PLACEMENT ANALYSIS DASHBOARD

- *BY : JYOTI,NISHA BEE,VINOD KUMAR,HIMANSHU,PRINCE SHUKLA*

- *COURSE : BTECH (FINAL YEAR)*

- *TOOLS USED : MICROSOFT EXCEL,MICROSOFT POWER BI*

- *DATASET : COLLEGE PLACEMENT DATA(200 STUDENT)*
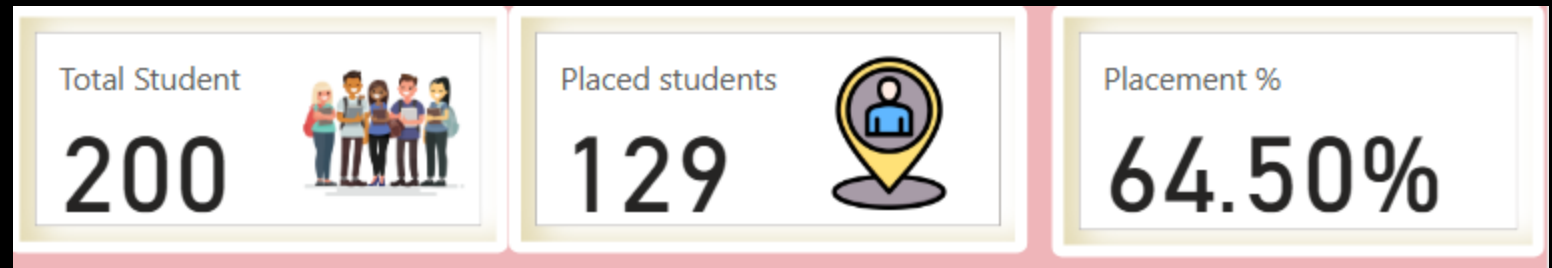
1.OBJECTIVE OF THE PROJECT

- 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
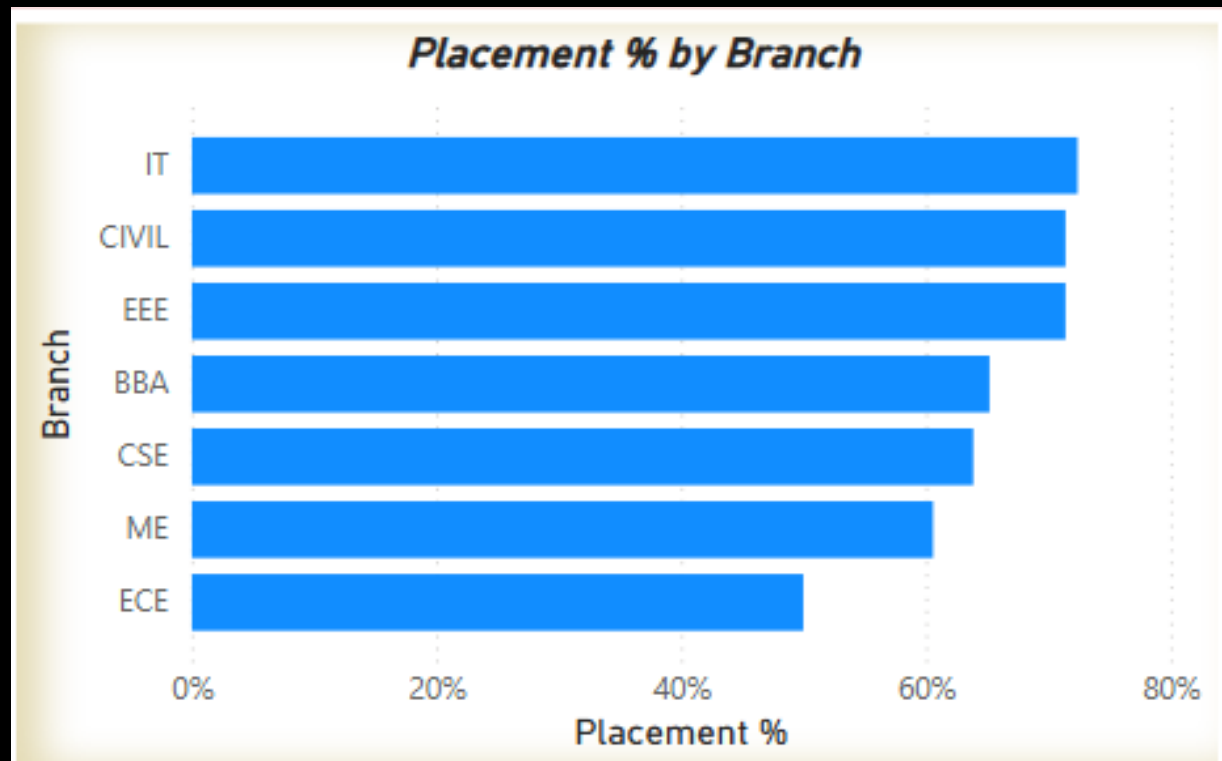
- Placement % =64.5%

