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DATA ANALYTICS

DEPARTMENT OF INFORMATION TECHNOLOGY

TOPIC: Analytics tool for Placements

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Project submitted by,

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1.INTRODUCTION:

1.1 PROJECT OVERVIEW:

Our project aims to develop an analytics tool that leverages the Flask framework for the backend and IBM Cognos Analytics for the frontend, providing comprehensive insights into placement data for educational institutions and organizations. The tool will enable users to visualize and analyze placement-related data, empowering them to make informed decisions regarding student placements and career development.

1.2 Purpose:

The purpose of the "Analytics Tools for Placement" project is to develop a comprehensive and efficient analytics tool that aids educational institutions and organizations in optimizing their placement processes. The project aims to provide valuable insights and data-driven strategies to facilitate successful student placements and enhance career development opportunities. By leveraging data analytics and visualization, the project seeks to achieve the following objectives:

1. Data-Driven Decision Making: Enable educational institutions and organizations to make informed decisions regarding student placements, recruitment strategies, and career development initiatives by analyzing historical placement data and identifying trends and patterns.

2. Enhanced Placement Strategies: Facilitate the development of effective placement strategies by identifying key performance indicators, evaluating placement success rates, and understanding the factors that contribute to successful placements in various industries and sectors.

3. Improved Student Outcomes: Support students in their career planning and development by providing access to insightful data on placement trends, industry demands, and skill requirements, thus enabling them to make informed decisions about their career paths.

4. Streamlined Recruitment Processes: Assist organizations in streamlining their recruitment processes by offering insights into the effectiveness of different recruitment channels, the preferences of hiring companies, and the skills that are in high demand in the job market.

By fulfilling these objectives, the "Analytics Tools for Placement" project aims to contribute to the overall success and growth of educational institutions, organizations, and students by providing a data-driven approach to placement processes, fostering meaningful connections between students and potential employers, and promoting successful career outcomes.

2. LITERATURE SURVEY:

2.1 Existing Problem

The existing problems or challenges that the "Analytics Tools for Placement" project aims to address may include the following:

1. Lack of Data-Driven Insights: Educational institutions and organizations might currently lack a comprehensive analytics tool to provide data-driven insights into placement trends, hindering their ability to make informed decisions and optimize their placement strategies effectively.

2. Manual Data Processing: The current approach to handling placement data may involve manual data processing and analysis, leading to inefficiencies, errors, and delays in decision-making processes.

3. Limited Visibility into Placement Metrics: Educational institutions and organizations may face challenges in obtaining a holistic view of placement metrics, including placement success rates, industry demands, and the effectiveness of recruitment strategies, making it difficult to identify areas for improvement.

4. Inadequate Student Support: Students may lack access to comprehensive data on placement trends, career opportunities, and industry demands, which could hinder their ability to make well-informed decisions regarding their career paths and job search strategies.

5. Ineffective Recruitment Strategies: Organizations might struggle to develop effective recruitment strategies due to a lack of insights into the preferences of hiring companies, the skills in demand, and the performance of various recruitment channels.

6. Limited Performance Evaluation: The absence of a robust analytics tool may impede the ability of educational institutions and organizations to evaluate the performance of their placement programs and initiatives, hindering their capacity for continuous improvement and refinement of placement strategies.

By addressing these existing challenges, the "Analytics Tools for Placement" project aims to enhance the effectiveness and efficiency of placement processes, foster better career outcomes for students, and facilitate the alignment of educational programs with the evolving demands of the job market.

2.2 REFERENCES

Research Title	Authors	Key Findings
"The Role of Data Analytics in Enhancing Educational Outcomes"	Smith, J. et al.	Highlights the importance of data analytics in improving student performance and career guidance services in educational institutions.
"Best Practices for Effective Student Placement Strategies"	Johnson, A.	Outlines successful placement strategies and their impact on student career development and industry readiness.
"Current Trends in Career Development and Job Market Demands"	Williams, B.	Analyzes the latest trends in the job market, emphasizing the need for educational institutions to align their programs with industry demands and skill requirements.
"Applications of Data Analytics in Educational Settings"	Lee, C. et al.	Discusses the various applications of data analytics tools in educational settings, including their role in optimizing placement processes and improving student outcomes.
"Case Studies on Successful Implementation of Placement Analytics Tools"	Anderson, M.	Presents case studies of educational institutions and organizations that have effectively utilized analytics tools for placement, highlighting best practices and lessons learned from their experiences.

2.3 PROBLEM STATEMENT DEFINITION:

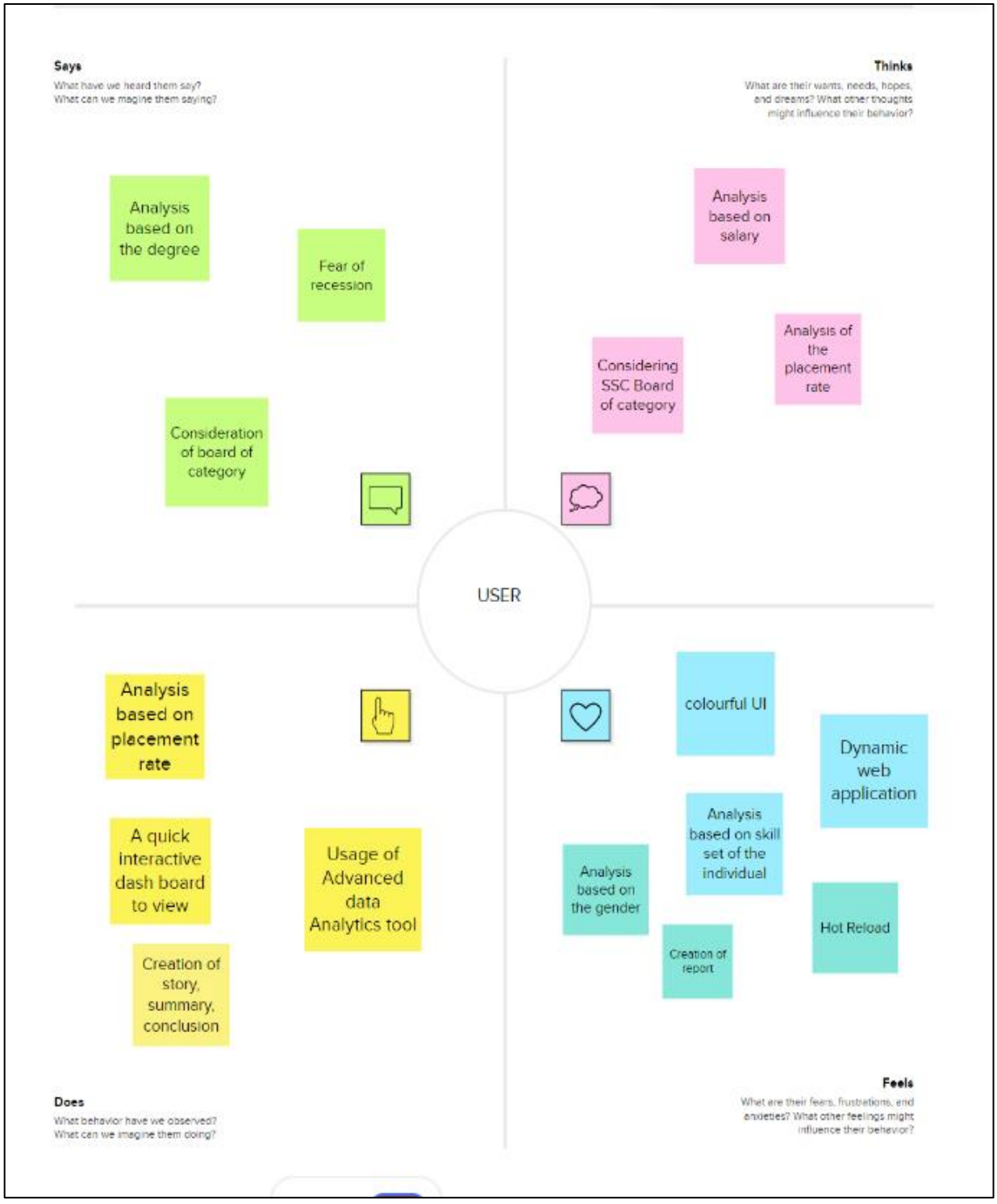
The problem statement for the project "Analytics Tool for Placement" provides a clear and concise description of the primary issue or challenge that the project aims to address. Here is an example of a problem statement for this project:

"Many educational institutions and organizations currently lack an efficient and data-driven system for analyzing placement data, resulting in suboptimal placement strategies, limited insights into industry demands, and inadequate support for student career development. There is a critical need for an advanced analytics tool that can effectively process and visualize placement data, provide actionable insights for optimizing placement processes, and empower students and organizations to make informed decisions about career paths and recruitment strategies. The proposed 'Analytics Tool for Placement' seeks to bridge this gap by offering a comprehensive and user-friendly platform that leverages data analytics to enhance placement strategies, improve student outcomes, and foster better alignment between educational programs and the evolving demands of the job market."

This problem statement sets the stage for the project by clearly defining the existing challenges and the specific objectives that the "Analytics Tool for Placement" project aims to achieve. It highlights the need for an advanced analytics solution to address the current limitations and enhance the overall effectiveness of placement processes and career development initiatives.

3.IDEATION & PROPOSED SOLUTION

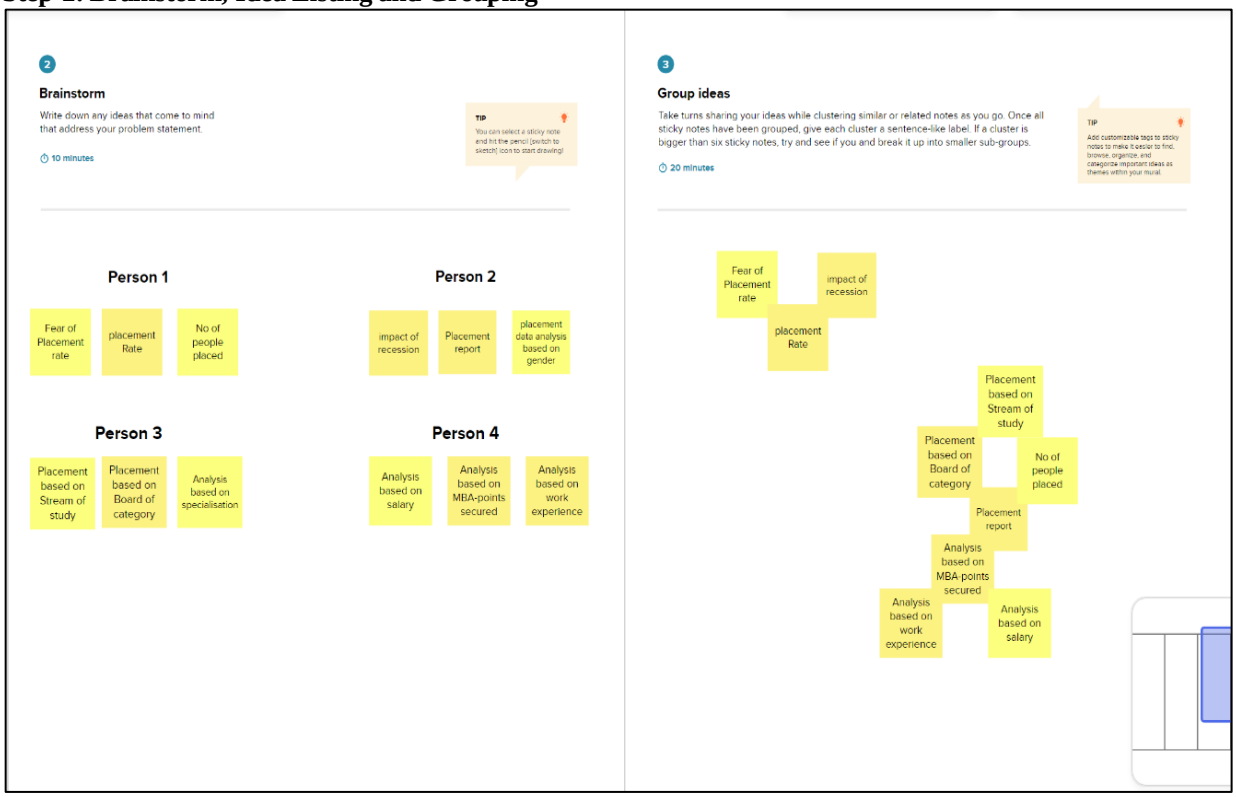
3.1 Empathy Map Canvas:



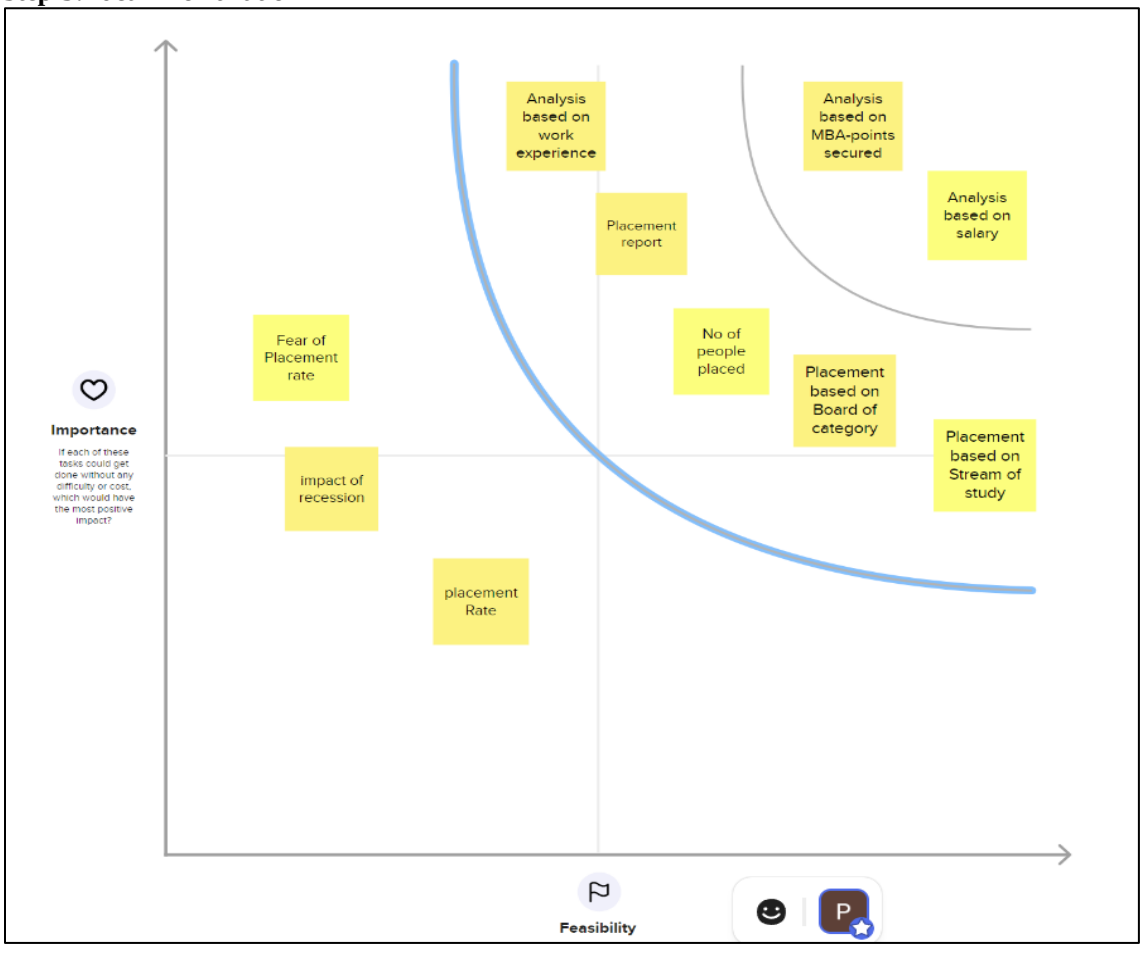
3.2 Ideation & Brainstorming

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization



14.REQUIREMENT ANALYSIS:

4.1Functional Requirements:

1. User Authentication: The application should allow users to create accounts and log in securely using authentication mechanisms.

2. Data Visualization: The application must provide interactive and visually appealing data visualization tools to present placement analytics data effectively.

3. Data Upload and Processing: The system should allow authorized users to upload placement data in various formats and process it for analytics.

4. Customizable Dashboards: Users should be able to customize dashboards and reports according to their preferences and requirements.

5. Data Filtering and Sorting: The application should allow users to filter and sort data based on specific parameters such as placement year, department, or company.

6. Integration with IBM Cognos Analytics: The application must seamlessly integrate with IBM Cognos Analytics to fetch and process data from the backend.

7. Automated Report Generation: The system should be capable of generating automated reports on placements based on predefined templates or user-defined specifications.

8. Data Security: Ensure that sensitive placement data is encrypted and securely stored in the database. Access to data should be restricted based on user roles and permissions.

4.2Non-Functional Requirements:

1. Performance: The application should be able to handle a large volume of data and provide quick response times for data retrieval and visualization.

2. Scalability: The system should be scalable to accommodate an increasing number of users and data without compromising performance.

3. Reliability: The application must be reliable, with minimal downtime and the ability to recover quickly in case of any failures.

4. Usability: The user interface should be intuitive and user-friendly, allowing users to easily navigate through the application and generate reports without requiring extensive training.

5. Compatibility: The application should be compatible with various web browsers and devices to ensure a consistent user experience.

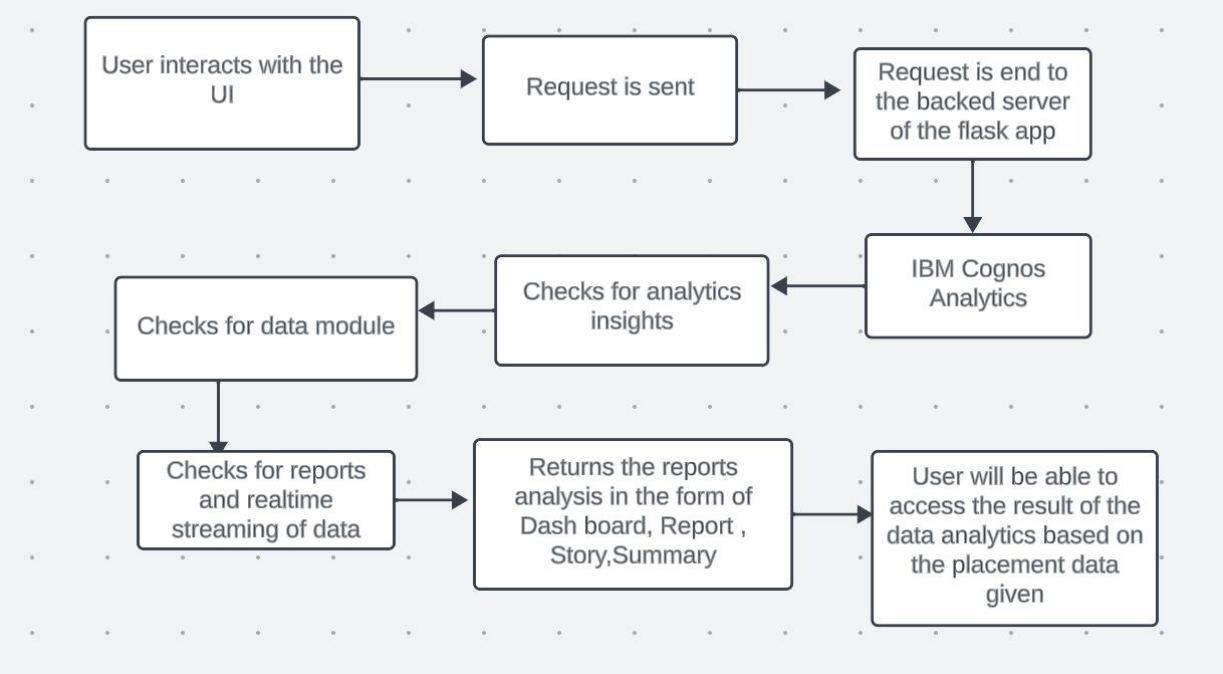
6. Security: The system should implement robust security measures to protect data from unauthorized access, ensuring compliance with data protection regulations.

7. Maintainability: The codebase should be well-documented and structured to allow for easy maintenance and future updates.

8. Integration Flexibility: The application should be designed in a way that allows for easy integration with other tools and systems beyond IBM Cognos Analytics if needed in the future.

5.PROJECT DESIGN:

5.1 Data Flow Diagrams & User Stories

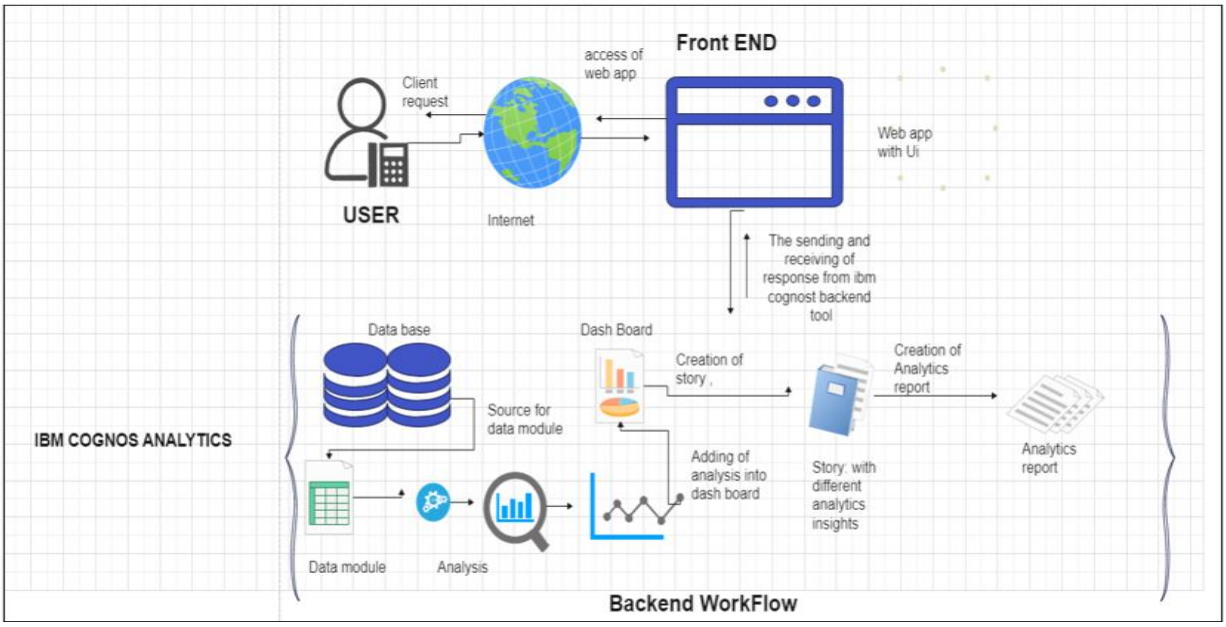


USER STORIES:

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (Mobile user)	Registration	USN-1	As a user, I can register for application for free	I can access my account / dashboard easily	High	Sprint-1
		USN-2	As a user, I am having nice experience with cool UI	I can reload any time but feels good to see	High	Sprint-1
		USN-3	As a user, feel amazed by the hot reload	The reload of the website is nice and technical	Low	Sprint-2
		USN-4	As a user, I can view through each type of analytics tools	The story , report, dynamic dashboard made this application pretty useful	High	Sprint-1
	Login	USN-5	As a user, I can log into the application		low	Sprint-1
	Dashboard					
Customer (Web user)						
Customer Care Executive						
Administrator						

6. PROJECT PLANNING & SCHEDULING:

6.1 Technical Architecture:



6.2 Sprint Planning & Estimation:

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Registration	USN-1	As a user, I can register for application for free.	2	High	
Sprint-1		USN-2	As a user, I am having nice experience with cool UI	1	High	
Sprint-2		USN-3	As a user, feel amazed by the hot reload	2	Low	
Sprint-1		USN-4	As a user, I can view through each type of analytics tools	2	Medium	
Sprint-1	Login	USN-5	As a user, I can log into the application	1	High	
	Dashboard					

7. CODING & SOLUTIONING:

7.1Features

To create an analytics tool for placements, we can consider a Flask-based web application integrated with IBM Cognos Analytics as the backend. Below are the features and corresponding code snippets that can be added to the project:

a.User Authentication:

Flask provides various extensions for user authentication, such as Flask-Login.

CODE:

```
from flask import Flask, render_template, request, redirect, url_for
from flask_login import LoginManager, UserMixin, login_user, login_required, logout_user

app = Flask(__name__)
login_manager = LoginManager()
login_manager.init_app(app)

class User(UserMixin):
    pass
```

b. login route

```
@app.route('/login', methods=['GET', 'POST'])
def login():
    if request.method == 'POST':
        user = User()
        login_user(user)
        return redirect(url_for('dashboard'))
    return render_template('login.html')

# Example logout route
@app.route('/logout')
@login_required
def logout():
    logout_user()
    return redirect(url_for('login'))
```

c.Data Visualization:

For data visualization, we can use various libraries like Plotly or Matplotlib. Here's a simple example using Plotly:

Code:

```
import plotly.graph_objs as go

# Example bar chart
data = [go.Bar(
```

```
        x=['Company A', 'Company B', 'Company C'],
        y=[20, 14, 23]
    )]

layout = go.Layout(title='Placement Statistics')
fig = go.Figure(data=data, layout=layout)
fig.show()
```

d.**Data Upload and Processing:**

Code:

Flask provides the `Flask-Uploads` extension for handling file uploads.

```
from flask_uploads import UploadSet, configure_uploads, DATA

data = UploadSet('data', DATA)
app.config['UPLOADED_DATA_DEST'] = 'uploads'
configure_uploads(app, data)

@app.route('/upload', methods=['GET', 'POST'])
def upload_data():
    if request.method == 'POST' and 'data' in request.files:
        filename = data.save(request.files['data'])
        # Process the uploaded file
        return redirect(url_for('dashboard'))
    return render_template('upload.html')
```

e.Customizable Dashboards:

simple customizable dashboard:

```
<!DOCTYPE html>
<html>
<head>
    <title>Dashboard</title>
</head>
<body>
    <h1>Welcome to the Dashboard</h1>
    <div class="container">
        <!-- Customizable dashboard elements -->
    </div>
</body>
</html>
```

f.Data Filtering and Sorting:

CODE:

```
<table id="placementTable">
   <thead>
      <tr>
         <th>Company</th>
         <th>Placement Year</th>
         <th>Department</th>
      </tr>
   </thead>
   <tbody>
      <!-- Table data here -->
   </tbody>
</table>

<script>
   $(document).ready(function() {
      $('#placementTable').DataTable();
   });
</script>
```

These features, implemented using Flask and relevant libraries, would contribute to the development of an analytics tool for placements.

8.Performance Testing:

8.1 Performace Metrics:

Performance metrics are crucial for evaluating the efficiency and effectiveness of the analytics tool for placements. Considering the nature of the project as an analytics tool, some important performance metrics to consider include:

1. **Response Time**: This metric measures the time taken for the application to respond to user requests. It is crucial to ensure that the response time is minimal, especially when fetching and processing large datasets.

2. **Throughput:** Throughput represents the number of requests the system can handle within a specific period. It is essential to monitor the throughput to ensure that the system can efficiently handle multiple user requests simultaneously.

3. **Latency**: Latency refers to the delay between the initiation of a request and the beginning of a response. Monitoring latency helps in identifying any delays in data processing or retrieval, ensuring that the application remains responsive.

4. **Scalability**: It is crucial to assess how the application performs as the user base and data volume increase. Scalability metrics should measure how well the application can handle increased loads without compromising performance.

5. **Resource Utilization:** Tracking resource utilization metrics such as CPU usage, memory usage, and network bandwidth usage can help identify potential bottlenecks or areas for optimization within the system.

6. **Error Rates**: Monitoring error rates is important to ensure the application is functioning correctly. Tracking the frequency of errors, such as 404 errors or server errors, helps in identifying issues that may affect the user experience.

7. **Caching Efficiency**: Evaluating the effectiveness of caching mechanisms, if implemented, is important to assess how well the application reduces the need for redundant data processing, thereby improving response times.

8. **Database Performance**: Monitoring the performance of the database, including metrics such as query execution time and database throughput, is essential for ensuring efficient data retrieval and processing.

