

College Placements 2023 Analysis

Muhammed Yasir¹, D. Arnav², Nikhil Adelli³, Dr. Diana Moses⁴

^{1,2,3}Undergraduate Researcher, Department of Artificial Intelligence and Data Science, Methodist College of Engineering and Technology, Hyderabad.

⁴Professor, Department of Computer Science and Engineering, Methodist College of Engineering and Technology, Hyderabad

Abstract- This project focuses on the analysis of a college placement dataset that captures detailed information about campus recruitment activities across multiple institutions, companies, and regions. The dataset includes key attributes such as college names, recruiters, salary packages, job domains, locations, and time-related information, allowing a comprehensive understanding of placement trends and patterns. The primary objective of this study is to explore how placement opportunities vary based on different factors such as company type, region, and institutional performance, and to derive meaningful insights from the data. The dataset was preprocessed and analyzed to ensure consistency and accuracy, followed by visualization using Tableau. Various visualizations such as bar charts, maps, donut charts, funnel charts, and waterfall charts were used to represent placement distribution, salary trends, and company participation. These visual tools helped in simplifying complex data and identifying patterns such as the variation in salary packages and the dominance of certain companies in recruitment. The analysis shows that salary packages range approximately from 4 LPA to 24 LPA, with higher packages generally offered by product-based and multinational companies. The findings also highlight that placement outcomes are influenced by regional and institutional factors, with certain colleges and locations consistently performing better. The presence of multiple job domains and work modes such as onsite, remote, and hybrid further reflects the diversity and evolving nature of the job market. Overall, this project demonstrates the effectiveness of data visualization and analysis in understanding campus placement trends and supports data-driven decision-making for students, institutions, and recruiters. In addition, this project demonstrates how structured datasets combined with visualization techniques can support better decision-making and strategic planning. Institutions can use such analysis to improve placement performance, students can gain clarity on career opportunities and salary expectations, and recruiters can better understand hiring trends across regions. Overall, the study emphasizes the value of data-driven approaches in enhancing the efficiency and effectiveness of the campus recruitment process.

Keywords: College Placements 2023, Placement Analysis, Campus Recruitment, Employability, Placement Statistics, Recruitment Trends, Student Outcomes, Data Analytics, Job Placement Rate, Career Development.

I. INTRODUCTION

This dataset presents a comprehensive overview of campus placement activities conducted in 2023 across leading colleges in major Maharashtra cities such as Mumbai, Navi Mumbai, Pune, and Thane. It captures detailed information about student placements, including college names, geographic coordinates, recruiting companies, salary packages, placement dates, and related attributes. The dataset also includes placements from globally recognized organizations such as Tata Consultancy Services, Infosys, Wipro, Accenture, Microsoft, Amazon, Google, Oracle, Deloitte, and Morgan Stanley. By

combining institutional, geographic, and corporate hiring information in a structured format, the dataset provides a holistic view of the campus recruitment ecosystem in one of India's most prominent educational and industrial regions.

The usefulness of this dataset lies in its ability to generate meaningful insights about placement performance, salary trends, recruiter participation, and regional hiring patterns. It allows analysts to evaluate which colleges attract higher salary packages, which cities have stronger placement outcomes, and which companies are most active in campus recruitment. By examining salary distributions and company-wise hiring frequency, stakeholders can identify industry demand trends

and understand how different sectors—such as IT services, consulting, finance, and product-based technology companies—contribute to employment opportunities for graduates. The inclusion of time-based data also enables quarterly or monthly trend analysis, helping institutions and policymakers observe seasonal hiring patterns and economic influences on recruitment.

This dataset is highly beneficial for multiple groups. Educational institutions can use it to benchmark their placement performance against other colleges in Mumbai, Pune, Navi Mumbai, and Thane. Placement cells can analyze which recruiters offer the highest packages and develop targeted engagement strategies to attract more premium companies. Students and job aspirants can gain clarity about salary expectations, top recruiting organizations, and city-wise opportunities, enabling them to make informed academic and career decisions. Data analysts and business intelligence professionals can utilize the dataset for dashboard creation, predictive modeling, and visualization projects using tools such as Power BI, Tableau, SQL, or Python. Additionally, policymakers and education consultants can leverage the data to assess regional employability trends and recommend improvements in curriculum design aligned with industry needs.

The benefits of this dataset extend beyond simple reporting. It supports strategic decision-making by transforming raw placement records into actionable insights. Institutions can identify strengths and weaknesses in their placement processes, understand competitive positioning, and improve employer outreach. Companies can analyze hiring distribution to evaluate market competitiveness and talent availability in different cities. From a technical perspective, the dataset is ideal for practicing data cleaning, exploratory data analysis, geospatial mapping using latitude and longitude coordinates, KPI development, and advanced analytics such as salary prediction modeling. Overall, this dataset serves as a powerful resource for understanding the dynamics of campus recruitment in Maharashtra's major educational hubs, enabling data-driven improvements in academic planning, corporate

hiring strategies, and student career development. From 2023 50% placed [1]. The result "From 2022, 50% placed" was obtained by filtering the dataset for the year 2022 and calculating the ratio of placed records to the total number of records. A record was considered placed if it contained valid details such as company name, salary, or job role. The placement rate was computed using the formula: $(\text{Placed Records} / \text{Total Records}) \times 100$, resulting in approximately 50%.

