



**IDENTIFYING PATTERNS AND TRENDS IN
CAMPUS PLACEMENT DATA USING MACHINE
LEARNING**

PROJECT BASED EXPERIMENTAL LEARNING PROGRAM

TEAM LEADER:

SOWMIYA.J

TEAM MEMBERS:

MUTHARASI PRIYANKA.S

VARSHA.J

SAMNI ANCY.C

MICHEAL DENISHA.A

1. INTRODUCTION

1.1 Overview

A brief description about your project

1.2 Purpose

The use of this project. What can be achieved using this.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Paste the empathy map screenshot

2.2 Ideation & Brainstorming Map

Paste the Ideation & brainstorming map

screenshot

3. RESULT

Final findings (Output) of the project along with screenshots.

4. ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution

5. APPLICATIONS

The areas where this solution can be applied

6. CONCLUSION

Conclusion summarizing the entire work and findings.

7. FUTURE SCOPE

Enhancements that can be made in the future.

8. APPENDIX

A. Source Code

Attach the code for the solution built.

INTRODUCTION

Machine learning:

Machine learning is programming computers to optimize a performance criterion using example data or past experience. We have a model defined up to some parameters, and learning is the execution of a computer program to optimize the parameters of the model using the training data or past experience. The model may be predictive to make predictions in the future, or descriptive to gain knowledge from data.

The field of study known as machine learning is concerned with the question of how to construct computer programs that automatically improve with experience.

Machine learning is a subfield of artificial intelligence that involves the development of algorithms and statistical models that enable computers to improve their performance in tasks through experience. These algorithms and models are designed to learn from data and make predictions or decisions without explicit instructions. There are several types of machine learning, including supervised learning, unsupervised learning, and reinforcement learning. Supervised learning involves training a model on labeled data, while

unsupervised learning involves training a model on unlabeled data.

Reinforcement learning involves training a model through trial and error.

Machine learning is used in a wide variety of applications, including image and speech recognition, natural language processing, and recommender systems.

Python Introduction:

Python is a popular programming language. It was created by Guido van Rossum , and released in 1991.

It is used for:

- web development (server-side),
- software development,
- mathematics,
- system scripting.
- Python can be used on a server to create web applications.
- Python can be used alongside software to create workflows.
- Python can connect to database systems. It can also read and modify files.
- Python can be used to handle big data and perform

1.1 OVERVIEW:

Machine learning is a method of data analysis that automates analytical model building. These models help you to make a trend analysis of university placements data, to predict a placement rate for the students of an upcoming year which will help the university to analyze the performance during placements. Many students look at universities as a means of investment which can help them make a great future by getting placed in good companies and which will relieve their stress and unease from their lives before graduating from the university. The trend will also help in giving the companies reasons as to why they should visit university again and again. Some attributes play the very important role while analyzing the student for e.g. Student's name, Department, Company, Location and Annual package. So, classification can help you to classify those data and clustering helps to make the clusters department wise. In this paper we have used neural networks to predict the upcoming student placement and got 77% of accuracy while testing were iteration are 1000. Through extensive trend analysis of varies complex data collected from different sources, we can demonstrate that our analysis

can provide a good pragmatic solution for future placement of students.

1.2 PURPOSE:

The main purpose of our project is the target to analyse students placement data of last year and use it to determine the probability of campus placement of the students who all guaranteed and get a right opportunity in placement to provide jobs to students nearing completion of their studies. It involves the use of machine learning model of K-Nearest neighbour algorithm as base model to classify students or users into appropriate clusters and the result would be help them in improving skills and other development in placement.

In our dataset missing values are present only in the salary 3 column as these values correspond to the students who didn't get placed in any placement drive. So it is assumed that the missing values in Salary Column are Zero & replaced them by zero using fillna (0,inplace=True) function in Python.

Problem Definition & Design Thinking

2.1 Empathy Map

Template

Empathy map

Use this framework to develop a deeper understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Build empathy
The information you add here should be representative of the observations and research you've done about your users.

See
What have we heard them say?
What can we imagine them saying?

Feel
Fears and insecurities
Doubts and self-doubts

Do
The ways they approach their placement
The ways they approach their studies

Think
What are their fears, hopes, and dreams?
What does this tell us about their behavior?

Identifying Patterns from Trends in Campus Placement Data Using Machine Learning

Template

Share feedback Need some O e F E W

campus placement brain X + v

file:///C:/Users/s%20vino%20glaitus/Downloads/campus%20placement%20brainstorm.pdf

1 of 1

- + ⌂ Fit to page Page view Read aloud Add notes

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions as your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes per page
1 hour to complete
10 people maximum

Before you collaborate

1. Write all of your ideas down in a list along with the reason why each idea needs to be put forward.

10 minutes

Define your problem statement

What problem are you trying to solve? Frame your problem as a key design requirement. You will be asked to do this at the end of your brainstorm.