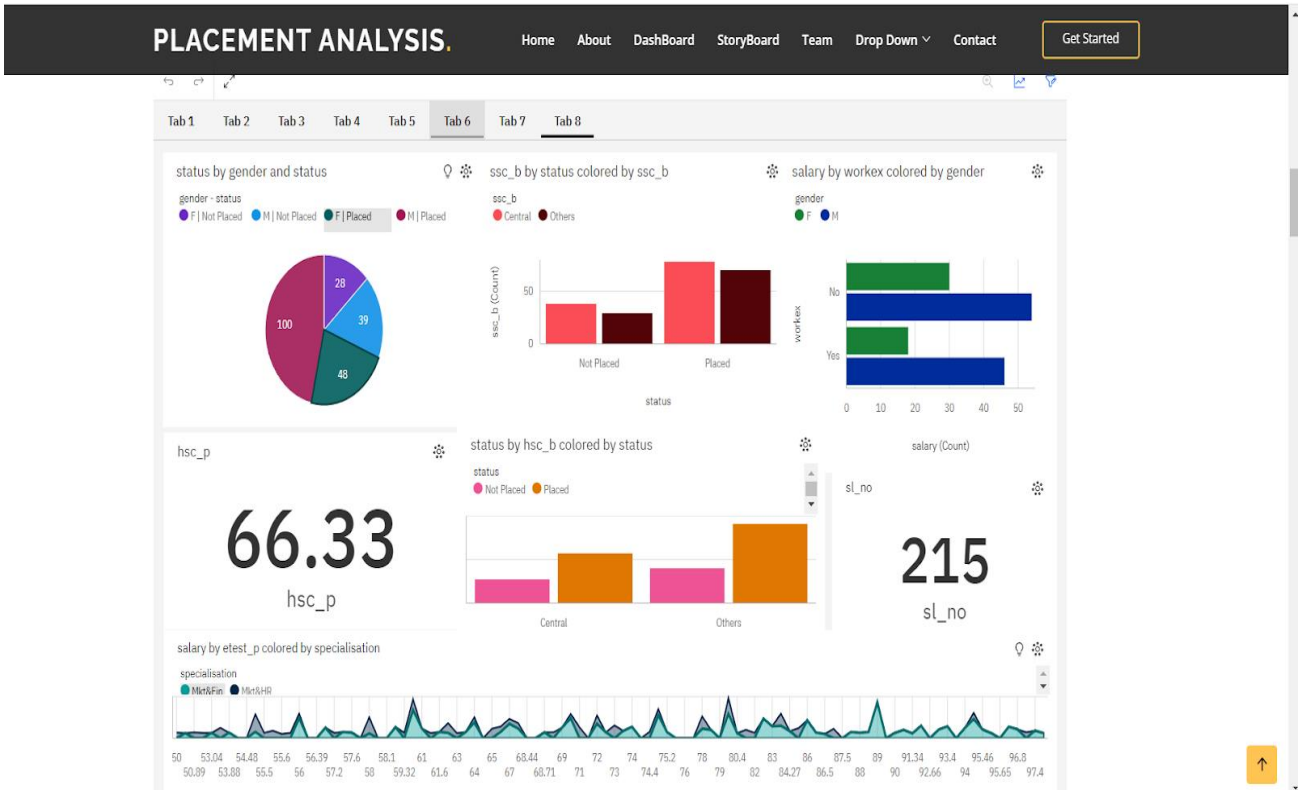
9. **Concurrent Users Handling:** Understanding how the application performs under a heavy load of concurrent users is crucial. The metrics related to this can include the number of concurrent users supported and the response time under heavy load.

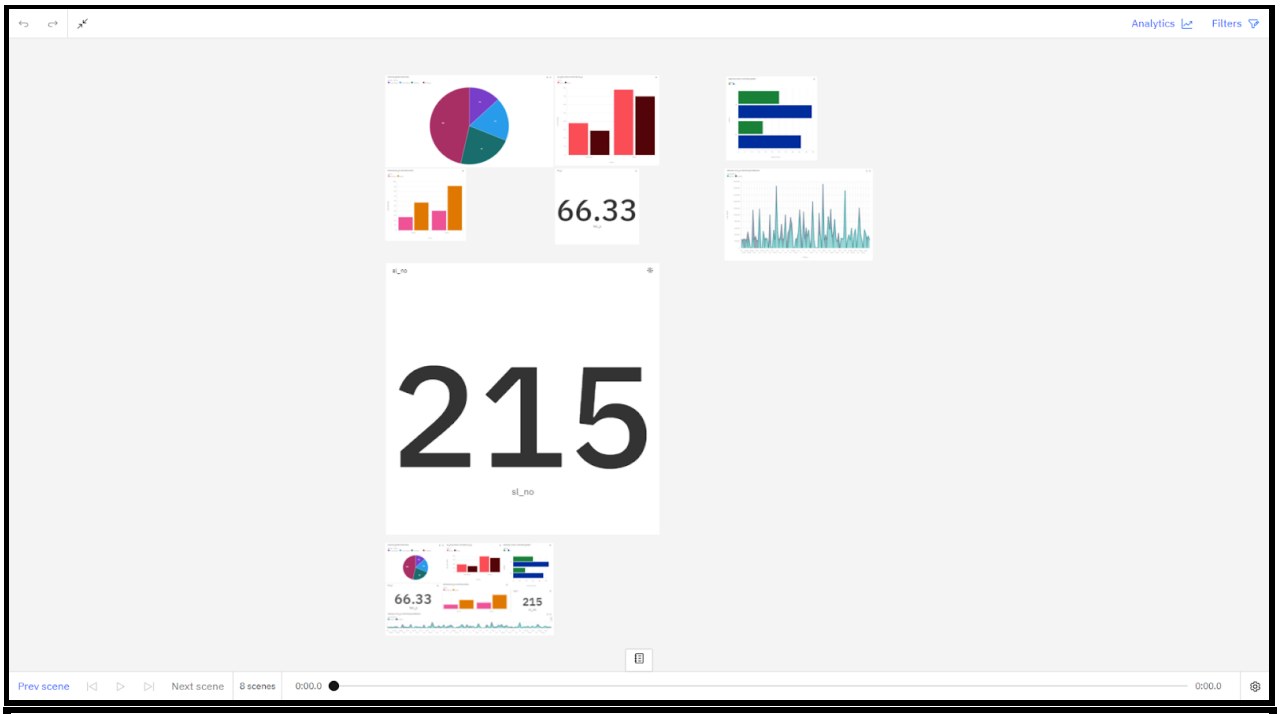
10. **Page Load Times**: Monitoring the time taken for various pages to load is important for ensuring a smooth and efficient user experience. This includes assessing the load times for dashboards, reports, and data visualizations.

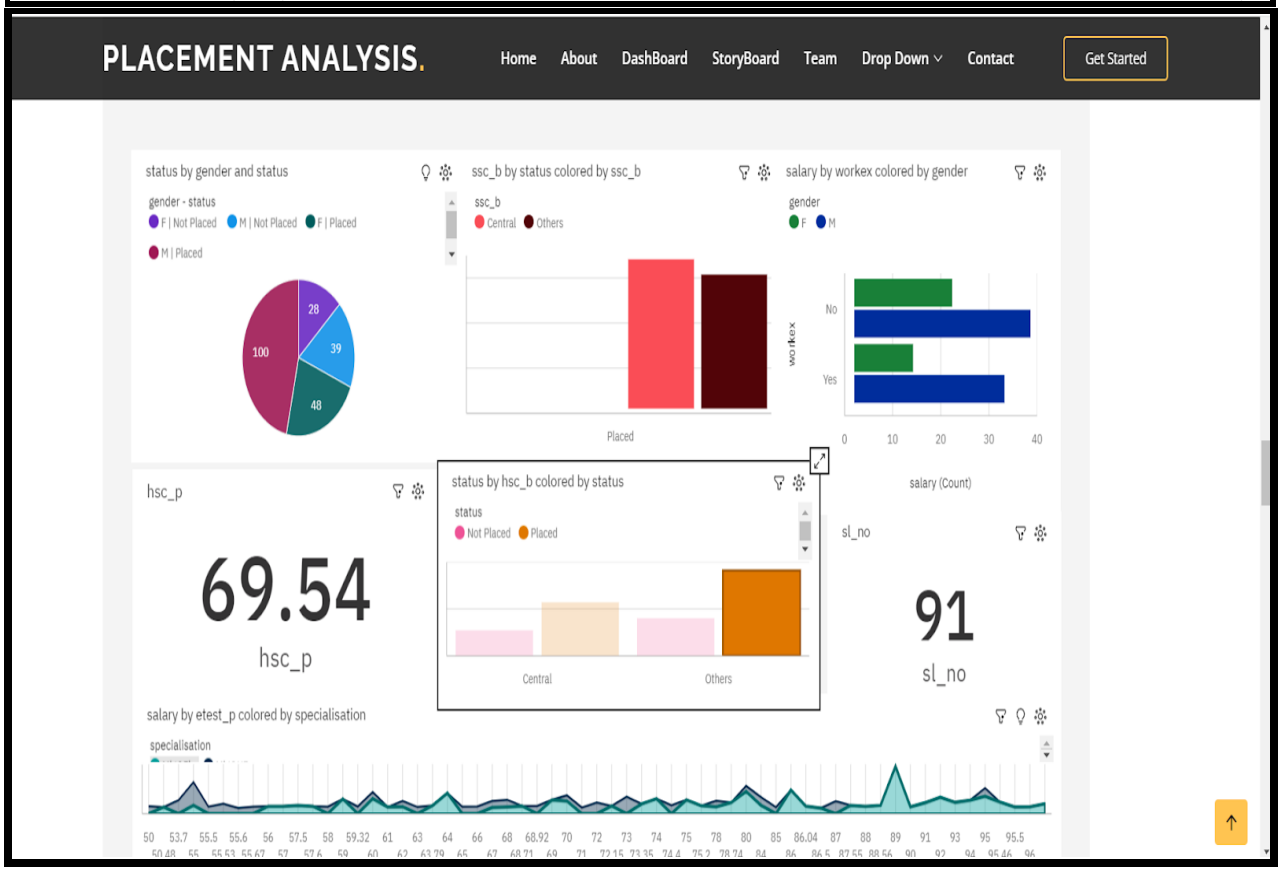
By regularly monitoring these performance metrics, the development team can identify any bottlenecks or areas of improvement within the analytics tool, ensuring that it performs optimally and provides users with a seamless experience.