II. LITERATURE SURVEY

Rao, E. Sreenivasa, et al., discussed how data analytics and machine learning can be applied in the placement process of educational institutions [1]. They mainly focus on analyzing student data such as academic performance and skills to predict whether a student is likely to get placed or not. Different machine learning models are used to study patterns in the data. The study shows that using data-driven methods can help placement cells make better decisions and improve overall placement outcomes. It also highlights the importance of analyzing student performance early to guide them easily.

Rao, K. Eswara, et al., This paper presents an advanced machine learning approach for predicting student placements.[2] The authors used different classification algorithms and applied feature selection techniques to improve prediction accuracy. They analyzed factors such as academic performance, aptitude scores, and technical skills to determine their impact on placement outcomes. The study also compared models to identify the most accurate one. From this paper, I understood how optimized machine learning models and proper feature selection can enhance the performance of placement prediction systems.

Indoori, Aditi, Sathvika Patwari, and T. Prathima In this study, the authors performed a detailed analysis of campus placement data to understand the factors influencing student recruitment [3]. The paper mainly focuses on statistical evaluation and exploratory data analysis techniques to identify trends in placement records. They examined

academic scores, technical skills, communication ability, and internship experience to determine their impact on placement outcomes. The case study approach helped in understanding real-world institutional data. From this work, I understood how structured campus datasets can be analyzed to extract meaningful insights, especially using visualization and correlation analysis techniques before applying machine learning models.

Venkatesh, Dukuru, Suneetha Racharla, and Maganti Venkatesh, This research concentrates on identifying patterns and trends in campus placement datasets using machine learning algorithms [4]. The authors applied classification techniques to predict whether a student would be placed based on historical academic and skill-based parameters. They focused on feature importance and trend analysis to understand which attributes most strongly influence placement success. The study also compared multiple algorithms to evaluate accuracy and reliability. While reviewing this work, I observed how pattern recognition methods and predictive modeling can help institutions make data-driven decisions regarding student training and preparation.

Kumar, Mukesh, et al., This paper explores predicting college student placements using academic performance metrics and machine learning approaches [5]. The authors used supervised learning models such as Decision Trees, Random Forest, and Support Vector Machines to analyze the relationship between academic indicators and placement results. Their findings highlighted that consistent academic performance, combined with aptitude scores and soft skills, significantly improves prediction accuracy. From this reference, I gained insights into how academic-based datasets can be structured for classification problems and how different algorithms perform on educational datasets.

Nagaria, Jumana, et al., In this research, exploratory data analysis (EDA) is used as a primary method to understand campus placement data before applying predictive techniques [6]. The author emphasized data preprocessing, handling missing

values, visualizing distributions, and identifying correlations among variables. The study demonstrated that proper data cleaning and visualization significantly improve prediction performance. While analyzing this work, I understood the importance of dataset preparation and feature engineering, especially when working with real institutional placement data collected from various sources.

Varaprasad, K. V., et al., This paper presents a data-driven approach to predicting campus placement success using supervised machine learning techniques [7]. The authors implemented multiple classification models and evaluated them based on performance metrics such as accuracy, precision, recall, and F1-score. The study highlights the importance of combining academic records, technical assessments, and communication skills for effective prediction. Reviewing this work helped me understand how performance evaluation metrics are essential when comparing models for placement prediction systems.

Athreya Shetty, B., et al., This study provides a comparative analysis of different machine learning algorithms for predicting student performance related to job placement [8]. The authors experimented with various models and compared their prediction capabilities using real student datasets. The paper discusses the strengths and weaknesses of algorithms in handling structured educational data. From this research, I understood how comparative studies help in selecting the most suitable algorithm for placement prediction tasks.

Jadhav, Priti et al., This work focuses on bringing placement opportunities to Tier-2 and Tier-3 colleges using AI-supported strategies [9]. The study highlights how predictive analytics and AI-based systems can bridge the gap between students and recruiters. It emphasizes accessibility, digital platforms, and intelligent filtering systems to match students with suitable job opportunities. While reviewing this reference, I observed how AI can be applied not only for prediction but also for strategic improvement in placement ecosystems, especially for institutions with limited exposure.

Sajwan, Samarth, et al., This research discusses the use of machine learning algorithms for predicting student placement outcomes [10]. The authors experimented with multiple classification techniques and evaluated model performance on real campus datasets. The study emphasizes preprocessing, feature selection, and model validation to improve prediction accuracy. From this paper, I understood how end-to-end implementation—from data collection to model evaluation—plays a crucial role in building a reliable placement prediction system.

