

# Improving Student's Campus Placement at Rural Area's of Palghar District Using Data Mining

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## ABSTRACT

Data Mining is perhaps the best field to improve Campus Placement. Placement is significant issue for universities which are situated in provincial territory. Each association needs to improve their placements. Therefore for successful placement; in this paper I have collected data of various colleges of rural areas of Palghar District. After this I have analyzed that where the students are facing problems in Campus Placement and these problems report will be given to the colleges, then colleges could improve student's campus placement.

**Key Words:** Data Mining, Knowledge discovery from data (KDD), Campus Placement.

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## INTRODUCTION

The errand of filling empty situations in any association is significant and must be done well so as to accomplish the objectives of the association. One of the most favored way is Campus Placement, a methodology taken by association to fill their need of Fresh Talent. Campus Placement are fantastic hotspot for new applicants, typically at the passage level for the organizations. Campus Placement has gotten a mechanism of ceaseless wellspring of high potential ability for satisfying the ability needs of associations in the present time. All the establishments running proficient courses have a different arrangement division to deal with the profession needs of their students.[1] This paper aims to analyze that, problems faced by students in college campus placement using data mining tool such as R-Studio.

### Objectives

1. To understand the employability parameters considered by recruiters for hiring Computer Science graduates.
2. To improve the competencies & skills of students from rural areas of Palghar District

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3. To analyze the training needs for graduates.

### What is Data Mining?

The term "Data mining" is more well known than the more extended term of information disclosure in databases"(KDD). Data mining is the way toward finding fascinating information from a lot of information put away either in databases, information distribution centers, or other data archives. Data mining is a field at the crossing point of software engineering and measurements, is the procedure that endeavors to find designs in enormous informational indexes. It uses techniques at the crossing point of computerized reasoning, AI, measurements,

and database frameworks. The general objective of the data mining process is to remove data from an informational index and change it into a reasonable structure for additional utilization.[2]

## REVIEW OF LITERATURE

### Mrs.K.M. Rajini (2017)

Campus Recruitment or Campus Placement is the most well-known strategy for choosing applicants from an association. The term Campus Recruitment alludes to the framework where different associations visit the college (campus) to enlist brilliant ability. Students, who are enthusiastic about starting their expert vocation when they finish contemplating, discover the open-door thumping at their entryways. They would thus be able to get the preparation and get proficient abilities following college. This is an excellent chance to enter the activity advertise as the passage, in any case, gets troublesome. Instructive organizations have understood that there is part of the hole between advertise requests and student scholarly information. Potential mediations in the beginning time of student scholastics with changes in the educational plan have begun yet at the same time getting the right range of abilities of individuals to assist them with structuring is a major test especially. Hence the organizations need to invest more energy and exertion to improve the ranges of abilities in contracting the ideal ability for their associations to be the best in the market.[3]

### Tansen Patel And Anand Tamrakar(2017)

This paper analyze the different data mining techniques and implement data mining technique to enhance prediction for campus placement in any higher education institute. In this paper takes student academic data to predict the standing of placement as an input. Weka software is used for design and implements to making clusters of complete database which is classify the students according to their performance and qualification. The parameters to calculating performance of student including academic performance, communication skills, technical skills, vocational training and projects are measured to ability of a student for placement. The educational institution can predict the campus

placement of each student and improve the placement of the organization.[4]

### Arjuna Rao et al.(2016)

Mechanization of Training and Placement Cell might be a net-based application created inside the windows stage for the preparation and situation branch of the workforce in order to create the primary concerns of its students during data for the organizations to their strategy for achievement provided with a right login. This technique is frequently utilized as a site application for the TPO of the workforce to deal with the school information concerning situation. Understudies will attempt Online assessment or search the texture required for the decision strategy like specialized and thinking. When field picks territory unit led the school should offer their CV to the need official for going to the field interviews. This technique impersonates the manual systems, similar to support of their resumes furthermore, accreditations, causing work alerts. The mechanical site that intended to create world classification offices of visited companies. The thinking of site has been worn out partner degree intuitive way remembering the solace of the client. This is helpful to the researchers since this comprises of following choices. This produces reports that offer depiction subtleties just as differed quantities of researchers put in organization. This conjointly furnishes set student data in step with organization.[5]

## RESEARCH METHODOLOGY

### Data Collection Methodology

There are various methods are used to collect the information regarding the students such as I have prepared questionnaire in Google form and shared it among the HOD's of various colleges to collect the student's data. By using these methodologies I have collected around 150 student's data that covers the information like student's demographic, academic and learning behavior.

### Used Tool And Technology

During this research analysis I have used R- tool. R-tool is open source data mining analysis tool. I have used this tool to analyze various classification algorithms and to compare the result of these

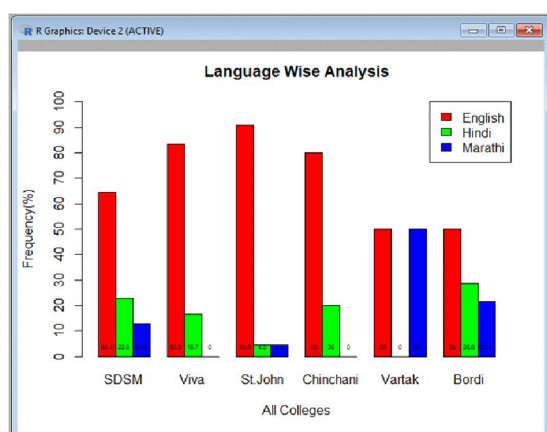
colleges. Using this technique I have make analysis of where actually the students are lacking in Campus Placement Process. Following table shows the college names and total strength of students in rural area for the academic year 2019.

