

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

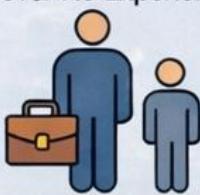
Clear Market Preference:
Marketing & Finance > Marketing & HR
(Higher Counts & Success Rates).



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.



sl_no	gender	ssc_p	ssc_b	hsc_p	hsc_b	hsc_s	degree_p	degree_t	workex	etest_p	specialisation	mba_p	status	salary
1	M	67.00	Others	91.00	Others	Commerce	58.00	Sci&Tech	No	55	Mkt&HR	58.8	Placed	270000
2	M	79.33	Central	78.33	Others	Science	77.48	Sci&Tech	Yes	86.5	Mkt&Fin	66.28	Placed	200000
3	M	65.00	Central	68.00	Central	Arts	64.00	Comm&Mgmt	No	75	Mkt&Fin	57.8	Placed	250000
4	M	56.00	Central	52.00	Central	Science	52.00	Sci&Tech	No	66	Mkt&HR	59.43	Not Placed	
5	M	85.80	Central	73.60	Central	Commerce	73.30	Comm&Mgmt	No	96.8	Mkt&Fin	55.5	Placed	425000
6	M	55.00	Others	49.80	Others	Science	67.25	Sci&Tech	Yes	55	Mkt&Fin	51.58	Not Placed	
7	F	46.00	Others	49.20	Others	Commerce	79.00	Comm&Mgmt	No	74.28	Mkt&Fin	53.29	Not Placed	
8	M	82.00	Central	64.00	Central	Science	66.00	Sci&Tech	Yes	67	Mkt&Fin	62.14	Placed	252000
9	M	73.00	Central	79.00	Central	Commerce	72.00	Comm&Mgmt	No	91.34	Mkt&Fin	61.29	Placed	231000
10	M	58.00	Central	70.00	Central	Commerce	61.00	Comm&Mgmt	No	54	Mkt&Fin	52.21	Not Placed	

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

AVERAGE SALARY PACKAGE



₹2.89 Lakhs Per Annum

Per Annum

Scorecard Style



₹2.89 Lakhs

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

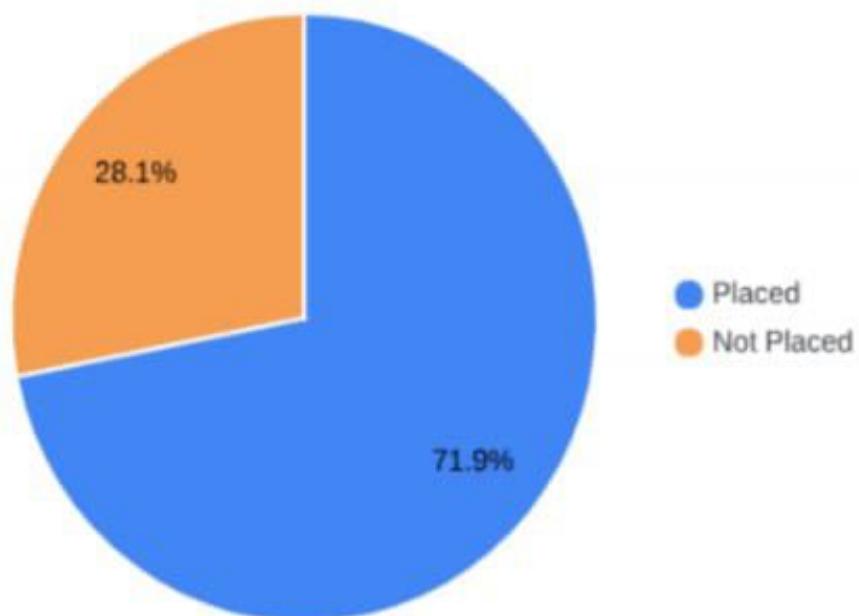
Answer:

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?

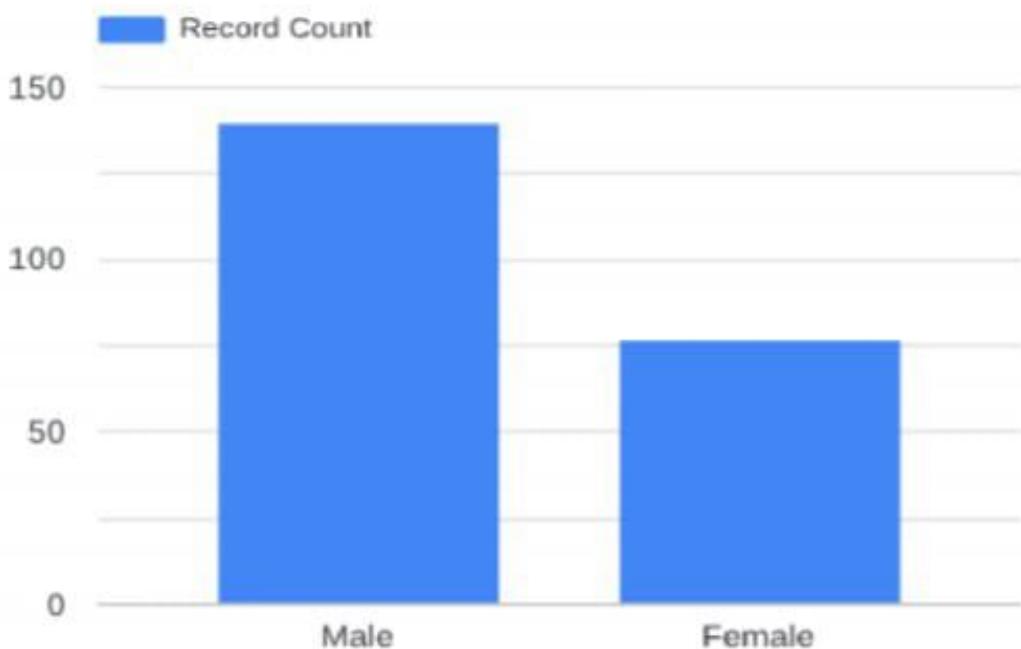
Answer:

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?

