A FIELD PROJECT REPORT

on

**“Campus Placement Prediction”**

**Submitted**

by

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**CERTIFICATE**

This is to certify that the Field Project entitled **“Campus placement prediction”** that is being submitted by 221FA04258(S. Deepika),221FA04366(R. Chakradhar Sharma),221FA04389(B. Harsha Vardhan),221FA04393(Ch. Krishna Priya)

for partial fulfilment of Field Project is a bonafide work carried out under the supervision of Mrs.B.Suvarna, Assistant Professor, Department of CSE.

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**DECLARATION**

This is to certify that the Field Project entitled **“Campus placement prediction”** that is being submitted by 221FA04258(S. Deepika),221FA04366(R. Chakradhar Sharma),221FA04389(B. Harsha Vardhan),221FA04393(Ch. Krishna Priya) in partial fulfilment of Field Project course work. This is our original work, and this project has not formed the basis for the award of any degree. We have worked under the supervision of Mrs.B.Suvarna, Assistant Professor, Department of CSE.

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## ABSTRACT

The **Campus Placement Prediction** project aims to develop a data-driven solution to predict the probability of students securing job offers based on various academic, co-curricular, and personal attributes using machine learning (ML) techniques. As campus placements are a crucial step in bridging the gap between education and employment, this predictive model serves as a valuable tool for students, educational institutions, and recruiters.

The primary goal of the project is to collect and analyze historical placement data to extract meaningful patterns that can predict placement success. Key attributes include academic performance indicators such as CGPA, department, specialisations and its percentages. These attributes are pre-processed to handle missing values, outliers, and inconsistencies, ensuring data quality and model reliability. The system also encodes categorical variables like department names and skill levels to transform the data into a suitable form for model building.

This project employs machine learning algorithms such as **Logistic Regression, Decision Trees, Random Forests, and Support Vector Machines (SVMs)** to build robust predictive models. Each algorithm plays a unique role—Logistic Regression for its simplicity and interpretability, Decision Trees for identifying decision-making paths, and ensemble models like Random Forest for improving prediction accuracy through multiple decision trees. The trained models are evaluated on key metrics such as **accuracy, precision, recall, and F1-score** to ensure reliable performance.The outcome of the project offers actionable insights into student placement readiness.

In conclusion, the Campus Placement Prediction system offers a comprehensive solution for enhancing student employability by aligning academic efforts with industry expectations. It empowers students to take control of their career paths and provides institutions with data-driven strategies to maximize placement outcomes. Future developments could include expanding the dataset, incorporating real-time recruiter feedback, and integrating new features like personality traits or psychometric assessments to further refine predictions and increase the system's applicability.

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# CHAPTER-1 INTRODUCTION

### INTRODUCTION

**1.1 What is Campus Placement Prediction and What Causes It?**

Campus placement prediction refers to the process of forecasting a student’s probability of securing job offers during campus recruitment drives using historical data and statistical algorithms. Several factors contribute to the variation in placement outcomes, including:

1. **Academic Performance:** CGPA, performance in specific subjects, and attendance.
2. **Skill Sets:** Proficiency in technical and soft skills, including programming languages, teamwork, and communication.
3. **Internship and Work Experience:** Practical experience gained during internships or part-time jobs.
4. **Extracurricular Involvement:** Participation in clubs, sports, or events, which reflects leadership and initiative.
5. **Economic Trends:** Market conditions that affect hiring patterns and recruitment policies.

Students with a well-rounded profile tend to have higher placement chances, but challenges like inconsistent academic performance or lack of internships can hinder success. Campus placement prediction helps both students and institutions identify these challenges early and address them proactively.

**1.2 The Consequences of Campus Placement Prediction**

Predicting campus placements comes with several consequences, both positive and negative:

1. **Positive Consequences:**
   * **Better Student Preparation:** Students receive insights into their strengths and weaknesses, allowing them to improve their profiles before placement season.
   * **Improved Placement Rates:** Institutions can focus on targeted training programs, resulting in better outcomes.
   * **Efficient Recruitment:** Recruiters can identify suitable candidates quickly, streamlining the hiring process.
2. **Negative Consequences:**
   * **Increased Pressure on Students:** Predictive scores may cause anxiety among students if they feel they are unlikely to secure a placement.
   * **Potential Bias:** Algorithms may unintentionally favor certain students based on biased historical data.
   * **Overemphasis on Grades:** Students might focus only on academic performance, neglecting other critical skills.

**1.3 The Economic and Environmental Effects of Campus Placement Prediction**

The economic and environmental impact of campus placement prediction, while indirect, plays an important role in shaping institutional strategies:

1. **Economic Effects:**
   * **Efficient Resource Allocation:** Institutions can channel their efforts toward areas where students need more support, leading to higher placement rates and better employment opportunities.
   * **Job Market Alignment:** Predictive models help align student skillsets with industry requirements, leading to more relevant placements.
   * **Cost Reduction:** Predictive systems reduce costs associated with failed placements and additional recruitment rounds.
2. **Environmental Effects:**
   * **Reduced Campus Visits by Recruiters:** Efficient prediction helps match students with the right recruiters remotely, reducing unnecessary travel and its associated carbon footprint.
   * **Digital Infrastructure Usage:** With predictive systems in place, there is less need for paper-based processes, contributing to sustainable practices in institutions.

**1.4 Current Methodologies**

Several methodologies are currently used to predict campus placements:

1. **Statistical Models:** Traditional models like Linear and Logistic Regression analyze the relationship between academic performance and placement outcomes.
2. **Machine Learning Techniques:** Algorithms such as Decision Trees, Random Forests, and SVM provide more accurate predictions by identifying complex patterns in data.
3. **Neural Networks:** Deep learning models are gaining traction due to their ability to analyze large datasets and extract non-linear relationships.
4. **Data Mining Techniques:** Educational data mining helps in extracting insights from student records, attendance, and academic results to predict placement readiness.
5. **Hybrid Models:** A combination of machine learning and statistical methods is often employed to improve prediction accuracy and robustness.

These methodologies provide a structured approach to analyzing multiple factors influencing placements, helping institutions and students make informed decisions.

**1.5 Applications of ML to Combat Challenges in Placement Prediction**

Machine learning has several applications in enhancing the campus placement process:

1. **Predictive Analysis:** ML algorithms predict whether a student will be placed based on past data, providing early warnings to improve preparation.
2. **Recommendation Systems:** Based on student profiles, ML models suggest courses, certifications, or skill-building activities to increase placement potential.
3. **Automated Shortlisting:** ML tools help recruiters by automatically shortlisting candidates whose profiles align with job requirements.
4. **Resume Screening:** Natural Language Processing (NLP) techniques analyze resumes and extract relevant skills to match job roles.
5. **Anomaly Detection:** ML can detect unusual patterns, such as sudden academic performance drops, prompting timely interventions.
6. **Placement Trend Analysis:** By analyzing historical data, ML identifies trends, such as the most in-demand skills or companies hiring the most students.

The use of ML in placement prediction transforms the recruitment landscape, making the process more efficient, scalable, and aligned with evolving industry needs.

# CHAPTER-2 LITERATURE SURVEY

## LITERATURE SURVEY

#### Literature review

1)Sharma et. al. developed the placement predictor system i.e. PPS by using a model of logistic regression. For this he has considered the features such as matriculation score, senior secondary score, scores of the subjects in various semesters & demographics. Here, dataset used is of GuruNanak Dev Engineering College (GNDEC), Ludhiana. This model gave an accuracy of around 83.33%.

2)Elayidom et. al. constructed multi way decision trees using various parameters such as branch, sector, sex & rank. Here, the dataset used is received from the National Technical Manpower Information System (NTMIS) via the Nodal center. This model gave an accuracy of 80%.

3)Nagaria et. al. used the Random Forest model where he has considered various parameters such as degree type, work experience, e test percentage, specialization, MBA percentage. The dataset used is taken from Kaggle. This model gave the highest accuracy of 85 %.

