

SSAD 47



SALES ASSISTANT BOT

- **Mugdha Abhyankar**
- **Koushik Sai Achyuth Ayila**
- **Buggana Sathvik Sanjeev**

VISION

To build

Dashboard API's and

a chatbot for

the users of the

Sales Boosting app

“Boostr”

4 STAGES IN A PIPELINE

Lead

These are names on the list, people who responded or inbound advertising. They may also include referrals. Anything that could be a potential customer is a lead.

Prospect

If the lead wants to proceed ahead, it becomes a prospect. Further negotiation happens here.

Opportunity

When a prospect decides that the product is viable and that they should go ahead, it becomes an opportunity. The prospect is clearly interested.

Negotiation

The final stage where the deal is struck, before the lead exits the pipeline.

WHY SALES ASSISTANT APP?



Understanding CRM is complex

- Too much raw data which a salesperson wouldn't normally use

Useful analysis

- Drives profitable business by analysing the data and providing efficient lead tracking and management tools

Enhanced Team Collaboration and Communication

- Sales progress reports and summary analysis offers valuable insights

FEATURES OFFERED BY BOOSTR

Easy to use

- The pipeline data is easily available, with updates on news about leads.

Group by location / partners

- Get a deep view of partners sales and marketing activities to optimise deal flow

Sales analytics and Lead allocation

- Individual pipeline statistics and sales summary statistics provide good ground for useful comparisons

A Chat Bot !! (planned feature)

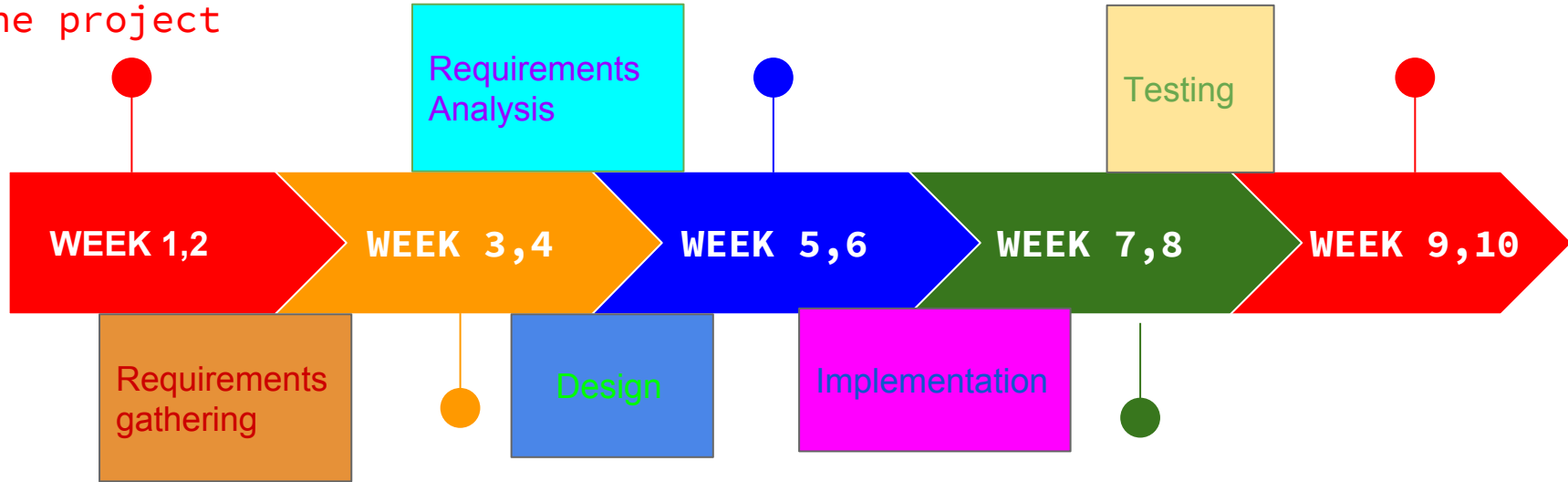
- Sales persons can get insightful data on a virtual chat bot

PROJECT TIMELINE

Initial Contact
and Overview of
the project

Documentation of
deliverables and
division of work

Coding and
testing, Project
Release 1



Learning technologies
(MEAN stack) and going
through existing code
base.

Understanding and
coding: Sales Summary,
Overall stats and Sales
Pipeline Stats

GOALS ACHIEVED

Building dashboard API's for the users of the Sales Boosting app "Boostr"

The modules developed are:

- **Overall Company Stats** - High level view of the leads belonging to an organisation
- **Pipeline Stats** - Analysis of different stages in the pipeline
- **Sales Summary Stats** - Description of wins and losses of deals in a pipeline

DEVELOPMENT ENVIRONMENT

- Programming Language:

JavaScript

- Technologies used:

NodeJs

ExpressJs

MongoDb

Mongoose

FUTURE GOALS

Build a text-based
chatbot to interact
with the
User and provide
insights into the
company's sales.

ACKNOWLEDGEMENTS

We would like to thank our professor, Dr. Raghu Reddy, and TA, Jayaganesh Kalyanasundaram for their guidance.

We are also indebted to our client, Mr. Chirag Choudhary and his team for their continued help and support.