10 minutes

Brainstorm

With down any ideas that come to mind that address your problem statement.

10 minutes

Key roles of brainstorming

• Get an overall perspective on the situation
• Encourage creative thinking
• Encourage critical thinking
• Encourage collaboration
• Encourage innovation
• Encourage risk-taking

Group Ideas

Now turn your ideas into a clustering after a related theme as you go. Once all ideas have been grouped, give each cluster a descriptive name. If a cluster is bigger than an A4 sheet, try and break it up into smaller sub-groups.

30 minutes

Research about companies

Knowledge, confidence, skills, and leadership qualities required to placement

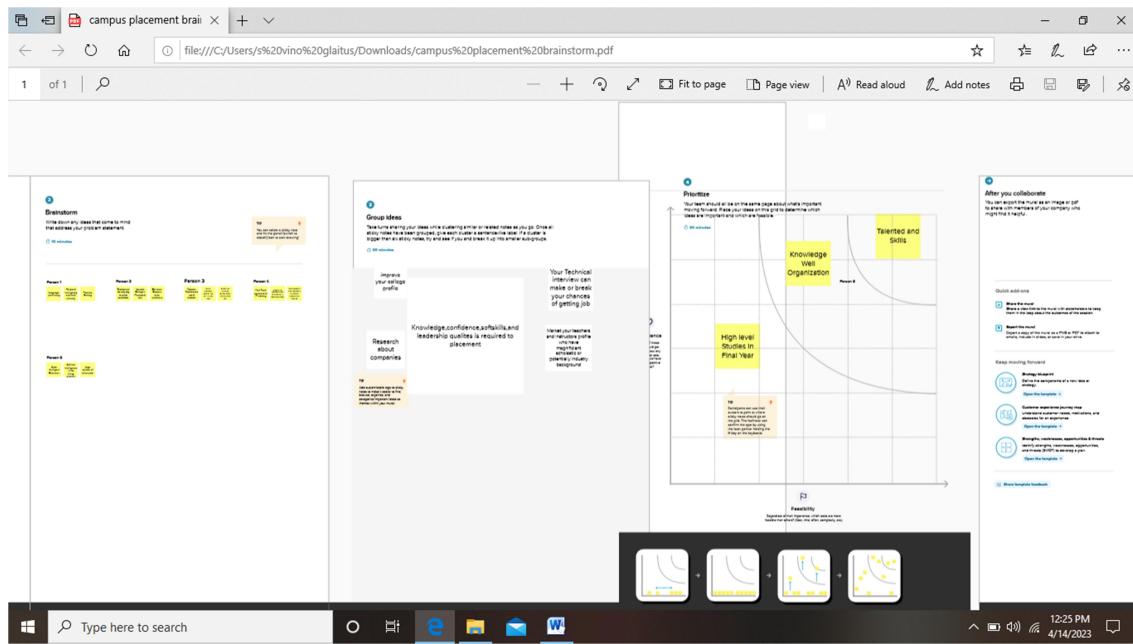
Improve your online profile

Your Technical interview can make or break your chances of getting job

Important notes

• Your resume
• Your LinkedIn profile
• Your GitHub profile
• Your portfolio
• Your personal website
• Your social media profiles
• Your professional network

12:25 PM 4/14/2023



3. RESULT

Final findings (Output) of the project along with

Screenshots

Welcome to Colaboratory - Colab x Untitled5.ipynb - Colaboratory x Untitled4.ipynb - Colaboratory x | +

colab.research.google.com/drive/1s5ultgcR3Lbmsv7as1OdaVBEoe0fZ2YY#scrollTo=PQz03S65JU1j

Untitled5.ipynb

All changes saved

File Edit View Insert Runtime Tools Help

Files

Code Text

RAM Disk

```
[5]: import numpy as np
import pandas as pd
import os

import seaborn as sns
import matplotlib.pyplot as plt
from sklearn import svm
from sklearn.metrics import accuracy_score
from sklearn.neighbors import KNeighborsClassifier
from sklearn import metrics
from sklearn.model_selection import cross_val_score
from sklearn import preprocessing
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
import joblib
from sklearn.metrics import accuracy_score

df = pd.read_csv(r"/content/collegePlace.csv")
df.head()
```

	Age	Gender	Stream	Internships	CGPA	Hostel	HistoryOfBacklogs	PlacedOrNot
0	22	Male	Electronics And Communication	1	8	1	1	1
1	21	Female	Computer Science	0	7	1	1	1

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0s completed at 23:38

11:39 PM 4/11/2023

Welcome to Colaboratory - Colab

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Untitled4.ipynb - Colaboratory

