

Placement Metrics Template

Track and report your placement cell's performance year on year

A · OVERALL SUMMARY

Metric	Value
Total eligible students	
Students registered	
Students placed	
Placement rate (%)	
Average CTC (LPA)	
Median CTC (LPA)	
Highest CTC (LPA)	
Companies visited	
Drives conducted	
Offer letters issued	

D · YEAR-ON-YEAR COMPARISON

Metric	Yr " 2	Yr " 1	Now
Placement rate (%)			
Avg CTC (LPA)			
Companies visited			
Drives conducted			

E · NOTES & ACTIONS FOR NEXT YEAR

- Companies that visited but did not extend offers — and why:
- New companies to target next season:

B · BRANCH-WISE BREAKDOWN

Branch	Elig.	Placed	Rate%	CTC
CSE				
IT				
ECE				
EEE				
Mechanical				
Civil				
Other				

C · STAGE-WISE FUNNEL

Stage	Count	Conv. %
Shortlisted		
Appeared for aptitude		
Cleared aptitude		
Appeared for interview		
Received offer		
Offer accepted		
Joined		

- Stages with highest drop-off (focus area for next year):
- Preparation gaps identified this year: