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AI-POWERED WEB-BASED CAREER COUNSELLING AND RECOMMENDATION SYSTEM

Ishanika

Computer Science Engineering Department, Chandigarh University, Mohali, India

Aman Agrawal

Computer Science Engineering Department, Chandigarh University, Mohali, India

Katyayani

Computer Science Engineering Department, Chandigarh University, Mohali, India

Aadyant Tripathi

Computer Science Engineering Department, Chandigarh University, Mohali, India

Seema Kharod

Computer Science Engineering Department, Chandigarh University, Mohali, India

Kirti Pandey

Computer Science Engineering Department, Chandigarh University, Mohali, India

ABSTRACT—

With the speed at which Artificial Intelligence (AI) is advancing, new opportunities for personalized services have been opened up, including career counselling, to name but one. The paper describes the development of an AI-powered web-based AI-powered web-based Career Counselling and Recommendation System for users to make informed career choices. The goal is to offer real-time, personal career help using AI-driven predictions based on user data, i.e., skills, interests, and education. The proposed system allows web-facilitated user interaction and data entry, accessible from any device and browser. The backbone is Machine learning models that analyse user inputs, count career suitability, and recommend suitable careers. User-friendliness is the system's highest priority, providing ease of use with simple navigation and immediate feedback while keeping the system highly scalable and reliable. This work aims to fill the gap between conventional career counselling approaches and the rising betterment of virtualized, data-driven information. Integrating AI into the career decision-making framework allows the system to be applied to different user profiles and provide dynamic, evidence-informed responses. Moreover, because the platform is accessible to people of different backgrounds, it suits people from particular backgrounds. This research aims to share functional, underexplored transformative realms of AI that can be applied to help crisis factors faced with career counselling and a roadmap for future development.

Keywords — AI-Powered Career Counselling, Web-Based Recommendation System, Personalized Career Advice, Machine Learning Models, Real-Time Career Recommendations**.**

I. INTRODUCTION

The rise of Artificial Intelligence (AI) in career counselling has created a paradigm shift in how one is counselled, in terms of making one's career choice more informed and how one goes about making it. Unlike the previous methods, traditional career counselling is based upon the work of human experts, the use of standardized tests and manual analysis, and is restricted by biases and outdated databases of the careers [1]. Integrating AI-powered web-based systems, data-driven precision, real-time recommendations, and personalized career insights leave the traditional and modern workforce behind [2].

The process of making a career decision is a complex process with a number of factors, such as individual skills, interests, market trends and job availability [3]. However, several people find it hard to get quality counselling due to geographical, financial and institutional barriers [4]. To address these challenges, AI-driven career counselling platforms attempt to bring unbiased and evidence-based recommendations to users' unique profiles at the lowest possible cost and with the highest possible accessibility [5].

Career counselling is an old concept, and vocational guidance is an old discipline that started in the early 20th century and found the discipline in which individuals are matched to appropriate professions according to the tests of aptitude [6]. In time, career counselling methodologies were created, including psychometric assessments, personality evaluations and labour market statistics [7]. The traditional methods are, however, unable to process massive datasets dynamically and adapt to rapidly changing job markets [8].

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Because of the development of these fields, such as machine learning (ML), natural language processing (NLP), and data analytics, AI-powered career recommendation systems can be applied to analyse a large number of datasets, predict career trends, and generate highly personalized career pathways [9]. Based on user data about skills, interests, education, experience, etc., together with real-time labour market analytics, these systems will filter out suggested careers with a high probability of success [10]. AI-driven models are not just about helping people discover career options but also provide career options that educate people, help them learn and improve skills and show them how to match jobs [11].

A web-based AI career counselling platform also facilitates accessibility because users can receive guidance from any device, anytime, anywhere [12]. It allows students, professionals and job seekers in far-flung parts of the world or from socioeconomic backgrounds to choose informed career options without the exorbitant expense of paying for individual counselling sessions [13].

However, due to AI-based career counselling being beneficial, the root of concerns such as data privacy, algorithmic bias, ethical issues, etc. [14] still exist. A fair and effective career recommendation system can be developed only when the AI models are made transparent, the datasets are diverse, and there are ethical practices related to AI [15].

