



PARSHWANATH CHARITABLE TRUST'S

**A.P. SHAH INSTITUTE OF TECHNOLOGY**

Department of Computer Science and Engineering  
Data Science



# **CRM**

## **Customer Relationship Management System**

Siddhesh Surve - 24207004

Rugved Sapkal - 24207011

Harsh Lad - 24207002

Saiyad Sameer -24207014

**Project Guide**  
**Prof. Poonam Pangarkar**

# Contents

- **Introduction**
- **Objectives**
- **Scope**
- **Features / Functionality**
- **Project Outcomes**
- **Technology Stack**
- **Block Diagram**

# 1. Introduction

## **Problem Identified:**

- Difficulty in tracking customer interactions, preferences, and feedback, leading to a lack of personalized service.
- Lack of a centralized platform for customer information, causing fragmentation and inconsistent communication across different departments.

## **Solution Proposed:**

- Provide a centralized platform for storing and managing customer data, ensuring consistency and accessibility for all departments.
- Provide platform to establish platform for customer and employee's communication.

## 2. Objectives

1. To integrate platforms that help to provide customer support.
2. To integrate the CRM system with a MySQL database for efficient data management and retrieval, enabling real-time access to customer information.
3. To track communication with customers through Email and WhatsApp.

# 3. Scope

1. **Integration and Scalability :** The system will be integrated with a MySQL database for efficient data storage and management and What's App + Email for customer Interaction.
2. **User-Friendly Interface:** The CRM system will provide an intuitive and easy-to-use interface, ensuring that users with varying technical skills can navigate and operate the system effectively.
3. **Data Management:** It will provide features for updating, deleting, and retrieving customer data efficiently through a centralized database (MySQL integration).

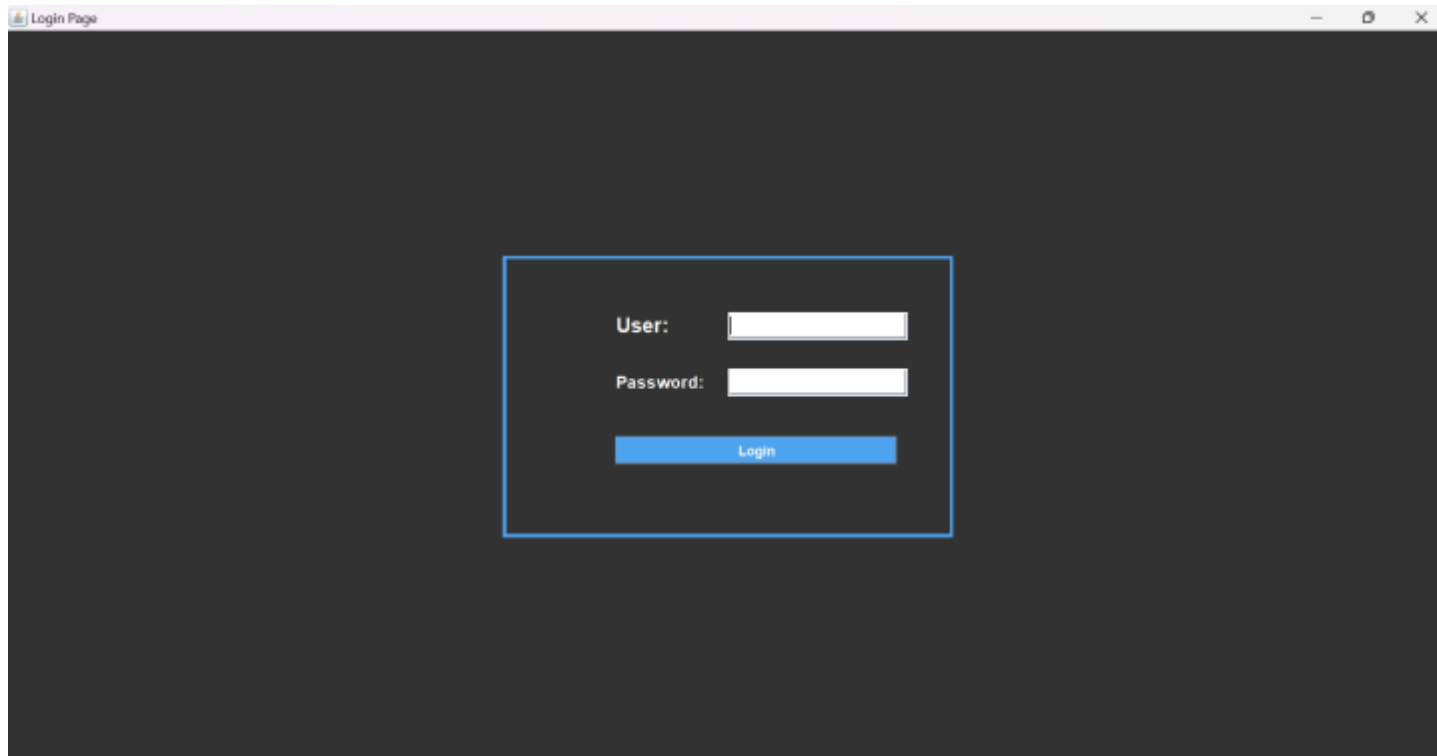
## 4. Feature / Functionality

1. **User Registration and Login:** Secure account creation and login for personalized access.
2. **What's App + Email Integration:** To provide customer communication.
3. **Integration with MySQL Database:** Seamless integration for real-time data access and efficient management.
4. **User-Friendly Interface:** Easy-to-navigate design with clear features for quick access and smooth operation.

