A Survey of College Campus Placement in Rural Area's of Palghar District Using Data Mining

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ABSTRACT
Educational Data Mining is one of the befitting fields to improve campus placement. Placement is very important issue for colleges which are located in rural area. Every organization wishes to improve their placement. Therefore, in this paper we carried survey of various colleges of rural areas of Palghar District for successful placement. After this we have analyzed that where the colleges are lacking in Campus Placement.

Keywords: Data Mining, Knowledge discovery from data (KDD), Campus Placement

1.INTRODUCTION
The task of filling vacant positions in any organization is very important and must be performed right in order to achieve goals of the organization. One of the most preferred ways are campus recruitments, an approach taken by organization to fill their need of Fresh Talents. Campus placements are excellent source for fresh candidates, usually at the entry level for the companies. Campus recruitment has become a medium of continuous source of high potential talent for fulfilling the talent needs of organizations in the present era. All the institutes running professional courses have a separate placement department to take care of the career needs of their students.[1] This paper aims to survey college campus placement and analyze the prevailing situations using data mining tool such as R-Studio.

1.1 What is Data Mining?
The term data mining" is more popular than the longer term of knowledge discovery in databases"(KDD). Data mining is the process of discovering information and knowledge of interest from large amounts of data stored either in databases, data warehouses, or any other information repositories. Data mining is a field at the intersection of computer science and statistics, is the process that attempts to discover the required patterns in large data sets. It utilizes methods at the intersection of artificial intelligence, machine learning, statistics, and database systems. The overall goal of the data mining process is to extract information from a data set and transform it into an understandable structure for further use.[2]

2. REVIEW OF LITERATURE:
• **Er.Paramjit kaur1 and Er. Kanwalpreet Singh Attwal(2015)**
This paper, introduces the use of classification technique of data mining for engineering student's campus placement. In this research a large number of attributes are used to determine whether the student will be placed or not. Classification is used find the association among these different attributes and their affects on the student's campus placement. The main purpose of the study to identify rules to predict the student's placement and do the performance comparison of ID3, J48,Random tree. In this research Random tree (decision) algorithm of classification is used to generate rules for student's placement prediction. Data mining tool WEKA is used for rules generation .Then generated rules can be used for developing placement prediction application.

- **M.Nesamanikandan et al. (2016)**

In this paper, authors applied the data mining techniques for placement prediction. To predict the performance of a student's is the great concern for the organization, as they seek knowledgeable, talented and qualified professionals to need to fill up their positions. According to the survey, the corporate companies spend a sum of 1800crores for choosing candidates to fill up their vacancies. The Majority of the companies recruiting the candidates via on-campus recruitment and to fill up them positions. Our method is very useful for corporate companies, consultancies. This method is the best way to get the right candidate at the right time in the corporate world. The industry gets the best talent candidates from different institutes/universities, and the students also get a chance to kick start their career with some of the best organization. But the students facing some difficulties in getting placements. To overcome the problem authors applied the Improved Decision Tree classification algorithms on these data, we have predicted which students placed in Recruitment Drives.

- **VarunShenoy and P.S. Aithal(2016)**

Campus Placements is a procedure including meeting of undergrads by enlisting organizations using institutional assets towards up-and-comer work choice. The same campus positions which is by and large generally led by appearance of HR Team to campus, their pre-position talk about organization and expected set of responsibilities with the slow talk with adjusts is gradually starting to move its points of view towards a progressively greener stature. Particularly now with use of current innovation in contracting rehearses like E-Recruiting or then again On-line Recruitment, the whole campus enlistment process is additionally ready to jump towards a quick change. Subsequently, this examination paper means to develop a perfect methodology towards actualizing grounds arrangement process in equal lines of E-Recruiting too however with a greater condition inviting methodology. This on-line campus placement process named as 'Green Placements' will flourish as a calculated model concentrated on to lessen asset wastages, spare water, time, space, power by saving the general condition perfect and green while the arrangement movement is being directed at the school.