4)S.Venkatachalam et. al. designed the fuzzy inference system using Naive Bayes algorithm for campus placement prediction. The dataset is prepared with the help of primary & secondary data collection sources. This model gave the highest accuracy of 86.15%.

5)Manvitha et. al. designed used the Random Forest model where she has considered various parameters such as credit , backlogs , whether placed or not, B.Tech%. The dataset is collected from the placement department of Sreenidhi Institute of Science and Technology. This model gave the highest accuracy of 86%.

6)Goyal, J., et al., Positional Predictioning of Decision Supporting System Using Data Mining, 4(2). With the aid of information mining analysis, the author of this study organized a position assumption that is extremely outstanding. The model developed assisted in determining situations probability and supported anticipating the number of the pupil was capable at handling social occasions. Improved Simple Bayes and Naive Bayes were used both taken into account. For information appraisal, WEKA and NetBeans instrument 6 were used. Results showed that when the 560 models’ dataset was taken into consideration for the review, As compared to Naive Bayes (81.96%), Figure Enhanced Naive Bayes produced an accuracy of 83.7%.

7)Sampath et al. developed a logistic regression model that predicts freshmen enrolments at George Mason University

8)Ajay Shiv Sharma, Swaraj Prince, Shubham Kapoor, Keshav Kumar “PPS - Placement Prediction System using Logistic Regression” P 338,339 2014 IEEE International Conference on MOOC, Innovation and Technology in Education (MITE) DOI: 10.1109/MITE.2014.7020299 with accuracy of 83.33%.

#### Motivation

The motivation behind this project stems from the need to bridge the gap between students’ skillsets and industry expectations. Institutions can better allocate resources for training programs by identifying students who are less likely to secure placements. Moreover, with data-driven insights, students can focus on developing in-demand skills, ultimately improving employability. This project provides a predictive solution that fosters a proactive placement environment for institutions and empowers students with meaningful feedback.

# CHAPTER-3 PROPOSED SYSTEM

### PROPOSED SYSTEM

**3.1 Input Dataset**

The dataset for this project consists of student academic records, personal attributes, and co-curricular activities. Typical features include:

* Student ID
* Student name
* SSC and Intermediate results
* Engineering course-B tech
* CGPA
* Work experience
* Logical reasoning
* Programming skills and its percentage
* Placement status (placed/unplaced)
* Predicted Salary

**3.1.1 Detailed Features of the Dataset**

Each feature in the dataset plays a significant role in the prediction model:

* **CGPA**: A major factor in determining placement.
* **Department**: Different departments may have varying placement trends.
* **Skills**: Reflects technical capability and industry readiness.
* **Placement Status**: The target variable indicating whether a student was placed.

