ANALYTICS TOOLS FOR PLACEMENT

IBM NAAN MUDHALVAN

PROJECT REPORT

Submitted By

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in partial fulfillment for the award of the degree of

BACHELOR OF ENGINEERING
in
COMPUTER SCIENCE AND ENGINEERING

KNOWLEDGE INSTITUTE OF TECHNOLOGY,

SALEM-63750

ANNA UNIVERSITY::CHENNAI 600 025

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BONAFIDE CERTIFICATE

Certified that this project report titled **"ANALYTICS TOOLS FOR PLACEMENT"** is the bonafide work of **"SINDIYAA T V (611220104141), SOWMIYA S (611220104148), SUNITHA S (611220104157),VINISH V (611220104171)"** who carried out the project work under my supervision.

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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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We would also like express our thanks to all the faculty members of our department, friends and students who helped us directly and indirectly in all aspects of the project work to get completed1 successfully.

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ABSTRACT

ABSTRACT

The "Analytics Tools for Placement" project is a visionary effort aimed at reshaping career trajectories through the power of data-driven insights. In an era where career choices are increasingly complex and competitive, this project introduces a suite of advanced analytics tools designed to empower individuals in making informed career decisions.These tools draw from a wide range of data sources, including personal skills assessments, market demand data, and individual career aspirations.

By applying sophisticated data analytics and machine learning techniques, these tools provide users with invaluable insights into potential career paths, skill gaps, and customized learning strategies. Users can receive tailored recommendations for skills development, upskilling, and reskilling, aligning their competencies with the ever-evolving demands of the job market.This initiative ultimately leads to a more agile and well-informed workforce, capable of thriving in a dynamic employment landscape. The "Analytics Tools for Placement" project is at the forefront of leveraging data analytics for individual career success.

LIST OF FIGURES

LIST OF ABBREVIATIONS

ABBREVIATION	EXPANSION
SMO	Social Media Optimization
ROC	Receiver Operating Characteristics
ESAP	Emotional Skill Assessment Process

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 Project Overview

In a world where information flows rapidly, our ability to communicate effectively within the confines of a single page has never been more critical. The introductory section of a one-page document serves as both the anchor and the sail of your content, charting the course for readers and propelling them into the heart of the message.

This introductory passage is akin to the opening act of a grand theatrical performance. It is where the spotlight first shines, casting an enticing glow on the main message, purpose, or subject matter that awaits exploration. Like a trailer for an eagerly awaited movie, it offers a tantalizing glimpse of what's to come, stoking curiosity and prompting the audience to venture further.

The introduction is, in essence, the genesis of engagement. It stands as the eloquent envoy between your thoughts and your audience's curiosity. Its clarity illuminates the path, its engagement secures the connection, and its conciseness ensures that you seize the reader's limited attention span.

Just as in life, you only have one chance to make a first impression. A masterfully composed introduction leaves an indelible mark, paving the way for your one-page communication to fulfill its purpose and resonate with its audience. It is not just a formality; it is the nucleus around which your entire message orbits. In this era of rapid consumption, the skill of crafting compelling introductions is the compass guiding effective one-page communication.

1.2 Purpose

The significance of analytics tools in the placement arena cannot be overstated. They act as a compass in a constantly evolving job landscape, helping job seekers navigate their career paths with precision. These tools provide real-time data on in-demand skills, industry-specific trends, and geographical hotspots for job opportunities. Job seekers can, therefore, strategically develop their skill sets and target their job searches, thus increasing their chances of securing positions that align with their goals.

For employers, analytics tools are invaluable assets in talent acquisition. By analyzing historical hiring data, they can identify patterns and gaps in their workforce, making it easier to recruit individuals with the right qualifications and fit. Moreover, these tools aid in optimizing recruitment strategies, from sourcing candidates to on boarding, ultimately leading to more cost-effective and efficient hiring processes.

Analytics tools also have the power of foresight. They can help organizations anticipate future hiring needs by examining data trends and industry shifts. This proactive approach ensures that companies are well-prepared to meet their staffing requirements, fostering stability and growth in a dynamic job market.

LITERATURE SURVEY

CHAPTER 2

LITERATURE SURVEY

2.1 "Using Data Mining to Benefit Future Students

They use different techniques like decision trees, naive bayes and artificial neural networks and declare four class labels excellent good, average and poor for each branch. A student needs to enter his entrance rank, gender (M/F), sector (rural/urban) and reservation category, and then using data mining techniques, he or she may know which branch is suitable for him or her. Then with the help of above information a student enters his branch, location etc and on the root of which the placement chances for different streams of study is calculated. Hence student may opt for the branch providing chances of excellent placement. At the end of the paper the three techniques are compared and it shows that decision tree is slightly good in terms of accuracy however the difference is unimportant. And therefore there is no universally accepted best model.

2.2 Tripti Mishra et al.: Classification Methods

Optimization (SMO), Ensemble methods, decision tress using WEKA and emotional skill like assertion, empathy, decision making leadership and stress management to predict placement of students. ROC curve and F measure are used to compare these algorithms. Emotional skill parameters are assessed through Emotional skill assessment process (ESAP) tool. All the models are compared and 148 is suggested as the best technique among all with the best accuracy and least time to build.

2.3 Unlocking Hidden Student Insights with EDM: Revathy S et al

The paper uses data mining techniques to get an idea of students composing for the coming placement activity. A reliable framework is designed to locate students to be placed in whole database. Classification technique is used to categorize student according to their academic documentation. The specifications used for categorization are academic detail, technical skill, programming skill, quantitative and reasoning skill. To forecast about the company student is likely to be placed. C5.0 algorithm is used for classification, which result in decision tree formation using Quinlan, The prediction is done using R, where data is divided into two parts one is training data other is test data. The output predicted is displayed using a pie chart and accuracy of 75% is observed.

2.4 Predictive Modeling for Training and Placement Success: An Evaluation of Classification Algorithms and Attribute Impact

Collected data of 65 students and evaluated using classification algorithm like Naïve Bayesian, C4.5 tree, and multilayer perception; for the prediction of training and placement. The attribute chosen from the database for evaluation include sex, STUDENTS result, seminar performance, lab work, communication skill, and graduation background. Attribute assessment is done using chi-square test, information-gain and gain-ratio test. Average of these assessments is taken for each attribute and it was observed that sex has most impact on the output. Naïve Bayes classifier has highest accuracy rate of 86.15% with 0 time to build and lowest error 0.28.