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All changes saved

Comment Share

RAM Disk

Files

sample_data

collegePlace.csv

Age Gender Stream Internships CGPA Hostel HistoryOfBacklogs PlacedOrNot

	Age	Gender	Stream	Internships	CGPA	Hostel	HistoryOfBacklogs	PlacedOrNot
0	22	Male	Electronics And Communication	1	8	1	1	1
1	21	Female	Computer Science	0	7	1	1	1
2	22	Female	Information Technology	1	6	0	0	1
3	21	Male	Information Technology	0	8	0	1	1
4	22	Male	Mechanical	0	8	1	0	1

[7] df.info()

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2966 entries, 0 to 2965
Data columns (total 8 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   Age              2966 non-null    int64  
 1   Gender            2966 non-null    object  
 2   Stream            2966 non-null    object  
 3   Internships       2966 non-null    int64  
 4   CGPA              2966 non-null    int64  
 5   Hostel             2966 non-null    int64  
 6   HistoryOfBacklogs 2966 non-null    int64  
 7   PlacedOrNot       2966 non-null    int64  
dtypes: int64(6), object(2)
```

Disk 84.55 GB available

Type here to search

11:39 PM 4/11/2023

The screenshot shows the Google Colab interface. At the top, there are three tabs: "Welcome to Colaboratory - Colab", "Untitled5.ipynb - Colaboratory", and "Untitled4.ipynb - Colaboratory". The main window displays "Untitled5.ipynb" with the title "Untitled5.ipynb" and a star icon. The menu bar includes File, Edit, View, Insert, Runtime, Tools, Help, and a status message "All changes saved". On the right, there are icons for Comment, Share, and settings, along with RAM and Disk status indicators.

The left sidebar shows a "Files" section with a tree view containing a folder "sample_data" and a file "collegePlace.csv".

The central workspace contains a code cell [8] with the following content:

```
0s [8] df.isnull().sum()
Age          0
Gender        0
Stream         0
Internships    0
CGPA           0
Hostel          0
HistoryOfBacklogs  0
PlacedOrNot     0
dtype: int64

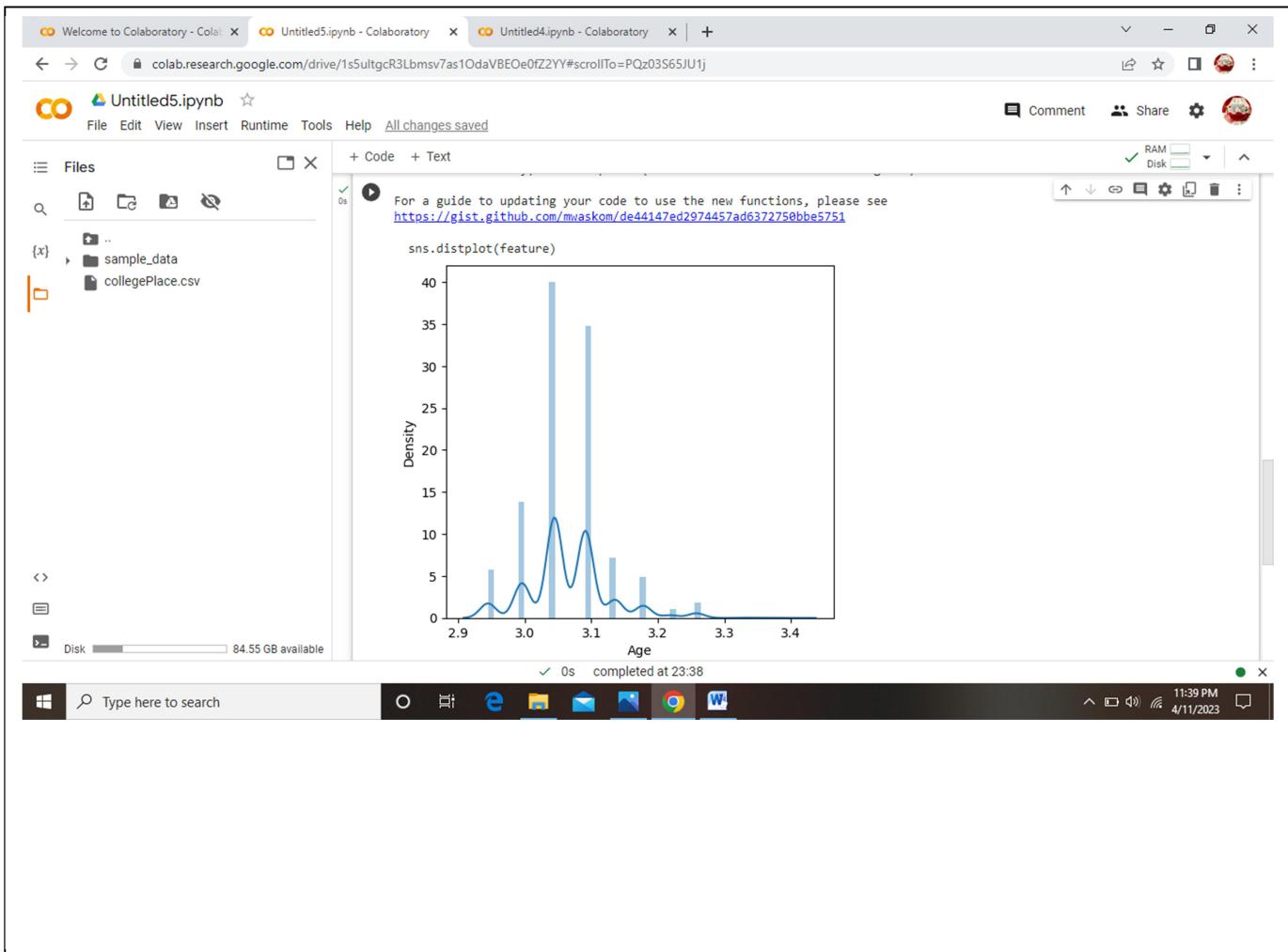
0s def transformationplot(feature):
    plt.figure(figsize=(12,5))
    plt.subplot(1,2,1)
    sns.distplot(feature)