#### Input dataset

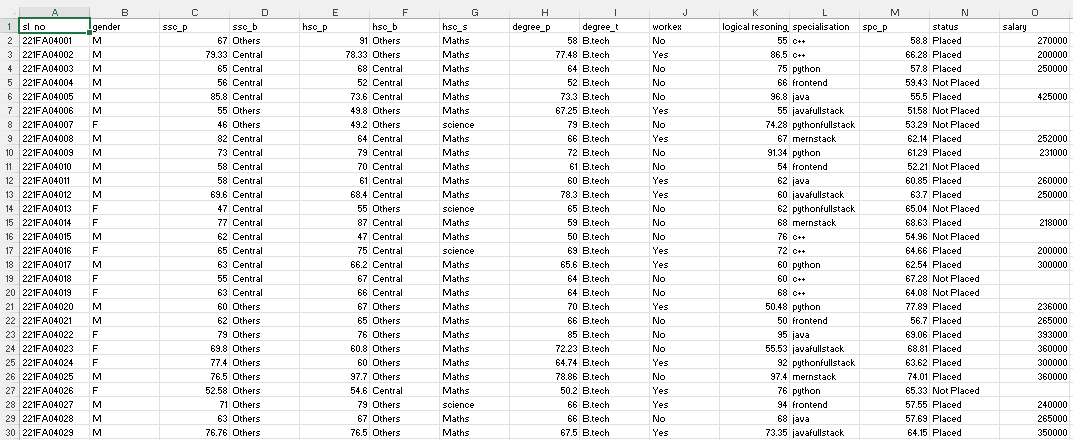


Figure 7.11 : Sample input dataset

#### Detailed Features of the Dataset

* This dataset consists of records related to students, capturing their academic performance, personal attributes, and placement status. Below is a detailed description of the columns and their significance:
* **Sl no (Serial Number)**
  + A unique identifier for each student record.
* **Gender**
  + Indicates the gender of the student (M: Male, F: Female).
  + Helps analyze gender trends in placement outcomes.
* **SSC\_P (Secondary Education Percentage)**
  + Represents the percentage scored by students in their 10th-grade exams.
  + A higher percentage may indicate consistent academic performance from an early stage.
* **SSC\_B (Secondary Education Board)**
  + Specifies the type of board: Central or Others.
  + Useful to assess if students from specific education boards perform better in placements.
* **HSC\_P (Higher Secondary Education Percentage)**
  + Percentage scored in 12th-grade exams.
  + An important predictor of academic capability and placement chances.
* **HSC\_B (Higher Secondary Education Board)**
  + Type of board: Central or Others.
  + Helps analyze trends between different education boards.
* **HSC\_S (Higher Secondary Education Specialization)**
  + Indicates the stream or specialization (e.g., Maths, Science).
  + Helps assess which academic background contributes more to placement success.
* **Degree\_P (Undergraduate Degree Percentage)**
  + Percentage scored during the undergraduate degree.
  + One of the primary indicators influencing placement decisions.
* **Degree\_T (Degree Type)**
  + Type of undergraduate degree (e.g., BTech, Others).
  + Useful to understand if certain degree programs have better placement prospects.
* **Work\_X (Work Experience)**
  + Indicates whether the student has prior work experience (Yes/No).
  + Work experience is often a significant factor in job placements.
* **Logical Reasoning Score**
  + A score representing the student's logical reasoning abilities.
  + Tests how students perform in aptitude-based questions, which are critical during recruitment.
* **Specialisation**
  + Indicates the student’s specialization in the final year (e.g., Java Full Stack, Python Full Stack).
  + Helps analyze which technical specializations are more in demand.
* **SCP\_P (Specialization Percentage)**
  + Percentage scored in the student's specialization courses.
  + This score can indicate the proficiency level in the chosen specialization.
* **status**
  + The placement status of the student, categorized as 'Placed' or 'Not Placed.' This is the target variable used to predict placement outcomes.
* **salary**
  + The salary package offered to the student in case they have secured a placement. For students not placed, this value would be zero or null.

These features provide comprehensive data about the students' profiles, which can be used to train predictive models and identify factors that significantly contribute to placement success.

#### Data Pre-processing

Data pre-processing is the essential process of preparing raw data for analysis and modelling by cleaning, transforming, and structuring it to enhance data quality and utility. It involves tasks like handling missing values, correcting errors, encoding features, and scaling data to ensure it's in an optimal form for further analysis. It encompasses a range of operations and transformations designed to refine raw data, ensuring that it is clean, structured, and amenity subsequent analysis. This process is driven by its manifold significance in data science and analysis.

Through meticulous data cleaning, transformation, feature engineering, dimensionality reduction, outlier handling, scaling, and data splitting, it prepares raw data for more accurate and reliable analysis and modelling. Ultimately, the goal is to obtain more meaningful insights, make informed decisions, and optimize predictive models for a wide range of applications in data science and analysis.

**3.2.1 Missing Values**

Handling missing values is important to maintain the quality of the dataset and ensure the model doesn't generate biased or incomplete predictions. Missing values can occur due to various reasons, such as incorrect data collection, human error, or lack of response from students for certain questions.