SYSTEM ANALYSIS

CHAPTER 3

IDEATION & PROPOSED SOLUTION

3.1 Problem Statement Definition

In the context of academic institutions and job placement services, the current lack of efficient and integrated analytics tools poses significant challenges for effectively matching students' skill sets with job requirements, thereby hindering the optimization of placement processes. This gap in analytics tools results in limited visibility into students' capabilities, industry trends, and employer expectations, leading to suboptimal job placements and decreased overall success rates. Thus, there is a pressing need to develop comprehensive analytics tools tailored to the specific requirements of the placement domain, which can facilitate data-driven decision-making, enhance the alignment between student skills and employer needs, and ultimately improve the overall efficiency and effectiveness of the placement process.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Which makes me feel
PS -1	User	Seeking a Job	Site not responding	Anxiety
PS -2	User (Agent)	Solve Problem	No longer unavailable	Frustrated
PS -3	User (Admin)	Backup Data	System Failure	Cumbersome
PS -4	User	Looking for Status	Agent Not Updated	Stressed

3.2 EMPATHY MAP CANVAS

The empathy map emphasizes distinct needs of how students prioritize user-friendly job searches, employers seek efficient candidate identification, and administrators emphasize data analytics. In practice, students engage actively, employers streamline assessments, and administrators rely on data-driven decisions. Emotionally, students fluctuate between anxiety and confidence, employers between satisfaction and frustration, and administrators between excitement and concern. This comprehension guides the tool's evolution, enhancing program efficiency and user-friendliness.

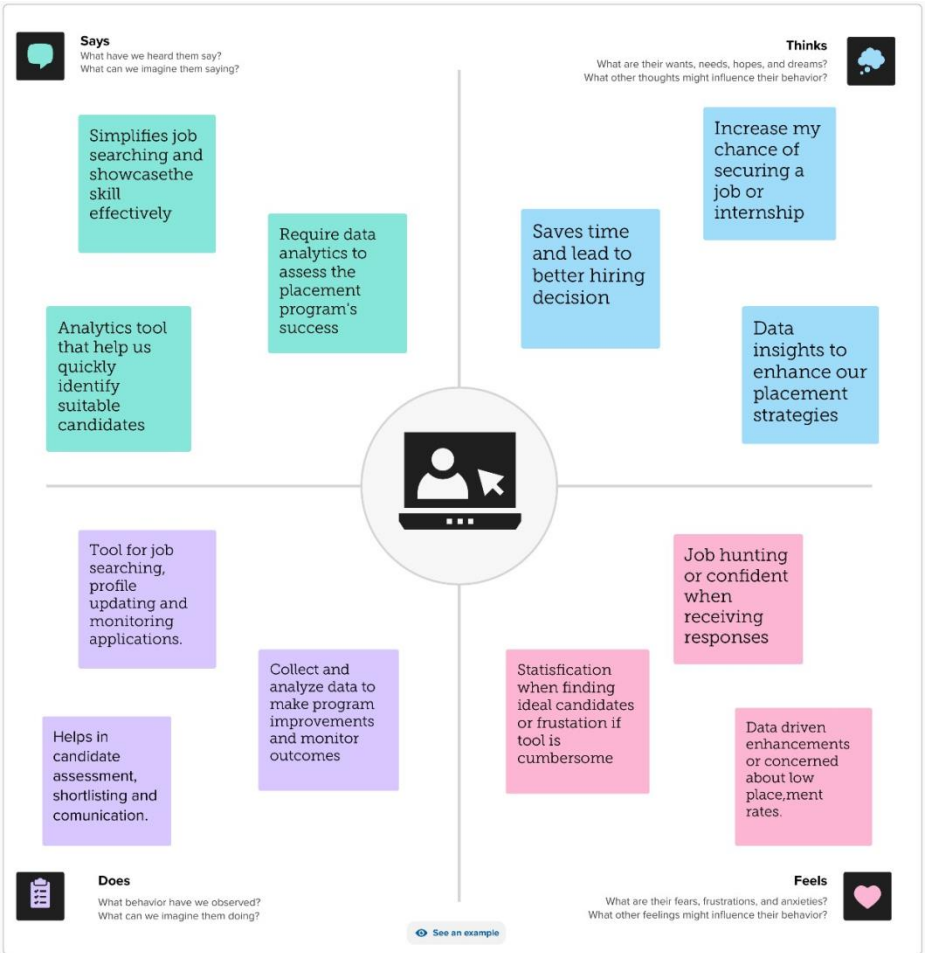

Figure 3.2.1 Empathy map.

3.3 IDEATION AND BRAIN STROMING

Brainstorming fosters a liberated setting where all team members are encouraged to engage in the creative thought process, ultimately leading to problem-solving. Emphasizing quantity over quality, unconventional ideas are warmly received.

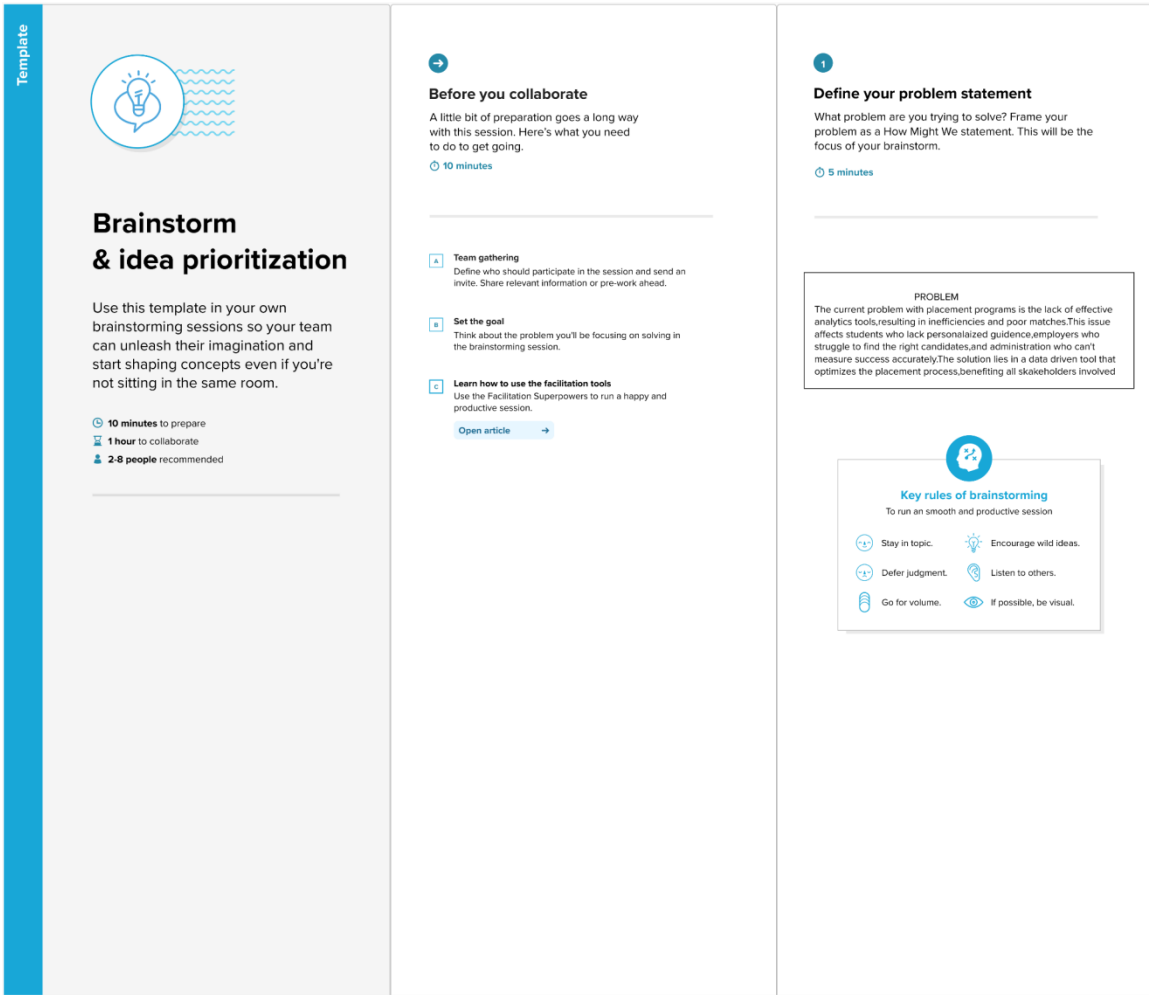

Figure 3.3.1 Brain Storming.