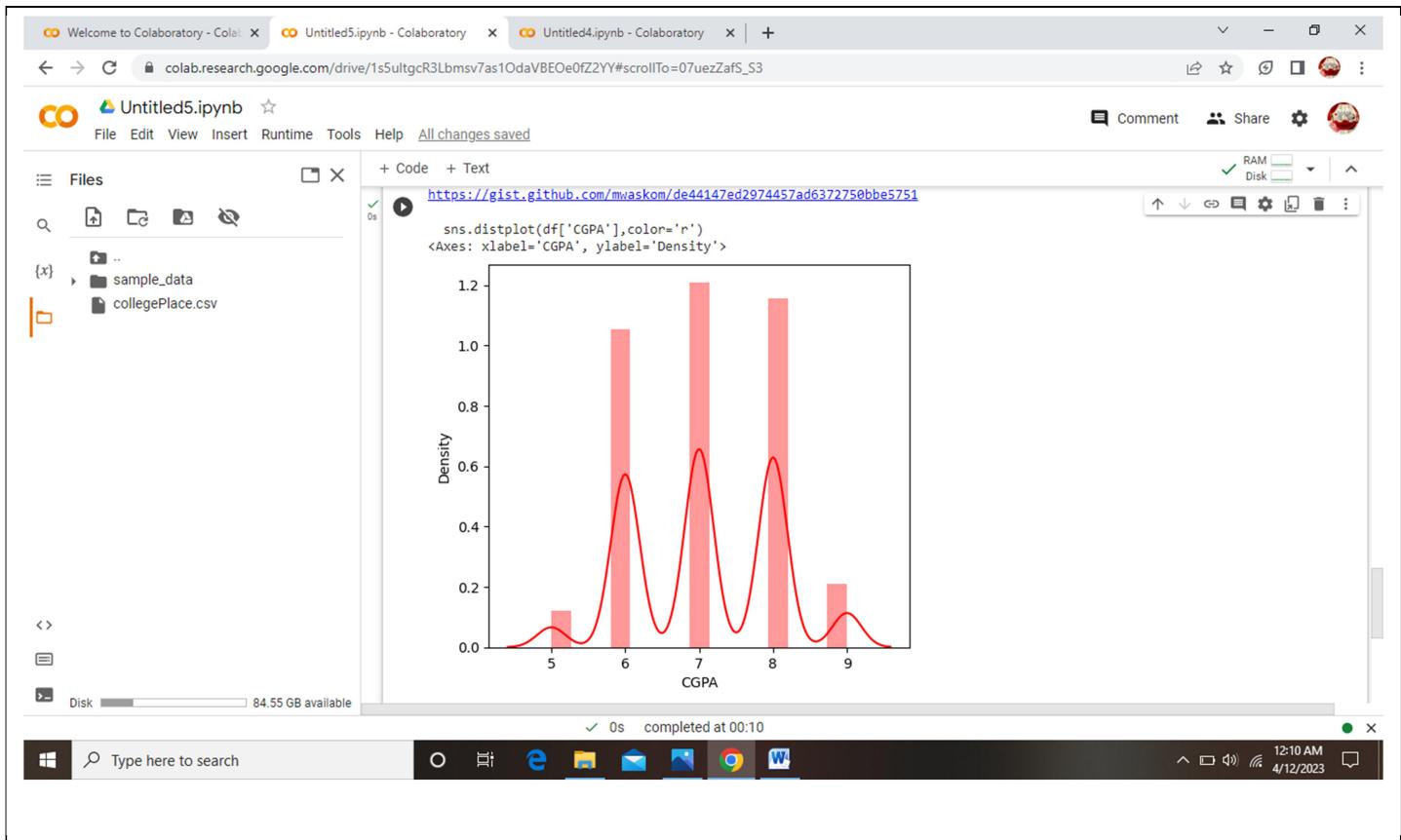
transformationplot(np.log(df['Age']))

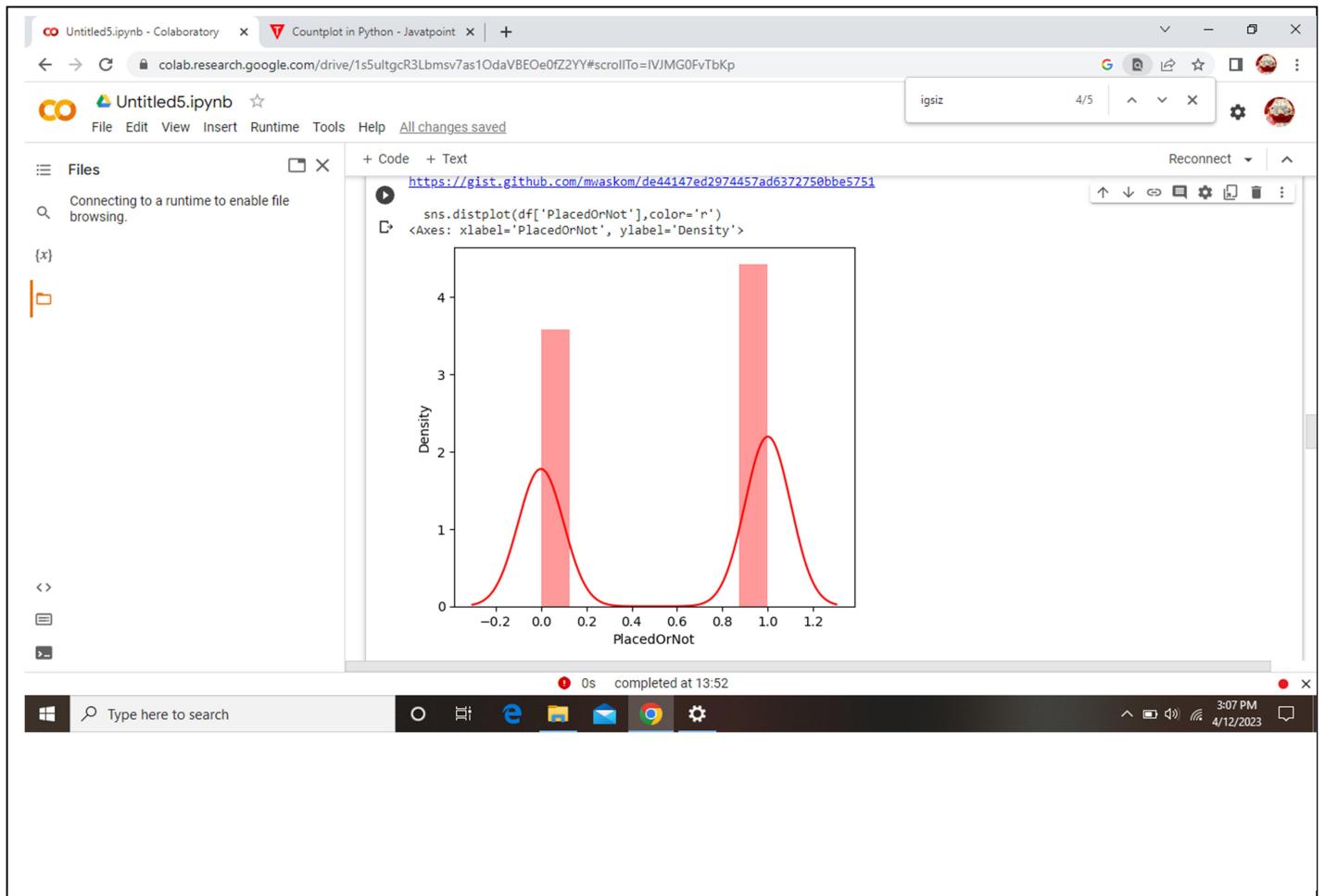
<ipython-input-13-fc1cae0f000d>:4: UserWarning:
'distplot' is a deprecated function and will be removed in seaborn v0.14.0.
Please adapt your code to use either `displot` (a figure-level function with
similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see
https://matplotlib.org/mpl\_deprecations\_3.1.1/
✓ 0s completed at 23:38
```

The bottom of the screen shows a Windows taskbar with icons for File Explorer, Edge, Mail, Photos, Google Chrome, and Word. A search bar says "Type here to search". The system tray shows the date and time as "4/11/2023 11:39 PM".







Untitled5.ipynb - Colaboratory x Countplot in Python - Javatpoint x +

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Untitled5.ipynb

All changes saved

File Edit View Insert Runtime Tools Help

Connecting to a runtime to enable file browsing.

{x}

Code Text

Connecting