Materials and Methods

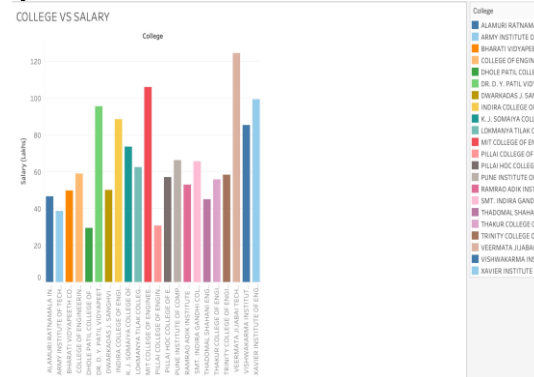
The dataset used for this Tableau project, College Placement, consists of 120 records capturing placement-related information across multiple colleges in India. The data includes key attributes such as College name, Region, Company, Date, Year, Salary (in lakhs), Job Domain, Company Type, Work Mode, and Location. Each record is uniquely identified using a Record ID, ensuring data traceability and integrity. The dataset represents a diverse mix of 22 colleges, multiple companies, and different locations, making it suitable for multi-dimensional analysis in Tableau.

From a material perspective, the dataset combines both categorical and numerical variables, enabling comprehensive visualization opportunities. Categorical fields like Job Domain, Company Type, and Work Mode (Onsite, Remote, Hybrid) help in segmenting placement trends, while numerical data such as Salary (Lakhs) supports quantitative analysis. The salary distribution ranges approximately from 4 LPA to 24 LPA, with an average around 12 LPA, providing a balanced spread for comparative insights. Additionally, the inclusion of temporal fields like Date and Year allows time-series analysis of placement trends.

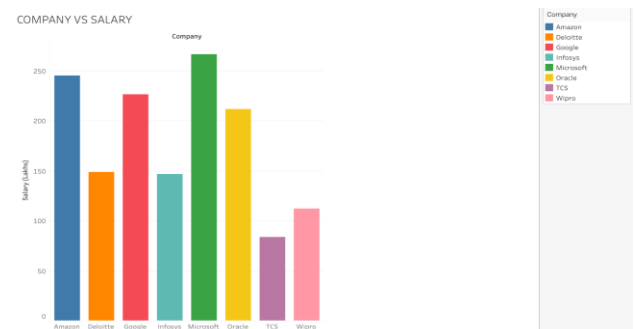
In terms of methodology, the dataset was first cleaned and structured to ensure consistency, such as standardizing column names and ensuring no missing or duplicate records. The Region column was supplemented with a Location field representing Indian states, enhancing geographic analysis capability. Data preprocessing steps ensured compatibility with Tableau, including

correct data types (e.g., numerical for salary, date format for time fields) and normalization of categorical values for accurate grouping and filtering.

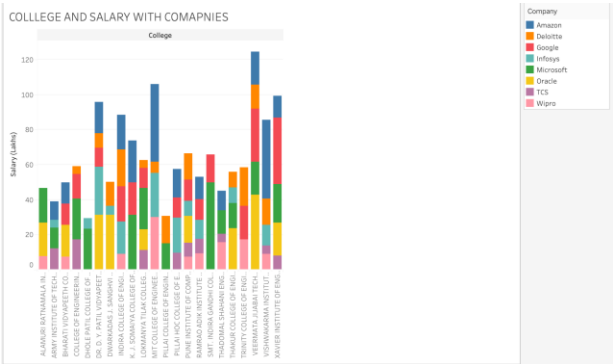
For analysis in Tableau, the dataset supports multiple visualization techniques such as bar charts, line graphs, maps, and dashboards. Key analytical approaches include comparing average salaries across colleges and job domains, analyzing company hiring patterns by company type, and evaluating work mode distribution across regions. The dataset is well-suited for building an interactive dashboard that highlights placement trends, regional differences, and salary insights, making it ideal for academic and placement performance analysis.



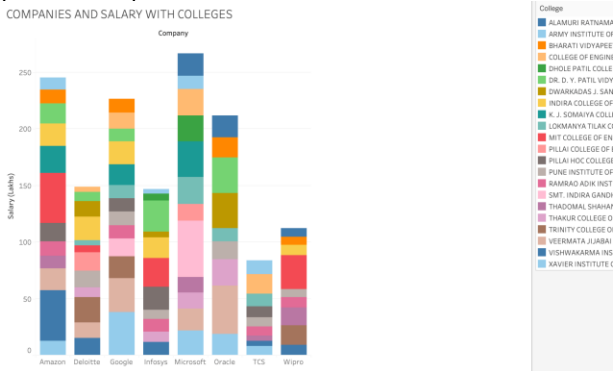
This visualization showcases the salary packages offered by leading companies participating in campus placements. It allows users to compare company-wise salary trends and identify top recruiters offering higher compensation. The chart provides valuable insights into industry demand and recruitment patterns. With a simple and attractive layout, it helps users quickly understand the contribution of different companies to placement success.



