



Government of Tamil Nadu

Naan Muthalvan - Project-Based Experiential Learning

Identifying Patterns And Trends In Campus Placement Data Using Machine Learning

Submitted by

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M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

(Affiliated To Mother Teresa Women's University, Kodaikanal)

Reaccredited with "A" Grade by NAAC

DINDIGUL-624001.

APRIL-2023

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PG & RESEARCH DEPARTMENT OF COMPUTER SCIENCE
BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled "Identifying Patterns And Trends In Campus Placement Data using Machine Learning" done by **Ms.V.MENAKA-(20326ER056), Ms.J.NITHYASRI-(20326ER057), Ms.K.NITHYASRI-(20326ER058), and Ms.S.PRIYA-(20326ER059)**. This is submitted in partial fulfillment for the award of the degree of **Bachelor of Science in Computer Science in M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL** during the period of December 2022 to April 2023.

Project Mentor(s)

Head of the Department

Submitted for viva-voce Examination held on 11.04.2023

**IDENTIFYING PATTERNS AND TRENDS IN CAMPUS PLACEMENT
DATA USING MACHINE LEARNING.**

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1.INTRODUCTION:

1.1 Overview:

Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry-level positions. College recruiting is typically a tactic for medium- to large-sized companies with high-volume 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 in India.

Where it has various factors on candidates getting hired such as work experience, exam percentage etc., Finally it contains the status of recruitment and remuneration details. We will be using algorithms such as KNN, SVM and ANN.

We will train and test the data with these algorithms. From this the best model is selected and saved in .pkl format. We will be doing flask integration and IBM deployment.

1.2 Purpose:

Identifying patterns and trends in campus placement data using machine learning is a technique that involves the use of advanced analytical algorithms and statistical models to analyze and interpret the data related to campus placement.

This technique is useful for identifying the patterns and trends in the data, which can provide valuable insights into the factors that influence the placement of students in various companies.

Machine learning algorithm can be used to analyze the data related to students academic performance, their technical skills, and their performance in interviews.

These algorithms can also be used to identify the correlation between various factors and the success rate of students in securing placements.

The identification of patterns and trends in campus placement data can be highly beneficial for students, placement officers, and academic institutions.

2.PROBLEM DEFINITION & Design Thinking:

2.1 Empathy Map

Empathy for Identifying Patterns and Trends in Campus Placement Data using Machine Learning

Empathy in this case can refer to the ability of the machine learning algorithm to understand the context and nuances of the data it is analyzing. This includes understanding the factors that may impact the placement of students, such as their academic performance, background, and the current job market.

To develop empathy in a machine learning algorithm, it is important to train the model on a diverse set of data that includes a wide range of backgrounds and experiences. This will help the algorithm to identify patterns and trends that may not be immediately obvious, and to recognize the impact of different factors on placement outcomes.

In addition to training the algorithm on diverse data, it is also important to include feedback mechanisms that allow the algorithm to learn from its mistakes and adjust its approach over time. This can help the algorithm to continually refine its understanding of the data and improve its ability to identify meaningful patterns and trends.



Empathy map canvas

Empathy map canvas For Identifying
patterns and trends in campus
placement Data

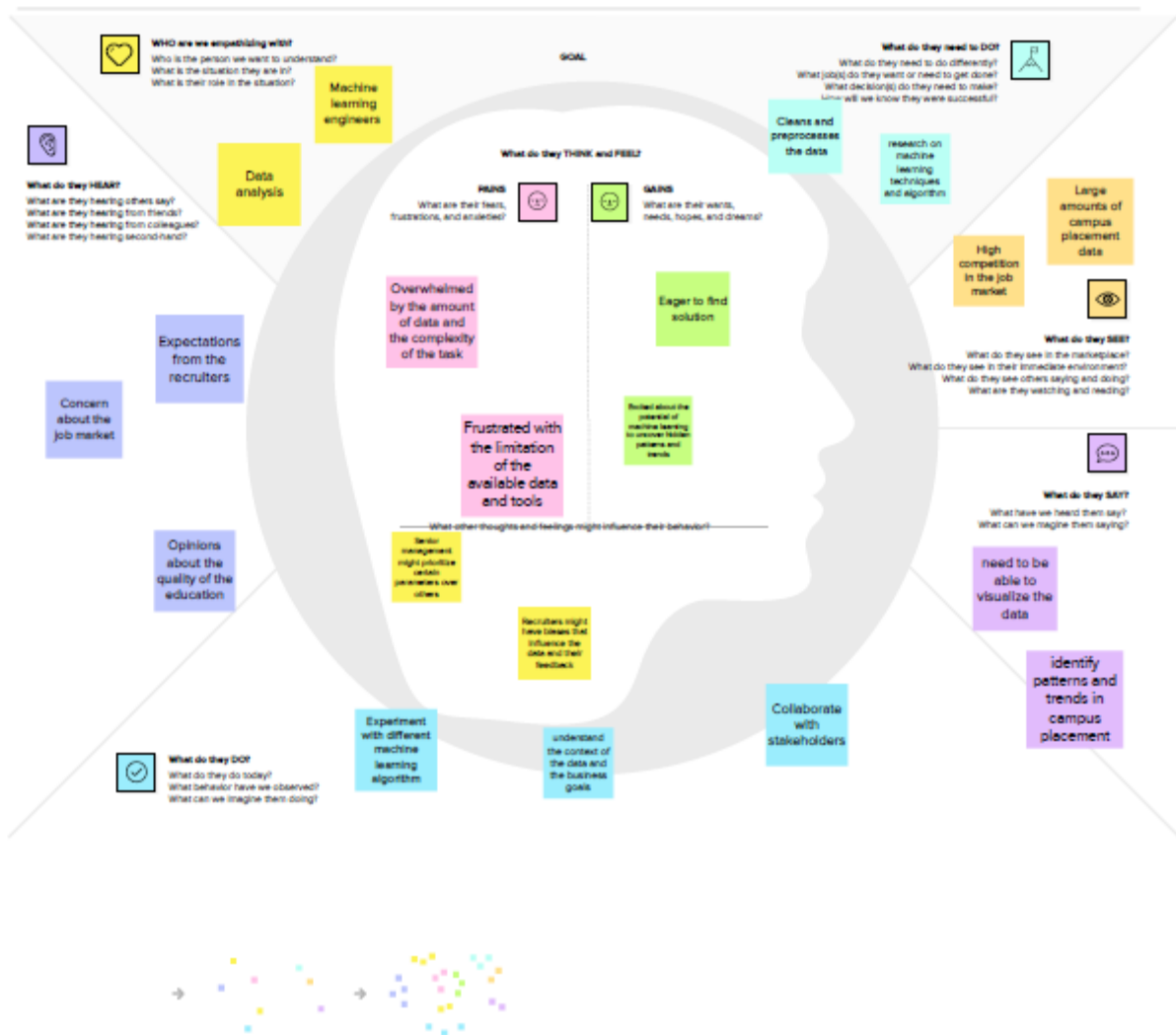
Originally created by Dave Gray at





Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



2.2 Ideation & Brainstorming Map

Brainstorm Map for Identifying Patterns and Trends in Campus Placement Data using Machine Learning

Here is a brainstorm map that outlines some possible strategies for identifying patterns and trends in campus placement data using machine learning:

Data preprocessing: Clean and normalize the data by removing duplicates, handling missing values, and transforming variables to be consistent across the dataset.

Feature selection: Identify the most important features that impact placement outcomes, such as academic performance, background, and job market trends.

Dimensionality reduction: Reduce the dimensionality of the data by using techniques such as principal component analysis (PCA) or t-distributed stochastic neighbor embedding (t-SNE) to visualize the data in a lower-dimensional space.

Algorithm selection: Select the most appropriate machine learning algorithm for the task at hand, such as decision trees, random forests, or neural networks.

Model training: Train the model on a diverse set of data that includes a wide range of backgrounds and experiences, and use techniques such as cross-validation to ensure that the model is generalizable to new data.

Model evaluation: Evaluate the performance of the model using metrics such as accuracy, precision, recall, and F1 score, and use techniques such as confusion matrices and ROC curves to visualize the results.

Interpretation: Interpret the results of the model by analyzing the most important features and identifying the key factors that impact placement outcomes.

Visualization: Visualize the results of the model using techniques such as heatmaps, scatter plots, and bar charts to identify patterns and trends in the data.



Brainstorm & idea prioritization

Identifying Patterns and Trends in
Campus placement Data using
Machine learning

- 🕒 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 3-6 people recommended



[Share template feedback](#)



Before collaborate

The main objective of campus placement is to identify the talented and qualified student before they complete the education.

⌚ 10 minutes

A

Team gathering

Totally Four Participation are there in session. We invite members through mural link and gathered in this session.

B

Set the goal

The main objective of campus placement is to identify the talented and qualified student before they complete the education.

C

Learn how to use the facilitation tools

Facilitation tools can be very helpful for guiding discussions, brainstorming sessions, or decision-making processes.

Open article



1

problem statement

1)The Main objective of Campus placement is to identify the talented and qualified student before they complete the education.

5 minutes

2)This Project is used to Career opportunities for student in reputed corporate companies.

3)Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry level position.

4)Campus recruitment often involves working with university career services centers and attending career fairs to meet in person with college students and recent graduates.

5)This Prediction uses a Machine learning algorithm to gives the result.

2

Brainstorm

Here some ideas

🕒 10 minutes

Person 1

KNN algorithm is used.	High Performance CPU is used.
Dataset is needed.	Visualization techniques is used.

Person 2

ANN algorithm is used.	16GB or more of RAM is needed.
Libraries are imported.	Python language is used.

Person 3

SVM algorithm is used.	need to use tools like Pandas.
Building Html Pages is used.	COLAB is used to collaborate on a single notebook.

Person 4

Machine learning algorithm is used.	Internet is needed.
Web Framework is used.	operating system is required.

3

Group ideas

- 1) Operating system is required.
- 2) COLAB is used to collaborate on a single notebook.
- 3) Machine learning algorithm is used.
- 4) Dataset is needed.
- ⌚ 20 minutes
- 5) KNN, ANN, SVM algorithm is used.

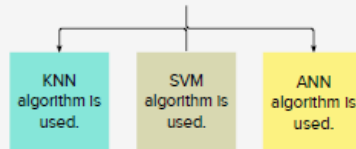
operating
system is
required.

COLAB is
used to
collaborate on
a single
notebook.

Machine
learning
algorithm is
used.

Dataset is
needed.