```
import matplotlib.pyplot as plt
import seaborn as sns
import pandas as pd
df = pd.read_csv(r"/content/collegePlace.csv")
plt.figure(figsize= (18,4))
plt.subplot(1,4,1)
sns.countplot(x='Gender',data=df)
plt.show()
```

count

2500
2000
1500
1000
500
0

0s completed at 13:52

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Untitled5.ipynb - Colaboratory Countplot in Python - Javatpoint

File Edit View Insert Runtime Tools Help All changes saved

Files

{x} sample_data collegePlace.csv

```
import pandas as pd
df = pd.read_csv("./content/collegePlace.csv")
df = df.replace(['Male'], [0])
df = df.replace(['Female'], [1])

df = df.replace(['Computer Science','Information Technology','Electronics And Communication','Mechanical','Electrical','Civil'], [0,1,2,3,4,5])
df = df.drop(['Hostel'], axis=1)
df
```

	Age	Gender	Stream	Internships	CGPA	HistoryOfBacklogs	PlacedOrNot
0	22	0	2	1	8	1	1
1	21	1	0	0	7	1	1
2	22	1	1	1	6	0	1
3	21	0	1	0	8	1	1
4	22	0	3	0	8	0	1
...
2961	23	0	1	0	7	0	0
2962	23	0	3	1	7	0	0
2963	22	0	1	1	7	0	0

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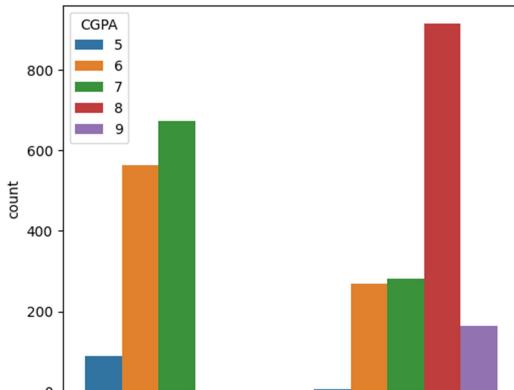
← → C 🔒 colab.research.google.com/drive/1s5ultgcR3Lbmsv7as1OdaVBEoe0fZ2YY#scrollTo=kmldQhDFXc_I

+ Code + Text Saving failed since 15:13

igsiz 4/5

```
import numpy as np
df = pd.read_csv(r"/content/collegePlace.csv")
df.head()
plt.figure(figsize= (20,5))
plt.subplot(131)
sns.countplot(x=df['PlacedOrNot'],hue=df['CGPA'])
plt.show()
```

Automatic saving failed. This file was updated remotely or in another tab. [Show diff](#)



Windows Type here to search 4:21 PM 4/12/2023

Untitled5.ipynb - Colabatory x research.google.com x | Learn Python Tutorial | Python P... x | seaborn.swarmplot — seaborn 0 x +

Colab.research.google.com/drive/1s5ultgcR3Lbmsv7as1OdaVBEo0FZ2YY#scrollTo=4ox4hwg1A4qO

+ Code + Text Saving failed since 15:13

4m df = pd.read_csv("/content/collegePlace.csv")
sns.swarmplot(data=df,x='PlacedOrNot',y='CGPA',hue='Stream')

/usr/local/lib/python3.9/dist-packages/seaborn/categorical.py:3544: UserWarning: 88.9% of the points cannot be placed; you may want to decrease the size of the markers.
warnings.warn(msg, UserWarning)
/usr/local/lib/python3.9/dist-packages/seaborn/categorical.py:3544: UserWarning: 87.6% of the points cannot be placed; you may want to decrease the size of the markers.
warnings.warn(msg, UserWarning)
<Axes: xlabel='PlacedOrNot',
ylabel='CGPA'>/usr/local/lib/python3.9/dist-packages/seaborn/categorical.py:3544: UserWarning: 93.9% of the points cannot be placed; you may want to decrease the size of the markers.
warnings.warn(msg, UserWarning)
/usr/local/lib/python3.9/dist-packages/seaborn/categorical.py:3544: UserWarning: 93.0% of the points cannot be placed; you may want to decrease the size of the markers.
warnings.warn(msg, UserWarning)

Automatic saving failed. This file was updated remotely or in another tab. Show diff

4:21 PM 4/12/2023

The screenshot shows the PyCharm IDE interface with the following details:

- File Menu:** File, Edit, View, Navigate, Code, Refactor, Run, Tools, VCS, Window, Help.
- Project:** pythonProject (C:\Users\LAB\PycharmProjects\pythonProject)
- Toolbars:** Standard, Project, Editor, Status Bar.
- Editors:** campus.py, guest.html (selected), campus.html, predict.html.
- Preview:** Preview of guest.html displays the title "Identifying Patterns And Trends In Campus Placement Data Using Machine Learning".
- Bottom Bar:** Version Control, Python Packages, TODO, Python Console, Problems, Terminal, Services.
- Status Bar:** Microsoft Defender configuration message, 14:8 CRLF UTF-8 4 spaces Python 3.10 (pythonProject), 11:47 AM Thursday 4/13/2023.

The guest.html code is as follows:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <title>Campus</title>
</head>
<body>
    <section id="hero" class="d-flex flex_column justify-content-center">
        <div class="container"></div>
        <div class="row justify-content-center"></div>
        <div class="col-8"></div>
        <h1>Identifying Patterns And Trends In Campus Placement Data Using Machine Learning</h1>
    </section>
</body>
</html>
```

The screenshot shows the PyCharm IDE interface. On the left, the Project tool window displays a file structure for a Python project named 'pythonProject'. It contains files like 'campus.py', 'campus.html', 'guest.html', 'campus.html', and 'predict.html'. The main code editor window shows the 'predict.html' file with the following content:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <title>Campus</title>
</head>
<body>
    <section id="about" class="about"></section>
    <div class="container"></div>
    <div class="section-title"></div>
    <h2>Fill The Details</h2>
    <div class="row content"></div>
    <div class="first"></div>
    <form action="{{url_for('y_predict')}}" method="POST">
        <input type="number" id="sen1" name="sen1" placeholder="Age">
        <input type="number" id="sen2" name="sen2" placeholder="Gender M(0), F(1)">
        <input type="number" id="sen3" name="sen3" placeholder="Stream CS(0), ECE(1)">
        <input type="number" id="sen4" name="sen4" placeholder="Internships">
        <input type="number" id="sen5" name="sen5" placeholder="CGPA">
        <input type="number" id="sen6" name="sen6" placeholder="Number of books">
        <input type="submit" value="Submit">
    </form>
</body></html>
```

The right side of the interface features a 'Preview of predict.html' window titled 'Fill The Details'. It contains a form with six input fields and a submit button. The first field has value '20', the second has '1', the third has '3', and the fourth has '1'. The fifth field has '8' and the sixth has '0'. The preview window also includes a 'Submit' button.

ADVANTAGES:

1. Save time & efforts
2. Improved retention rates
3. Greeting new knowledge & skills
4. Quick learners & multi-tasking candidates
5. Good relationship between organization & campus
6. Large opportunities for students
7. The campus will provide the multi-tasking students to the companies.

DISADVANTAGES:

1. You're treated like an assistant
2. There's a low earning potential
3. It keeps you from entering the workforce
4. It can be competitive
5. You will be given menial tasks
6. You might have to relocate
7. Your work hours will vary

APPLICATIONS:

Automate Alerts & Notifications to Students

No candidate wants to miss out on opportunities that can help them to land their dream job. That's why automated software, Superset alerts eligible students with the following:

- ❖ Direct messages
- ❖ Emails
- ❖ Mobile notifications

- ❖ Web-app notifications

By receiving timely notifications, eligible students can apply for relevant jobs quickly, leading to a 30% increase in job application rates.

Digitize The Placement End-To-End

This is where campus placement automation software comes in, from collecting error-free and verified student data to automating resume building and communication via SMS, email, and mobile channels.

Make Data-Driven Decisions, Always

One of the critical advantages of an automated hiring system is the ability to measure placement performance in real-time and enable decision-making that's based on actual data and facts.

With campus recruitment software, TPOs can track job postings, candidate applications, and shortlists and analyse data related to hiring trends, job seeker behaviour, and applicant demographics. This data can be used to identify areas for improvement. These tools can

help TPOs monitor the effectiveness of their recruitment efforts and make informed decisions about where to allocate resources.

CONCLUSION

The problem of campus placement prediction can be solved with the help of different machine learning algorithms such as Logistic regression, Decision Tree, KNN & Random Forest.

Here, the Logistic Regression algorithm gave the highest accuracy of 95. 34% for campus placements prediction.

The selected features i.e. Gender, SSC percentage, SSC Board - Central/ Others, HSC percentage, HSC Board, HSC Specialization, Degree Percentage, UG Degree Stream, Work Experience, E-test Percentage, Degree Specialization & Degree Percentage lead to higher classification accuracy.

FUTURE SCOPE

Accuracy may further increase by application of more advanced techniques such as deep learning & experimenting with different

activation functions of neural networks such as linear, sigmoid, tan h & ReLU.

We can also experiment with different cross validation techniques such as 3 Fold, 5 Fold, 10 Fold, 15 Fold cross validation in order to analyze the change in accuracy.

8. Appendix

A. Source Code

Attach the code for the solution built