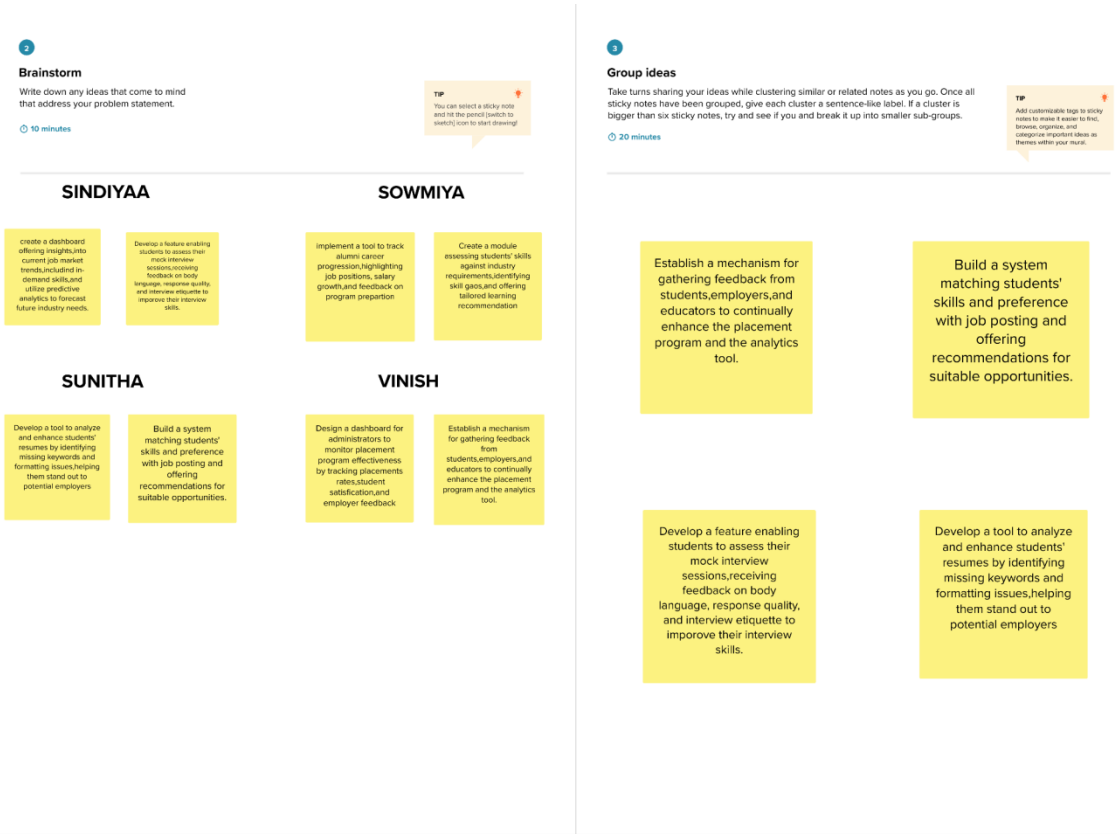

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Figure 3.3.1 Brain Storming.

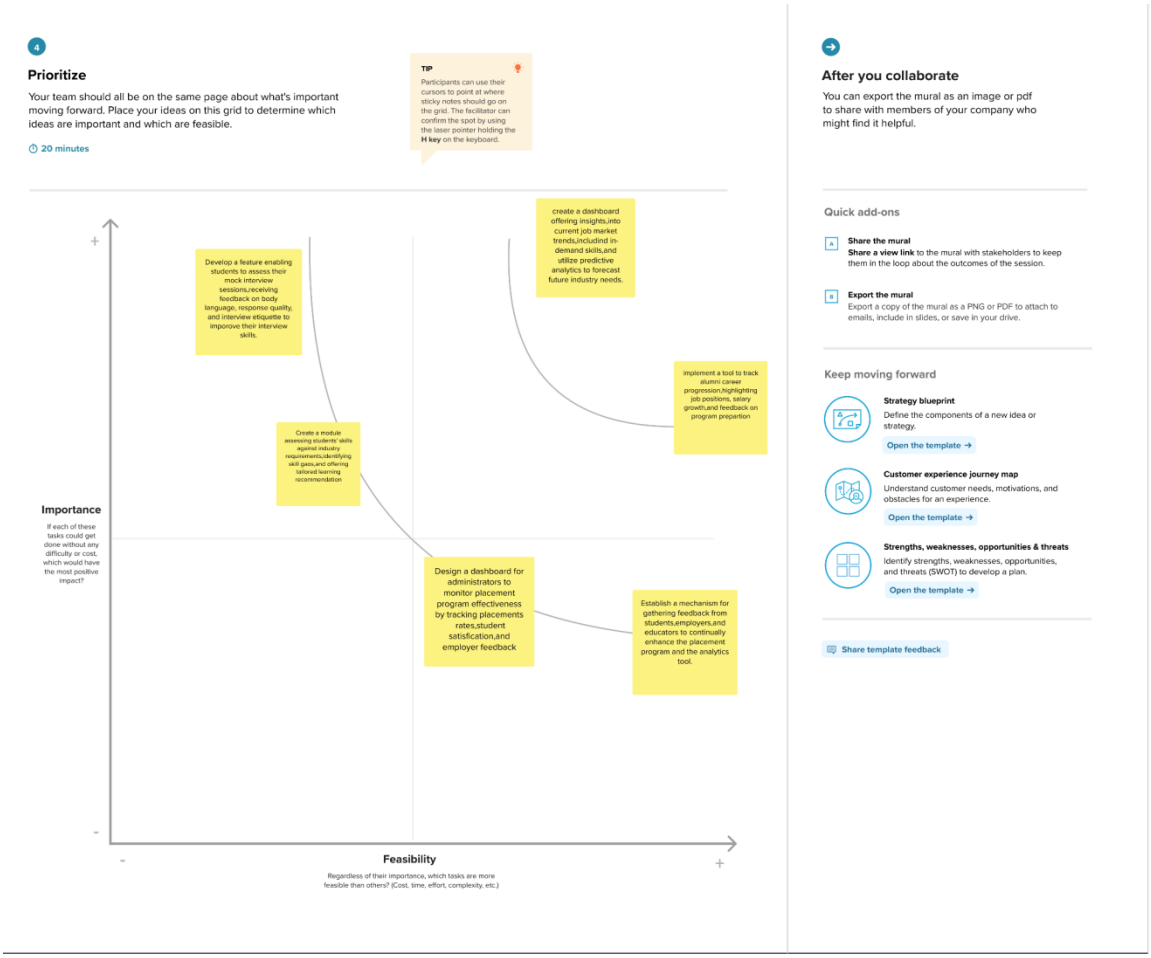

Figure 3.3.1 Brain Storming.