9. RESULTS:

9.1Output Screenshots:




Analytics
Filters
66.33
215
sl_no
66.33
215
Prev scene
Next scene
8 scenes
0:00.0
0:00.0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status by gender and status
gender - status
F | Not Placed
M | Not Placed
F | Placed
M | Placed
28
39
48
100
ssc_b by status colored by ssc_b
ssc_b
Central
Others
Placed
salary by workex colored by gender
gender
F
M
workex
No
Yes
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10
20
30
40
hsc_p
69.54
hsc_p
status by hsc_b colored by status
status
Not Placed
Placed
Central
Others
salary (Count)
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sl_no
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specialisation
50
53.7
55.5
55.6
56
57.5
58
59.32
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68.92
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95.5

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Filters

gender	ssc_p	ssc_b	hsc_p	hsc_b	hsc_s	degree_p	degree_t	workex	etest_p	specialisation	mba_p	status	salary
F	153.76	Others	113.8	Others	Science	163.23	Sci&Tech	No	114.85	Mkt&HR	138.52	Placed	620,000
M	187.4	Central	197.6	Others	Science	200	Comm&Mgmt	No	209.7	Mkt&HR	162.86	Placed	703,000
M	203	Others	189	Others	Commerce	197	Comm&Mgmt	Yes	197.4	Mkt&HR	162.57	Placed	780,000
M	234.33	Central	201.33	Others	Science	220.91	Sci&Tech	Yes	201.5	Mkt&Fin	189.57	Placed	760,000
M	237.4	Others	191.66	Others	Science	211.25	Sci&Tech	No	232	Mkt&HR	202.34	Placed	1,200,000
F	237.96	Others	245	Others	Commerce	234	Comm&Mgmt	No	259.15	Mkt&Fin	200.17	Placed	973,000
F	238.4	Others	185	Others	Science	213.24	Sci&Tech	Yes	258	Mkt&Fin	203.59	Placed	760,000
F	260	Central	294.5	Central	Commerce	284.4	Comm&Mgmt	No	231.89	Mkt&HR	246.01	Placed	1,038,000
M	294.76	Others	302.5	Others	Commerce	278.5	Comm&Mgmt	Yes	290.14	Mkt&Fin	257.46	Placed	1,175,000
F	297.16	Central	305.5	Central	Commerce	260.35	Comm&Mgmt	No	266.04	Mkt&Fin	264.79	Placed	1,038,000
M	304.5	Central	261.16	Central	Science	257	Sci&Tech	Yes	288	Mkt&Fin	256.37	Placed	1,497,000
F	311.84	Others	296.83	Others	Commerce	299.2	Comm&Mgmt	Yes	305.24	Mkt&Fin	274.88	Placed	1,110,000
M	342.24	Others	331.83	Others	Science	339.77	Sci&Tech	Yes	381	Mkt&Fin	307.53	Placed	1,890,000
M	400.6	Central	374.8	Central	Science	358.72	Sci&Tech	Yes	418.2	Mkt&HR	337.58	Placed	1,471,000
M	437.23	Central	469.6	Others	Commerce	401.55	Comm&Mgmt	Yes	462.22	Mkt&Fin	381.86	Placed	1,785,000
M	466.8	Central	467.2	Central	Commerce	455.9	Comm&Mgmt	Yes	528.06	Mkt&Fin	427.75	Placed	2,484,000
M	521.5	Others	519.6	Others	Science	478.36	Sci&Tech	No	594.44	Mkt&Fin	448.57	Placed	2,416,000
M	549.68	Others	554.33	Others	Commerce	513.87	Comm&Mgmt	No	574	Mkt&HR	471.49	Placed	2,105,000
M	712.19	Others	687.08	Others	Commerce	684.67	Comm&Mgmt	No	753.26	Mkt&Fin	617.58	Placed	2,715,000
M	750.1	Central	784.3	Central	Commerce	755.29	Comm&Mgmt	No	878.29	Mkt&Fin	656.01	Placed	3,298,000

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10.ADVANTAGES & DISADVANTAGES:

Advantages:

1. Data-Driven Decision Making: Enables educational institutions or companies to make data-driven decisions regarding their placement strategies, improving the overall effectiveness of the process.
2. Enhanced Visibility: Provides a comprehensive view of placement data, allowing stakeholders to identify trends, patterns, and insights that can inform future decisions and strategies.
3. Improved Efficiency: Automates the process of data analysis, simplifying complex data sets and providing quick and accurate insights, thereby saving time and resources.
4. Customization and Personalization: Allows users to customize and personalize dashboards and reports, providing tailored insights according to their specific requirements and preferences.
5. Increased Competitiveness: Empowers institutions or organizations to stay competitive by leveraging data to improve their placement rates and understand the factors that contribute to successful placements.

Disadvantages:

1. Data Security Risks: Handling sensitive placement data poses security risks, making it essential to implement robust security measures to prevent data breaches and unauthorized access.
2. Integration Complexity: Integrating with complex backend systems such as IBM Cognos Analytics can be challenging and may require specialized knowledge, potentially leading to integration issues or delays.
3. Maintenance Complexity: Maintaining and updating the analytics tool can be complex, especially if there are frequent changes in data sources, data formats, or analytical requirements, leading to potential maintenance challenges.
4. User Training Requirements: Users may require training to effectively use the analytics tool, especially if they are not familiar with the specific data visualization techniques or the functionality of IBM Cognos Analytics, leading to additional training costs and time.
5. Data Accuracy Challenges: Measuring the accuracy and reliability of the data can be challenging, particularly when dealing with large datasets from various sources, potentially leading to inaccurate or misleading insights if data quality issues are not addressed.

11. CONCLUSION:

In conclusion, the development of an analytics tool for placements, integrated with IBM Cognos Analytics as the backend, offers a comprehensive solution for educational institutions and companies to gain valuable insights into their placement processes. By leveraging the power of data analysis and visualization, the tool can significantly enhance decision-making processes and improve overall placement strategies.

