

CAMPUS RECRUITMENT OUTCOMES

ANALYSIS OF 215-RECORD DATASET & REPORT – INSTITUTIONAL CONCLUSION



HEALTHY SUCCESS RATE

148 out of 215 Students Placed.

Outcome is NOT random, driven by specific determinants.

HIERARCHY OF DETERMINANTS



1. ACADEMIC CONSISTENCY IS PARAMOUNT

SSC% (10th Std) is the single most influential predictor.

80–100% Scores: Almost Universally Placed

<60% Scores: Significantly Higher Risk of Unplaced.



2. THE SPECIALIZATION ADVANTAGE

Clear Market Preference:

Marketing & Finance > Marketing & HR
(Higher Counts & Success Rates).



3. IMPACT OF EXPERIENCE (WORKPLACE READINESS)

Critical Filter.

Professional Backgrounds:
82.5%–86.5%
Placement Rate
(Nearly 23–26% Advantage over No Experience).



REMUNERATION BENCHMARKS

Average Salary: 2.89 Lakhs (288,655.41 INR).

Offers Cluster: 2L – 4L PA.

Exceptional Outlier (Max): 9.4 Lakhs.



DEMOGRAPHIC TRENDS

Majority Male (64.7%)

Males: Higher Absolute Volume & Slightly Higher Average Salary Packages.



CAMPUS RECRUITMENT

— OUTCOME REPORT **2025** —

PLACEMENT ANALYTICS DASHBOARD

PLACEMENT SUCCESS RATE



71.9%

(148 out 215
students placed)

UNPLACED STUDENTS

28.1%

(67 students)

MALE STUDENTS



64.7%

Male Students



35.3%

Female Students

TOP SPECIALIZATION

MARKETING & FINANCE

(Higher placements than
Marketing & HR)



AVERAGE SALARY
PACKAGE



₹2.89 Lakhs

Per Annum

Scorecard Style

₹2.89 Lakhs Per Annum



Question 1: How many students are placed vs not placed?

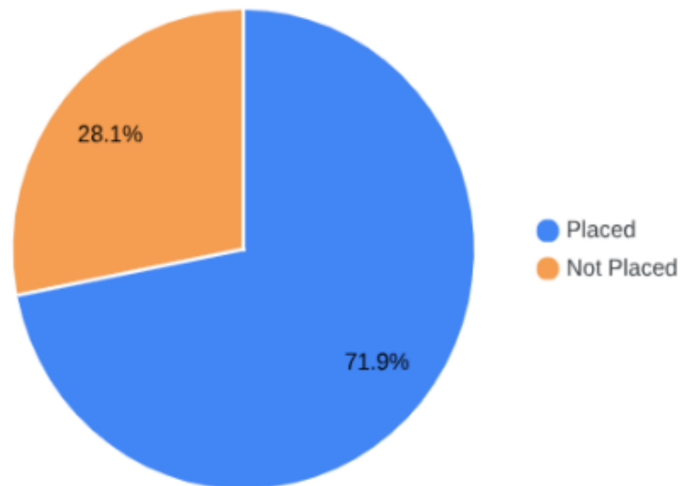
Answer:

The pie chart represents the placement status of students in the dataset.

- **Placed** students make up the majority with approximately **71.9%**.
- **Not Placed** students account for about **28.1%**.

Overall Insight:

Most students in this dataset have been successfully placed, while a smaller portion are still not placed.



Question 2: What is the gender distribution of students?