Algorithms
used

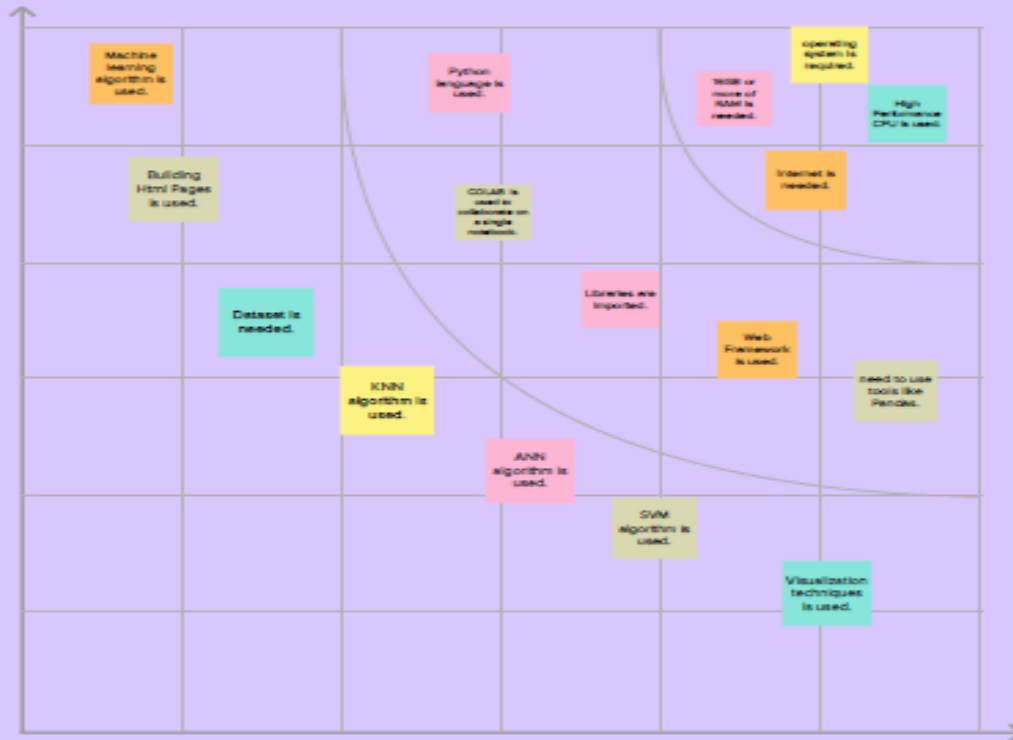


4

Prioritize

Prioritize the Ideas

20 minutes





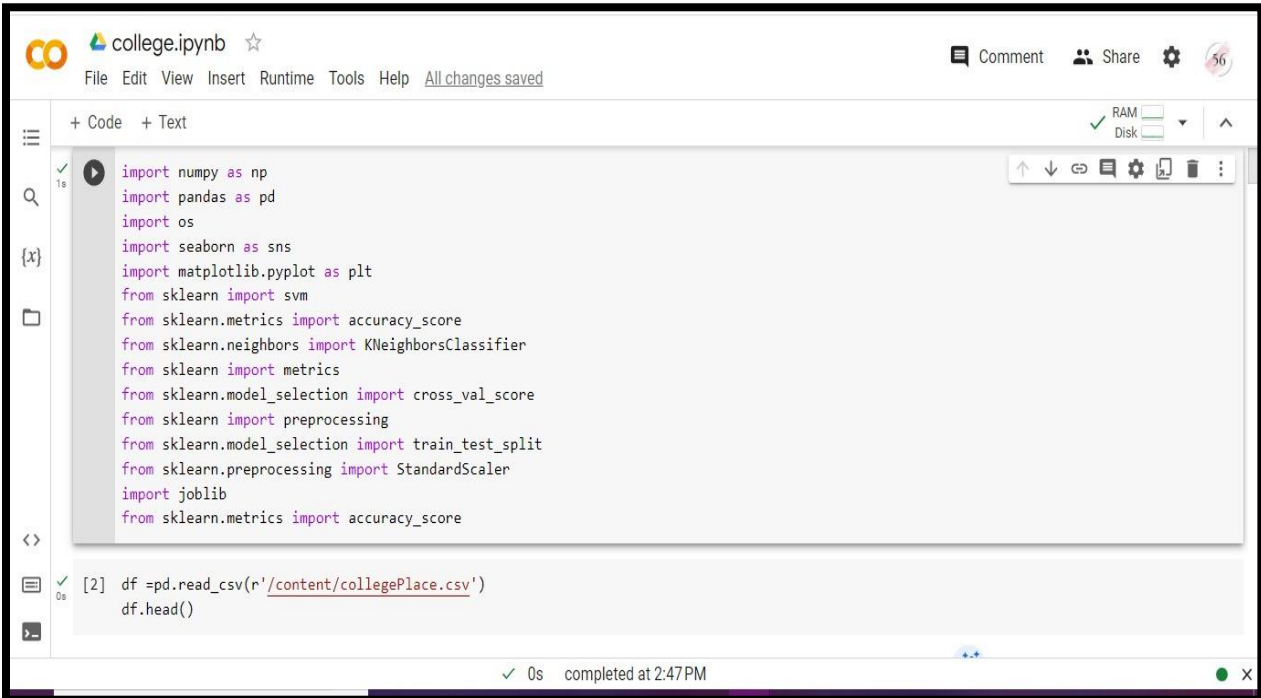
After collaborate

We can export the mural as pdf to share .It is helpful to getting information.

3.Screen Layout:

Data collection & Preparation:

Importing the libraries



The screenshot shows a Jupyter Notebook interface with the title 'college.ipynb'. The top menu bar includes 'File', 'Edit', 'View', 'Insert', 'Runtime', 'Tools', and 'Help'. On the right, there are buttons for 'Comment', 'Share', and a settings icon. Below the menu bar, there are tabs for '+ Code' and '+ Text'. The main code area contains two cells. The first cell, labeled '1s', contains a block of import statements for various Python libraries. The second cell, labeled '[2]', contains a single line of code to read a CSV file and display its head. The status bar at the bottom indicates '0s' and 'completed at 2:47 PM'.

```
import numpy as np
import pandas as pd
import os
import seaborn as sns
import matplotlib.pyplot as plt
from sklearn import svm
from sklearn.metrics import accuracy_score
from sklearn.neighbors import KNeighborsClassifier
from sklearn import metrics
from sklearn.model_selection import cross_val_score
from sklearn import preprocessing
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
import joblib
from sklearn.metrics import accuracy_score

[2] df = pd.read_csv(r'/content/collegePlace.csv')
df.head()
```

Read the Dataset:

The screenshot shows a Jupyter Notebook titled 'college.ipynb'. The first code cell contains the following Python code:

```
df = pd.read_csv(r'/content/collegePlace.csv')
df.head()
```

The output of the first cell is a preview of the first five rows of the dataset:

	Age	Gender	Stream	Internships	CGPA	Hostel	HistoryOfBacklogs	PlacedOrNot
0	22	Male	Electronics And Communication	1	8	1	1	1
1	21	Female	Computer Science	0	7	1	1	1
2	22	Female	Information Technology	1	6	0	0	1
3	21	Male	Information Technology	0	8	0	1	1
4	22	Male	Mechanical	0	8	1	0	1

The second code cell contains the following Python code:

```
[3] df.info()
```

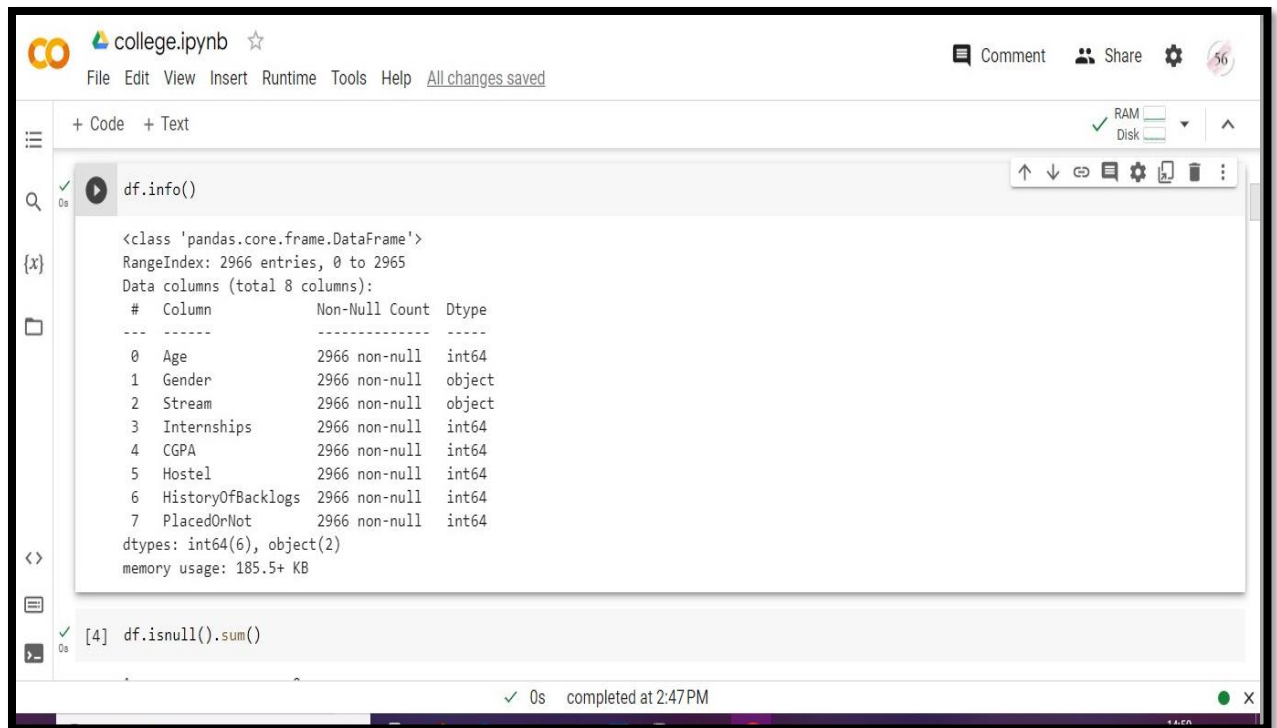
The output of the second cell is the following information:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2966 entries, 0 to 2965
Data columns (total 8 columns):
#   Column              Non-Null Count  Dtype
0  Age                  2966 non-null  int64
1  Gender               2966 non-null  object
2  Stream               2966 non-null  object
3  Internships          2966 non-null  int64
4  CGPA                 2966 non-null  float64
5  Hostel               2966 non-null  int64
6  HistoryOfBacklogs    2966 non-null  int64
7  PlacedOrNot          2966 non-null  int64
```

The status bar at the bottom indicates that the code was completed at 2:47 PM.

Data Preparation:

Handling missing value:



The screenshot shows a Jupyter Notebook window titled 'college.ipynb'. The interface includes a top menu bar with 'File', 'Edit', 'View', 'Insert', 'Runtime', 'Tools', and 'Help'. Below the menu is a toolbar with icons for running code, saving, and other functions. The main area displays two code cells. The first cell contains the command `df.info()`, and the second cell contains `[4] df.isnull().sum()`. The output of the first cell is visible, showing the DataFrame's structure and column dtypes.

```
df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2966 entries, 0 to 2965
Data columns (total 8 columns):
#   Column          Non-Null Count  Dtype
---  -
0   Age              2966 non-null   int64
1   Gender           2966 non-null   object
2   Stream           2966 non-null   object
3   Internships       2966 non-null   int64
4   CGPA             2966 non-null   int64
5   Hostel           2966 non-null   int64
6   HistoryOfBacklogs 2966 non-null   int64
7   PlacedOrNot       2966 non-null   int64
dtypes: int64(6), object(2)
memory usage: 185.5+ KB
```