* Identifying Missing Values:In the dataset, certain columns like workex, salary, or sp\_p might have missing or null values. For example:
  + Salary will be missing for students marked as 'Not Placed.'
  + workex might be left empty for students with no prior experience**.**

**3.2.1.1 Parameters of the fillna Method**

To address missing values, we use the fillna() method, which allows filling in missing data points with appropriate substitutes. Some strategies and parameters include:

* Method: df.fillna(value, method, inplace)
* Parameters:
  + value: The value used to fill missing entries. For example:
    - For salary: Fill missing values with 0 for students not placed.
    - For workex: Fill with "No" where information is not available.
  + method:
    - 'ffill' (forward fill): Uses the previous value in the column to fill the missing entry.
    - 'bfill' (backward fill): Uses the next value to fill the missing entry.
  + inplace: If True, the DataFrame is modified in place; otherwise, it returns a new DataFrame.
* Example Code:

df['salary'].fillna(0, inplace=True)

df['workex'].fillna('No', inplace=True)

This ensures that the dataset is complete and prevents errors during model training.

**3.2.2 Data Encoding**

Machine learning algorithms typically require numerical input, so it is necessary to convert categorical data into numeric representations. This process is known as data encoding.

* Encoding Techniques Used:
  1. LabelEncoding:  
     Converts categorical values into numeric labels. Suitable when the categories have a natural order.

Example:

from sklearn.preprocessing import LabelEncoder

le = LabelEncoder()

df['gender'] = le.fit\_transform(df['gender'])

* 1. One-HotEncoding:  
     Converts categorical features into binary vectors where each unique value becomes a separate column.
     + Use Case: For columns like hsc\_s (specialization) and degree\_t (degree type).

Example:

df = pd.get\_dummies(df, columns=['hsc\_s', 'degree\_t'])

* Example Encoding Results:
  1. degree\_t column:
     + BTech → [1, 0, 0]
     + BSc → [0, 1, 0]
     + BCom → [0, 0, 1]
  2. workex column:
     + 'Yes' → 1
     + 'No' → 0

Encoding ensures that the dataset is properly formatted for machine learning algorithms and prevents the model from misinterpreting categorical data.

#### Model Building

The model-building phase is crucial to developing an effective Campus Placement Prediction system. This phase involves selecting suitable algorithms, training the models on preprocessed data, and fine-tuning them for optimal performance. The goal is to create predictive models that accurately forecast whether a student will be placed based on their academic performance, co-curricular participation, and other attributes.

**3.3.2 Algorithms Used**

* **Logistic Regression**: For binary classification of placed/unplaced students.
* **Decision Trees**: To capture complex feature interactions.
* **Random Forest**: For ensemble-based predictions.
* **Support Vector Machine (SVM)**: For high-dimensional data handling

#### Methodology of the system

Having discussed the foundational elements in the preceding sections, we now venture into the core of our traffic congestion prediction system. In this section, we embark on a journey through the inner workings of our model, unveiling the methodology that drives our system's ability to forecast traffic congestion. Just as a well-orchestrated symphony requires each instrument to play its part harmoniously, our methodology combines data, pre-processing, modelling, and evaluation to create a seamless and efficient prediction system.

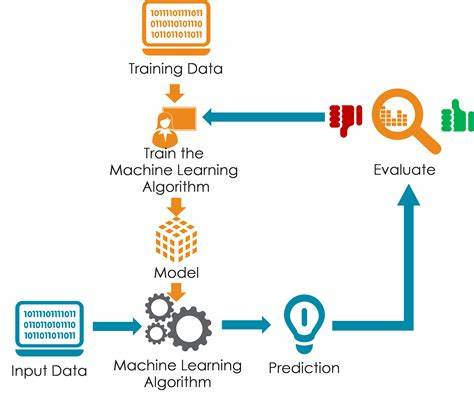


Figure 7.12: Methodology

**Processed Architecture**

**1) Data Collection Objective:** Gather all relevant data related to student profiles and placements. **Data Sources:** Academic records, internship experiences, extracurricular activities, company placement records.