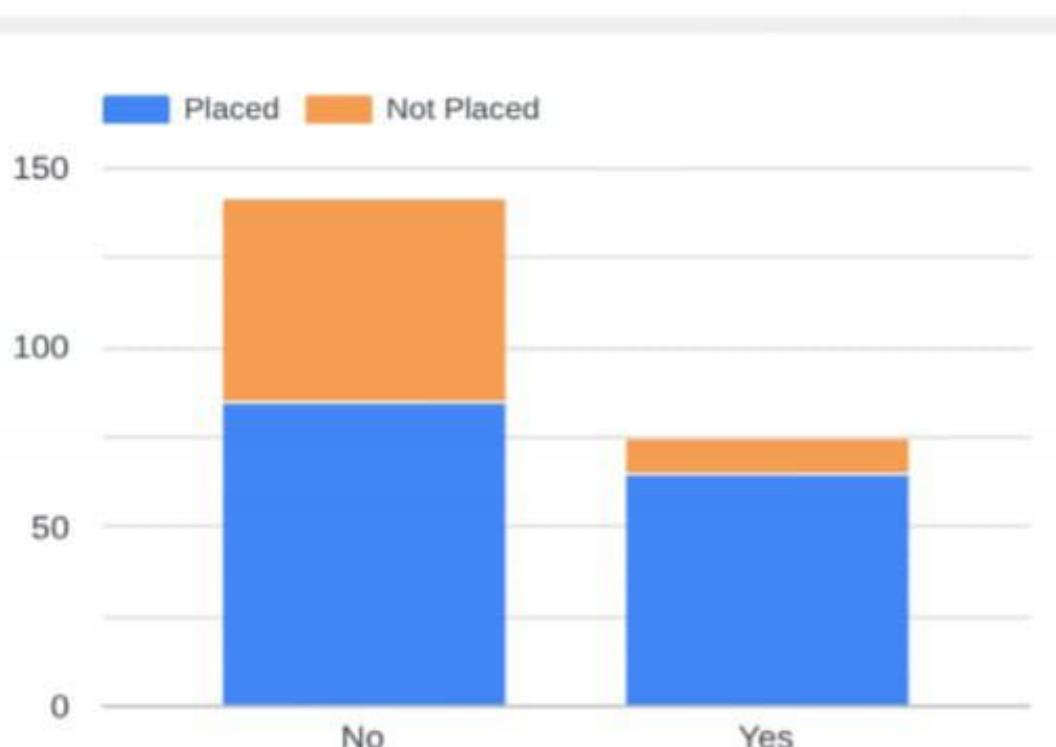
Answer:

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?

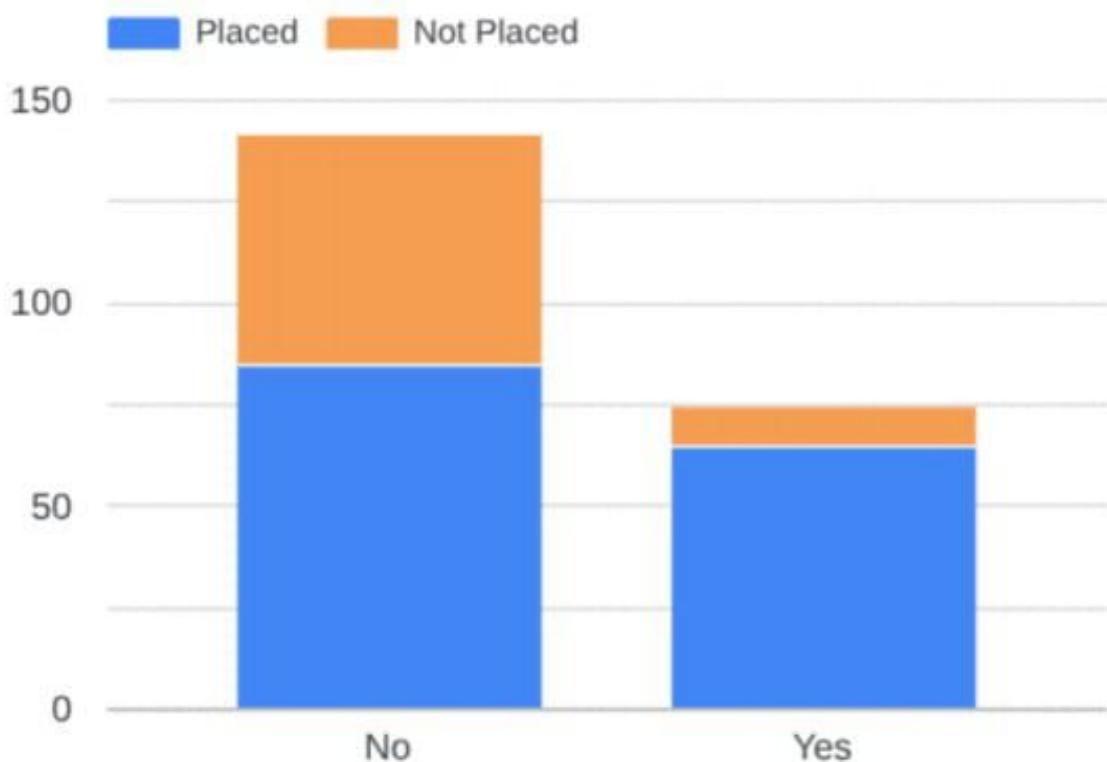
Answer:

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.