```
[4] df.isnull().sum()
```

At the bottom of the notebook, a status bar indicates the execution completed at 2:47 PM.

college.ipynb

File Edit View Insert Runtime Tools Help All changes saved

Comment Share Settings 56

+ Code + Text

RAM Disk

[3]

0s

2	Gender	2966	non-null	object
3	Stream	2966	non-null	int64
4	Internships	2966	non-null	int64
5	CGPA	2966	non-null	int64
6	Hostel	2966	non-null	int64
7	HistoryOfBacklogs	2966	non-null	int64
8	PlacedOrNot	2966	non-null	int64

dtypes: int64(6), object(2)

memory usage: 185.5+ KB

df.isnull().sum()

0s

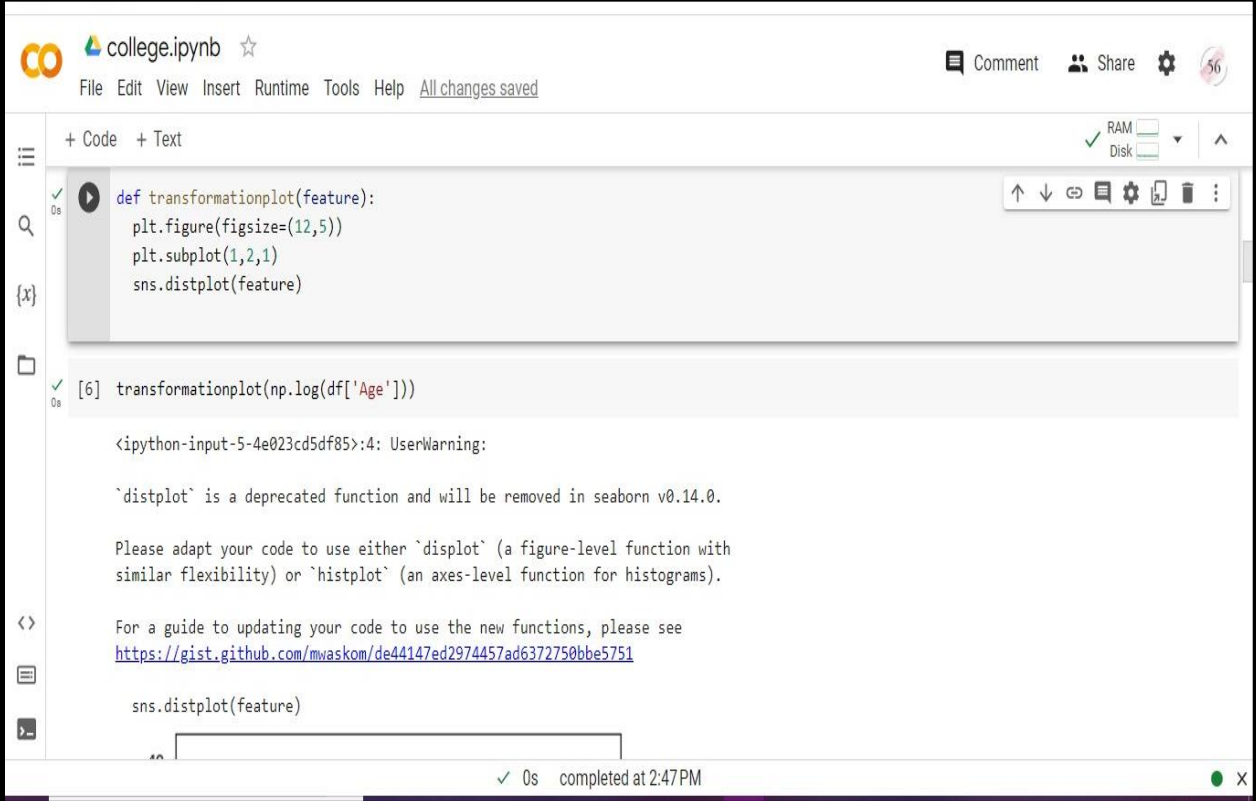
Age	0
Gender	0
Stream	0
Internships	0
CGPA	0
Hostel	0
HistoryOfBacklogs	0
PlacedOrNot	0

dtype: int64

completed at 2:47 PM

X

Handling Outliers:



The screenshot shows a Jupyter Notebook interface with the following elements:

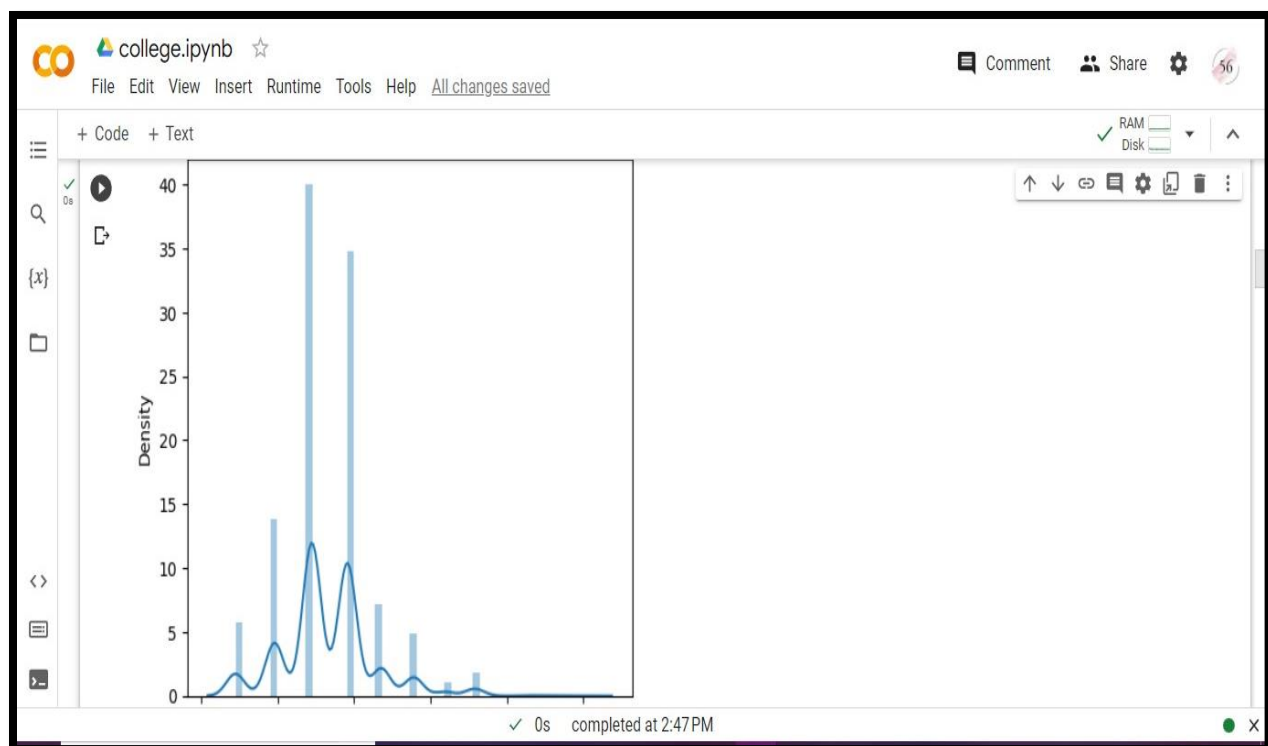
- Header:** "college.ipynb" with a star icon, and a menu bar with "File", "Edit", "View", "Insert", "Runtime", "Tools", and "Help". A status bar indicates "All changes saved".
- Left Sidebar:** Contains icons for a menu, search, a variable "{x}", a file explorer, and a console.
- Code Cell:**
 - Code:** A function definition:

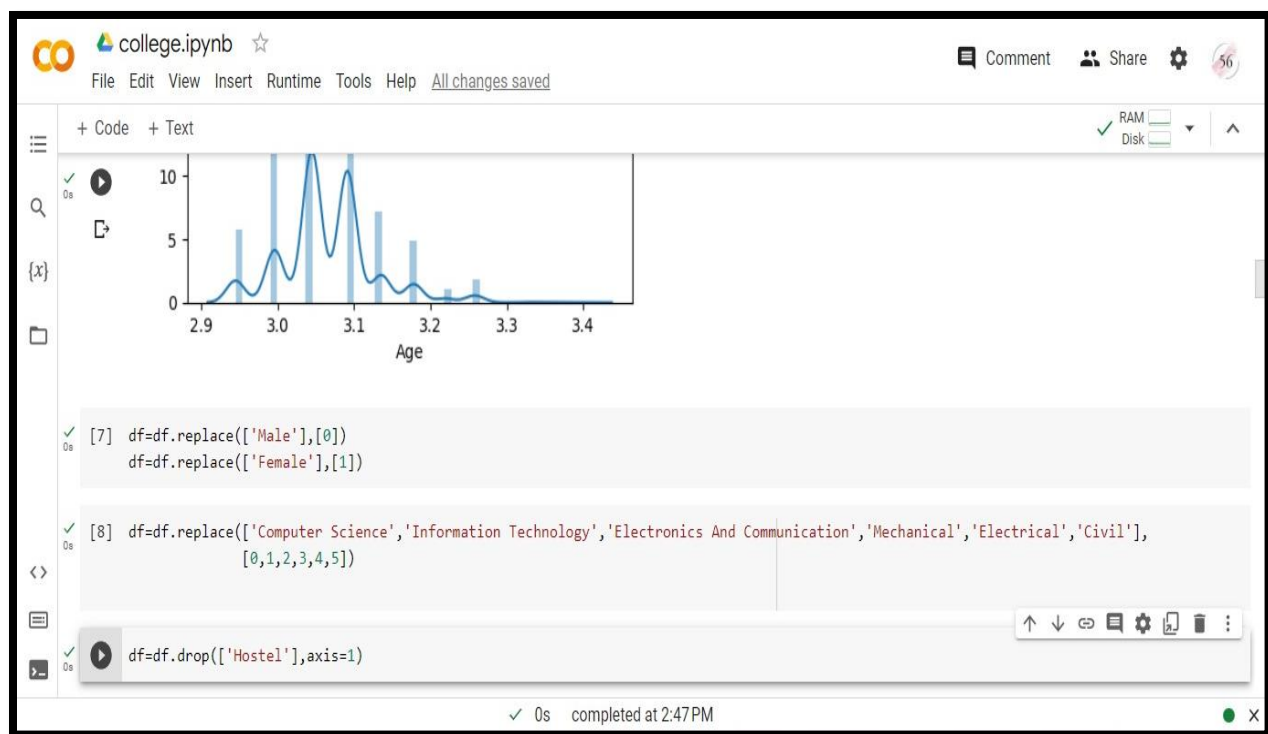
```
def transformationplot(feature):  
    plt.figure(figsize=(12,5))  
    plt.subplot(1,2,1)  
    sns.distplot(feature)
```
 - Output:** Cell [6] shows the function call:

```
transformationplot(np.log(df['Age']))
```

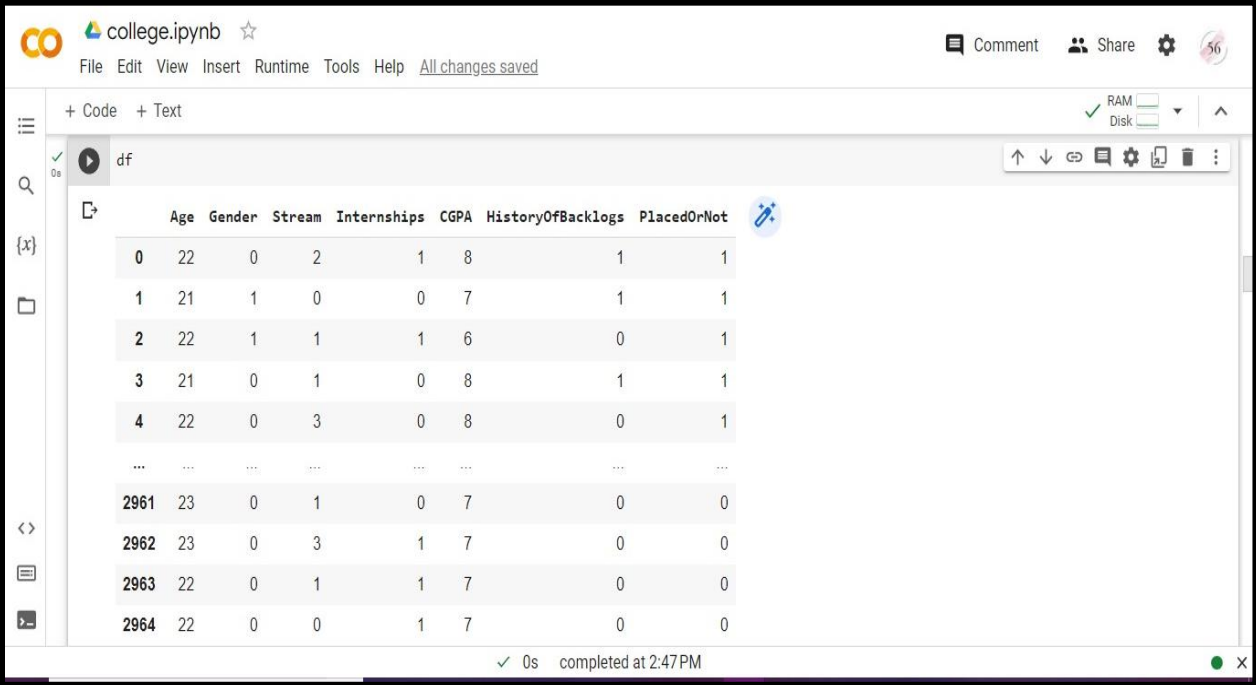
. Below it is a warning message:

```
<ipython-input-5-4e023cd5df85>:4: UserWarning:  
  
  `distplot` is a deprecated function and will be removed in seaborn v0.14.0.  
  
Please adapt your code to use either `displot` (a figure-level function with  
similar flexibility) or `histplot` (an axes-level function for histograms).  
  