This interactive chart combines company recruitment data with college-wise salary information, offering a comprehensive view of placement performance. It highlights how different companies contribute to placement outcomes across various institutions. Users can easily compare recruitment patterns, salary distributions, and college performance in a single view. The dashboard helps uncover meaningful insights and supports informed analysis of placement trends and opportunities.



This stacked bar chart shows the salary distribution across different colleges and companies. Each color represents a company contributing to placements in a particular college. The total height of the bar indicates the overall salary offered. It helps compare company participation across colleges. This visualization provides insights into college-wise placement performance.

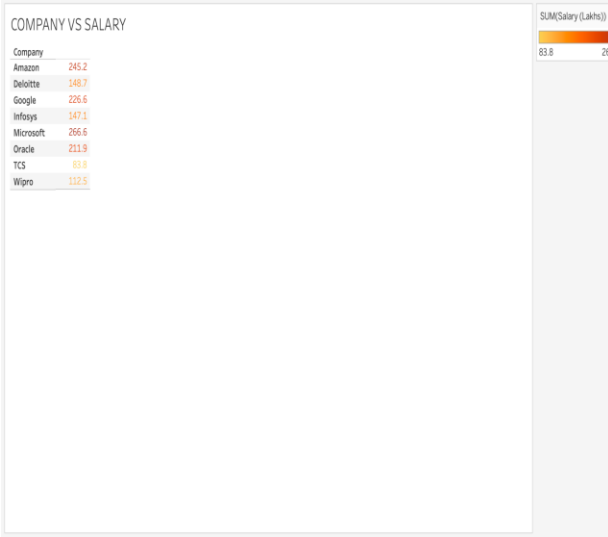


This chart provides a clear comparison of salary packages offered across different colleges, making it easy to identify institutions with strong placement performance. The visual representation highlights variations in salary outcomes and helps in understanding placement trends among colleges. It

serves as a useful tool for students and stakeholders to evaluate opportunities and compare institutions effectively. The dashboard simplifies complex placement data into an easy-to-understand format, supporting better decision-making.

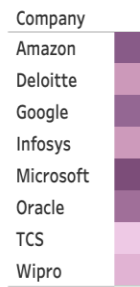


This visualization shows the salary distribution across different colleges. The values and color intensity help in identifying colleges with higher and lower salary outcomes. It provides a clear comparison of placement performance and salary trends among participating colleges.



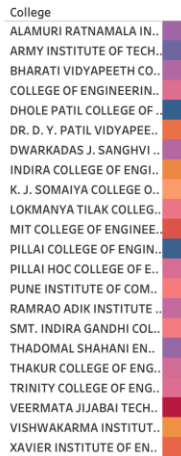
This visualization compares the total salary packages offered by different companies. The color intensity represents the salary value, making it easy to identify companies offering higher and lower salary packages. It provides a quick overview of company-wise salary distribution in the placement process.

COMPANY VS SALARY (HEAT MAP)



This heat map visualizes salary packages offered by different companies. The color intensity represents the salary value for each company. Darker shades indicate higher salary packages, while lighter shades represent lower values. It enables quick comparison of company-wise salary offerings. This helps identify the top-paying recruiters.

COLLEGE VS SALARY (HEAT MAP)



This heat map displays salary values across various colleges. Different color intensities highlight variations in salary outcomes. Colleges with higher salary packages stand out through stronger color shades. It provides a clear comparison of placement performance among colleges. The chart makes salary trends easy to understand.

COLLEGE VS SALARY (HIGHLIGHT TABLE)

College	Salary
ALAMURI RATNAMALA IN..	46.71
ARMY INSTITUTE OF TECH..	38.80
BHARATI VIDYAPEETH CO..	49.83
COLLEGE OF ENGINEERIN..	58.93
DHOLE PATIL COLLEGE OF ..	29.39
DR. D. Y. PATIL VIDYAPEE..	95.69
DWARKADAS J. SANGHVI ..	50.19
INDIRA COLLEGE OF ENGI..	88.56
K. J. SOMAIYA COLLEGE O..	73.66
LOKMANYA TILAK COLLEG..	62.69
MIT COLLEGE OF ENGINEE..	105.92
PILLAI COLLEGE OF ENGIN..	30.79
PILLAI HOC COLLEGE OF E..	57.29
PUNE INSTITUTE OF COM..	66.44
RAMRAO ADIK INSTITUTE ..	52.99
SMT. INDIRA GANDHI COL..	65.62
THADOMAL SHAHANI EN..	45.02
THAKUR COLLEGE OF ENG..	55.92
TRINITY COLLEGE OF ENG..	58.51
VEERMATA JIJABAI TECH..	124.62
VISHWAKARMA INSTITUT..	85.50
XAVIER INSTITUTE OF EN..	99.32

