Project Planning Phase 1

Ideation & Brainstorming

Team ID: NM2023TMID07142

Project Name Project - "Analytics Tool For Placements"

Ideation & Brainstorming

Based on the insights gained through the Empathy Map Canvas, we initiated a brainstorming session to devise a proposed solution that addresses the identified challenges and meets the needs of our stakeholders.

Here are the key ideas that emerged:

- **Centralized Data Repository:** Create a centralized data module using IBM Cognos Analytics, where all placement-related data is stored and can be easily accessed.

- **Data Visualization:** Develop a range of data visualizations and explorations in Cognos Analytics to provide real-time insights into placement data. This includes graphs, charts, and KPIs to help users quickly understand trends and patterns.

- **Dashboard Interface:** Construct an intuitive dashboard within Cognos Analytics that allows users to interact with the data, perform custom queries, and gain insights through a user-friendly interface.

- **Storytelling with Data:** Save and present data insights as stories in Cognos Analytics, enabling users to explore the narrative behind the data and understand the implications.

- **Web Integration:** Integrate the Cognos Analytics dashboard, stories, and reports into a web platform using iframe technology, ensuring that the data and insights are accessible to a wider audience.

These proposed solutions aim to streamline the placement process, provide students with personalized guidance, enable educational institutions to make data-driven decisions, and assist corporate recruiters in identifying the right candidates efficiently. Our project will move forward

with the implementation of these ideas to address the challenges and fulfill the aspirations of our stakeholders.