3.RESEARCH METHODOLOGY

Data collected through Survey

We have collected T.Y.Bsc.CS,T.Y.Bsc.I.T., and pass-outs 150 student's data for analysis purpose from above colleges. Data collection is done through Google form. R-Studio is the Data Mining Tool used for data analysis. Classification is the data mining technique used for result analysis. Using this technique we can make analysis of where actually the students are lacking. Following table1 shows the college names and total strength of students in rural area:

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
6.	N.B.Mehta Science College,Bordi	T.Y.Bsc.CS 18 T.Y.Bsc.IT 45
	Total	**365**

Table1: List of Colleges from rural areas of Palghar District

4.DATA ANALYSIS
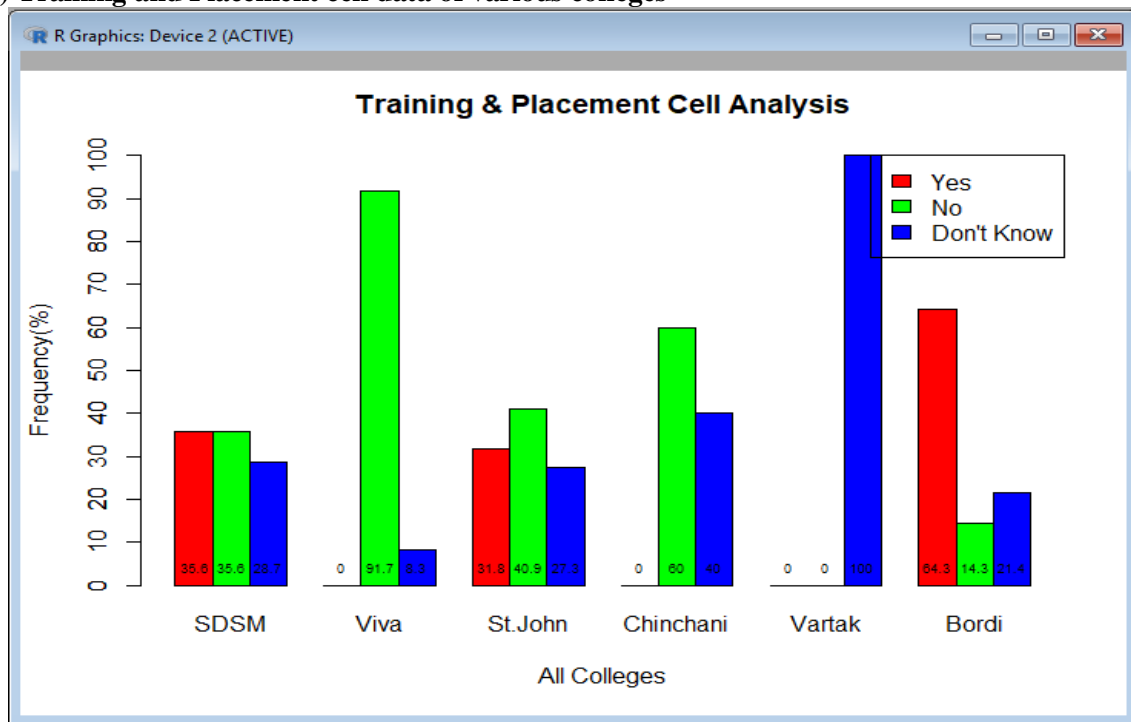**4.1) Training and Placement cell data of various colleges**

Figure 1: Analysis of Training & Placement Cell

From figure 1 we have analyzed that 21.95 % students know only training and placement cell exist in their college. 40.42% students say that there is no placement cell in their college. And 37.62% students even don't know there is placement cell exist or not in their college. It means that students are not aware about training and placement cell existence. Unawareness is the reason for not getting selected at campus recruitment process.