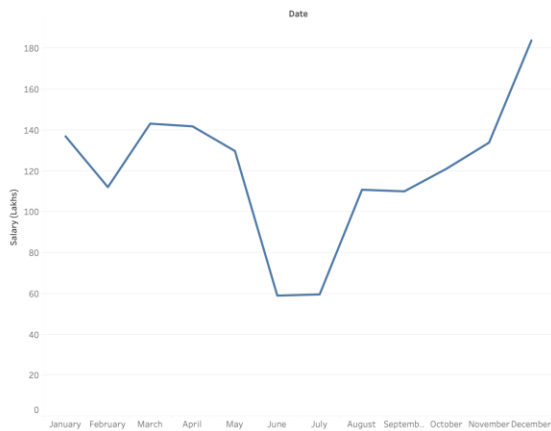
This highlight table presents college-wise salary values in a structured format. Each cell is color-coded based on the salary amount. Higher salary values are highlighted with stronger colors for easy identification. It allows users to compare colleges quickly and efficiently. The visualization simplifies salary analysis across institutions

COMPANY VS SALARY (HIGHLIGHT TABLE)

Company	Salary
Amazon	245.2
Deloitte	148.7
Google	226.6
Infosys	147.1
Microsoft	266.6
Oracle	211.9
TCS	83.8
Wipro	112.5

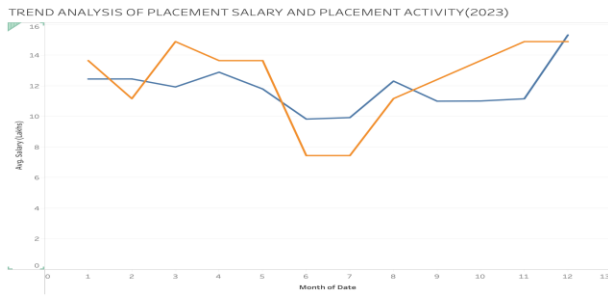
This highlight table shows the salary packages offered by different companies. The color-coded cells help distinguish between higher and lower salary values. Companies offering better salary packages can be identified instantly. It provides a simple and effective comparison of recruiters. This visualization supports quick analysis of company-wise salary trends.

MONTHLY AVERAGE PLACEMENT TREND(2023)



Monthly Average Placement Trend (2023):

This visualization offers a temporal analysis of recruitment activity throughout 2023, tracking the monthly fluctuations in placement counts. The year commenced with approximately 138 placements in January, followed by moderate variations that saw figures peak at 143 during the March-April period. A notable contraction occurred mid-year, with June and July recording a significant dip to nearly 60 placements, marking the annual low point. However, the data reveals a resilient recovery starting in August, characterized by steady monthly growth that gained momentum in the final quarter. This upward trajectory reached its zenith in December with a record high of 183 placements. Ultimately, the trend highlights a seasonal mid-year deceleration followed by a robust surge in hiring, demonstrating the dynamic nature of campus recruitment opportunities toward the end of the calendar year.

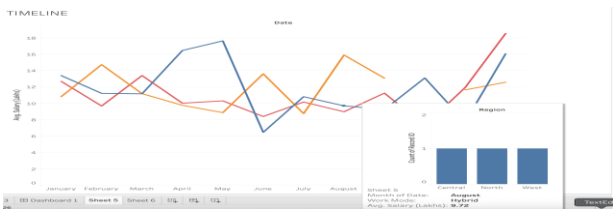


Analysis of Average Pay and Hiring Trends Throughout 2023:

This chart offers an in-depth look at how average salary packages and total recruitment numbers evolved over the course of 2023. Both datasets

reveal clear seasonal patterns, reflecting broader trends in company hiring cycles and campus placement schedules. Average salaries remained largely consistent during the first few months, staying within the 12 to 13 lakh range, before dipping to their lowest levels in June and July. Similarly, hiring volume fluctuated, hitting an early high in March before following the mid-year downward trend. A steady rebound in both metrics began in August, indicating a resurgence in hiring activity and a stronger demand for talent. By December, the year reached its peak with average salaries surpassing 15 lakhs alongside high placement volumes. This analysis ultimately underscores a recurring mid-year lull followed by a period of significant expansion and improved placement results in the year's final months.

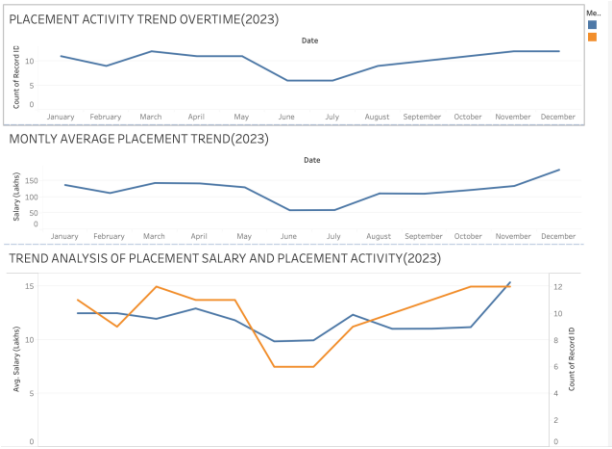
2023 Regional Average Salary Trends:A Timeline Analysis



This temporal assessment illustrates the shifts in average compensation packages across various geographical regions during 2023. The observed data highlights significant monthly variations, reflecting the changing recruitment environment and regional talent requirements. Early findings indicate that one specific region saw a sharp increase between March and April, with offers nearing 18 lakhs, followed by a substantial mid-year drop in June. At the same time, another region showed consistent progress, reaching a high of 16 lakhs in August.

A third region exhibited moderate instability before a strong year-end rebound, attaining the highest overall salary marks of roughly 19 lakhs. Although a mid-year slowdown was common across all areas, the fourth quarter was defined by sturdy growth and better hiring results. In conclusion, this analysis emphasizes the fluid nature of regional pay trends,

shaped by wider economic factors and improved career prospects as the year concluded.



2023 Dashboard Analysis: Salary Trends and Placement Activity

This visualization provides an in-depth examination of how recruitment volumes and compensation levels shifted throughout 2023. The data indicates a year of moderate volatility, highlighted by a distinct mid-year reduction in hiring during June and July. Despite this seasonal slowdown, the recruitment landscape demonstrated significant resilience, with placement numbers rising consistently to hit their yearly peak in November and December.

The trajectory of monthly average placements reflects this pattern: strong performance in the early months, a sharp deceleration over the summer, and a vigorous expansion during the fourth quarter. An integrated analysis of these indicators reveals a meaningful correlation between the volume of hiring and average compensation; specifically, upticks in recruitment often aligned with more substantial salary packages.

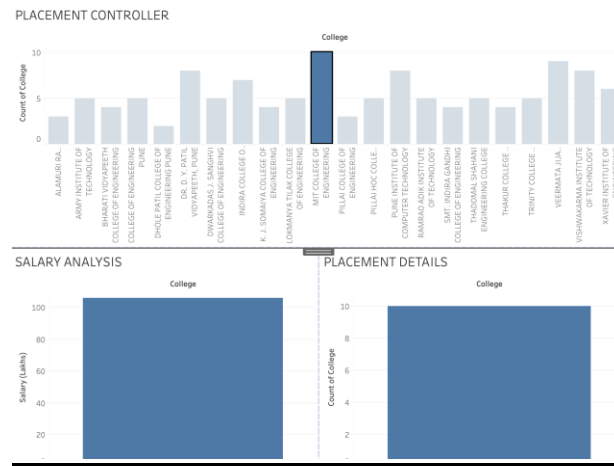
By the end of the year, both metrics reached record levels, signaling a surge in corporate demand and improved professional opportunities. Ultimately, the dashboard successfully illustrates the cyclical nature of the 2023 hiring market, marking a transition from a mid-year trough to a powerful recruitment climax as the year drew to a close.



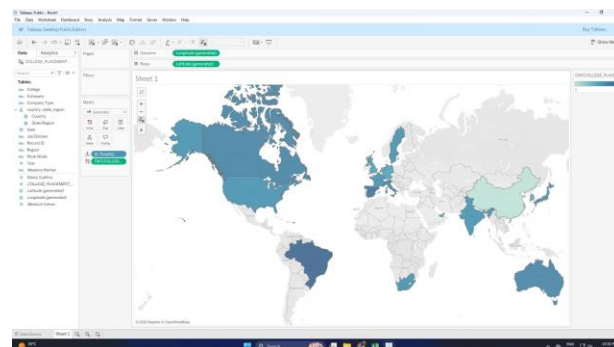
This visualization provides a detailed comparison of placement performance and salary outcomes across various colleges. By combining multiple charts into a single view, it enables users to analyze placement counts and salary packages simultaneously, making the data more meaningful and easier to interpret. The dashboard highlights colleges with the highest placement success rates as well as those offering competitive salary packages, allowing for a comprehensive evaluation of institutional performance.

The visual representation helps identify trends, patterns, and differences among colleges, making it easier to understand which institutions excel in placements. Interactive elements further enhance the user experience by allowing deeper exploration of specific colleges and their placement statistics. This analysis can be valuable for students, educators, and administrators who want to assess placement achievements and make informed decisions. Overall, the dashboard transforms

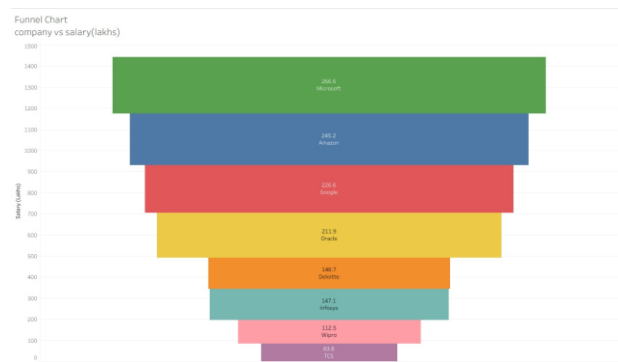
complex placement data into clear, actionable insights while effectively showcasing the strengths and opportunities offered by different colleges.