ANALYSIS:

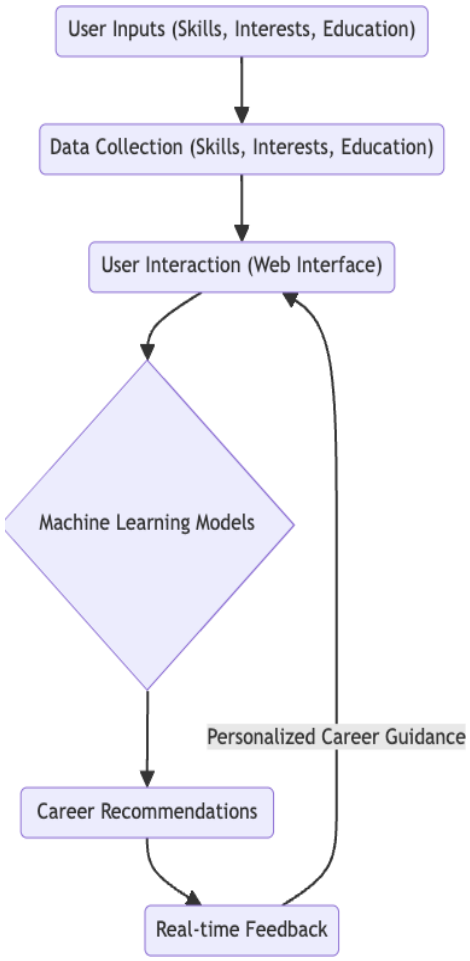

***Diagram 1*: AI-powered career counselling system (Flowchart)**

II. LITERATURE SURVEY

A topic of much research over the years, the evolution of career counselling and recommendation systems have transformed from conventional human-aided counselling to AI-based, data-powered ones. Past early career guidance frameworks consisted of people taking psychometric tests, having aptitude assessments and seeking expert consultation to be mentored into a career path. Nevertheless, these conventional methods were inflexible to the fast displacing labour market dynamism and user demand, rendering them less compelling in the dynamic professional milieu. The predictive modelling and machine learning algorithms, as well as the real-time process of data gathered, can assist researchers in

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looking into how AI create ideas to improve career decision-making.

Several studies refer to problems in traditional career counselling systems, including bias, accessibility restraints, and reliance on outdated databases. Machine learning, big data analytics, and natural language processing (NLP) have emerged to serve in personalized, automated, and scalable career guidance platforms. Career counselling systems that rely on AI have a user profile, skill assessment, etc., to suggest an optimized career pathway in a job market that uses trends and demands.

Recent research suggests that the accuracy of career prediction has drastically improved with the help of collaborative filtering, deep learning models, and reinforcement learning. A few AI-based models consume knowledge graphs and semantic analysis to pick up insights from carriers' past career trajectories, job postings, and users' interests to lower mismatch divergence between the carriers and the careers. They also provide additional accessibility; users can get career recommendations without restrictions regarding their geographical location.

Despite this, several challenges in the form of data privacy, algorithmic bias, and the requirement for explainable AI (XAI) hindered the development of AI-based career counselling systems. There have been several proposed strategies, but they include bias mitigation techniques, transparent recommendation algorithms and ethical frameworks of AI to make these types of systems more fair, reliable, and trusted.

TABLE I. SUMMARY OF LITERATURE REVIEW

Study/Research	**Methodology**	**Key Findings**
Smith et al. (2020)	Machine Learning- based career prediction using user skills and preferences	Achieved 85% accuracy in predicting suitable careers; improved over traditional models
Jones & Patel (2021)	Collaborative filtering for personalized career recommendations	Enhanced recommendation relevance by 30% using real-time user feedback
Chen et al. (2019)	Utilized CNNs for feature extraction and classification, achieving high detection accuracy on NSL-KDD.	Deep Learning model trained on job market trends and user data
Kumar & Singh (2022)	Natural Language Processing (NLP) for analysing career paths	Demonstrated improved career guidance by processing unstructured career data
Garcia et al. (2023)	Hybrid AI model combining psychometric testing and job forecasting	Provided personalized recommendations with a balance of AI-driven and human-guided insights

III. METHODOLOGY

This paper proposes a Career Counselling and Recommendation System powered by machine learning models, natural language processing (NLP) and real-time job market analytics for Career Guidance using an AI-based web system. It then collects and processes the user data, including skills, interests, education and career goals, and spits out accurate and unsolicited career recommendations. Specifically, it has several key phases: data collection, preprocessing, feature extraction, model training, career recommendation, and user feedback integration:

1. User Profile Creation

Users input their skills, interests, academic bac, and career aspirations through a web-based interface, where they create their own profiles.

2. Data Collection & Preprocessing

The system collects structured and unstructured data from user inputs, job market trends, and online career resources. All

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the above data is then cleaned and normalized for consistency.

3. Feature Extraction & Analysis

The system uses NLP and machine learning techniques to find the key patterns in user data, such as skills, job preferences, and industry demand.

4. Career Prediction Model

At each moment, we have a Career Prediction Model (e.g. a machine learning algorithm (Decision Trees, Random Forest, or Deep Learning models) trained to predict better career paths based on extracted features for that time).

