ISSN - 2229-3620
APPROVED UGC CARE

SHODH SANCHAR BULLETIN
Vol. 10, Issue 38 April-June 2020
Page Nos. 40-42

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

ANALYSIS OF FACTORS AFFECTING 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 we collected data of various colleges of rural areas of Palghar District. After this we have analyzed that where the students are facing problems in Campus Placement.

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

1. 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. Grounds arrangements are fantastic hotspot for new applicants, typically at the passage level for the organizations. Grounds enlistment 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.

1.1 Objectives

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

1.2 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]

2. Review of Literature:

- **MangasuliSheetal B and Prof. Savita Bakare (2016)**

Placements are considered to be very important for each and every college. The basic success of the college is measured by the campus placement of the students. Every student takes admission to the colleges by seeing the percentage of placements in the college. Hence, in this regard the approach is about the prediction and analyses

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for the placement necessity in the colleges that helps to build the colleges as well as students to improve their placements. The model is built by using the data mining techniques. The algorithms used for building the model are "Fuzzy logic" and "K nearest neighbor". "Fuzzy logic is a logic system for reasoning that is approximate rather than exact". The "K Nearest Neighbor (KNN) is a standard classification algorithm that collects all available cases and classifies the new cases based on the distance measures".[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 topredict the standing of placement as an input.Weka software is used for design and implements to making clusters of completedatabase which is classify the students according to their performance and qualification. The parameters to calculatingperformance of student including academic performance, communication skills, technical skills, vocational training and projectsare measured to ability of a student for placement. The educational institution can predict the campus placement of each studentand 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]

3. Research Methodology :

- **Data Collection Methodology**

There are various methods are used to collect the information regarding the students such as we 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 we 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 we have used R- tool. R-tool is open source data mining analysis tool. We have used this tool to analyze various classification algorithms and to compare the result of these colleges. Using this technique we 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

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
	Total	**365**

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

4. Data Interpretation / Analysis :

I) Student's Communication Language Analysis

We 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 student's family support in case of Campus Placement Process

We have analyzed that only 38.74 % students have family support for campus recruitment process and there is huge percentage of family unsupported i.e. 61.27%. A student doesn't have family background for campus recruitment process. So this could be the reason behind not getting selected at campus recruitment process.

III) Analysis of Information about company collected by the students

It is observed that 71.18% students collects company information before going to the campus recruitment process and 28.82% students appearing for the interview without collecting any information about company. So this could be a reason that students directly going for interview without any preparation. That's why most of the students are deselected in the campus recruitment process.

5. Findings & Conclusion

Therefore we have analyzed 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) Students don't know which documents they have to carry with them at the time of interview. iii) Many students don't have family support for going to the interview. 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 by Campus Placement Process.

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