**Table-1:** List of Colleges from Rural Area Source: Own Author

Sr. No.	College Name	Total strength in Computer Science/IT Department
1.	Sonopant Dandekar College Palghar	T.Y.Bsc.CS 48 T.Y.Bsc.IT 43
2.	Viva College, Virar	T.Y.Bsc.CS 55 T.Y.Bsc.IT 60
3.	St. John College of Humanity & Science, Palghar	T.Y.Bsc.IT 39
4.	P. L. Shroff College ,Chinchani	T.Y.Bsc.IT 07
5.	AnnasahebVartak College, Vasai	T.Y.Bsc.CS 50
	<b>Total</b>	<b>365</b>

## DATA INTERPRETATION / ANALYSIS

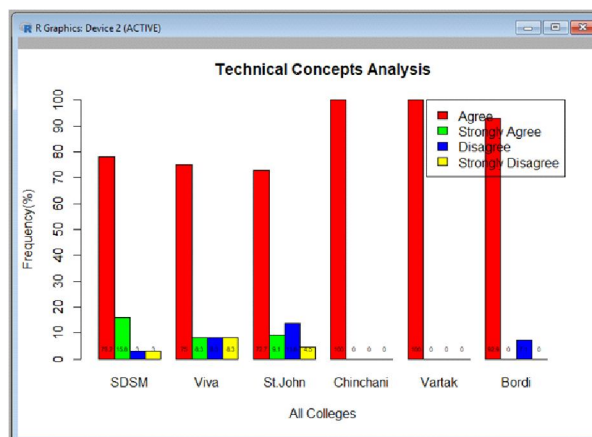
### I) Student's Communication Language Analysis



**Figure 1:** Analysis of Students Communication Language

I have analyzed that total percentage of students uses English language for communication in an interview are 69.77%. So students from rural area are facing more problems in communication. Most of the students uses vernacular i.e. Marathi language 15.43% and Hindi language 16.47 %. They are afraid to speak in English language but still most of the students selected English language. So most of the eligible students are even not going to the campus placement because of this reason.

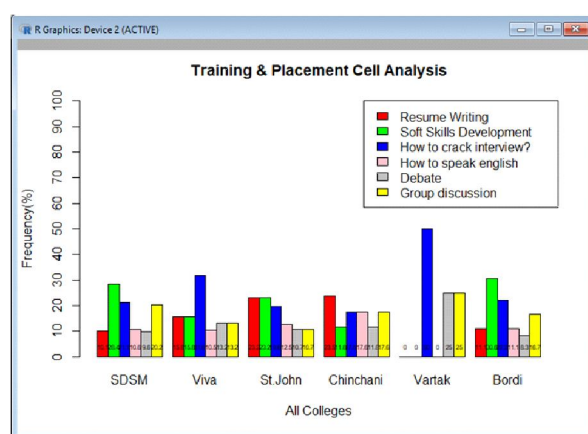
II) Analysis of Technical concepts are cleared by your faculties.



**Figure 2:** Analysis of Technical Concepts Cleared by Faculties

It is analyzed that 86.47% of students say technical concepts are cleared by faculties but still they are facing problems explaining the concepts at the time of the interview. 5.53% of students say only technical concepts are cleared by faculties. 5.33% of students are disagreeing and 2.63% of students are strongly disagreeing. So I can say that overall technical concepts are cleared by faculties (teacher) but communicating in English is the main barrier that's why students from rural area are lacking in the campus recruitment process.

### III) Activities Conducted by Training & Placement Cell



**Figure 3:** Analysis of Activities Conducted by Training & Placement Cell

Training and placement cell conducts many activities like resume writing, soft skills development, how to crack an interview, debate, group discussion, how to speak English, etc. From figure 3, 13.95% of students say that the "Resume Writing" activity

conducted by Training & Placement Cell. 18.3% of students say Soft Skills are developed. 27.02% of students say Training & Placement Cell gives the training of how to crack an interview. 10.38% of students say that the "How to speak English" activity conducted by Training & Placement Cell. 13.1% of students have participated in Debate Competition. 17.23% of students say that Group Discussion is done by Training & Placement Cell. It is observed that all these activities should be implemented on students so that the maximum number of eligible students may be placed by the campus placement system.

### FINDINGS & CONCLUSION

Therefore I have conclude that, following are the problems faced by the students in campus placement process in the rural areas of Palghar District: i)Communication problem in English Language. ii)Technical concepts are not cleared by faculties.iii) Training and placement cells are unable to conduct all the activities. This report will be given to the each colleges of rural area and some of the reasons will be improved and maximum number of students will be placed by Campus Placement Process. Therefore, student's campus placement from rural areas of Palghar District may be improved.

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