3.4 PROPOSED SOLUTION

S. No.	Parameter	Description
01.	**Problem Statement (Problem to be solved)**	In education and recruitment, a gap between student skills and employer expectations leads to suboptimal job placements. Current procedures lack data-driven insights, hindering understanding of industry trends and preferences. This challenges both student employment and employer candidate searches. Thus, tailored analytics tools are crucial to ensure a seamless match between student skills and employer needs.
02.	**Idea / Solution description**	●Tailored analytics tools for insights on industry trends and job requirements. ● Enhanced educational programs aligned with market demands. ● Streamlined recruitment process for efficient student-employer matches.
03.	**Novelty / Uniqueness**	Integration of AI-driven personality analysis for enhanced cultural fit assessment between candidates and employers. Real-time job market mapping for proactive skill alignment, ensuring graduates meet the evolving demands of the industry.

04.	**Social Impact / Customer Satisfaction**	The analytics tools for placement foster increased job satisfaction and reduced unemployment rates, thereby contributing to a more stable and inclusive society.
05.	**Business Model (Revenue Model)**	● Offer tiered subscriptions to educational institutions and recruitment agencies, granting access to advanced analytics features and tailored support. ● Charge one-time or periodic licensing fees based on user count or deployment scale for access to the analytics software. ● Provide personalized consulting services, including data analysis and training workshops, to cater to specific client needs and offer supplementary value beyond the core analytics tools.
06.	**Scalability of the Solution**	The solution for analytics in placement analysis is highly scalable, utilizing a cloud-based infrastructure and a modular design for easy integration of new features. Compatibility across multiple platforms ensures seamless expansion without compromising accessibility or performance.

REQUIREMENT ANALYSIS

CHAPTER 4

REQUIREMENT ANALYSIS

4.1 FUNCTIONAL REQUIREMENTS

Following are the functional requirements of the proposed solution.

FR.NO	Functional Requirement (Epic)	Sub Requirement (Story Sub-Task)
FR.1	**Data Collection**	Data collection involves comprehensive student data on skills, academic performance, and career preferences, alongside real-time updates on industry trends and employer demands for accurate analysis.
FR.2	**Data Cleaning**	Data cleaning ensures high-quality and reliable student and job market data by identifying and rectifying inconsistencies, inaccuracies, and missing information, facilitating accurate analysis and decision-making.

FR.3	**Data Preparation**	Data preparation for analytics tools for placement involves organizing, integrating, and formatting the collected data into a structured and usable format, ready for analysis, to derive valuable insights and make informed decisions for successful student placements.
FR.4	**Data Analysis**	Data analysis involves applying statistical and machine learning techniques to interpret prepared data, identifying patterns and correlations between student skills and job market requirements, aiding informed decision-making for student placements.
FR.5	**Data Visualization**	To Communicate the insights from the analysis effectively, data visualization techniques can be used. This may include creating charts, Graphs and dashboard to visualize the data in a meaningful way.

FR.6	**Reporting**	Finally, A Report can be generated that summarizes the findings from the data analysis. This report may include Visualizations, insights and recommendations for companies or Job seekers based on the analysis.

4.2 NON- FUNCTIONAL REQUIREMENTS

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR.1	**Usability**	Usability entails an intuitive interface, easy navigation, and robust user support, enabling seamless access and interpretation of insights for educational institutions and recruiters, thus optimizing the student placement process and enhancing efficiency.
NFR. 2	**Security**	Security involves robust data encryption, user authentication, and regular audits to safeguard sensitive information, ensuring data integrity and protection against cyber threats, fostering trust within the placement ecosystem.

NFR.3	**Reliability**	Reliability ensures consistent data accuracy, stable performance, and minimal downtime through rigorous testing and validation processes, fostering confidence in the tool's capacity to deliver accurate insights for successful student placements.
NFR.4	**Performance**	Performance involves optimizing processing speed, efficient handling of large datasets, and real-time analytics capabilities for swift and accurate data analysis, enhancing the efficiency of student placements.
NFR.5	**Availability**	Availability involves minimal downtime, robust backup systems, and reliable support, ensuring continuous access to the tool's features and data, thus enhancing the efficiency of student placements.
NFR.6	**Scalability**	Scalability involves handling growing data volumes, accommodating user demands, and seamlessly integrating additional features, ensuring the tool remains effective in evolving educational and recruitment environments.

PROJECT DESIGN

CHAPTER 5

PROJECT DESIGN

5.1 DATA FLOW DIAGRAMS

A Data Flow Diagram (DFD) is a conventional visual depiction of how information moves within a system. A well-organized and comprehensible DFD can visually convey the precise system requirements. It illustrates the pathways through which data enters and exits the system, identifies the points of data transformation, and indicates where data is stored.

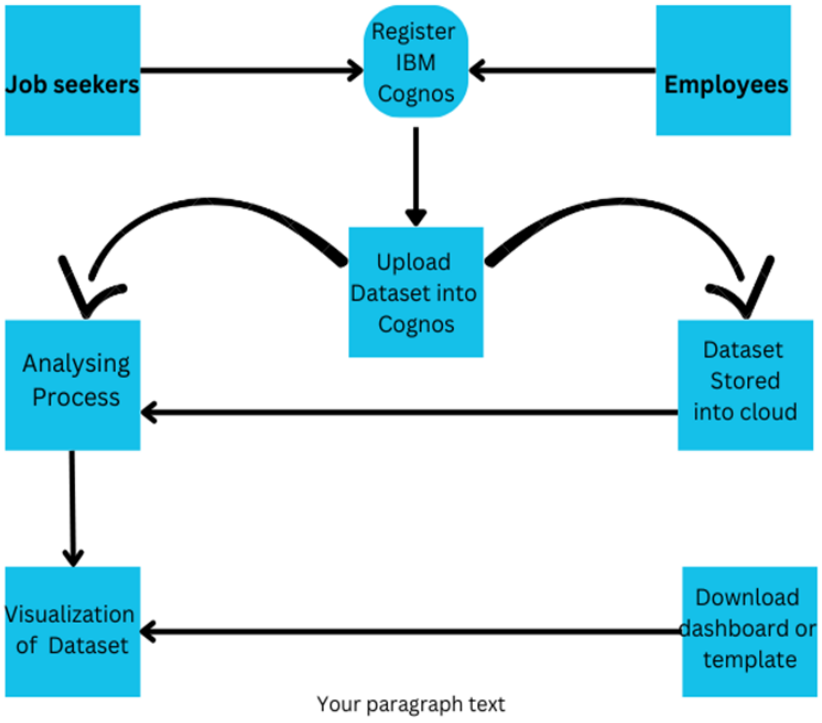

Figure 5.1.1 Data Flow Diagram.