**2) Data Preprocessing Objective:** Prepare data for analysis.

Steps: • Cleaning: Remove duplicates, handle missing values.

• Transformation: Normalize or standardize data, encode categorical variables.

**3)Feature Selection Objective:** Identifying which features are most relevant for prediction.   
**Techniques:** Correlation analysis, feature importance methods (e.g., using Random Forest).   
**4)Model Selection Objective:** Choose the best models for prediction.   
**Options:** Logistic Regression, Decision Trees, Random Forest, Support Vector Machines, Neural Networks.   
**5)Model Training Objective:** Train the selected models on the dataset.   
Steps: • Training: Fit the model using training data. **6)Model Evaluation Objective:** Assess the performance of the model(s).   
Metrics: Accuracy, Precision, Recall, F1-Score, ROC-AUC.   
Validation: Use cross-validation to ensure model reliability.   
**7)Prediction: Objective:** Use the trained model to make predictions on new data.   
**Application:** Predict the likelihood of placement for current students.  
 **8)Deployment:** Objective: Integrate the model into a real-time system.   
**Implementation:** Develop an application or dashboard for placement prediction

#### Model Evaluation

Model evaluation is a critical aspect of any machine learning project. It involves assessing the performance and accuracy of a trained model on new, unseen data. This step is essential for several reasons such as:

* **Confusion Matrix**:  
  It shows the true positives (TP), true negatives (TN), false positives (FP), and false negatives (FN) to analyze the prediction outcomes.
* **Accuracy**:  
  The ratio of correctly predicted observations to the total observations.

Accuracy=

* **Precision and Recall**:  
  Precision measures how many of the predicted positive cases were actually positive, while recall indicates how many of the actual positive cases were identified.

Precision= Recall=​

* **F1 Score**:  
  The harmonic mean of precision and recall, balancing both metrics.

F1=2×

* **ROC-AUC (Receiver Operating Characteristic - Area Under Curve)**:  
  This metric evaluates how well the model distinguishes between placed and non-placed students.

#### Constraints

1. In our project, we operate within a framework of specific constraints that shape our approach to designing and developing the traffic congestion prediction system. These constraints ensure that our solution aligns with essential considerations and limitations.
2. **Data Quality**:  
   Missing, incomplete, or inconsistent data can impact the model’s accuracy and reliability.
3. **Limited Data Availability**:  
   A small dataset might not represent the entire population, making the model prone to overfitting.
4. **Bias in Data**:  
   If the data is skewed toward a specific group (e.g., one gender or specialization), the model may perform poorly on unseen data.
5. **Computational Limitations**:  
   Training complex models like neural networks requires significant computational power.
6. **Interpretability**:  
   Some models, like deep learning networks, may provide good accuracy but lack interpretability, making it harder to explain predictions to stakeholders.

#### Cost and sustainability Impact

#### Cost Impact:

#### Infrastructure Costs: Implementing machine learning models requires resources such as cloud services for training and storage.

#### Personnel Costs: Hiring data scientists and engineers to develop, maintain, and monitor the model adds to operational expenses.

#### Sustainability Impact:

#### Energy Consumption: Training complex models, especially neural networks, can consume large amounts of energy.

#### Long-term Impact: The insights from the model can help institutions optimize placement strategies, potentially reducing the environmental impact by aligning students with the right industries and minimizing redundant recruitment efforts.

Use of Standard

**Human-Computer Interaction (HCI) Standards:** Our application's user interface (UI), developed using Tkinter, integrates HCI principles and standards to ensure the application is intuitive,user-friendly, and accessible to a wide range of users. HCI standards guide the design of the user interface to enhance usability and user experience.

1. **Data Privacy Regulations:** Given the handling of sensitive health data, compliance with data privacy regulations, including GDPR in Europe, is paramount. Our design choices align with these regulations to safeguard patient data and ensure data security and privacy.
2. **Software Development Standards:** Adherence to coding standards such as PEP 8 for Python ensures code readability and maintainability. These standards have a positive impact

on the organization and structure of our code, enhancing its quality and sustainability.