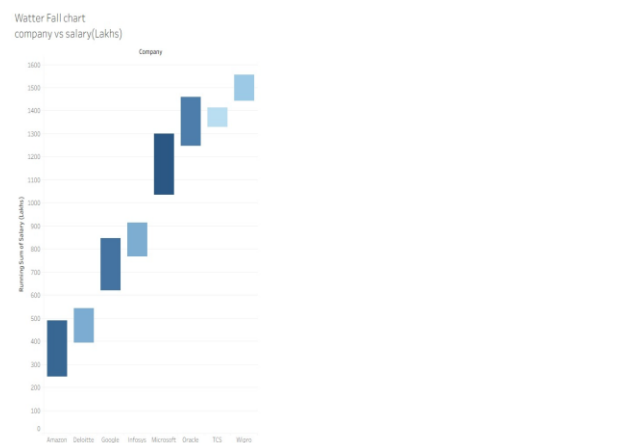
This interactive dashboard gives a comprehensive overview of placement performance across colleges. It combines placement counts, salary analysis, and placement details in a single view for easy analysis. Users can quickly compare colleges and identify top-performing institutions. The dashboard simplifies complex data and supports better decision-making through visual insights. It serves as an effective tool for understanding placement outcomes and trends.



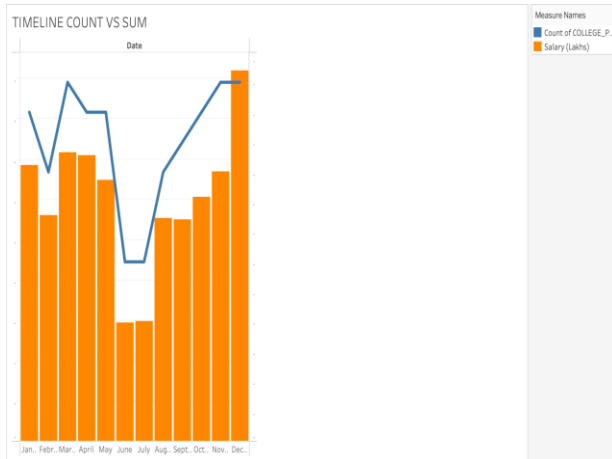
This map visualization presents the distribution of college placements across different countries. The varying color intensity helps quickly identify regions with higher placement opportunities. It provides a global perspective on the reach and impact of the college's placement network. The chart highlights international career possibilities and demonstrates the institution's strong industry connections worldwide. Overall, it offers valuable insights into global placement trends.



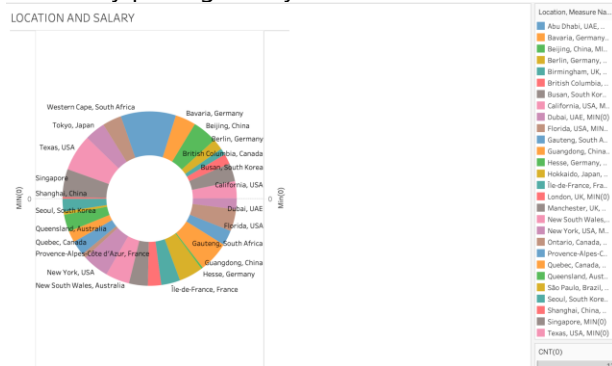
This funnel chart provides a clear comparison of salary packages offered by different companies during placements. The wider sections represent higher salary offers, making it easy to identify top recruiters at a glance. Companies like Microsoft and Amazon stand out with attractive packages, highlighting excellent career opportunities. The visualization helps students understand the salary distribution across recruiters in a simple and engaging way. It effectively showcases the value and competitiveness of placement offers.



This waterfall chart illustrates the cumulative contribution of different companies to the overall salary packages offered during placements. Each step highlights how individual recruiters add value to the total salary figure. The chart makes it easy to track the progression and impact of each company's offer. It effectively emphasizes the contribution of major recruiters and showcases the strength of placement opportunities. This visualization provides a clear and engaging view of salary growth across companies.



This chart shows the monthly comparison between the total salary offered and the number of placements. The bars represent the total salary (in lakhs), while the line represents the placement count for each month. It helps in identifying trends and understanding how placement opportunities and salary packages vary over time.



In this chart, we have shown the distribution of salaries across different locations. It helps us understand which regions offer higher salary packages compared to others. The donut shape makes it easy to visually compare each location. Overall, it gives a clear idea of global salary trends.