5.2 SOLUTION / TECHNICAL ARCHITECTURE

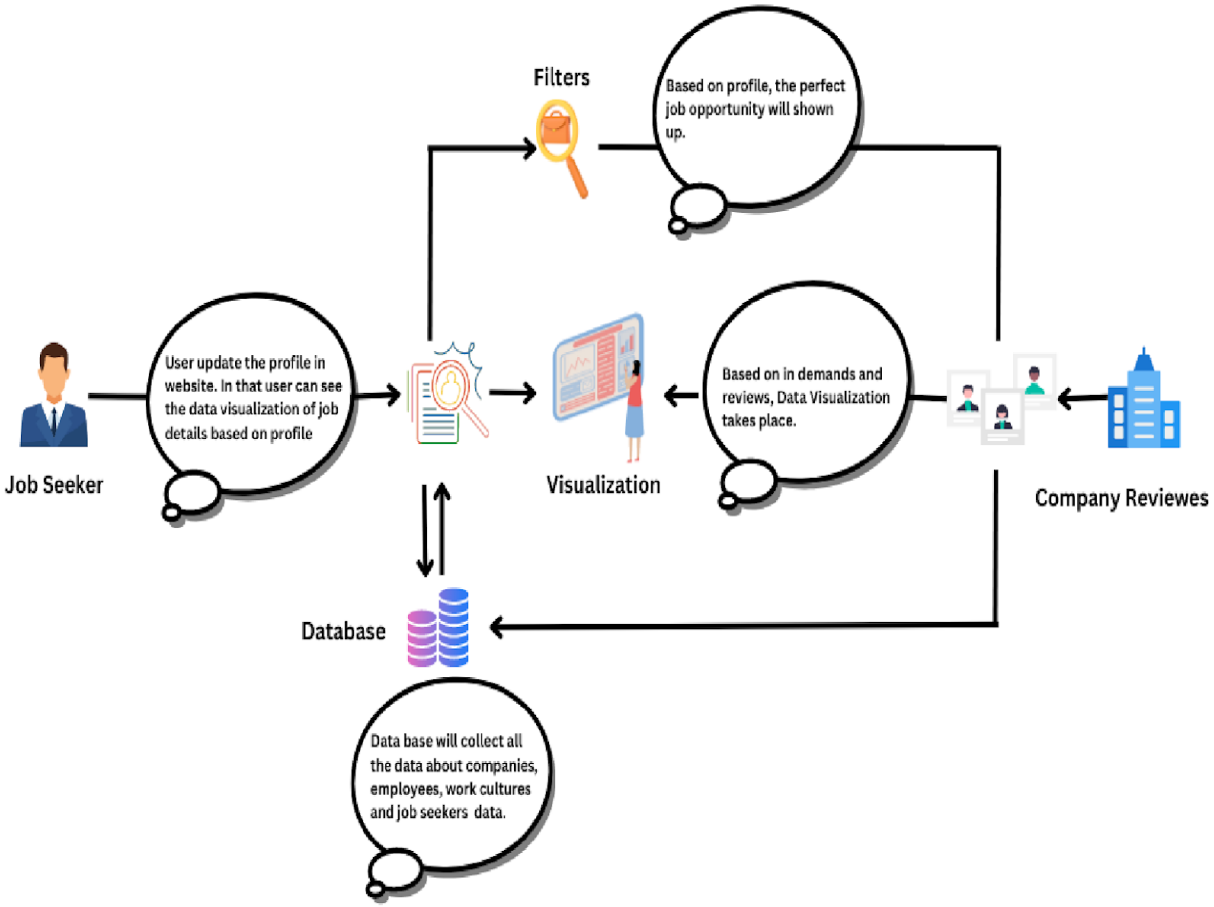

Figure 5.2.1 Solution Architecture Diagram.

5.3 USER STORIES

User story	Functional requirements	Release	User Number story	User Story	Acceptance Criteria	Priority
Hiring Manager	Detailed and updated student details	Sprint 1	USN-1	As a hiring manager, I need access to detailed student profiles, real-time placement trends, and customizable reports to make informed hiring decisions and ensure suitable candidate matches.	The tool should provide detailed student profiles, real-time trend visualization reporting, seamless database integration, and robust data security measures.	High

Job Seeker	Access to job listings	Sprint 1	USN-2	As a job seeker, I want a user friendly platform with customized job alerts, resume building tools, interview preparation resources, and dedicated user support to enhance my job search and improve my employ prospects.	The platform allows intuitive navigation for efficient job searches, customizable job alerts, comprehensive resume building and interview preparation tools, and accessible user support, enhancing the overall job search experience.	High

Recruiter	Access to job listings	Sprint 2	USN-3	As a recruiter, I need access to comprehensive student profiles, efficient candidate screening tools, real-time analytics, and seamless communication features to make informed hiring decisions and streamline the recruitment process effectively.	The system must offer detailed student profiles with accurate assessments, efficient candidate screening, real-time analytics, seamless communication, and integration with external platforms, ensuring effective recruitment and informed decision making.	High

Business Owner	Data analytics reports	Sprint 3	USN-4	As a business owner, I need comprehensive analytics, customizable visualization, and secure data management to optimize the placement program and ensure competitiveness.	The system must offer detailed analytics reports and customizable visualization tools for monitoring key metrics. Integration with external data sources should provide comprehensive industry understanding,while ensuring data security.	High

Researcher	Research data access	Sprint 4	USN-5	As a researcher, I need access to comprehensive placement data, advanced analysis tools, and secure data sharing capabilities to conduct in-depth research, identify industry trends, and contribute to the academic community's knowledge base.	The system must offer researchers comprehensive and updated data sets, advanced analysis tools, customizable research reports for academic publications, secure data sharing protocols, and integration with academic databases for expanded research.	Medium

Human Resources Manager	Candidate Management Efficiency	Sprint 4	USN-6	As a human resource manager, I require access to comprehensive candidate profiles, intuitive filtering features, automated scheduling, customizable reporting tools, and secure data management to optimize the recruitment process, make informed decisions, and ensure the best placements for the organization.	The system must provide comprehensive candidate profiles, intuitive filtering and sorting features, automated scheduling, customizable reporting tools, and secure data management protocols	High

Market Analyst	Real-time trends and data analysis.	Sprint 3	USN-7	As a market analyst, I need access to real-time market trends and comprehensive analytical tools to assess the competitiveness of placement programs, gather industry insights, and create detailed market analysis reports for informed decision-making.	The system needs to provide real-time access to market trends and demands, analytical tools for comparing program competitiveness, integrated external data sources for industry insights, customizable reporting for detailed analysis, and secure data management.	High

Business Analyst	Data access and advanced analysis	Sprint 2	USN-8	As a business analyst, I need access to comprehensive placement data and advanced analytical tools to identify trends, create detailed reports, and ensure data integrity for effective decision making and strategic planning in the field of student placements.	The system needs to provide comprehensive data access and advanced analysis tools, customizable reporting features, integrated external systems for reliable data, and secure data management	High

Data Scientist	data access and modeling	Sprint 5	USN-9	As a data scientist, I require access to comprehensive placement data, advanced modeling capabilities, and secure data management to derive meaningful insights, build accurate predictive models, and contribute to effective decision-making and strategy development in the domain of student placements.	The system needs to provide comprehensive and regularly updated data sets, advanced modeling and machine learning capabilities, integrated external data sources, customizable reporting features, and secure data management protocols.	High

CODING & SOLUTIONING

CHAPTER 6
CODING & SOLUTIONING

6.1 FEATURE 1

The analytics tools for placement streamline the process by offering features such as comprehensive student profiling for accurate matching, real-time job market analysis for up-to-date insights, and automated matching algorithms for seamless pairing. Customizable reporting enables informed decision-making, while student progress tracking ensures personalized guidance and support, enhancing the overall effectiveness of the placement process.