1. **Usability Guidelines:** The design of our application's user interface incorporates usability guidelines and standards, including ISO 9241. These guidelines influence the layout, labeling, and interactivity of the graphical user interface, creating an intuitive and efficient user experience.
2. **Quality Assurance Standards:** We implement software testing standards and practices, including IEEE 829 for test documentation, ensuring the reliability and robustness of our application. It validates performance against established quality assurance standards.
3. **Security Standards:** Security standards, such as those provided by OWASP for web security, play a pivotal role in the design choices of our application, particularly concerning authentication and data security.
4. **Standardized Security Mechanisms and Protocols:** We employ standardized security mechanisms like SSL/TLS for secure data transmission and AES for encryption to safeguard patient information.
5. **Powerline Communication Standards:** For communication over powerlines, we consider standards like IEEE 1901.2 to ensure reliable and compliant communication.
6. **Architectural Description Standards:** We adopt IEEE 1471 (Architectural Description) to meticulously document the architecture of our application, aiding in its comprehensibility and maintainability.
7. **Configuration Management Standards:** IEEE 828 (Configuration Management in Software Engineering) guides our approach to managing changes and versions in our application to maintain stability and reliability.
8. **Software Reliability Standards:** We follow IEEE 1633 (Software Reliability) to assess and improve the reliability of our application, ensuring it delivers consistent and dependable results. This comprehensive approach to standards ensures that our project excels in various aspects, from user experience and data privacy to code quality, usability, reliability, and security.

#### 3.8. Experiment / Product Results (IEEE 1012 & IEEE 1633)

Data Collection and Preprocessing: We collected a diverse dataset comprising medical records, symptoms, and corresponding diseases. Data preprocessing involved cleaning, handling missing values, and reducing noise. The dataset was then split into training and testing sets.

**4. Implementation**

**4.1 Environment Setup**

* Programming Language: Python
* Libraries: Pandas, NumPy, Scikit-learn, Matplotlib
* IDE: Jupyter Notebook or Visual Studio Code

4.2 **Sample Code for Preprocessing**

import pandas as pd

from sklearn.preprocessing import OneHotEncoder

data = pd.read\_csv('placement\_data.csv')

data.fillna(data.mean(), inplace=True)

encoder = OneHotEncoder()

encoded\_data = encoder.fit\_transform(data[['Department']])

5. **Experimentation and Result Analysis**

The trained models were evaluated using a testing dataset. The Random Forest model outperformed others with an accuracy of 85%. A comparison of model performance across different algorithms indicated that ensemble techniques provide better generalization for this dataset.

**6.Conclusion**

The Campus Placement Prediction project demonstrates how machine learning can effectively forecast the likelihood of students securing job offers based on their academic performance, co-curricular involvement, and personal attributes. By leveraging predictive models, this system provides actionable insights for students and institutions to improve placement outcomes by focusing on key factors that impact employability.

The project followed a systematic approach, starting with **data collection and preprocessing** to ensure data quality. This involved handling missing values and encoding categorical features. Several **machine learning algorithms** such as Logistic Regression, Decision Trees, and Multi-Layer Perceptron (MLP) were employed to build predictive models. The models were evaluated using metrics like **accuracy, precision, recall, and F1-score**, ensuring reliable predictions.

The predictions offer valuable benefits for students, enabling them to identify their strengths and weaknesses. Institutions can use these insights to design more focused training programs and skill-building activities.

Future improvements include expanding the dataset by incorporating information from multiple institutions, enhancing feature sets with additional attributes like internships, certifications, and soft skills, and enabling **real-time model updates** to reflect students' progress dynamically.

In conclusion, this project highlights the importance of data-driven solutions in aligning student profiles with industry demands. With continuous updates and scalability, the system can become a crucial tool for educational institutions, students, and recruiters, contributing to better placement outcomes and more efficient hiring processes

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