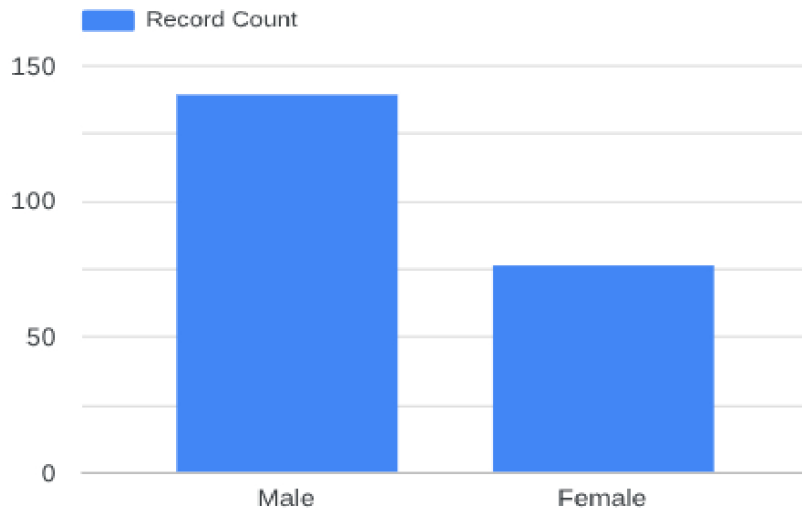
Answer:

The chart shows the gender composition of students in the dataset.

- Male students represent the majority with approximately **64.7%** of the total.
- Female students account for about **35.3%**.

Overall Insight:

This dataset has nearly two-thirds male students and one-third female students, indicating a higher participation of males in the placement dataset.



Question 3: What is the placement distribution across students?

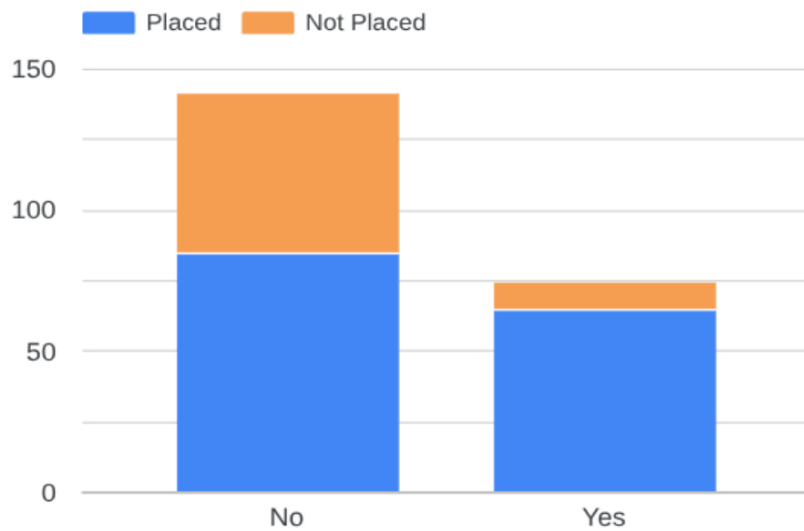
Answer:

The stacked bar chart compares the number of students who are placed and not placed.

- The **Placed** category forms the larger portion of the dataset.
- The **Not Placed** category represents a smaller share.

Overall Insight:

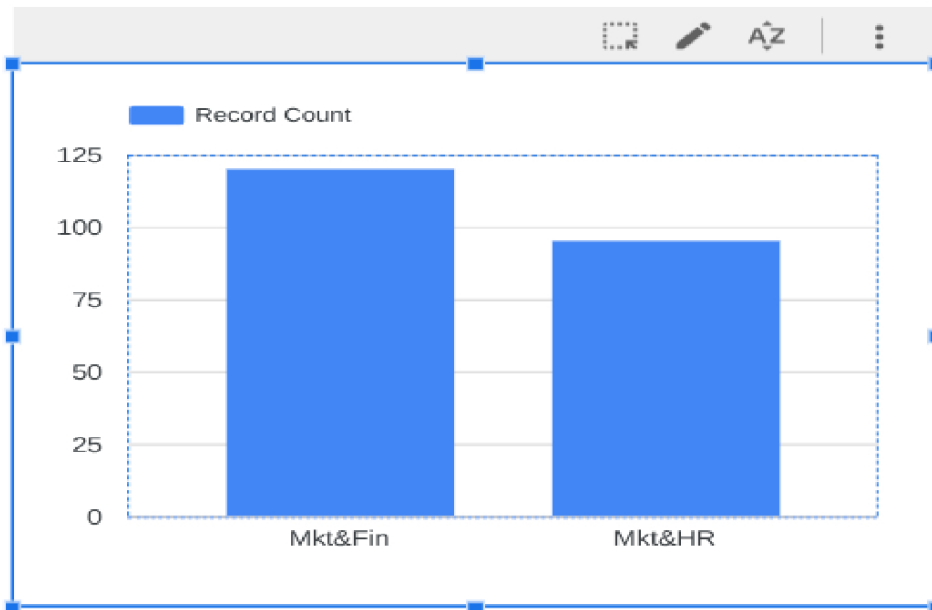
This chart highlights that more students have achieved placements compared to those who are still not placed, showing a positive placement outcome overall.



Question 4: Which MBA specialisation has more placed students?

Answer / Conclusion:

From the bar chart, the Marketing & Finance (Mkt&Fin;) specialisation has a higher number of placed students compared to Marketing & HR (Mkt&HR;). Therefore, students specialising in Marketing & Finance show better placement counts in this dataset.



Question 5: How does placement status compare between placed and not placed students?

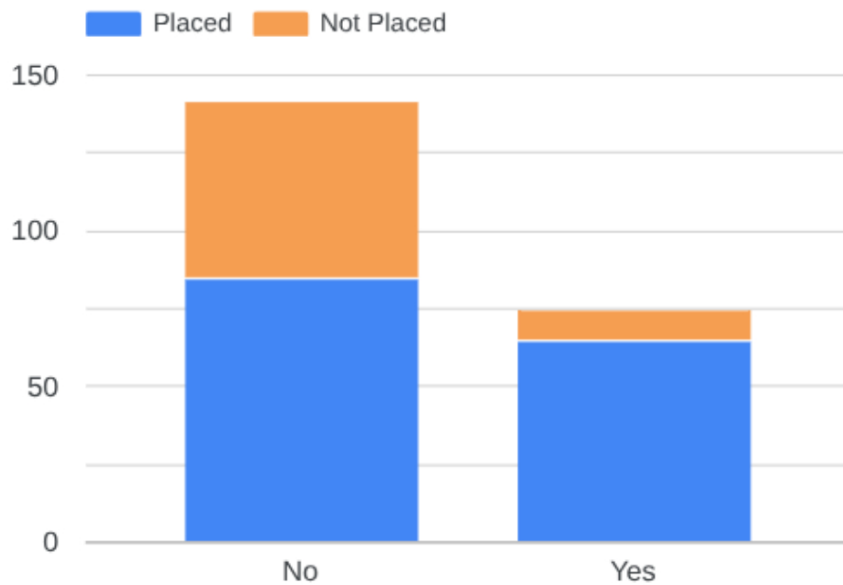
Answer:

The stacked bar chart illustrates the comparison between students who are placed and not placed.

- The **Placed** segment is noticeably larger, indicating that most students have secured placements.
- The **Not Placed** segment is smaller, showing fewer students remain without placement.

Overall Insight:

This comparison confirms that the placement rate is higher, and the majority of students in the dataset are successfully placed.



Question 6: What is the Average Salary of Placed Students?

Answer: The average salary offered to placed students is **■288,655.41** (~2.89 Lakhs).

Chart Used: Scorecard (Average Salary)

salary
288,655.41

How this Scorecard Result was Created in Looker Studio:

- Insert → Scorecard chart.
- Select Metric = salary (or Salary_Number).
- If salary is text, create calculated field: CAST(salary AS NUMBER).
- Go to Resource → Manage added data sources → Edit → Set Default Aggregation = Average.
- The scorecard will display the Average Salary value.

Conclusion: Most placed students receive an average package around **■2.89 Lakhs**, giving a clear benchmark of placement salary performance.