This chart shows the top 10 companies participating in placements. The size of each bubble represents the number of placement opportunities offered by the company. Larger bubbles indicate companies with a higher recruitment contribution. This visualization helps in easily identifying the major recruiters and understanding their role in the placement process.

III. CONCLUSION

The college placement dataset offers a comprehensive and structured overview of placement activities across multiple institutions, companies, and regions. By including attributes such as college name, company, salary packages, job domain, location, and time-related details, the dataset enables a multi-dimensional understanding of how campus recruitment operates. Through careful analysis, it becomes evident that placement opportunities are not evenly distributed, as certain colleges consistently attract more recruiters and offer better salary outcomes. This variation highlights the influence of institutional reputation, student quality, and industry connections in shaping placement performance. Overall, the dataset serves as a strong foundation for exploring real-world placement dynamics in a systematic and data-driven manner.

One of the most significant insights derived from the dataset is the variation in salary packages across different companies and job roles. The salaries range approximately from 4 LPA to 24 LPA, with an average around 12 LPA, indicating a broad spectrum of opportunities available to students.

This variation clearly reflects how factors such as company type, job domain, and skill requirements impact compensation levels. Major recruiters like Tata Consultancy Services, Infosys, Wipro, Accenture, Amazon, and Google play a crucial role in campus placements, representing a mix of service-based, consulting, and product-based organizations. It is also observed that product-based and multinational companies generally offer higher salary packages compared to service-based

firms, which aligns with current industry trends and expectations.

The dataset also highlights the importance of regional and institutional factors in placement outcomes. Certain locations show better performance due to stronger industry connections and infrastructure. Additionally, the presence of different job domains and work modes such as onsite, remote, and hybrid indicates the diversity of opportunities available to students and the evolving nature of the job market. Time-related data further provides scope for analyzing placement trends over different periods.

The use of Tableau in this project plays a supportive role in transforming the dataset into meaningful visual insights. By representing the data through charts such as maps, bar graphs, funnel charts, donut charts, and waterfall charts, complex relationships and patterns become easier to understand and interpret. Even though some visualizations like line charts are yet to be completed, the existing dashboard effectively communicates key findings related to placement distribution, salary trends, and company participation. The visual approach enhances clarity and allows for better comparison across different dimensions of the dataset.

Overall, this project successfully demonstrates how a well-structured dataset can be analyzed to extract valuable insights about campus placements. It helps students understand career opportunities, enables institutions to evaluate their performance, and allows recruiters to analyze hiring trends. The dataset also provides a strong foundation for further analysis such as predictive modeling and trend forecasting, making it highly useful for data-driven decision-making in the placement ecosystem.

REFERENCES

1. Rao, E. Sreenivasa, et al. "Applications of data analytics in placements using machine learning" [1]. COMPUTATIONAL INTELLIGENCE AND NETWORK SECURITY 2724.1 (2023): 030007.
2. Rao, K. Eswara, et al. "An advanced machine learning approach for student placement prediction and analysis" [2]. International Journal of Performability Engineering 19.8 (2023): 536.
3. Indoori, Aditi, Sathvika Patwari, and T. Prathima. "Analysis of Campus Placement Data: A Case Study" [3]. 13th International Conference on Advances in Computing, Control, and Telecommunication Technologies, ACT 2022. Vol. 8. 2022.
4. Venkatesh, Dukuru, Suneetha Racharla, and Maganti Venkatesh. "Identifying Patterns and Trends in Campus Placement Data Using Machine Learning"[4]. International Conference on Algorithms and Computational Theory for Engineering Applications. Cham: Springer Nature Switzerland, 2024.
5. Kumar, Mukesh, et al. "Predicting college students' placements based on academic performance using machine learning approaches"[5]. International Journal of Modern Education and Computer Science 6 (2023): 1-13.
6. Nagaria, Jumana. "Utilizing exploratory data analysis for the prediction of campus placement for educational institutions" [6]. 2020 11th International Conference on Computing, Communication and Networking Technologies (ICCCNT). IEEE, 2020.
7. Varaprasad, K. V., et al. "Data-Driven Prediction of Campus Placement Success using Supervised Machine Learning Techniques"[7]. 2025 3rd International Conference on Sustainable Computing and Data Communication Systems (ICSCDS). IEEE, 2025.
8. Athreya Shetty, B., et al. "Comparative Study of Multiple Machine Learning Algorithms for Students' Performance Data for Job Placement in University" [8]. International Journal of Engineering and Advanced Technology 8.5 (2019): 182-187.
9. Jadhav, Priti. "Bringing Placement Drives to Tier-2 and Tier-3 Colleges in India: An AI-Supported Strategic Approach" [9]. (2025).
10. Sajwan, Samarth, et al. "Student Placement Prediction Using Machine Learning Algorithms"

[10]. International Conference on Emerging
Global Trends in Engineering and Technology.
Singapore: Springer Nature Singapore, 2022.