- INSIGHTS:

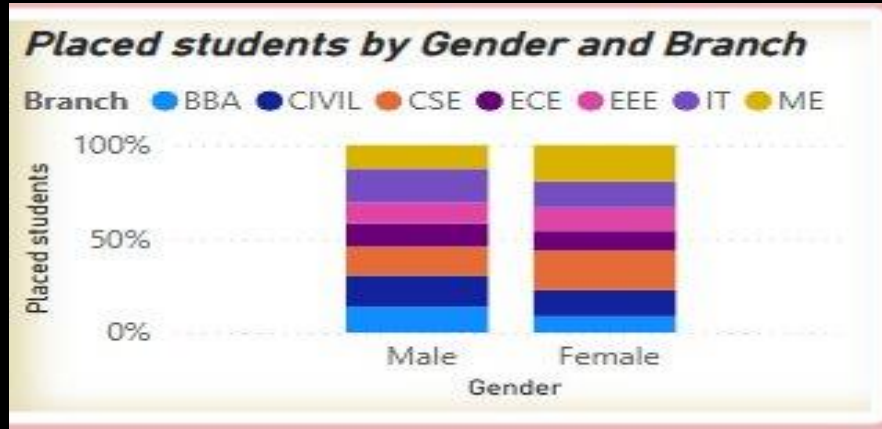- Gives high-level overview of total students , placed Students count and success percentage.

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

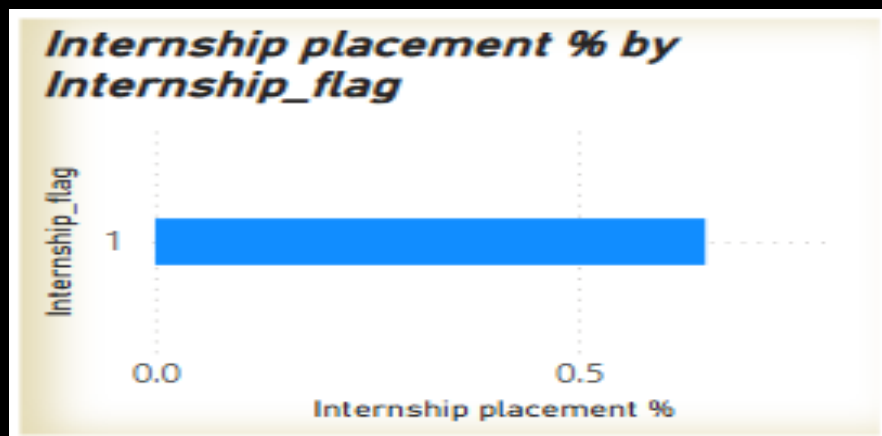- Show which branches have highest/lowest placement ratio.

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.
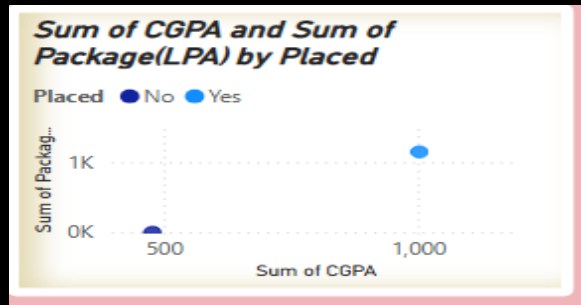
4.Top Companies Hiring(Horizontal Bar)

- Displays top recruiters and number of student hired.

5.CGPA VS Package (Scatter plot)

- Shows relationship between academic performance and salary packages.

Sum of CGPA and Sum of Package(LPA) by Placed

6.Year-wise Placement Trend(Line chart)

- Displays placement performance over multiple years.

Placement % by Year

6.RECOMMENDATION

- 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. CONCLUSION

- 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.