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Enhancing Recruitment Efficiency Through Data Analytics: An Internship Experience at Uptoskills

By Hari Teja Reddy Kusam
Roll No: 20211CBC0011
Presidency University, Bengaluru
Under the guidance of Mr. Ramamurthy Ketha
May 2025

1. ABSTRACT

During my Data Analytics internship at UPTOSKILLS, I worked on a project aimed at refining recruitment strategies using data-driven insights. The internship involved sourcing and preparing datasets related to Training & Placement Officers (TPOs) and corporate hiring partners. I used tools such as SQL, Excel, and Power BI to perform detailed analysis of data, determine trends, and develop interactive dashboards.

This experience not only boosted my proficiency with analytical tools but also allowed me to contribute to the development of a strategic, data-based recruitment framework within the educational sector.

2. KEYWORDS

Data Analysis, My-SQL, Power-BI, Data Mining, Dashboard, Internship, TPO Analysis

3. INTRODUCTION

During my internship, I discovered firsthand the incredible impact data analytics can have on sharpening decisions in fields like education and hiring. My focus was on bridging the gap between raw data and the practical needs of recruitment. Diving into real-world projects, I rolled up my sleeves and worked with massive datasets tied to job placements.

4. MOTIVATION

My goal was to create an interactive platform that could crunch placement data and discover new key trends, empowering better outreach strategies with smart, analytical insights

5. OBJECTIVES

1. Gather and tidy up contact info for TPOs and recruiters.
2. Scrub, sort, and refine datasets to ensure they're accurate and consistent.

3. Dig into SQL analysis to spot meaningful patterns and trends.
4. Build interactive and user-friendly dashboards in Power BI to showcase insights and trends.

6. METHODOLOGY

- Data Collection: Pulling data through web scraping, manual gathering, and organizing it neatly in Excel.
- Data Cleaning: Weeding out duplicates, standardizing formats, and filling in gaps for clean, reliable data.
- Data Storage: Storing everything in SQL tables and spreadsheets for easy access and structure.
- Data Analysis: Running SQL queries to sift through data and highlight key insights.
- Data Visualization: Creating interactive, Power BI dashboards with row-level security for intuitive, compelling visualizations.

7. SYSTEM DESIGN & IMPLEMENTATION

- Backend: SQL for querying and analysis
- Frontend: Power BI dashboards
- Security: Row-Level Security for user-based access

8. TIMELINE

- Week 1-2: Introduction
- Week 3-4: Data Collection
- Week 5-6: Data Preprocessing
- Week 7-8: Analysis and Reports
- Week 9: Dashboard Creation
- Week 10: Finalization and Report Writing
- Week 11-12: Final Project & Presentation

9. RESULTS & DISCUSSION

- Increased efficiency by 40% through less processing time.
- Actionable Trends, insights and traffic trend.
- Enhanced stakeholder engagement through interactive dashboards.
- Business impact through strategy recommendations.

10. EXPECTED OUTCOMES

- Organized and centralized data repository.
- Improved recruitment data visibility.
- Actionable insights on placement trends.
- Real-time analysis with Power BI dashboards.

11. CONCLUSION

This internship has addressed key issues in data collection, integration, and visualization. By applying tools like My-SQL, Excel-sheets, and Power-BI, the internship succeeded in improving & delivering insightful analytics.

12. REFERENCES

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