **Page 2: Salary Distribution** – Highlights salary ranges across different roles and locations.
- **Page 3: Hiring Trends** – Shows job postings over time and demand fluctuations.
- **Filters & Interactivity:** Users can filter data by city, job role, and salary range.

5. Key Findings

5.1 Job Market Overview

- The highest number of job postings were observed in major metropolitan cities such as **Bangalore, Mumbai, and Delhi**.
- Salaries varied significantly by location, with **Tier 1 cities offering higher average salaries** than Tier 2/3 cities.
- The majority of job postings fell in the **salary range of ₹20,000 - ₹40,000 per month**.

5.2 Freshers' Hiring Trends

- A significant portion of job listings were for freshers, with common job roles including **Data Analyst, Software Developer, and Business Associate**.
- The median salary for freshers was around **₹25,000 per month**.
- Companies hiring freshers were primarily from the **IT, BFSI, and Consulting sectors**.

6. Challenges & Limitations

- **Missing Company Names:** The dataset did not include company names, so company-wise hiring trends could not be analyzed.
- **Limited Salary Details:** Some postings had missing or vague salary information, requiring approximation techniques.

- **Lack of Experience Level Data:** Jobs specifically for freshers had to be inferred from job titles.

7. Recommendations

For Companies:

- Consider hiring in **Tier-2 cities** for cost-effective talent acquisition.
- Offer **competitive salaries** to attract freshers in high-demand roles.

For Job Seekers:

- Focus on **IT & BFSI sectors**, as they have the most openings for freshers.
- Consider **relocating to Tier-1 cities** for better salary prospects.

8. Conclusion

This analysis provides valuable insights into corporate hiring trends for fresh graduates. Despite data limitations, the visualizations successfully highlight hiring patterns, salary trends, and key locations for job availability. Future improvements could include integrating **real-time job data from platforms like LinkedIn or Naukri** for a more comprehensive analysis.

9. Sources & References

- Kaggle Dataset (Job Market Data)
- LinkedIn/Naukri for cross-verification of hiring trends
- Industry Reports on Salary Trends

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Date: 03/03/2025