For a guide to updating your code to use the new functions, please see  
https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751  
  
  sns.distplot(feature)
```
- Bottom Status Bar:** Shows "0s" and "completed at 2:47 PM".





Handling Categorical Values:



college.ipynb ☆

File Edit View Insert Runtime Tools Help [All changes saved](#)

+ Code + Text

RAM 0s Disk

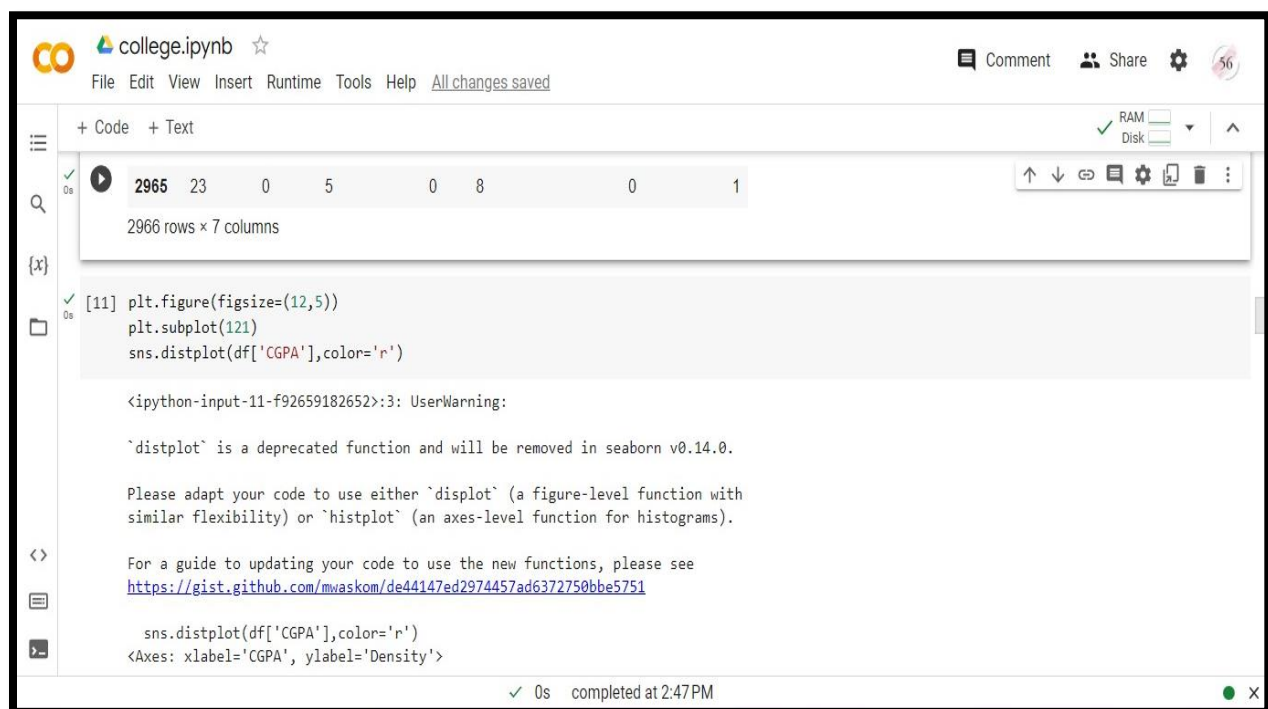
df

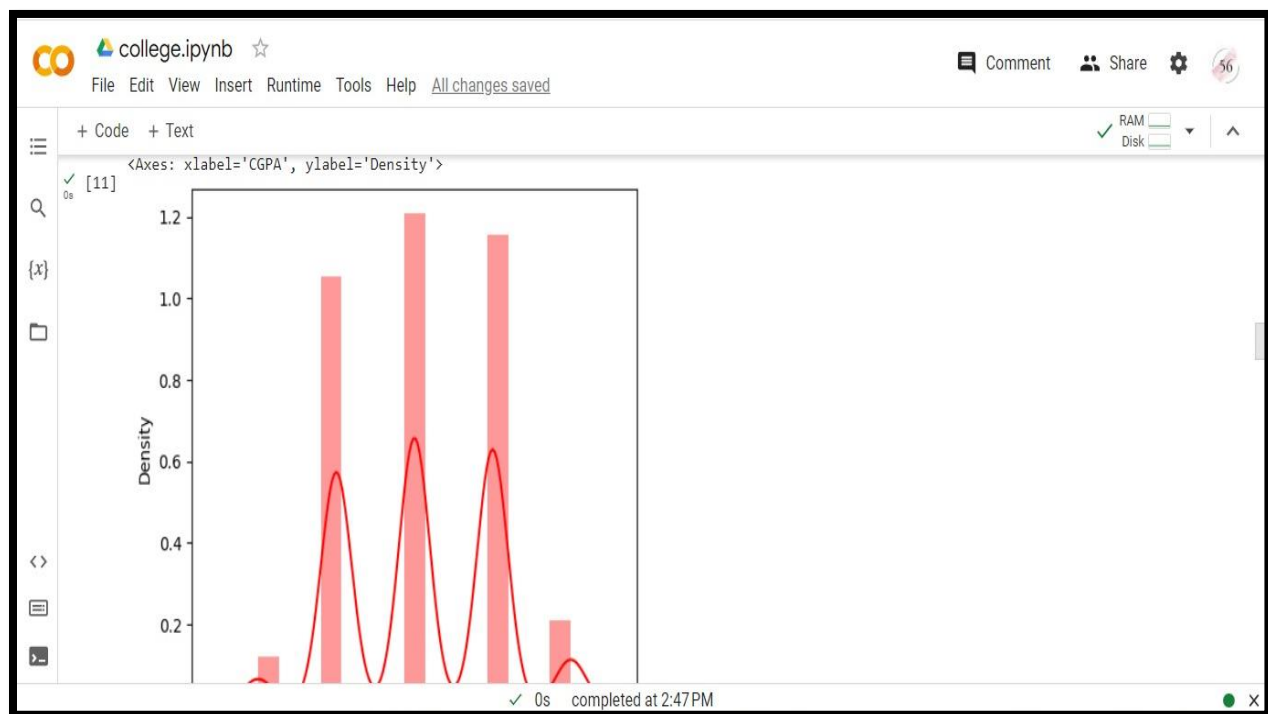
	Age	Gender	Stream	Internships	CGPA	HistoryOfBacklogs	PlacedOrNot
0	22	0	2	1	8	1	1
1	21	1	0	0	7	1	1
2	22	1	1	1	6	0	1
3	21	0	1	0	8	1	1
4	22	0	3	0	8	0	1
...
2961	23	0	1	0	7	0	0
2962	23	0	3	1	7	0	0
2963	22	0	1	1	7	0	0
2964	22	0	0	1	7	0	0

0s completed at 2:47 PM

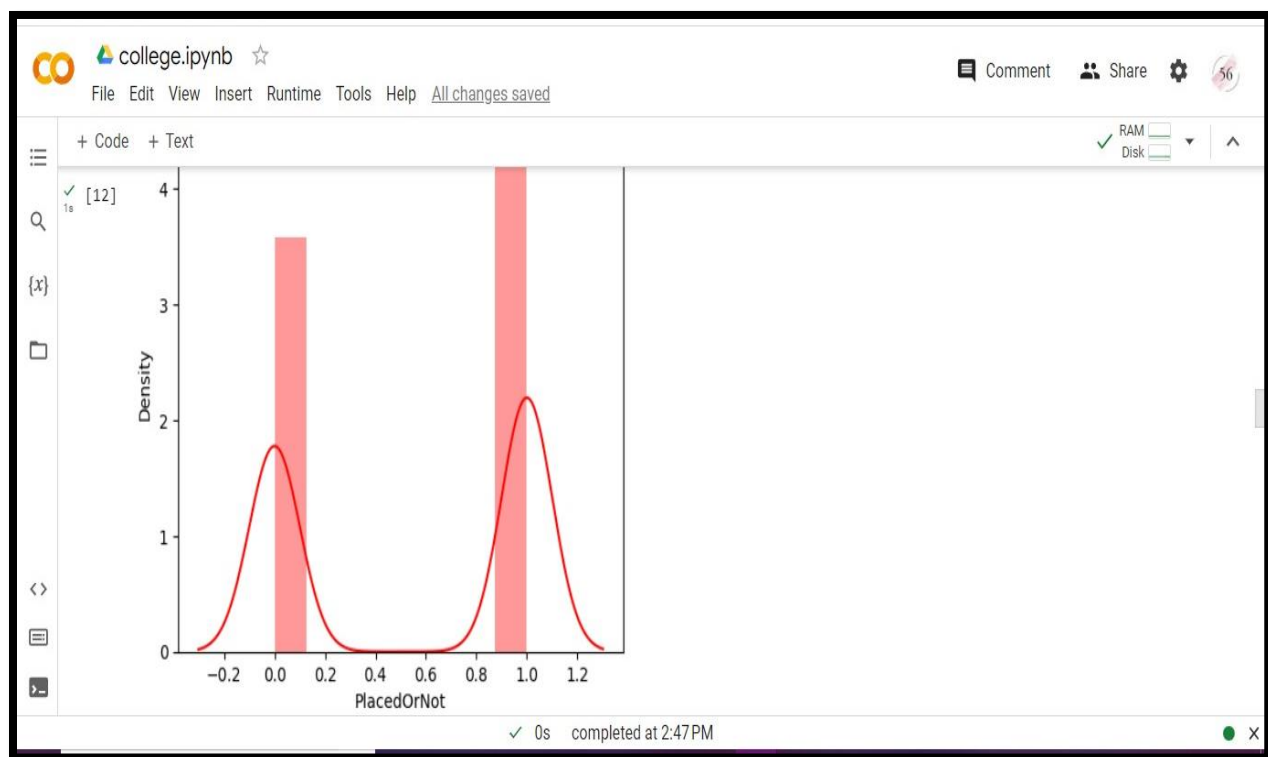
Exploratory Data Analysis:

Univariate analysis:

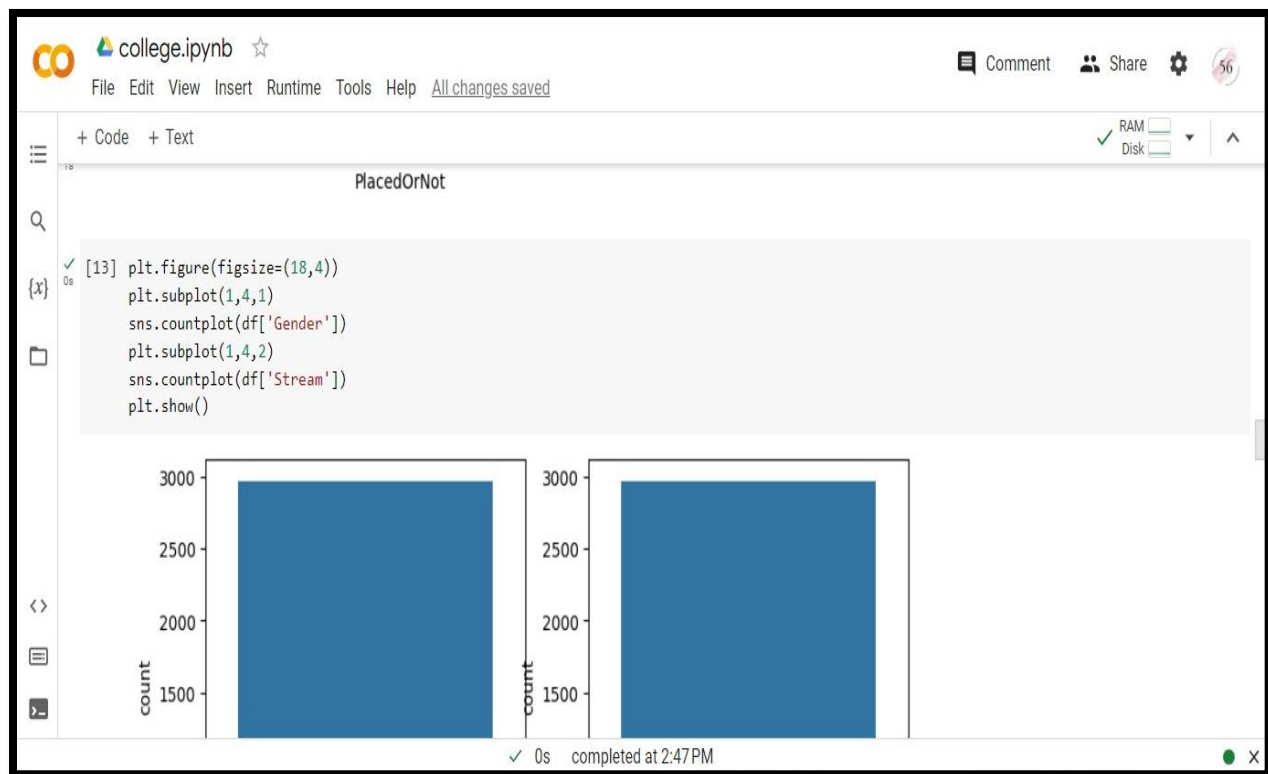


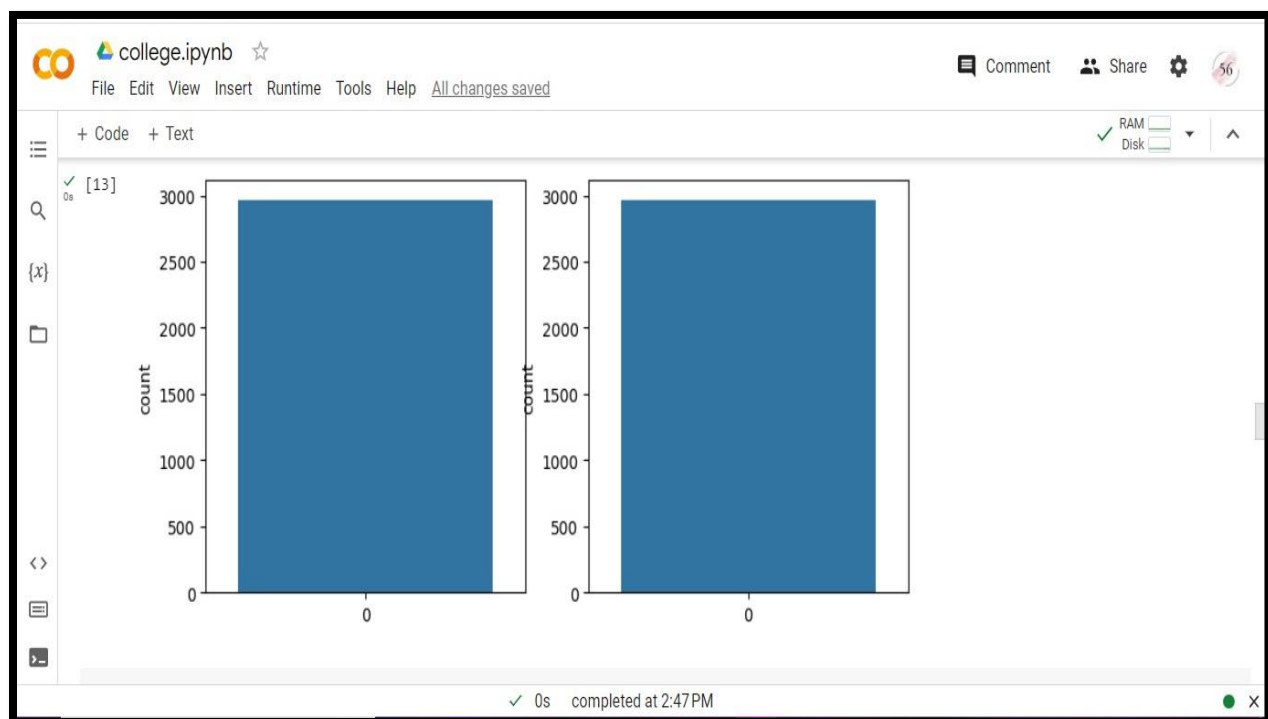






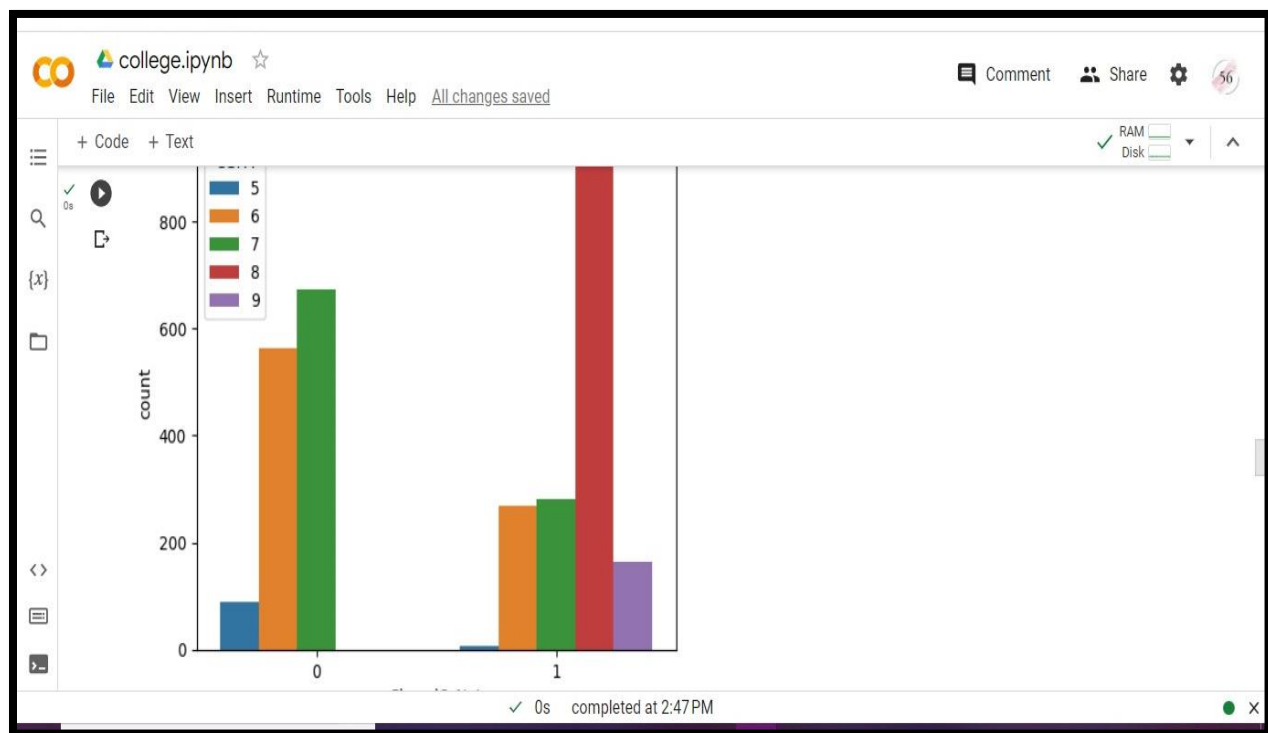
Bivariate analysis:

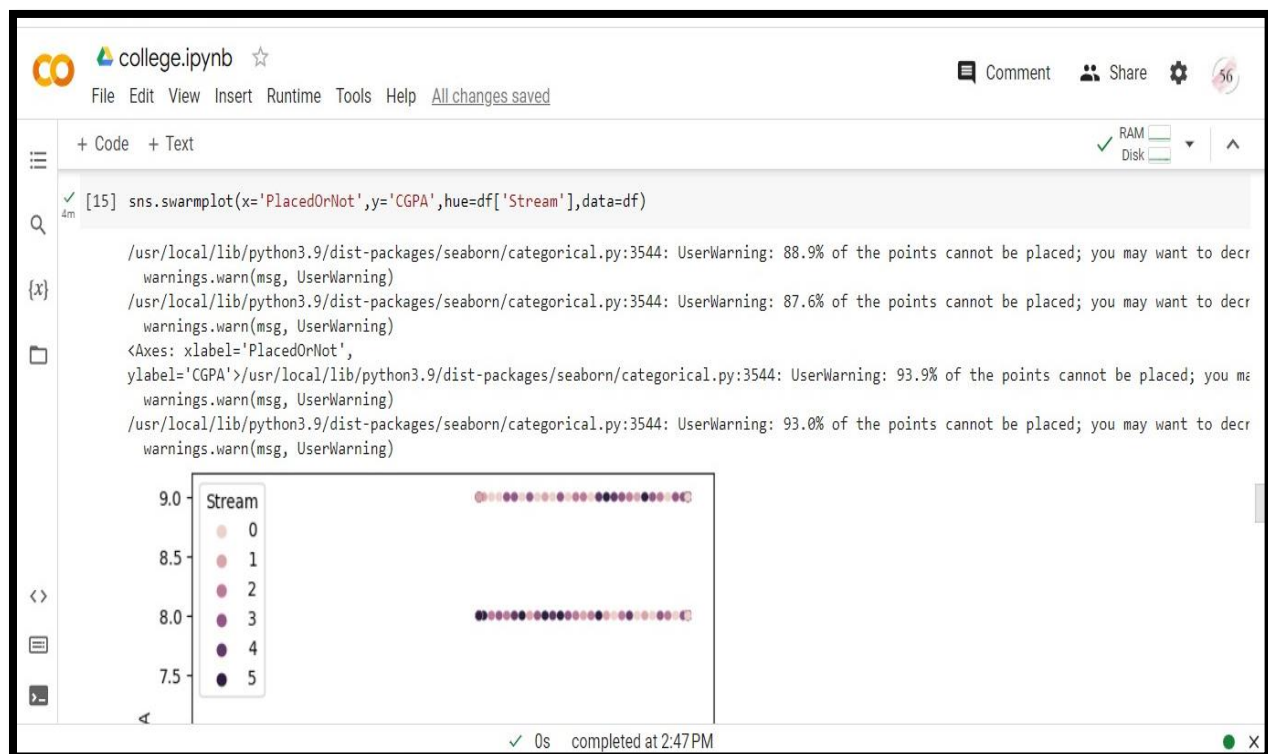


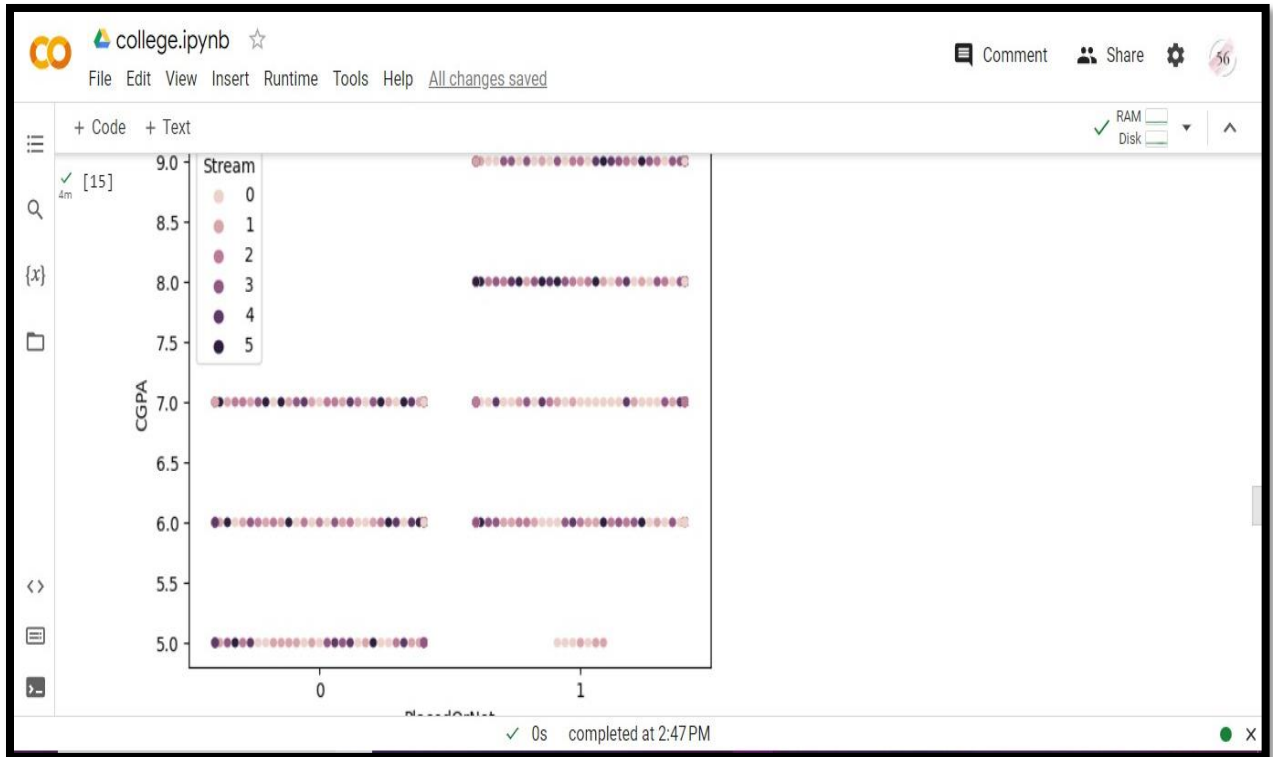


Multivariate analysis:

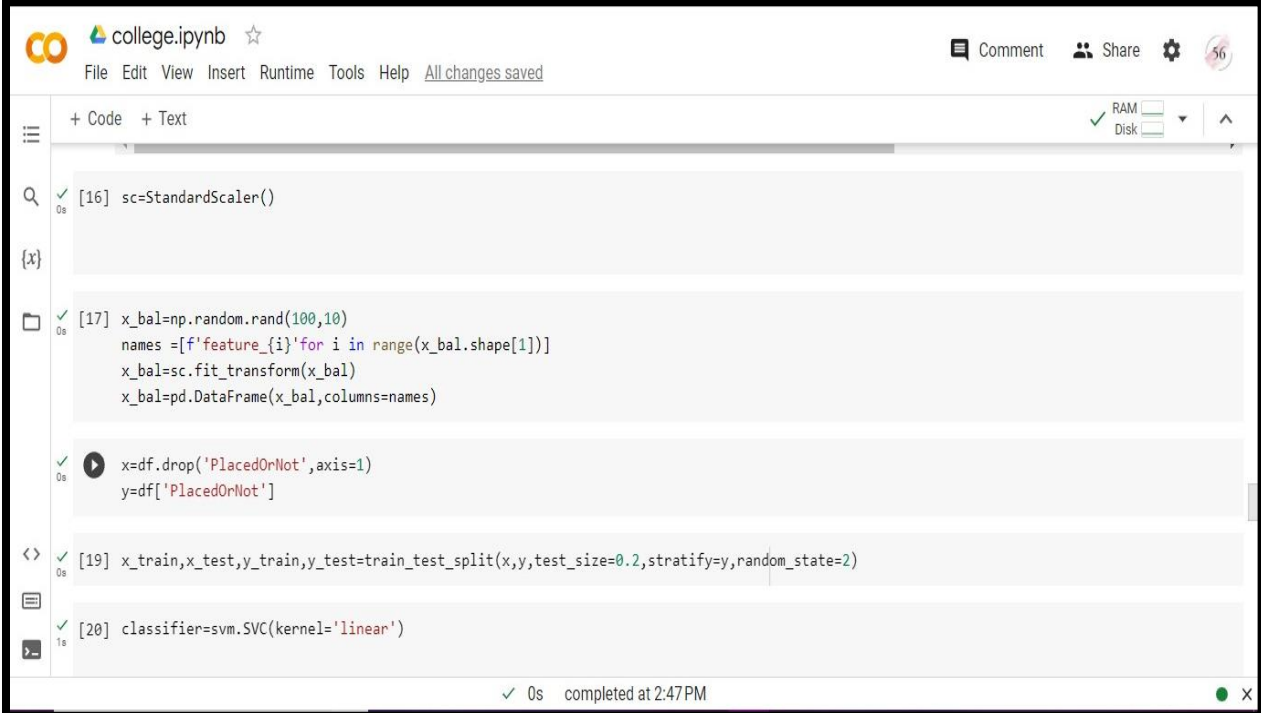








Scaling the data:



The screenshot shows a Jupyter Notebook interface with the following elements:

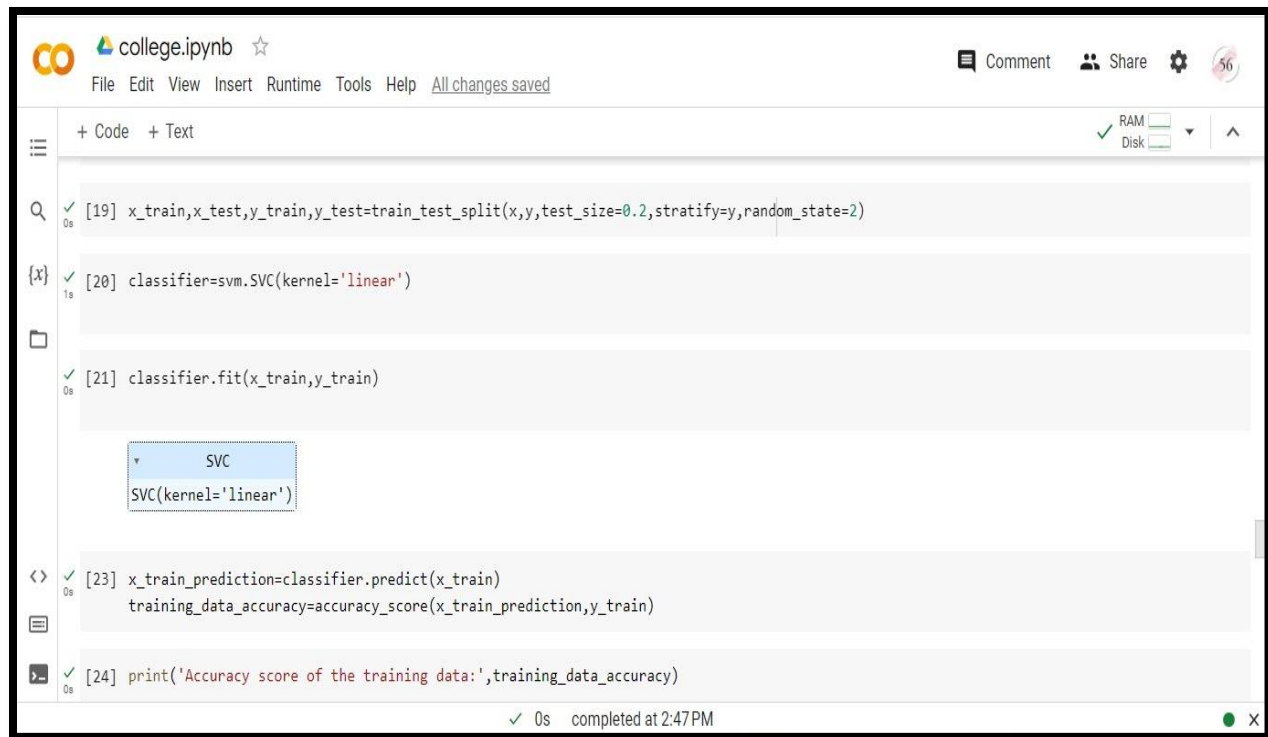
- Header:** "college.ipynb" with a star icon, and a menu bar with "File", "Edit", "View", "Insert", "Runtime", "Tools", "Help", and "All changes saved".
- Toolbar:** Includes icons for "Comment", "Share", "Settings", and a "56" badge. It also shows "RAM" and "Disk" usage indicators.
- Code Cells:**
 - Cell [16]: `sc=StandardScaler()`
 - Cell [17]:

```
x_bal=np.random.rand(100,10)
names =[f'feature_{i}' for i in range(x_bal.shape[1])]
x_bal=sc.fit_transform(x_bal)
x_bal=pd.DataFrame(x_bal,columns=names)
```
 - Cell [18]:

```
x=df.drop('PlacedOrNot',axis=1)
y=df['PlacedOrNot']
```
 - Cell [19]: `x_train,x_test,y_train,y_test=train_test_split(x,y,test_size=0.2,stratify=y,random_state=2)`
 - Cell [20]: `classifier=svm.SVC(kernel='linear')`
- Status Bar:** Shows "0s" and "completed at 2:47 PM".

Model Building:

SVM model:



The screenshot shows a Jupyter Notebook titled 'college.ipynb' with a menu bar (File, Edit, View, Insert, Runtime, Tools, Help) and a status bar ('All changes saved'). The notebook contains five code cells, each with a green checkmark and a '0s' execution time. The first cell imports `train_test_split` from `sklearn.model_selection`. The second cell imports `SVC` from `sklearn.svm`. The third cell imports `accuracy_score` from `sklearn.metrics`. The fourth cell creates an `SVC` object with `kernel='linear'`. The fifth cell prints the accuracy score of the training data. A variable inspector on the left shows the `classifier` variable pointing to an `SVC(kernel='linear')` object. The status bar at the bottom indicates 'completed at 2:47 PM'.

```
[19] x_train,x_test,y_train,y_test=train_test_split(x,y,test_size=0.2,stratify=y,random_state=2)

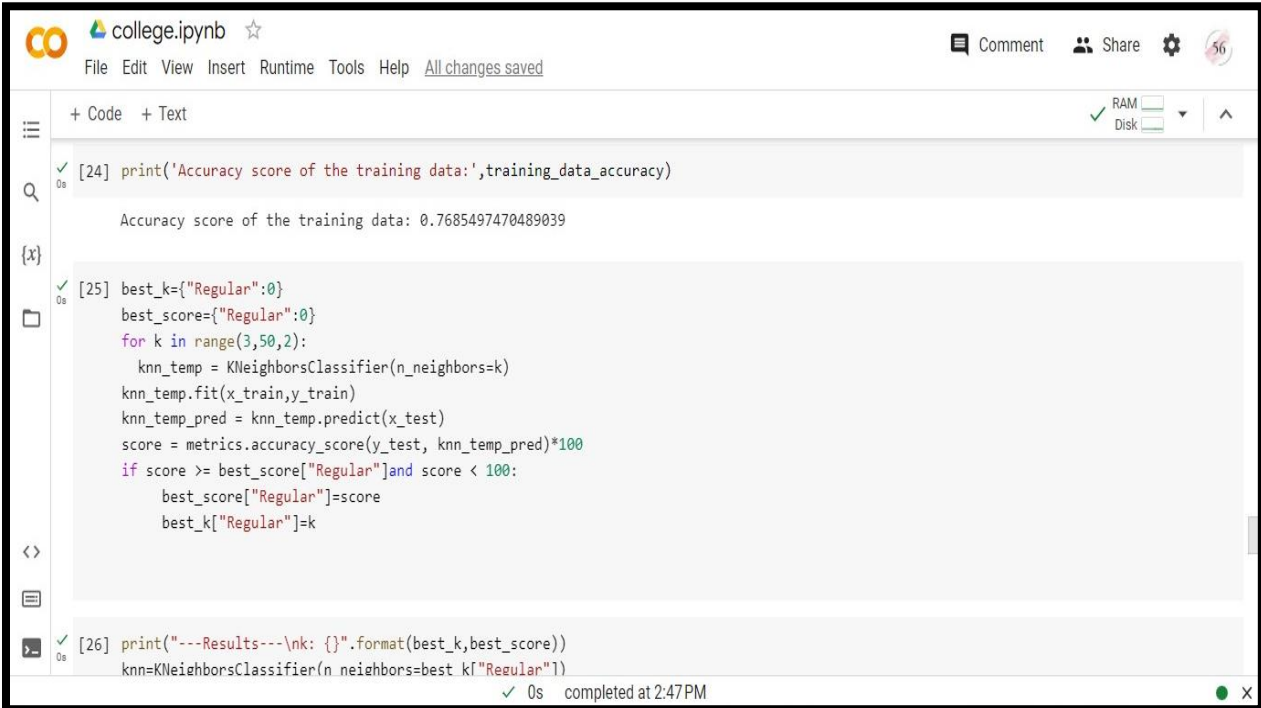
[20] classifier=svm.SVC(kernel='linear')

[21] classifier.fit(x_train,y_train)

[23] x_train_prediction=classifier.predict(x_train)
     training_data_accuracy=accuracy_score(x_train_prediction,y_train)

[24] print('Accuracy score of the training data:',training_data_accuracy)
```

KNN model:



The screenshot displays a Jupyter Notebook window titled 'college.ipynb'. The interface includes a top menu bar with options like File, Edit, View, Insert, Runtime, Tools, and Help. Below the menu, there's a toolbar with icons for adding code or text cells, and status indicators for RAM and Disk usage. The notebook contains three code cells:

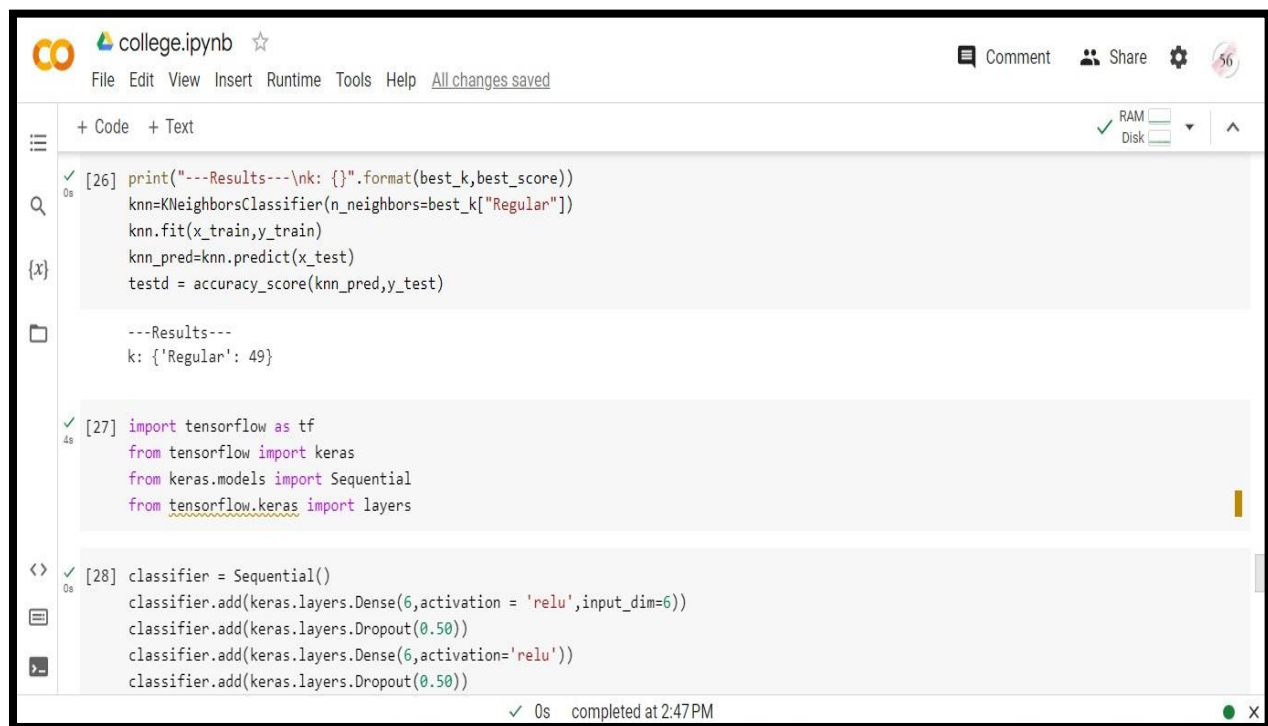
- Cell [24]:** Prints the accuracy score of the training data. The output is: 'Accuracy score of the training data: 0.7685497470489039'.
- Cell [25]:** A loop that iterates over values of k (3, 5, 0, 2) to find the best k for the KNeighborsClassifier. It calculates the accuracy score for each k and updates the best_k and best_score. The code is as follows:

```
best_k={"Regular":0}
best_score={"Regular":0}
for k in range(3,50,2):
    knn_temp = KNeighborsClassifier(n_neighbors=k)
    knn_temp.fit(x_train,y_train)
    knn_temp_pred = knn_temp.predict(x_test)
    score = metrics.accuracy_score(y_test, knn_temp_pred)*100
    if score >= best_score["Regular"] and score < 100:
        best_score["Regular"]=score
        best_k["Regular"]=k
```
- Cell [26]:** Prints the results of the search for the best k. The output is: '---Results---\nk: 0'. The code is:

```
print("---Results---\nk: {}".format(best_k,best_score))
knn=KNeighborsClassifier(n_neighbors=best_k["Regular"])
```

The notebook status bar at the bottom indicates that the last cell was completed at 2:47 PM.

Artificial neural network model:



The screenshot shows a Jupyter Notebook interface with the following components:

- Header:** "college.ipynb" with a star icon, and a menu bar with "File", "Edit", "View", "Insert", "Runtime", "Tools", "Help", and "All changes saved".
- Toolbar:** Includes icons for "Comment", "Share", "Settings", and a "56" badge. It also shows "RAM" and "Disk" usage indicators.
- Code Cells:**
 - Cell [26]:** Contains code for a K-Nearest Neighbors classifier. It prints results, fits the model, and calculates accuracy. The output shows: `---Results---` and `k: {'Regular': 49}`.
 - Cell [27]:** Imports TensorFlow, Keras, and specific layers from TensorFlow Keras.
 - Cell [28]:** Defines a simple Sequential neural network classifier with two Dense layers (6 units each) and Dropout layers (0.50).
- Status Bar:** At the bottom, it shows "0s" and "completed at 2:47 PM".

```
[30] loss_1=tf.keras.losses.BinaryCrossentropy()  
      classifier.compile(optimizer = 'Adam',loss = loss_1 , metrics=['accuracy'])  
  
[31] classifier.fit(x_train,y_train,batch_size=20,epochs = 100)  
  
119/119 [=====] - 0s 2ms/step - loss: 0.6444 - accuracy: 0.6244  
Epoch 73/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6434 - accuracy: 0.6244  
Epoch 74/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6385 - accuracy: 0.6239  
Epoch 75/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6343 - accuracy: 0.6294  
Epoch 76/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6381 - accuracy: 0.6341  
Epoch 77/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6398 - accuracy: 0.6336  
Epoch 78/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6322 - accuracy: 0.6324  
Epoch 79/100  
119/119 [=====] - 0s 2ms/step - loss: 0.6327 - accuracy: 0.6383  
  
✓ 0s completed at 2:47 PM
```


Model Deployment:

Save the best model:



The screenshot shows a Jupyter Notebook window titled "college.ipynb". The interface includes a menu bar (File, Edit, View, Insert, Runtime, Tools, Help) and a toolbar with icons for Comment, Share, and settings. The notebook has two code cells. The first cell, labeled [31], displays the output of a training loop for epochs 98, 99, and 100. The output shows progress bars and metrics: loss and accuracy. The second cell, labeled [32], contains Python code to save the trained model to a file named "placement.pkl" and load it back. The status bar at the bottom indicates the notebook is completed at 2:47 PM.

```
[31] Epoch 98/100
119/119 [=====] - 0s 2ms/step - loss: 0.6184 - accuracy: 0.6446
Epoch 99/100
119/119 [=====] - 0s 2ms/step - loss: 0.6108 - accuracy: 0.6513
Epoch 100/100
119/119 [=====] - 0s 2ms/step - loss: 0.6132 - accuracy: 0.6324
<keras.callbacks.History at 0x7f13b433ceb0>

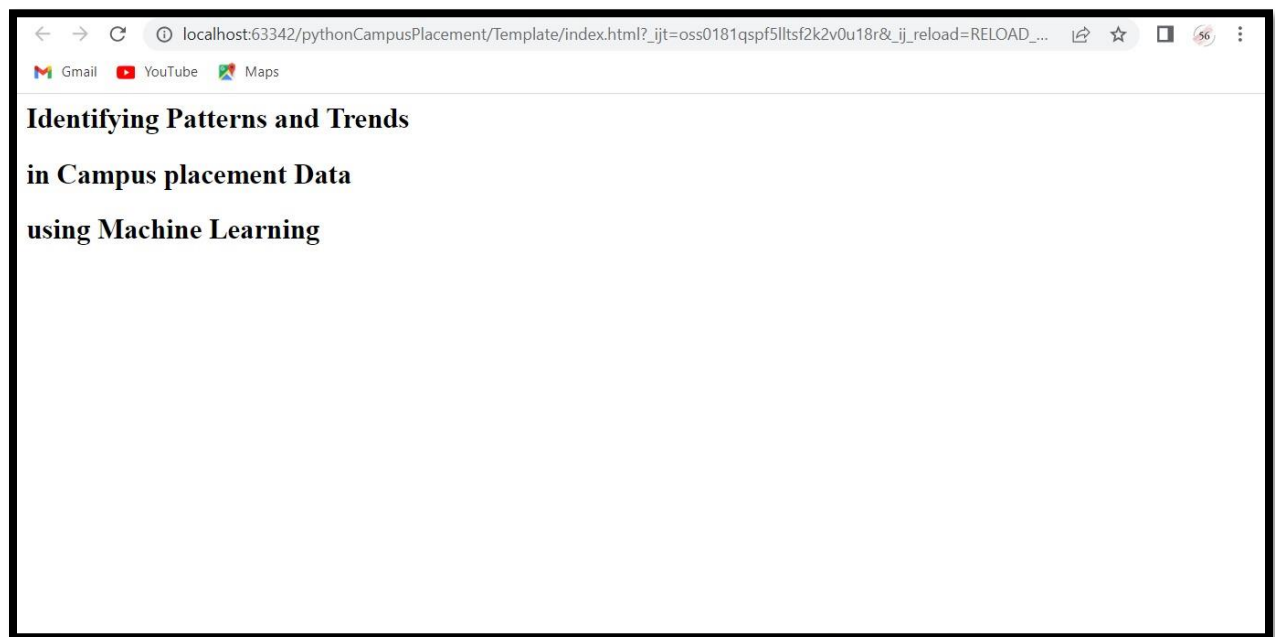
[32] import pickle
pickle.dump(knn, open("placement.pkl", 'wb'))
model=pickle.load(open('placement.pkl', 'rb'))
```

✓ 0s completed at 2:47 PM

4.Results:

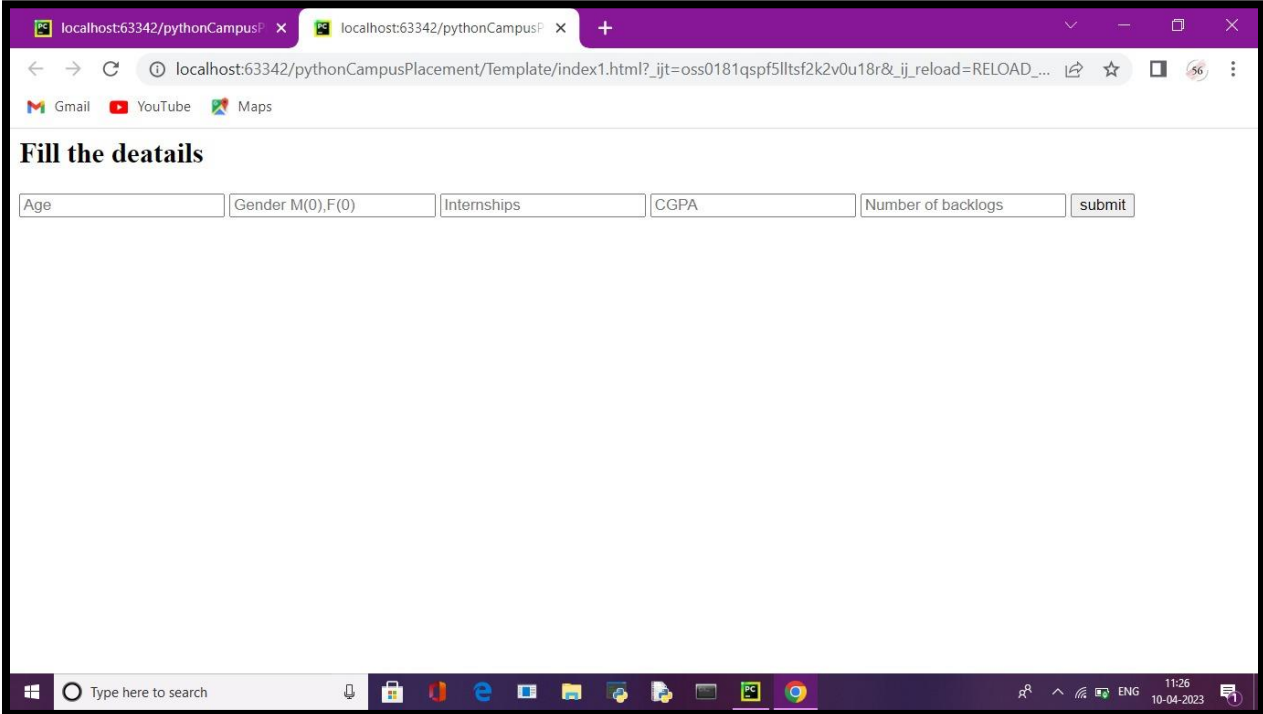
Integrate with Web Framework:

1)index.html:



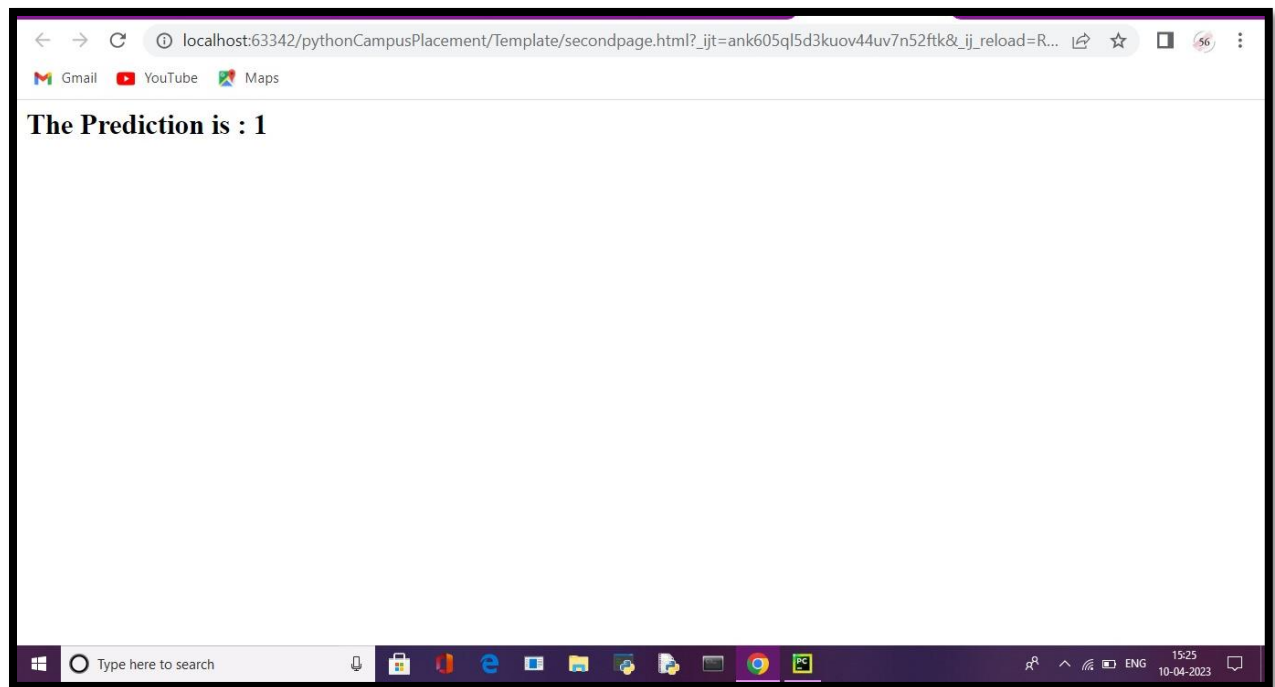
2)index1.html:

3)secondpage.html:



The screenshot shows a web browser window with two tabs. The active tab is titled 'localhost:63342/pythonCampusP' and displays a form titled 'Fill the deatails'. The form contains five input fields: 'Age', 'Gender M(0),F(0)', 'Internships', 'CGPA', and 'Number of backlogs'. A 'submit' button is located to the right of the 'Number of backlogs' field. The browser's address bar shows the URL 'localhost:63342/pythonCampusPlacement/Template/index1.html?_ijt=oss0181qspf5lltsf2k2v0u18r&_ij_reload=RELOAD_...'. The Windows taskbar is visible at the bottom, showing the search bar and various application icons.

Age	Gender M(0),F(0)	Internships	CGPA	Number of backlogs	submit



5. ADVANTAGE:

Advantages:

Increased accuracy: Using machine learning can lead to increased accuracy in identifying patterns and trends in campus placement data. The algorithm can process large amounts of data and identify subtle relationships and correlations that might not be apparent through manual analysis.

Improved efficiency: Machine learning can process large amounts of data quickly and accurately, making it a more efficient solution for identifying patterns and trends in campus placement data than manual analysis.

Ability to handle complex data: Machine learning can handle complex data structures, such as unstructured data, and identify patterns and trends in that data.

Scalability: Machine learning algorithms can be easily scaled to handle large volumes of data.

Automated feedback: Machine learning models can incorporate automated feedback mechanisms that allow the algorithm to continuously learn and improve over time.

6.APPLICATION:

There are several applications for identifying patterns and trends in campus placement data using machine learning. Some of the most significant applications include:

Improving student outcomes: Machine learning can be used to identify patterns and trends in campus placement data that can help educators and administrators identify areas where students may need additional support or resources. This can help improve student outcomes and ensure that students are well-prepared for the job market.

Enhancing career services: Machine learning can be used to identify trends in the job market and help career services offices provide more targeted and relevant advice to students. For example, career services offices can use machine learning to identify which industries are hiring and what skills are in demand, allowing them to provide more tailored advice to students.

Streamlining recruitment: Machine learning can be used by employers to streamline their recruitment processes and identify candidates who are most likely to be a good fit for their organizations. By analyzing campus placement data, employers can identify patterns and trends in the skills and qualifications of successful candidates, and use this information to inform their recruitment strategies.

Identifying skills gaps: Machine learning can be used to identify skills gaps in the job market, allowing educators and policymakers to develop more targeted training programs and ensure that students are well-prepared for the job market.

Improving diversity and inclusion: Machine learning can help identify biases in the campus placement process and provide insights into ways to improve diversity and inclusion. For example, machine learning can be used to identify biases in the hiring process or to identify areas where certain groups of students may be underrepresented.

7.CONCLUSION:

Conclusion for Identifying Patterns and Trends in Campus Placement Data using Machine Learning

Identifying patterns and trends in campus placement data using machine learning can provide valuable insights to educational institutions and employers to improve their recruitment processes and prepare students for the job market. By analyzing factors such as academic performance, skills, and demographics, machine learning algorithms can identify correlations and make predictions about which students are more likely to be successful in obtaining employment.

Furthermore, this data can help educational institutions tailor their curriculum to meet the demands of employers and the job market. By analyzing which skills and traits are in high demand, institutions can adjust their programs to better prepare students for their careers.

Overall, the use of machine learning in analyzing campus placement data can provide significant benefits for both educational institutions and employers, ultimately leading to improved job outcomes for students and a more efficient recruitment process for employers.

8.FUTURE SCOPE:

Future enhancement for Identifying Patterns and Trends in Campus Placement Data using Machine Learning

There are several potential enhancements that could be made to identify patterns and trends in campus placement data using machine learning. Here are a few ideas:

Incorporate natural language processing (NLP): Many campus placement reports include written feedback from both employers and students. By incorporating NLP techniques, machine learning algorithms could extract insights from this unstructured data to identify patterns and trends in what employers are looking for in candidates and how students are responding to their job offers.

Use graph analysis techniques: Campus placement data typically involves complex relationships between multiple variables such as colleges, companies, job roles, and students. Graph analysis techniques such as network analysis and graph clustering could be used to identify patterns and trends in these relationships.

Develop predictive models: Rather than just identifying patterns and trends in past data, machine learning algorithms could be used to develop predictive models that forecast future placement trends. These models could help colleges and students prepare for upcoming recruitment seasons and anticipate changes in the job market.

Incorporate external data sources: Campus placement data could be enriched by incorporating external data sources such as industry reports, economic indicators, and social media data. This would provide a more comprehensive view of the job market and enable more accurate predictions of future trends.

Develop an interactive dashboard: To make the insights generated from machine learning more accessible to stakeholders, an interactive dashboard could be developed that visualizes key trends and allows users to drill down into specific data points. This would enable colleges and students to make more informed decisions about their recruitment strategies.

9.APPENDIX:

9.1 Source code:

```
import numpy as np
import pandas as pd
import os
import seaborn as sns
import matplotlib.pyplot as plt
from sklearn import svm
from sklearn.metrics import accuracy_score
from sklearn.neighbors import KNeighborsClassifier
from sklearn import metrics
from sklearn.model_selection import cross_val_score
from sklearn import preprocessing
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
import joblib

from sklearn.metrics import accuracy_score
df = pd.read_csv(r'/content/collegePlace.csv')
df.head()
df.info()
df.isnull().sum()

def transformationplot(feature):
    plt.figure(figsize=(12,5))
    plt.subplot(1,2,1)
    sns.distplot(feature)
transformationplot(np.log(df['Age']))
df=df.replace(['Male'],[0])
```

```

df=df.replace(['Female'],[1])

df=df.replace(['Computer Science','Information Technology','Electronics And
Communication','Mechanical','Electrical','Civil'],
              [0,1,2,3,4,5])

df=df.drop(['Hostel'],axis=1)

df

plt.figure(figsize=(12,5))

plt.subplot(121)

sns.distplot(df['CGPA'],color='r')

plt.figure(figsize=(12,5))

plt.subplot(121)

sns.distplot(df['PlacedOrNot'],color='r')

plt.figure(figsize=(18,4))

plt.subplot(1,4,1)

sns.countplot(df['Gender'])

plt.subplot(1,4,2)

sns.countplot(df['Stream'])

plt.show()

plt.figure(figsize=(20,5))

plt.subplot(131)

sns.countplot(x='PlacedOrNot',hue='CGPA',data=df)

sns.swarmplot(x='PlacedOrNot',y='CGPA',hue=df['Stream'],data=df)


sc=StandardScaler()

x_bal=np.random.rand(100,10)

names =[f'feature_{i}' for i in range(x_bal.shape[1])]

x_bal=sc.fit_transform(x_bal)

x_bal=pd.DataFrame(x_bal,columns=names)

x=df.drop('PlacedOrNot',axis=1)

```

```

y=df['PlacedOrNot']
x_train,x_test,y_train,y_test=train_test_split(x,y,test_size=0.2,stratify=y,random_state=2)
classifier=svm.SVC(kernel='linear')
classifier.fit(x_train,y_train)
x_train_prediction=classifier.predict(x_train)
training_data_accuracy=accuracy_score(x_train_prediction,y_train)
print('Accuracy score of the training data:',training_data_accuracy)
best_k={"Regular":0}
best_score={"Regular":0}
for k in range(3,50,2):
    knn_temp = KNeighborsClassifier(n_neighbors=k)
    knn_temp.fit(x_train,y_train)
    knn_temp_pred = knn_temp.predict(x_test)
    score = metrics.accuracy_score(y_test, knn_temp_pred)*100
    if score >= best_score["Regular"]and score < 100:
        best_score["Regular"]=score
        best_k["Regular"]=k

print("---Results---\nk: {}".format(best_k,best_score))
knn=KNeighborsClassifier(n_neighbors=best_k["Regular"])
knn.fit(x_train,y_train)
knn_pred=knn.predict(x_test)
testd = accuracy_score(knn_pred,y_test)
import tensorflow as tf
from tensorflow import keras
from keras.models import Sequential
from tensorflow.keras import layers
classifier = Sequential()

```

```

classifier.add(keras.layers.Dense(6,activation = 'relu',input_dim=6))
classifier.add(keras.layers.Dropout(0.50))
classifier.add(keras.layers.Dense(6,activation='relu'))
classifier.add(keras.layers.Dropout(0.50))
classifier.add(keras.layers.Dense(1,activation='sigmoid'))
loss_1=tf.keras.losses.BinaryCrossentropy()
classifier.compile(optimizer = 'Adam',loss = loss_1 , metrics=['accuracy'])
classifier.fit(x_train,y_train,batch_size=20,epochs = 100)
import pickle
pickle.dump(knn,open("placement.pkl",'wb'))
model=pickle.load(open('placement.pkl','rb'))

```

1)index.html

```
<section id="hero" class="d-flex-column justify-content-center">
  <div class="container">
    <div class="row justify-content-center">
      <div class="col-xl-8">
        <h1>Identifying Patterns and Trends</h1>
        <h1>in Campus placement Data</h1>
        <h1> using Machine Learning</h1>
      </div>
    </div>
  </div>
</section>
```

2.index1.html:

```
<section id="about" class="about">
  <div class="container">
    <div class="section-title">
      <h2>Fill the deatails</h2>
    </div>
    <div class="row content">
      <div class="first">
        <form action="{ { url_for('y_predict') } }" method="POST">
          <input type="number" id="sen1" name="sen1" placeholder="Age">
          <input type="number" id="sen2" name="sen2" placeholder="Gender M(0),F(0)"
          <input type="number" id="sen3" name="sen3" placeholder="Stream
CS(0),IT(1),ECE(2),Mech(3),EEE(4),Civil(5)">
          <input type="number" id="sen4" name="sen4" placeholder="Internships">
```

```

<input type="number" id="sen5" name="sen5" placeholder="CGPA">
<input type="number" id="sen6" name="sen6" placeholder="Number of backlogs">
    <input type="submit" value="submit">

</form>
</div>
</div>
</div>
</div>
</section>

```

3.Secondpage.html:

```

<section id="hero" class="d-flex flex-column justify-content-center">
  <div class="container">
    <div class="row justify-content-center">
      <div class="col-xl-8">
        <h1>The Prediction is : {{y}}</h1>
        <h3> 0 represents Not-placed </h3>
        <h3> 1 represents Placed</h2>

      </div>
    </div>
  </div>
</section>

```

4.Project.py:

```
from flask import Flask, render_template , request
app=Flask(name)
import pickle
import joblib
model=pickle.load(open("placement123.pkl",'rb'))
ct=joblib.load('placement')
@app.route('/')
def hello():
    return render_template("index.html")
@app.route('/guest' , methods=["post"])
def y_predict():
    x_test=[[yo) for yo in request.form.values()]]
    prediction =model.predict(x_test)
    prediction = prediction[0]
    return render_template("secondpage.html",y=prediction)
app.run(debug=True)
```