

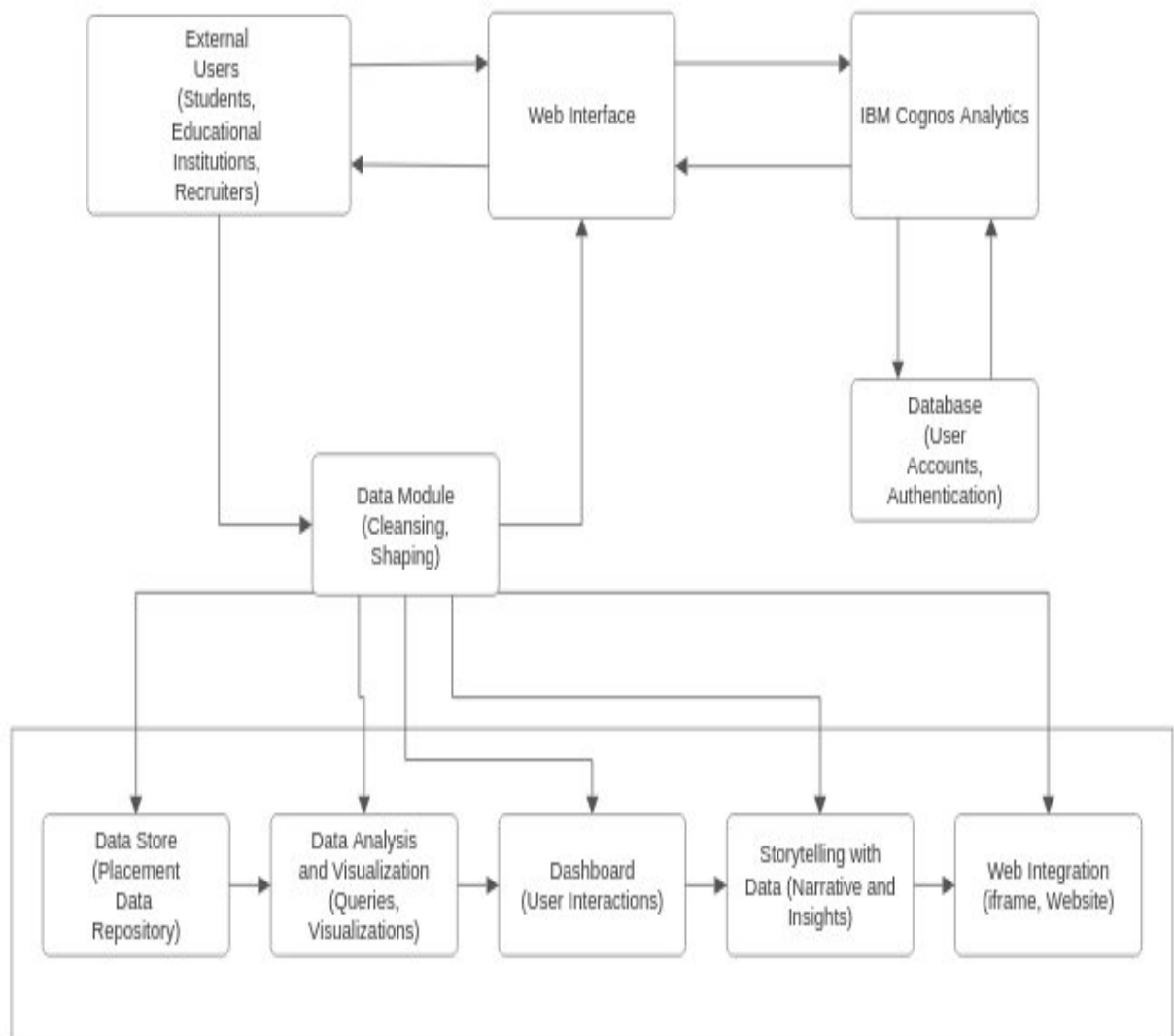
Project Design Phase-II

Data Flow Diagram & User Stories

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Project Name Project - “Analytics Tool For Placements”

1.1 Data Flow Diagrams



- **External Users** interact with the system, accessing data through the **Web Interface**.
- The **Web Interface** communicates with **IBM Cognos Analytics**, where data is ingested, cleansed, shaped, and analyzed.
- **Data Module** within **IBM Cognos Analytics** acts as a repository for placement data.
- The system allows data analysis and visualization, the creation of interactive dashboards, storytelling with data, and web integration.
- The **Database** stores user account information and authentication data for the website.

Data Flow Diagrams (DFDs) serve as a visual representation of the flow of data within our "Analytics Tool For Placements." DFDs help illustrate how data moves through the system and how various components interact with each other. Below is an overview of the primary DFD components:

- **External Entities:**
 - **Users:** Students, educational institutions, corporate recruiters, and website visitors.
 - **IBM Cognos Analytics:** The platform for data analysis, visualization, and dashboard creation.
- **Processes:**
 - **Data Module Creation:** The process of importing, cleansing, and shaping placement data in IBM Cognos Analytics.
 - **Data Visualization:** Creating visualizations based on user queries and interactions.
 - **Dashboard Development:** Building an interactive dashboard to present data.
 - **Storytelling with Data:** Saving data insights as stories.
 - **Web Integration:** Integrating Cognos Analytics elements into the website.
- **Data Stores:**
 - **Placement Data Repository:** The centralized data module in IBM Cognos Analytics.
 - **Website Database:** A database for storing user accounts, authentication data, and other website-related information.
- **Data Flows:**
 - Data flows from the Placement Data Repository to the Data Visualization, Dashboard Development, and Storytelling with Data processes.
 - Processed data and insights are delivered to users and the website.

1.2 User Stories

User stories help define the interactions and requirements from the perspective of different stakeholders. Here are some key user stories for our project:

- **As a Student, I want to:**
 - Access visualizations that help me understand placement trends.
 - Receive personalized recommendations based on my profile and career aspirations.
 - Easily navigate the website to explore placement data.
- **As an Educational Institution, I want to:**
 - Improve our placement success rates through data-driven decisions.
 - Analyze the performance of our students and identify areas for improvement.
 - Access real-time data on student placements for reporting and analysis.
- **As a Corporate Recruiter, I want to:**
 - Efficiently identify suitable candidates based on specific criteria.
 - Access a talent pool that matches our recruitment needs.
 - Visualize data related to candidates' employability and academic performance.

- **As a Website Visitor, I want to:**
- Explore placement statistics and trends without creating an account.
- Access a user-friendly interface for data exploration.
- Gain insights from data visualizations without requiring extensive technical knowledge.