6.2 FEATURE 2

Another vital feature offered by analytics tools for placements is seamless integration with existing Learning Management Systems (LMS). This integration allows for a comprehensive overview of student performance, combining data from the placement analytics tool with data from the LMS. By analyzing this combined data, educators and placement professionals can identify specific skill gaps, strengths, and weaknesses, enabling them to design targeted interventions and personalized learning plans to enhance student employability. The integration with LMS facilitates a more holistic approach to student development, ensuring that the placement process is aligned with the overall educational journey, and empowering students with the necessary skills and knowledge for successful career placements.

RESULT

CHAPTER 7

RESULTS

7.1 PERFORMANCE METRICS

Performance metrics for analytics tools for placements typically include the efficiency of student-to-job matches, measured by the percentage of successful placements within specific time frames. Additionally, the tool's processing speed, assessed through data analysis and visualization time, is crucial. User satisfaction and adoption rates are also essential indicators, reflecting the ease of use and value of the tool for educational institutions and recruiters. Moreover, tracking the tool's impact on reducing the time taken to fill job vacancies and its contribution to improving student employability serves as a key performance metric, demonstrating the overall effectiveness and success of the analytics tool in the placement process.

ADVANTAGES AND DISADVANTAGES

CHAPTER 8

ADVANTAGES AND DISADVANTAGES

8.1ADVANTAGES

- Enhanced Efficiency: Streamlines the placement process by efficiently matching student skills with job requirements, reducing the time and resources needed for successful placements.
- Informed Decision-Making: Provides valuable insights into industry trends, job market demands, and student capabilities, enabling informed decisions for curriculum development and career guidance.
- Personalized Guidance: Facilitates personalized support for students by identifying skill gaps and providing targeted interventions, enhancing their employability and career prospects.
- Improved Student-Employer Matches: Increases the likelihood of successful student-employer matches by ensuring a better understanding of employer expectations and student competencies, leading to higher satisfaction for both parties.
- Data-Driven Strategies: Enables the implementation of data-driven strategies in educational institutions and recruitment agencies, fostering a more proactive and adaptive approach to the evolving demands of the job market..

8.2 DISADVANTAGES

- Data Privacy Concerns: Handling sensitive student and employer data may raise privacy and security concerns, necessitating stringent data protection measures and compliance with privacy regulations.
- Initial Implementation Costs: Setting up the analytics tools and training staff can incur significant initial investment, requiring careful budget allocation and resource management.
- Technological Dependency: Relying heavily on technology for decision-making may lead to a potential overreliance on automated processes, potentially overshadowing human judgment and intuition in the placement process.
- Skill Set Limitations: Depending solely on data-driven insights may overlook the holistic evaluation of students' interpersonal skills, creativity, and other qualitative attributes, potentially limiting the accuracy of the match between candidates and job requirements.
- User Resistance: Staff and users may initially resist the adoption of new technologies, necessitating thorough training and change management strategies to ensure smooth integration and effective utilization of the analytics tools.

CONCLUSION

CHAPTER 9

CONCLUSION

In conclusion, the implementation of analytics tools for placement holds the promise of significantly improving the efficiency and efficacy of the placement process in educational institutions and recruitment agencies. By leveraging comprehensive data analysis, these tools can facilitate informed decision-making, leading to enhanced student-employer matches and a better understanding of evolving job market demands. While the benefits are substantial, it is crucial to address potential concerns such as data privacy, initial implementation costs, and the need for a balanced approach to technology and human judgment. With careful consideration of these factors, the integration of analytics tools has the potential to revolutionize the placement process, fostering a more seamless and effective transition for students into the workforce and contributing to the overall advancement of the educational and recruitment landscapes.

FUTURE SCOPE

CHAPTER 10

FUTURE SCOPE

In the future, analytics tools for placement are poised to advance significantly. This includes the integration of predictive analytics for forecasting job market trends, the incorporation of AI algorithms for improved matching, and the use of blockchain for secure data management. Additionally, the implementation of AR applications for practical skill development and the establishment of continuous learning feedback loops between institutions and employers will play a crucial role in enhancing the effectiveness and relevance of these tools in the evolving placement landscape.

APPENDIX

CHAPTER 11

APPENDIX

A.1 SOURCE CODE

index.html

```
<!DOCTYPE html>
<html lang="en">
<head>
   <meta charset="UTF-8">
   <meta name="viewport" content="width=device-width, initial-scale=1.0">
   <title>Naan Mudhalvan</title>
   <link rel="stylesheet" href="style.css">
</head>
<body>
   <div class="nav-top">
      <div class="nav-top-logo">
         <img src="images/logo1.png" width="150px" height="90px">
      </div>
      <div class="nav-top-list">
         <ul>
            <li class="list"><a href="C:\Users\Admin\Documents\Placement\index.html">Home</a></li>
            <li class="list"><a href="C:\Users\Admin\Documents\Placement\about.html">About</a></li>
            <li class="list"><a href="C:\Users\Admin\Documents\Placement\services.html">Service</a></li>

            <li class="list"><a href="C:\Users\Admin\Documents\Placement\contact.html">Contact Us</a></li>
         </ul>
         <div class="dropdown">
            <button onclick="myFunction()"
```

```
class="dropbtn">Analysis</button>
            <div id="myDropdown" class="dropdown-content">
              <a
href="C:\Users\Admin\Documents\Placement\ds.html"
target="_blank">Dashboard</a>
              <a href="C:\Users\Admin\Documents\Placement\re.html"
target="_blank">Report</a>
              <a  href="C:\Users\Admin\Documents\Placement\st.html"
target="_blank">Story</a>
            </div>
          </div>
        </div>
    </div>
    <div class="body">
        <div class="body-main">
            <div class="body-1">
                <p class="p1">Your journey through college leads to a
path of opportunities.</p>
                <p class="p2">College placements bridge the gap between
education and the real world, offering students a chance to apply
their knowledge in a professional setting. They are a vital stepping
stone towards fulfilling career aspirations and realizing one's
potential."</p>
                <div class="body-button">
                    <a href=""> <button>Know More</button></a>
                </div>
            </div>
            <div class="body-2">
                <img src="images/img3.png" width="650" height="500">
            </div>
        </div>

    </div>
    <script>
        /* When the user clicks on the button,
        toggle between hiding and showing the dropdown content */
        function myFunction() {

document.getElementById("myDropdown").classList.toggle("show"
);
        }

        // Close the dropdown if the user clicks outside of it
```

```
        window.onclick = function(event) {
          if (!event.target.matches('.dropbtn')) {
            var dropdowns =
      document.getElementsByClassName("dropdown-content");
            var i;
            for (i = 0; i < dropdowns.length; i++) {
              var openDropdown = dropdowns[i];
              if (openDropdown.classList.contains('show')) {
                openDropdown.classList.remove('show');
              }
            }
          }
        }
        </script>

    </body>
    </html>
```

