



College Student Placement Analysis

Use these filters to get the desired results

Communication_Skills ▾

Internship_Experience ▾

Extra_Curricular_Score ▾

Internship_Experience ▾

This dashboard is cross-filtering enabled, which means you can click on any data points in the charts to get the desired results



Total Records

10,000



Placed %tage

17%



Avg. CGPA

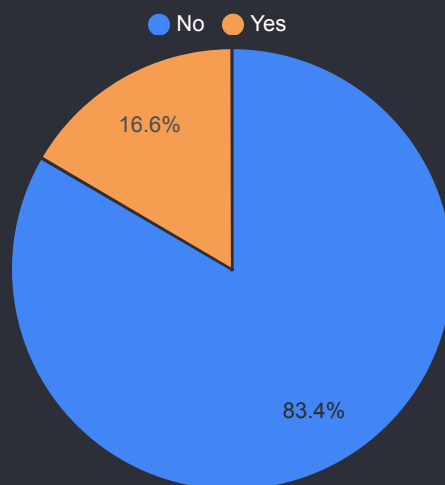
7.53



Avg. IQ

93.74

Placed Students

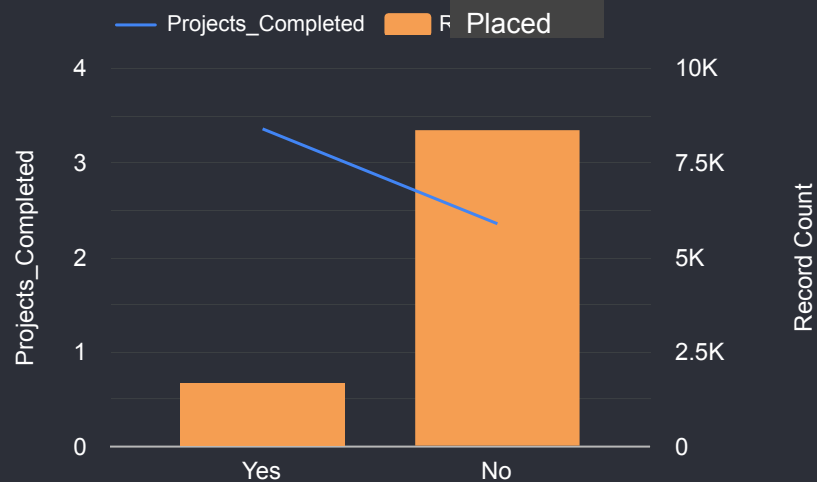


Communication skills score & Placement

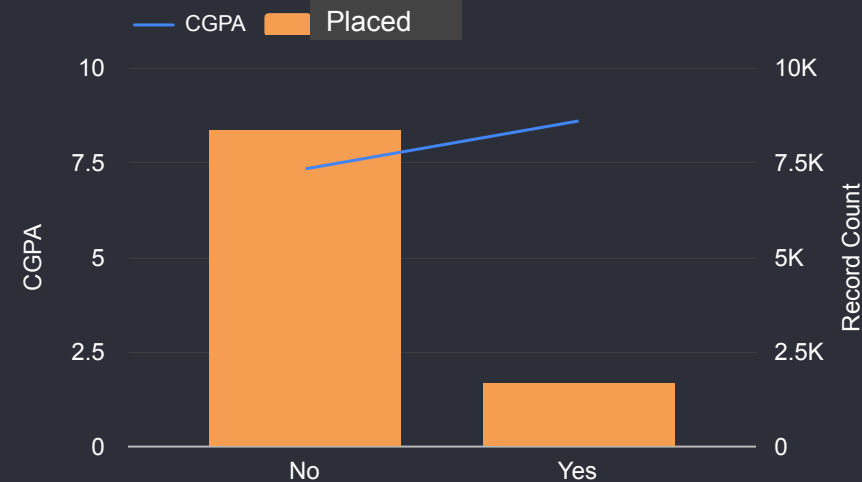
Communication_Skills	Placed ? ▾
9	417
10	411
8	398
1	70
2	67
3	64
4	63

1 - 10 / 10 < >

Avg Projects completed & Placement



Is CGPA responsible in getting Placed ?





College Student Placement Analysis using Google Looker Studio

Business Problem: A university wants to understand what factors influence student placement outcomes. The goal is to identify key indicators that improve placement rates and guide student development and training programs.

Objective:

- Analyze the academic, aptitude, and communication scores of students.
- Identify trends and correlations between student attributes and placement success.
- Provide actionable recommendations to improve overall student placement rates.

Data Cleaning & Preprocessing:

- Checked for missing and inconsistent values.
- Standardized column names.
- Filtered out incomplete student records. (the scores that were more than 10, like -10.65, 10.5, etc. - corrected using the "IF statement," and filtered to see if the approach worked correctly.)
- Converted categorical values to consistent labels. (The placement column's 'Yes, No' values are changed to 0 and 1 to make it easy for the average calculation in GDS.)
- Uploaded cleaned data to Google Looker Studio as a Microsoft Excel file upload.

Interpretation:

1. Placement Rate:

Out of 10,000 student records, **only 17% of students were placed**, while 83% remained unplaced. This indicates a significant gap in placement success, highlighting the need for targeted interventions.

2. Internship vs. Placement:

Internship has minimal correlation. Out of 4,000 students who completed internships, only 600 secured placements. The remaining 1,000 placed students had no internships. This suggests internships did not have a significant direct impact on placement outcomes in this dataset. Internships may still add value to student profiles but are not a key placement driver.

3. CGPA vs Placement:

A high CGPA slightly improves chances. Students who were placed had an average CGPA of 8.58, while unplaced students had an average CGPA of 7.34. While CGPA does not guarantee placement, a score above 8 marginally increases placement likelihood.

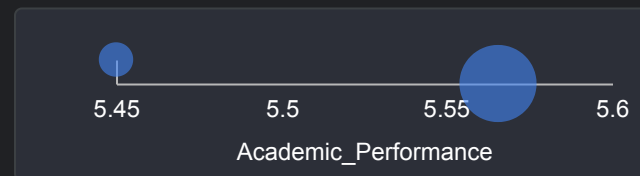
4. Projects Completed vs Placement:

Strong correlation of projects to placement. Students who got placed had completed an average of 3 to 4 projects, whereas unplaced students had completed around 2 to 3 projects. This indicates that hands-on project experience plays a substantial role in improving employability and placement chances.

5. Academic Performance vs. Placement:

The values are too close to suggest academic performance matters.

Both placed and unplaced students had similar academic performance scores (5.45 vs 5.57), suggesting that academic performance alone was not a decisive factor in securing placements.



6. Communication Skills vs Placement:

Communication skills emerged as the biggest influencer of placement success.

Out of 1,659 placed students, 1,226 students (≈74%) had a communication skills score of 8 or above (on a 10-point scale). Strong communication, interpersonal, negotiation, and convincing skills significantly enhanced placement outcomes. Communication skills (soft skills) combined with project experience (hard skills) were the two dominant factors for student placements in this dataset.



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Recommendation:

The analysis suggests that:

1. **Communication skills** should be the **top** focus for students and career development teams.
2. Students should **actively participate in multiple hands-on projects** to enhance technical credibility.
3. High CGPA is helpful but not essential.
4. Internship experience alone does not strongly correlate with placement in this dataset.
5. Institutions should prioritize communication & interpersonal skill training along with promoting project-based learning to improve placement outcomes.