

# PLACEMENT ANALYSIS DASHBOARD

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  - *COURSE : BTECH (FINAL YEAR)*
  - *TOOLS USED : MICROSOFT EXCEL, MICROSOFT POWER BI*
  - *DATASET : COLLEGE PLACEMENT DATA(200 STUDENT)*
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# 1.OBJECTIVE OF THE PROJECT

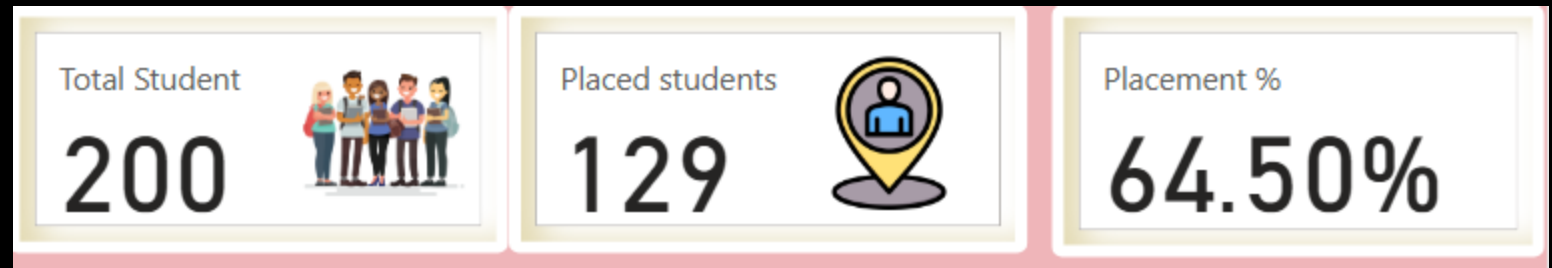
- To analyze student placement performance using data visualization.
- To identify key factors affecting placements:  
Branch ,Gender ,CGPA ,Internship ,Year , Company.
- To provide insights and recommendations for improvement.
- To create an interactive dashboard for decision-making.

## 2.DATASET OVERVIEW

- Total records: 200 Students
- Key Columns:
- Student\_ID,Gender,Branch,CGPA,Internship,Placed,Company,Package,Year.
- Data cleaning done in Power BI:
- Removed duplicates ,null values.
- Created calculated columns and measures for analysis.

### 3.KPI CARD (SUMMARY)

- Visual Type : Card(3 visual in one row)
- Fields:
- Total Students=200
- Placed Students=129
- Placement % =64.5%