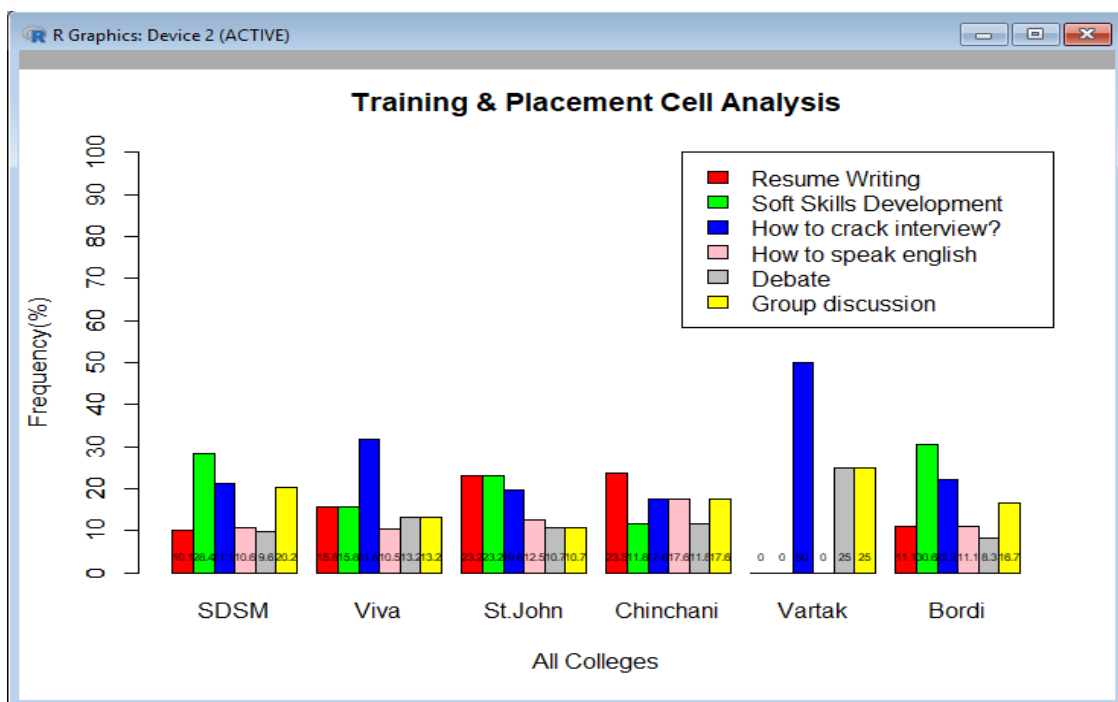**4.2)Training given by Training and Placement cell of the college**

Figure 2: Analysis of Activities Conducted by Training & Placement Cell

Generally Training & Placement Cell consist of following activities: Resume Writing, Soft Skills Development, "How to crack interview?" "How to speak English?"Debate Competition, Group discussion etc. From figure 2, 13.95% students says that "Resume Writing" activity conducted by Training & Placement Cell. 18.3% students say Soft Skills are developed. 27.02% students says Training & Placement Cell gives the training of how to crack interview. 10.38% students says that "How to speak English" activity conducted by Training & Placement Cell. 13.1% students are participated in Debate Competition. 17.23% students say that Group Discussion is done by Training & Placement Cell. Therefore we have analyzed that student from rural area's colleges don't know what to carry with them while going to the campus recruitment process.

5. FINDINGS & CONCLUSION

Therefore we have analyzed from following reasons, that rural area's students are not getting selected at campus placement process

i) Unawareness of Campus Placement Process

ii) Unawareness of Campus Placement Cell

iii) Non-existence of Training & Placement Cell

iv) Proper training not given by training & placement cell, if training and placement cell exists.

This report will be given to the each colleges of rural area and some of the reasons will be improved and maximum students will be placed.

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