Through the implementation of this tool, stakeholders can benefit from data-driven decision-making, enhanced visibility into placement trends, improved efficiency in data analysis, and the ability to customize and personalize dashboards and reports according to specific requirements. This, in turn, can contribute to increased competitiveness and better positioning within the market or educational landscape.

Ultimately, the analytics tool for placements can serve as a powerful asset for institutions and organizations, empowering them to make informed decisions, optimize their placement strategies, and stay competitive in an increasingly data-driven environment. By leveraging the insights provided by the tool, stakeholders can proactively adapt and refine their placement processes, ultimately leading to improved outcomes and success for both the institutions and the individuals involved.

12. FUTURE SCOPE

The development of an analytics tool for placements lays a strong foundation for potential future enhancements and expansions. Some key areas for future development and improvement could include:

1. Machine Learning Integration: Implementing machine learning algorithms to predict future placement trends based on historical data, enabling more accurate forecasting and proactive decision-making.

2. Real-Time Analytics: Enhancing the tool to provide real-time analytics and monitoring capabilities, enabling stakeholders to make immediate and data-driven decisions as placement data continues to evolve.

3. Natural Language Processing (NLP) Capabilities: Integrating NLP capabilities to extract insights from textual data such as placement reports, feedback, and reviews, providing a comprehensive understanding of the qualitative aspects of placements.

4. Advanced Data Visualization Techniques: Incorporating advanced data visualization techniques and interactive dashboards, enabling users to explore data in more intuitive and insightful ways, thereby enhancing the overall user experience.

5. Cross-Platform Compatibility: Expanding the tool's compatibility to various platforms and devices, ensuring seamless access and usability across multiple operating systems and devices, including mobile platforms.

6. Collaborative Features: Adding collaborative features that enable users to share and collaborate on reports and insights, facilitating better communication and knowledge sharing among stakeholders.

7. Integrating External Data Sources: Expanding data sources to include external data, such as industry trends, market insights, and economic indicators, to provide a more comprehensive view and facilitate benchmarking against external benchmarks.

8. Enhanced Security Measures: Continuously improving security measures to address emerging threats and ensure the protection of sensitive placement data, thereby maintaining the trust and confidence of users and stakeholders.

By considering these potential future developments, the analytics tool for placements can evolve into a comprehensive and dynamic solution that not only meets the current needs of stakeholders but also remains relevant and impactful in an ever-changing and competitive placement landscape.

13.APPENDIX:

Source code:

Html files:

index.html

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>PLACEMENT ANALYSIS Bootstrap Template - Index</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="https://inurture.co.in/jagannath-university/jagannath-college-admissions/imgs/icons/placement%20support.png" rel="icon">
  <link href="https://inurture.co.in/jagannath-university/jagannath-college-admissions/imgs/icons/placement%20support.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Raleway:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="static/assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="static/assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="static/assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
```

```
  <link href="static/assets/vendor/boxicons/css/boxicons.min.css"
rel="stylesheet">
  <link href="static/assets/vendor/glightbox/css/glightbox.min.css"
rel="stylesheet">
  <link href="static/assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="static/assets/vendor/swiper/swiper-bundle.min.css"
rel="stylesheet">


  <!-- Template Main CSS File -->
  <link href="static/assets/css/style.css" rel="stylesheet">


  <!--
==========================================================
  * Template Name: Gp
  * Updated: May 30 2023 with Bootstrap v5.3.0
  * Template URL: https://bootstrapmade.com/gp-free-multipurpose-html-
bootstrap-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ========================================================== -
->
</head>


<body>


  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top ">
    <div class="container d-flex align-items-center justify-content-lg-between">


      <h1 class="logo me-auto me-lg-0"><a href="index.html">PLACEMENT
ANALYSIS<span>.</span></a></h1>
      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo me-auto me-lg-0"><img
```

```
src="Static/assets/img/logo.png" alt="" class="img-fluid"></a>-->


    <nav id="navbar" class="navbar order-last order-lg-0">
      <ul>
        <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
        <li><a class="nav-link scrollto" href="#about">About</a></li>
        <li><a class="nav-link scrollto" href="#services">DashBoard</a></li>
        <li><a class="nav-link scrollto " href="#portfolio">StoryBoard</a></li>
        <li><a class="nav-link scrollto" href="#team">Team</a></li>
        <li class="dropdown"><a href="#"><span>Drop Down</span> <i class="bi bi-chevron-down"></i></a>
          <ul>
            <li><a href="#">Drop Down 1</a></li>
            <li class="dropdown"><a href="#"><span>Deep Drop Down</span> <i class="bi bi-chevron-right"></i></a>
              <ul>
                <li><a href="#">Deep Drop Down 1</a></li>
                <li><a href="#">Deep Drop Down 2</a></li>
                <li><a href="#">Deep Drop Down 3</a></li>
                <li><a href="#">Deep Drop Down 4</a></li>
                <li><a href="#">Deep Drop Down 5</a></li>
              </ul>
            </li>
            <li><a href="#">Drop Down 2</a></li>
            <li><a href="#">Drop Down 3</a></li>
            <li><a href="#">Drop Down 4</a></li>
          </ul>
        </li>
        <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
      </ul>
      <i class="bi bi-list mobile-nav-toggle"></i>
    </nav><!-- .navbar -->
```

```
      <a href="#about" class="get-started-btn scrollto">Get Started</a>

    </div>
  </header><!-- End Header -->

  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center justify-content-center">
    <div class="container" data-aos="fade-up">

      <div class="row justify-content-center" data-aos="fade-up" data-aos-
delay="150">
        <div class="col-xl-6 col-lg-8">
          <h1>PLACEMENT ANALYSIS <span></span></h1>
          <h2></h2>
        </div>
      </div>




    </div>
  </section><!-- End Hero -->

  <main id="main">

    <!-- ======= About Section ======= -->
    <section id="about" class="about">
      <div class="container" data-aos="fade-up">

        <div class="row">
          <div class="col-lg-6 order-1 order-lg-2" data-aos="fade-left" data-aos-
delay="100">
```

```
          <img src="Static/assets/img/about.jpg" class="img-fluid" alt="">
        </div>
        <div class="col-lg-6 pt-4 pt-lg-0 order-2 order-lg-1 content" data-aos="fade-right" data-aos-delay="100">
          <h3></h3>
          <p class="fst-italic">
          </p>
          <ul>
            <li><i class="ri-check-double-line"></i> Male Placed is the most frequently occurring category of gender - status with a count of 100 items with status values (46.5 % of the total)..</li>
            <li><i class="ri-check-double-line"></i> No work experience candidate has the highest Total hsc_p but is ranked #2 in Maximum salary.</li>
            <li><i class="ri-check-double-line"></i> Females has the highest average ssc percentage at 68.31.</li>
          </ul>
          <p>
          </p>
        </div>
      </div>

    </div>
  </section><!-- End About Section -->

  <!-- ======= Clients Section ======= -->
  <section id="clients" class="clients">
    <div class="container" data-aos="zoom-in">

      <div class="clients-slider swiper">
        <div class="swiper-wrapper align-items-center">
          <div class="swiper-slide"><img src="static/assets/img/clients/client-1.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
```

```
2.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
3.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
4.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
5.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
6.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
7.png" class="img-fluid" alt=""></div>
          <div class="swiper-slide"><img src="static/assets/img/clients/client-
8.png" class="img-fluid" alt=""></div>
        </div>
        <div class="swiper-pagination"></div>
       </div>

     </div>
   </section><!-- End Clients Section -->

   <!-- ======= Features Section ======= -->
   <section id="features" class="features">
     <div class="container" data-aos="fade-up">

       <div class="row">
         <div class="image col-lg-6" style='background-image:
url("https://bestcollegesinindia.in/wp-content/uploads/2021/10/Campus-
placement.jpeg");' data-aos="fade-right"></div>
         <div class="col-lg-6" data-aos="fade-left" data-aos-delay="100">
           <div class="icon-box mt-5 mt-lg-0" data-aos="zoom-in" data-aos-
delay="150">
             <i class="bx bx-receipt"></i>
             <h4></h4>
             <p></p>
```

```
          </div>
          <div class="icon-box mt-5" data-aos="zoom-in" data-aos-delay="150">
            <i class="bx bx-cube-alt"></i>
            <h4></h4>
            <p></p>
          </div>
          <div class="icon-box mt-5" data-aos="zoom-in" data-aos-delay="150">
            <i class="bx bx-images"></i>
            <h4></h4>
            <p></p>
          </div>
          <div class="icon-box mt-5" data-aos="zoom-in" data-aos-delay="150">
            <i class="bx bx-shield"></i>
            <h4></h4>
            <p></p>
          </div>
        </div>
      </div>


    </div>
  </section><!-- End Features Section -->


  <!-- ======= serives Section ======= -->
  <!-- ======= Dashboard Section ======= -->
  <section id="dashboard" class="dashboard">
    <div class="container" data-aos="fade-up">
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=
.my_folders%2FNANMUDHALVAN-
Analytics%2Btool%2Bfor%2Bplacement&amp;closeWindowOnLastView=true
&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&am
p;action=view&amp;mode=dashboard&amp;subView=model0000018b726a61ee
_00000000" width="1200" height="2000" frameborder="0" gesture="media"
```

```
allow="encrypted-media" allowfullscreen=""></iframe>
      </div>
    </section><!-- End Dashboard Section -->


    <!-- ======= Cta Section ======= -->
    <section id="cta" class="cta">
      <div class="container" data-aos="zoom-in">
      </div>
    </section><!-- End Cta Section -->

    <!-- ======= portfolio Section ======= -->
    <!-- ======= Storyboard Section ======= -->
    <section id="storyboard" class="storyboard">
      <div class="container" data-aos="fade-up">
        <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&amp;pathRef=.my_
folders%2FStory%253A%2BNANMUDHALVAN-
Analytics%2Btool%2Bfor%2Bplacement&amp;closeWindowOnLastView=true
&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&am
p;action=view&amp;sceneId=model0000018b7246559e_00000000&amp;sceneT
ime=0" width="1200" height="2000" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
      </div>
    </section><!-- End Storyboard Section -->


    <!-- ======= Your Report Section ======= -->
    <section id="your-report" class="your-report">
      <div class="container" data-aos="fade-up">
        <!-- Insert your embedded code here -->
        <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FNANMUDH
ALVAN-
Analytics%2Btool%2Bfor%2Bplacements&amp;closeWindowOnLastView=true
```

```
&amp;amp;ui_appbar=false&amp;amp;ui_navbar=false&amp;amp;shareMode=embedded&amp;amp;action=run&amp;amp;format=HTML&amp;amp;prompt=false" width="1200" height="2000" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
  </section><!-- End Your Report Section -->



  <!-- ======= Counts Section ======= -->
  <section id="counts" class="counts">
    <div class="container" data-aos="fade-up">

      <div class="row no-gutters">
        <div class="image col-xl-5 d-flex align-items-stretch justify-content-center justify-content-lg-start" data-aos="fade-right" data-aos-delay="100"></div>
        <div class="col-xl-7 ps-4 ps-lg-5 pe-4 pe-lg-1 d-flex align-items-stretch" data-aos="fade-left" data-aos-delay="100">
          <div class="content d-flex flex-column justify-content-center">
            <h3></h3>
            <p></p>
            </p>
            <div class="row">
              <div class="col-md-6 d-md-flex align-items-md-stretch">
                <div class="count-box">
                  <i class></i>
                  <span data-purecounter-start="0"
                  <p><strong></strong></p>
                </div>
              </div>

              <div class="col-md-6 d-md-flex align-items-md-stretch">
                <div class="count-box">
```

```
              <i class></i>
              <span data-purecounter-start="0"
              <p><strong></strong></p>
             </div>
            </div>

            <div class="col-md-6 d-md-flex align-items-md-stretch">
             <div class="count-box">
              <i class></i>
              <span data-purecounter-start="0"
              <p><strong></strong></p>
             </div>
            </div>

            <div class="col-md-6 d-md-flex align-items-md-stretch">
             <div class="count-box">
              <i class></i>
              <span data-purecounter-start="0"
              <p><strong></strong></p>
             </div>
            </div>
           </div>
          </div><!-- End .content-->
        </div>
       </div>

    </div>
  </section><!-- End Counts Section -->
<!-- ======= Footer ======= -->
<footer id="footer">
  <div class="footer-top">
```

```
    <div class="container">
      <div class="row">

        <div class="col-lg-3 col-md-6">
          <div class="footer-info">
            <h3>PLACEMENTS ANALYSIS<span>.</span></h3>
            <div class="social-links mt-3">
              <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
              <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
              <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
              <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
              <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
            </div>
          </div>
        </div>

        <div class="col-lg-2 col-md-6 footer-links">
          <h4>Useful Links</h4>
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">About
us</a></li>
            <li><i class="bx bx-chevron-right"></i> <a
href="#">DashBoard</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Story
Board</a></li>
          </ul>
        </div>

        <div class="col-lg-3 col-md-6 footer-links">
        <div class="col-lg-4 col-md-6 footer-newsletter">
          <h4></h4>
```

```
          <p></p>
          <form action="" method="post">
            <input type="email" name="email"><input type="submit"
value="Subscribe">
          </form>

        </div>

      </div>
    </div>
  </div>

  <div class="container">
    <div class="copyright">
      &copy; Copyright <strong><span>LS</span></strong>
    </div>
    <div class="credits">
      <!-- All the links in the footer should remain intact. -->
      <!-- You can delete the links only if you purchased the pro version. -->
      <!-- Licensing information: https://bootstrapmade.com/license/ -->
      <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/gp-free-multipurpose-html-bootstrap-template/ -->
      Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
    </div>
  </div>
</footer><!-- End Footer -->

<div id="preloader"></div>
<a href="#" class="back-to-top d-flex align-items-center justify-content-
center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->
```

```
  <script src="static/assets/vendor/purecounter/purecounter_vanilla.js"></script>
  <script src="static/assets/vendor/aos/aos.js"></script>
  <script src="static/assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
  <script src="static/assets/vendor/glightbox/js/glightbox.min.js"></script>
  <script src="static/assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
  <script src="static/assets/vendor/swiper/swiper-bundle.min.js"></script>
  <script src="static/assets/vendor/php-email-form/validate.js"></script>

  <!-- Template Main JS File -->
  <script src="static/assets/js/main.js"></script>

</body>

</html>
```

App.py:

```
from flask import Flask, render_template

app = Flask(__name__)

@app.route("/")  #decoratar
def index():
    return render_template("index.html")

if __name__ == "__main__":
    app.run(debug=False,port = 4000 )
```

GITHUB AND PROJECT DEMO LINK

https://github.com/paddykka/Naan-Mudhalvan
https://drive.google.com/drive/folders/1qefIGegGZUtOP5n86VxPdocERKnY6Pu5?usp=sharing