style.css

```
    *{
        margin: 0;
        padding: 0%;
        font-family: sans-serif;
    }
    .nav-top{
        display: flex;
        justify-content: space-between;
        box-shadow: 0 4px 20px gray;
        position: fixed;
        top: 0;
        background-color: white;
        left: 0;
        width: 100%;
        z-index: 100;
```

```
}
.nav-top-list{
    display: flex;
    justify-content: center;
    align-items: center;
    margin-right: 60px;
}
.body{
    background-color: rgba(237, 237, 237, 0.649);
    padding: 100px 60px 0 60px;
}
.body-main{
    display: flex;
    gap: 40px;
    margin-top: 100px;
}
.body-1{
    width: 50%;
}
.body-2{
    width: auto;

}
.body-1 .p1{
    font-size: 40px;
    line-height: 60px;
    color: rgb(12, 108, 123);
    text-shadow:  1px 2px 3px rgb(80, 97, 99);
    margin-bottom: 40px;
```

```
    margin-top: 80px;
}
.body-1 .p2{
    font-size: 16px;
    letter-spacing: 1px;
    line-height: 25px;
}
.body-button{
    margin-top: 30px;
}
.body-button a{
    text-decoration: none;
    color: black;
    font-size: 18px;
}
```

A.2 SCREENSHOTS

A.2.1 WEB PAGE SCREENSHOTS

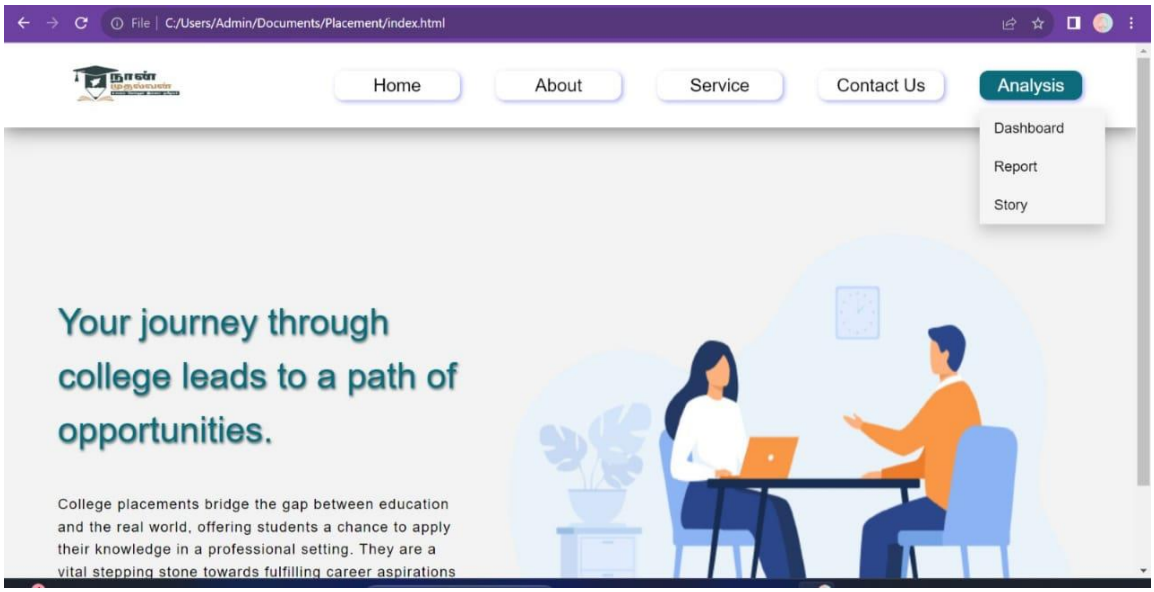

Fig A.2.1.1 HOME PAGE FOR WEBSITE

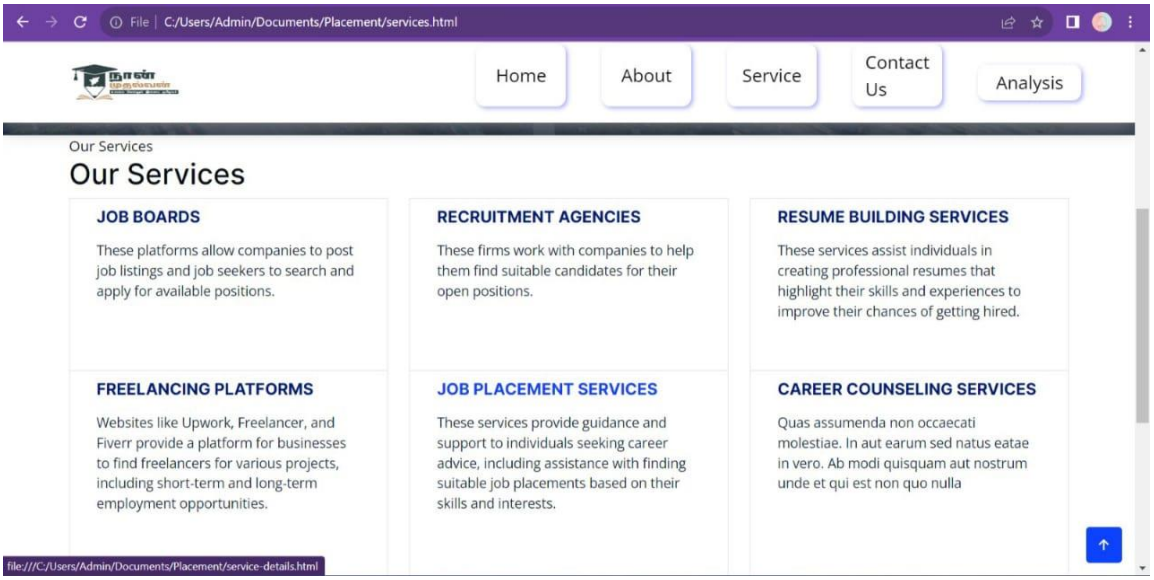

Fig A.2.2.2 PROVIDED SERVICE PAGE

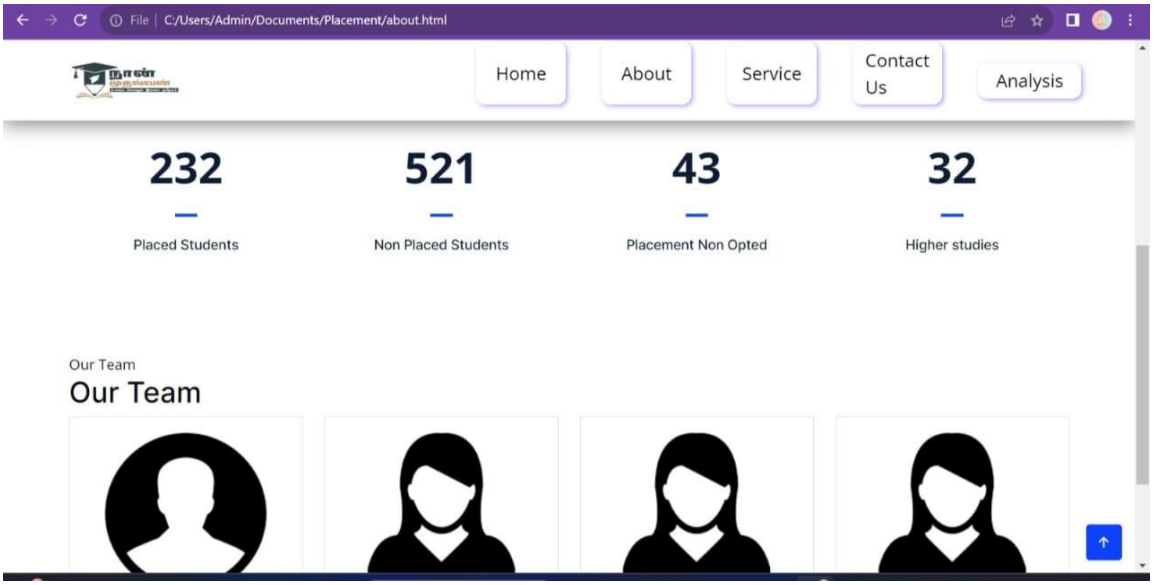

Fig A.2.2.2 ABOUT PAGE

A.2.2 DASHBOARD

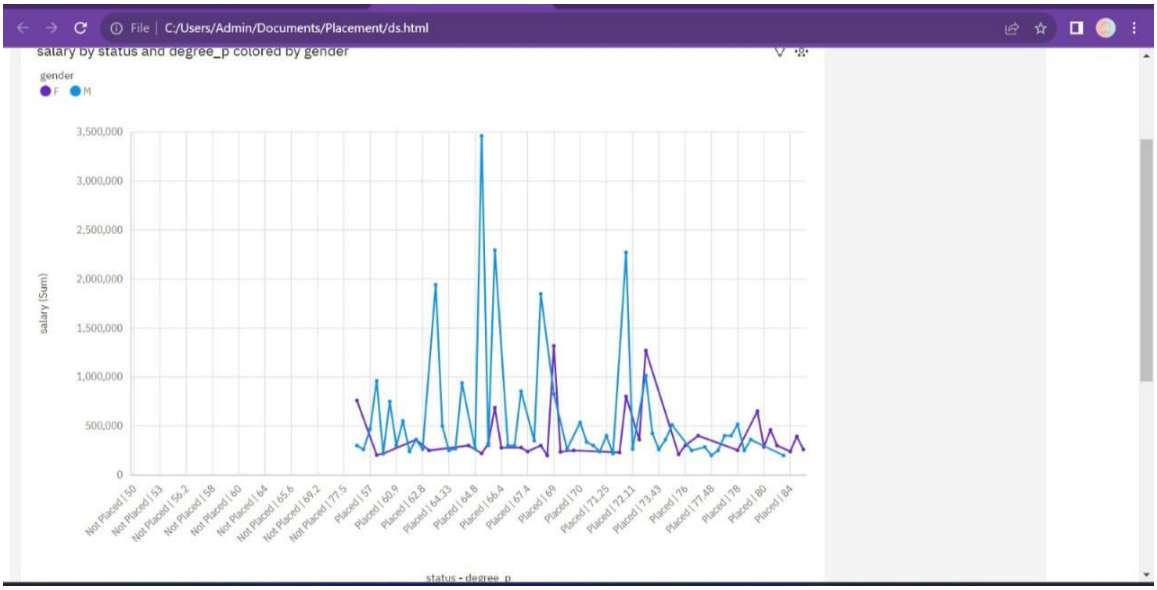

Fig A.2.2.1 NO. SALARY AND STATUS

A.2.3 REPORT

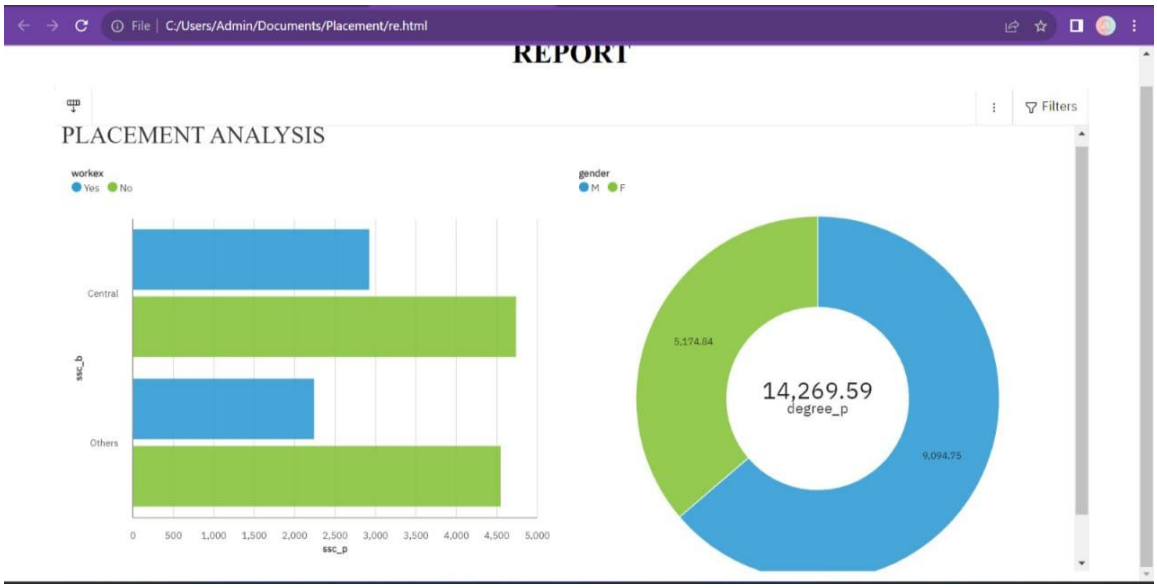

Fig A.2.3.1 WORKERS ANALYSIS BASED ON GENDER

A.2.4 STORY

Fig A.2.4.1 ANALYTICS TOOL FOR FOR PLACEMENT

GITHUB & PROJECT DEMO LINK

GITHUB LINK:

https://github.com/VINISH29/Naan-Mudhalvan-Data-Analysis-NM2023TMID01801

PROJECT DEMO LINK:

https://drive.google.com/file/d/141bkSUTyR82m4w9R1_wdSfh5A9WEWwue/view?usp=drivesdk

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