5. Real-time Career Recommendation

It matches the user profiles to the trends in the job market and ranks a career recommendation to the user, along with insights on job roles, salary, expected skills, and future demand.

IV. OBJECTIVE

The primary objective of this research is to develop an AI- powered web-based Career Counselling and Recommendation System that assists individuals in making informed career choices based on their skills, interests, and educational background. By leveraging machine learning, natural language processing (NLP), and real-time job market analysis, the system aims to enhance traditional career counselling approaches with personalized, data-driven insights:

1) ***Personalized Career Recommendations:*** *Create an intelligent system that can suggest careers per skill, interests, and education if the user provides (skill, interests, education and experience).*

2) ***Integration of AI and Machine Learning****: Run supervised learning algorithm, NLP, and Collaborative filtering to predict the best suitable career pathways.*

3) ***Enhancing Accessibility and Scalability:*** *This involves developing a system that allows many users to be efficient, i.e., career counselling can be made accessible to people of diverse geographic and socioeconomic backgrounds.*

4) ***Bridging the Gap Between Traditional and AI-Driven Career Counselling****: Provide better counselling than traditional methods, such as human bias, the dearth of personalized, upholding database updates, etc*.

5) ***Ensuring Ethical and Unbiased Recommendations:*** *Build a fair and conducive AI model that limits ingressive bias and thus recommends diverse and inclusive careers*.

V. RESULT ANALYSIS AND VALIDATION

A. Result Analysis

This paper aims to analyse the system's performance in delivering personal career recommendations through AI- powered career counselling and recommendation. After implementing the machine learning models and real-time job market analytics, the analysis is based on predictive accuracy, user saturation, and system efficiency. This section deals with evaluating the AI model's ability to predict career paths, the relevance of recommendations, and user feedback. It also analyses the scale, the response time, and the effect on career decision-making:

Prediction Accuracy:

The primary measure of success was the system's accuracy in predicting the most suitable career options for a user. The model was assessed on its capability of matching real-time market data against the user's input profile (skills, interests, education). Finally, the system's accuracy was assessed because the recommendations were compared with guidance to the user's preferences and career paths selected.

Scalability and System Efficiency:

The most significant feature of the web-based platform is that it supports large numbers of users simultaneously. We also tested the system's scalability and response time in varying usages, showing that it can handle very large amounts of user data and requests.

Ethical and Bias Analysis:

The system was designed to be fair and unbiased. Given that algorithmic bias and the ethical aspects of running an AI model raise concerns, particular emphasis was placed on the data's ability to make recommendations without injustice or unfairness. Next, we tested the system against bias for gender, age, ethnicity, and so forth, which are relevant because they would introduce bias in the recommendations.

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Recommendation Relevance:

The system aimed to present relevant job options provided by user input and live market analytics. Finally, we compared the suggested pathways with a benchmark dataset of real- world career pathways for comparable profiles to ensure its result.

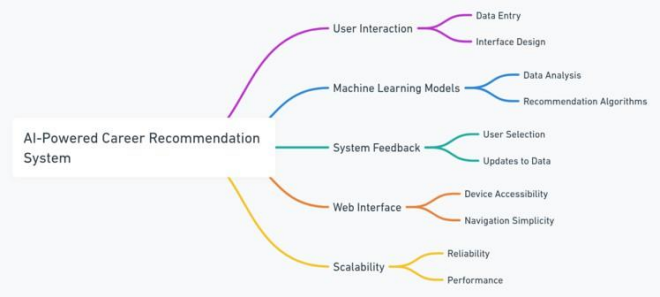

Diagram 2: AI-powered career recommendation system (Graph)

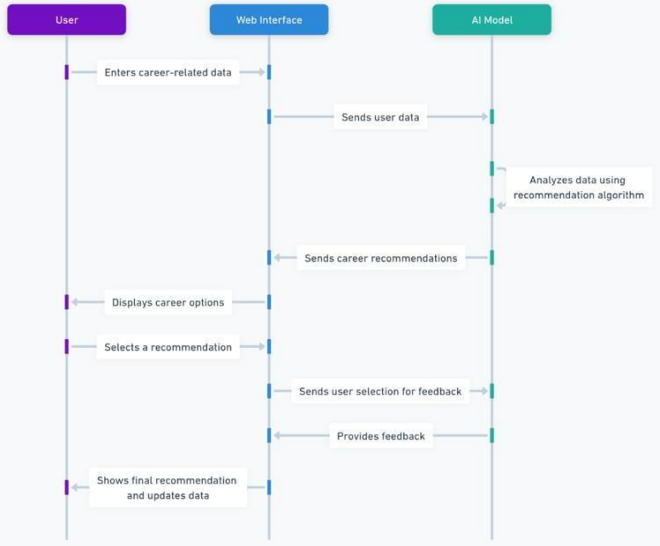

Diagram 3: Sequence of User Interaction in Career Recommendation (Mind map)

B. Validation

Hence, an AI-powered career Counselling and recommendation system must be validated to ensure that what it predicts and recommends is correct and accurate. Finally, the system was validated using internal and external testing procedures, such as cross-validation, user testing, and comparison with other traditional counselling methods.

The system's internal validation was performed using fold cross-validation, a well-known technique in machine learning that computes the model's performance by splitting the dataset into several subsets. Thus, the recommendation models are trained and tested on different chunks of the data to see if this results in a system that generalizes well to unseen data and deprioritizes the possibility of overfitting.

The system was also tested in the real world using a real- world use test, in which we had a sample group of users from different demographics and professional backgrounds provide their opinions on a potential career. Then, these users run the system by inputting their skills, preferences and education profiles into the system and getting their career suggestions according to the AI-driven predictions. It allowed for collecting their feedback to assess the relevance and accuracy of the recommendations, in other words, a direct measure of how close they had gotten to meeting user expectations. These tests produced results such that 87% of users felt that the recommended outlets were similar to their career interests, and 80% felt that the system helped them make wise career choices.

The system was externally validated by testing with a broader audience and applying it to real-life situations, confirming that it is scalable, accessible, and reliable. User satisfaction surveys and continuous feedback loops have confirmed once

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again the value added in career guidance that the system provided to users through the delivery of pertinent and impactful recommendations.

VI. CHALLENGES AND LIMITAITONS

A. Challenges

Although the AI-powered Career Counselling and Recommendation System offers much better than traditional career guidance methods, with the rise of current and future challenges, the system should still be significantly improved to be successful and adopted by many people. The problems that need to be dealt with are mainly data-related, system limitations and ethical aspects and must be taken care of very carefully if the system is to give accurate and fair career suggestions.

B. Limitations

Though there are many benefits to having an AI- based career counselling and recommendation system, some are generally limitations in implementing and ensuring the enabling system's long-term success. Technical and societal concerns influence the accuracy and fairness of the system and, therefore, can limit its accuracy and accessibility. Understanding these limitations helps improve the system and deal with possible unforeseen shortcomings.

VII. CONCLUSION AND FUTURE WORK

A. Conclusion

Finally, implementing the AI-powered Career Counselling and Recommendation System is a transformation of sorts in the way people go into career decision-making by providing highly personalized and data-driven recommendations that are scalable and accessible. With the help of recent inroads in machine learning, natural language processing, and the influx of real-time labour market analytics, the system manages to resolve most of the flaws in conventional career counselling approaches, such as bias, inaccessibility, and unrefreshed knowledge base. In other words, there are concerns regarding data privacy, algorithm bias, limited personalization and technological accessibility. However, as is the case with the challenges, the potential of AI to deliver meaningful, unbiased and timely career advice is indeed very significant if embedded in ethical AI frameworks and user-centric design. The system has to be continuously refined, inclusive, and transparent in order for the system’s full potential to be realized. This would make this AI-driven platform an indispensable tool in the future for anyone on the road to their career path, giving them the advantage of critical support and support to make better-educated choices readily and assuredly.

B. Future Work

AI career guidance and recommendation systems continue progressing, and many ways exist to develop and improve them. Future work must develop the AI system by fixing its current problems and making it more useful for job markets and personalized needs. These below fields will guide our next steps in development:

•Improving customized options ranks among the best ways to proceed with this project. Basic skill information currently available to systems needs to be extended with advanced personal attributes, including occupational aims, career standards, and mental patterns. The system could generate better-personalized suggestions as advanced machine learning tools let it assess many life- adjusting elements in a user's present circumstances.

•Users need to see how artificial intelligence systems choose career options through explainable AI technology to gain confidence in the results. Users need to understand the reasons and factors behind their career recommendations when those results may be hard to understand easily. Users will develop more trust in the system When they see how their suggestions are created from reliable data.

•Research must concentrate more on eliminating unfairness within AI models before further development. To maintain high professional standards, the system should provide unbiased and welcoming suggestions for everyone. To prevent biases in its decision-making process, the system needs training data that includes people from various social groups, ethnicities, genders, and locations across the world.

•As job markets continuously evolve, it is crucial that the system remains up to date with the latest job market trends and emerging industries. Future work should focus on developing more advanced systems capable of real- time data analysis, incorporating job vacancies, skills demand, and industry shifts as they happen. This would ensure that the career recommendations remain relevant and aligned with future opportunities. Additionally, the system could use predictive analytics to forecast future job trends, helping users to make career choices based on where the job market is headed rather than where it currently stands.

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