# BUSINESS GOALS

# Organization Structure background Info

**Manager Name**: Prof Chandrashekar Ramanathan  
**BU of interest**: Recruitment Dept  
**Procure members**: Priya Ranjan Sinha (MT2015082), Saurabh Devgun (MT2015101),   
 Vaibhav Dubey (MT2015124), Vikas Pandey (MT2015127)

# Business Problem

**Problem Description**- To help the recruitment process in the market/industry with better guidelines for employers and employees.

**Problem Area**- Marketing

**Status Quo**- It’s a new venture of Stack Overflow- there is a little effort put in this direction.

# Document Key objectives

**Our Proposed Solution**-

* Employer- Better suggestion to recruit most suitable job candidates.
* Employee- Help the developers choose career path and take informed decisions

# Success Criteria

* Personal feedback from those who have been given a recommendation should show that their skillset is being utilized in the recommended domain.
* Employers exhibit better decision making based on results (trends, summarization, etc.) revealed by analysis.

# ASSESSING THE SITUATION

# Resources Available

**Hardware**- 8 RAM, Windows/ LINUX OS, etc.

**Data**- Survey Data of registered users of Stack Overflow (for recent 2 years)

**Personnel**- DB Administrator (for data cleaning)

# Risk Factors

**Factor1**- Timely Finish of Project

**Contingency Plan**- In case, time falls short, the scope can be reduced.

**Factor2**- Project finished within budget

**Contingency Plan**- In case, budget falls short, the scope can be reduced.

# Liabilities

**Requirements**- The survey necessitates that no confidential/ proprietary information of any company is elicited.

**Assumptions**-

* Consulting Fees- $50000
* Data Quality Assumptions- data is obtained from reliable source and has no repetitive submission of data.
* Results or methods- Stack Overflow is only interested in results and not in methodology used.
* Constraints-
* Financial- The budget of expenditure is $500 per person per week.
* Legal- The terms and conditions are agreed with Stack overflow.

# Terminology

* Compensation-midpoint- it is the midpoint of salary range.
* Purchasing Power- The power that employee has in the company- can he make his own decisions for or he has to depend on other
* Remote Status- Willingness of an employee to work at various locations (like office, home, etc.)

# Cost Benefit Analysis

The estimated investment on the part of stack overflow is $50000. Stack overflow is expected to get a new market share in becoming a middleman for recruitment processes. So, it seems worth the investment.

# DATA MINING GOALS

**DM Goals**-

**Descriptive**-

* Distribution of candidates taking different online training programs.
* Distribution of people according to salary range.
* Percentage of candidates working in different domains.
* Domain-wise average salary.
* Technology trending in different countries in different age groups.

**Classification**- To predict best domain suited for a candidate possessing a skillset. We will consider details like IDE, technologies, programming languages, etc. to classify candidates (helps employee).

**Clustering**- Form a community of related employees so that they can mutually grow in their craft (helps employee).

**Association Rules**-

1. Determining correlation between Salary and job satisfaction (helps employer).
2. Association between age group and online courses.

# PROJECT TIMELINE

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Time** | **Resources** | **Risks** |
| Business Understanding | 1 week | All Analysts | Economic change |
| Data Understanding | 1 weeks | All Analysts | Data problems, Technology problems |
| Data Preparation | 2 weeks | DM Consultant, DB analyst | Data problems, Technology problems |
| Modeling | 2 weeks | DM Consultant, DB analyst | Technology problems, inability to find adequate model |
| Evaluation | 1 week | All Analysts | Economic change, Inability to Implement Results |
| Deployment | 1 week | DM Consultant, DB analyst | Economic change, Inability to Implement Results |