```
import numpy as np
import pandas as pd
import os

import seaborn as sns
import matplotlib.pyplot as plt
from sklearn import svm
from sklearn.metrics import accuracy_score
from sklearn.neighbors import KNeighborsClassifier
from sklearn import metrics
from sklearn.model_selection import cross_val_score
from sklearn import preprocessing
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
import joblib
from sklearn.metrics import accuracy_score

df = pd.read_csv(r"/content/collegePlace.csv")
```

```
df.head()
```

```
df.info()
```

```
def transformationplot(feature):  
    plt.figure(figsize=(12,5))  
    plt.subplot(1,2,1)  
    sns.distplot(feature)
```

```
transformationplot(np.log(df['Age']))
```

```
import pandas as pd  
df = pd.read_csv(r"/content/collegePlace.csv")  
df = df.replace(['Male'], [0])  
df = df.replace(['Female'], [1])
```

```
df = df.replace(['Computer Science','Information Technology','Electronics And Communication','Mechanical','Electrical','Civil'],  
               [0,1,2,3,4,5])  
df = df.drop(['Hostel'], axis=1)  
df
```

```
plt.figure(figsize=(12,5))  
plt.subplot(1,2,1)  
sns.distplot(df['CGPA'],color='r')
```

```
plt.figure(figsize=(12,5))  
plt.subplot(1,2,1)  
sns.distplot(df['PlacedOrNot'],color='r')
```

```
import matplotlib.pyplot as plt
```

```
import seaborn as sns
import pandas as pd
import numpy as np
df = pd.read_csv(r"/content/collegePlace.csv")
df.head()
plt.figure(figsize=(20,5))
plt.subplot(131)
sns.countplot(x=df['PlacedOrNot'],hue=df['CGPA'])
plt.show()
```

```
import matplotlib.pyplot as plt
import seaborn as sns
import pandas as pd
df = pd.read_csv(r"/content/collegePlace.csv")
plt.figure(figsize=(18,4))
plt.subplot(1,4,1)
sns.countplot(x='Gender',data=df)
plt.show()
```

The screenshot shows the PyCharm IDE interface with the following details:

- File Bar:** File, Edit, View, Navigate, Code, Refactor, Run, Tools, VCS, Window, Help, pythonProject - guest.html
- Toolbars:** Current File, Notifications
- Project View:** Shows the project structure with a 'pythonProject' folder containing 'templates' (with 'campus.html', 'guest.html', 'predict.html'), 'venv' (library root), 'Lib', 'Scripts', '.gitignore', and 'pyenv.cfg'. It also lists 'campus.py', 'External Libraries', and 'Scratches and Consoles'.
- Editor:** The 'guest.html' file is open, displaying the following HTML code:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <title>Campus</title>
</head>
<body>
    <section id="hero" class="d-flex flex_column justify-content-center"></section>
    <div class="container"></div>
    <div class="row justify-content-center"></div>
    <div class="col-xl-8"></div>
    <h1>Identifying Patterns And Trends In Campus Placement Data Using Machine Learning</h1>
</body>
</html>
```
- Bottom Navigation:** html, Version Control, Python Packages, TODO, Python Console, Problems, Terminal, Services
- Status Bar:** Microsoft Defender configuration message, Encoding: CRLF, Encoding: UTF-8, Spaces: 4 spaces, Python 3.10 (pythonProject), 14:8, 11:46 AM, Thursday, 4/13/2023

The screenshot shows the PyCharm IDE interface with the following details:

- Project Structure:** The left sidebar displays the project structure under "pythonProject". It includes a "templates" folder containing "campus.html", "guest.html", "campus.html", and "predict.html". Other files like "campus.py", "venv", "Lib", "Scripts", ".gitignore", and "pyvenv.cfg" are also listed.
- Code Editor:** The main window shows the content of "predict.html". The code is an HTML form for predicting student details, including fields for age, gender, stream, CGPA, and backlogs, along with a submit button.
- Toolbars and Status Bar:** The top bar has standard file menu options. The bottom status bar shows "Microsoft Defender configuration" and system information like date and time.

```
<!DOCTYPE html>
<html lang="en">
    <head>
        <meta charset="UTF-8">
        <title>Campus</title>
    </head>
    <body>
        <section id="about" class="about"></section>
        <div class="container"></div>
        <div class="section-title"></div>
        <h2>Fill The Details</h2>
        <div class="row content"></div>
        <div class="first"></div>
        <form action="{url_for('y_predict')}" method="POST"></form>
        <input type="number" id="sen1" name="sen1" placeholder="Age">
        <input type="number" id="sen2" name="sen2" placeholder="Gender M(0),F(0)">
        <input type="number" id="sen3" name="sen3" placeholder="Stream CS(0),IT(1),ECE(2),Mech(3),EEE(4),Civil(5)">
        <input type="number" id="sen4" name="sen4" placeholder="Internships">
        <input type="number" id="sen5" name="sen5" placeholder="CGPA">
        <input type="number" id="sen6" name="sen6" placeholder="Number of backlogs">
        <input type="submit" value="Submit">
    </body></html>
```