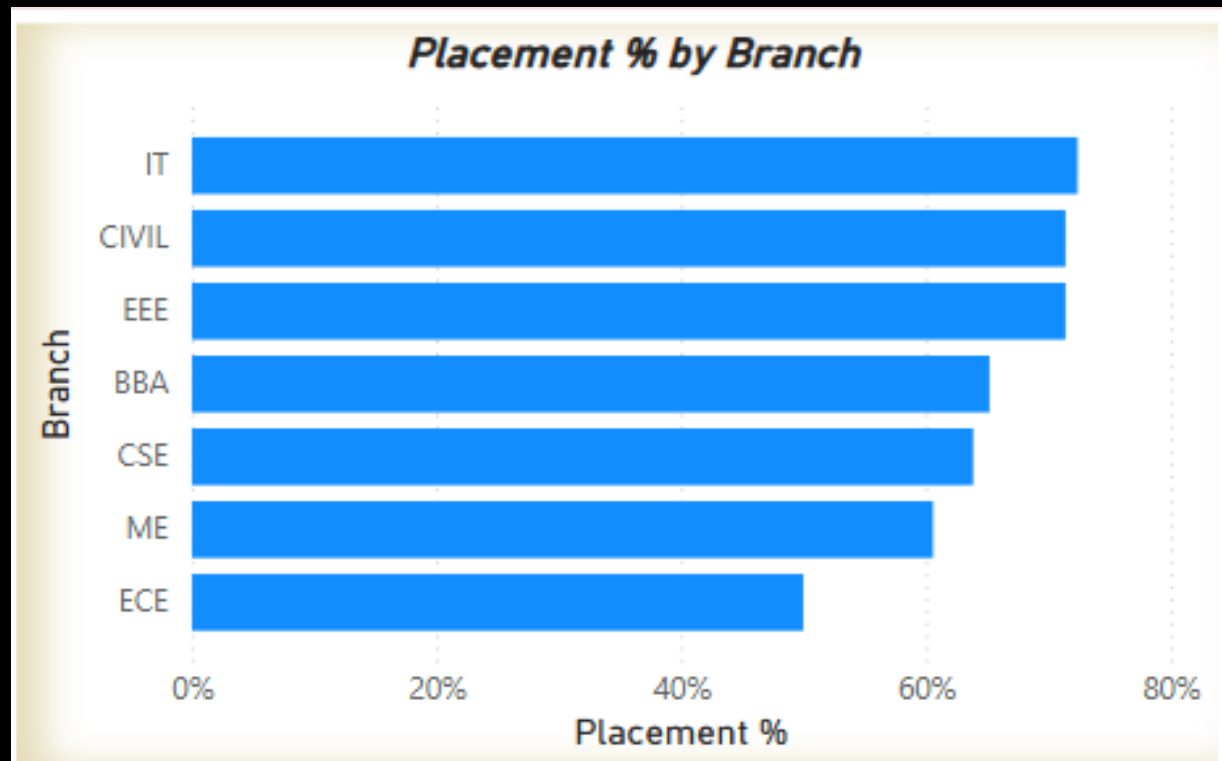


- INSIGHTS:
- Gives high-level overview of total students , placed Students count and success percentage.

## 4. PLACEMENT ANALYSIS VISUALS

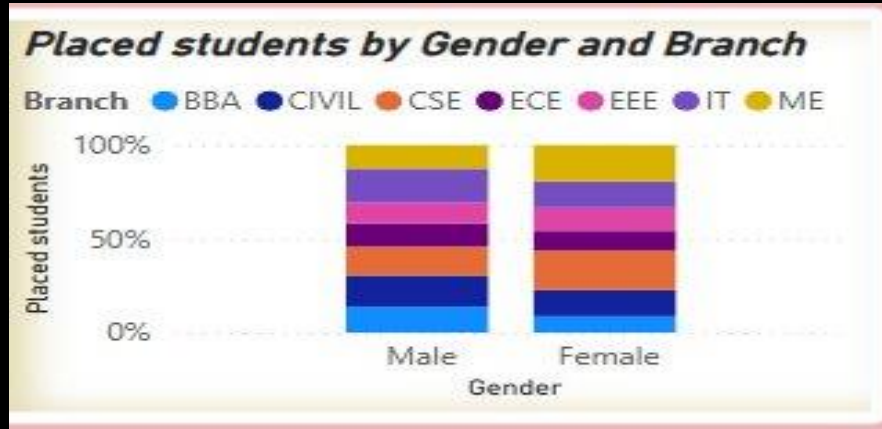
### 1. Branch –wise Placement%(Bar chart)

- Show which branches have highest/lowest placement ratio.



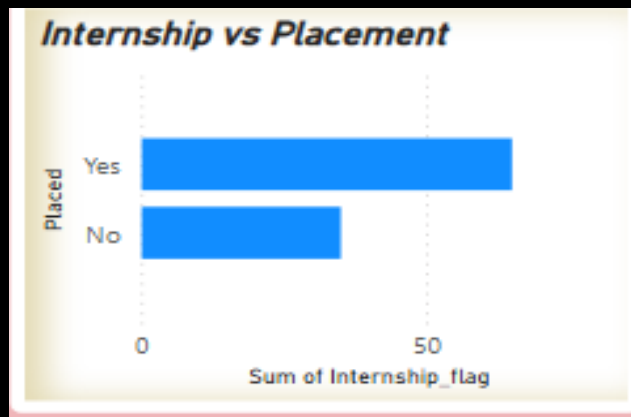
## 2. Gender -wise placement (Stacked Column chart)

- Compares male vs female placement distribution across branches.



## 3. Internship vs Placement % (Bar chart)

- Proves internship experience improves placement success rate.



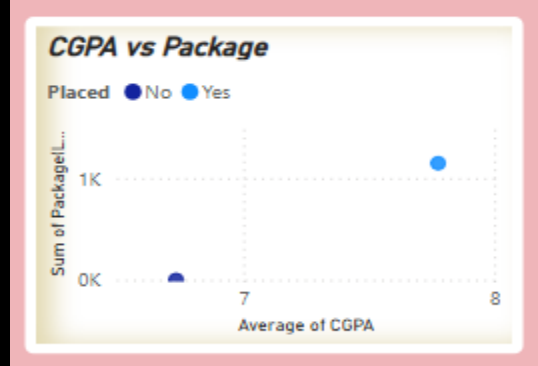
## 4. Top Companies Hiring(Horizontal Bar)

- Displays top recruiters and number of student hired.



## 5. CGPA VS Package (Scatter plot)

- Shows relationship between academic performance and salary packages.



## 6. Year-wise Placement Trend (Line chart)

- Displays placement performance over multiple years.





## 6 . R E C O M M E N D A T I O N

- More students should get internships ,because it directly improves placement success.
- Give extra training and mock interviews to branches with lower placement %.
- Analyze placement data every year to identify improvement areas.

## 5 . C O N C L U S I O N

- Dashboard provide clear KPIs ,visual insights ,and data-driven recommendations.
- Helps management understand placement performance and improvement areas.
- Demonstrates how POWER BI can turn raw data into actionable insights.
- Final outcome :A complete ,interactive placement analysis solution.