## 5. Outcome of Project

1. **Efficient Customer Data Management:** A centralized platform where customer information is securely stored and easily accessible, improving data consistency and reducing fragmentation across departments.
2. **Improved Customer Relationships:** Enhanced customer interactions through personalized communication, leading to increased customer satisfaction, loyalty, and retention. The system streamlines the process of bill generation and distribution.
3. **User-Friendly Experience:** An intuitive interface that makes the system easy to use, improving user adaption and ensuring effective use of the system's features.

# Login Page



The image shows a web browser window with the title "Login Page". The background is dark gray. In the center, there is a light gray rectangular box containing the login form. The form consists of two labels, "User:" and "Password:", each followed by a white text input field. Below these fields is a blue button with the text "Login" in white. The browser window has standard OS controls (minimize, maximize, close) in the top right corner.

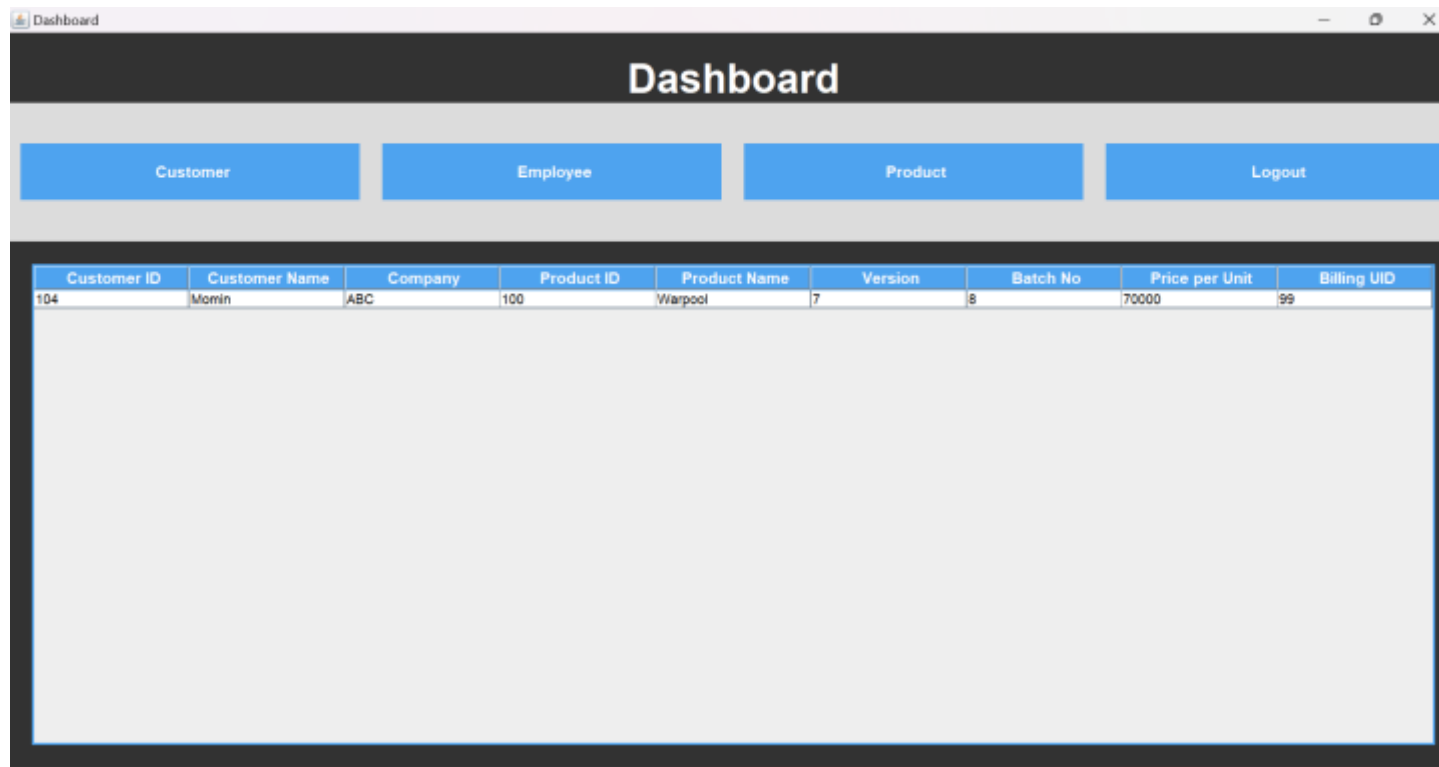
User:

Password:

Login



# Dashboard

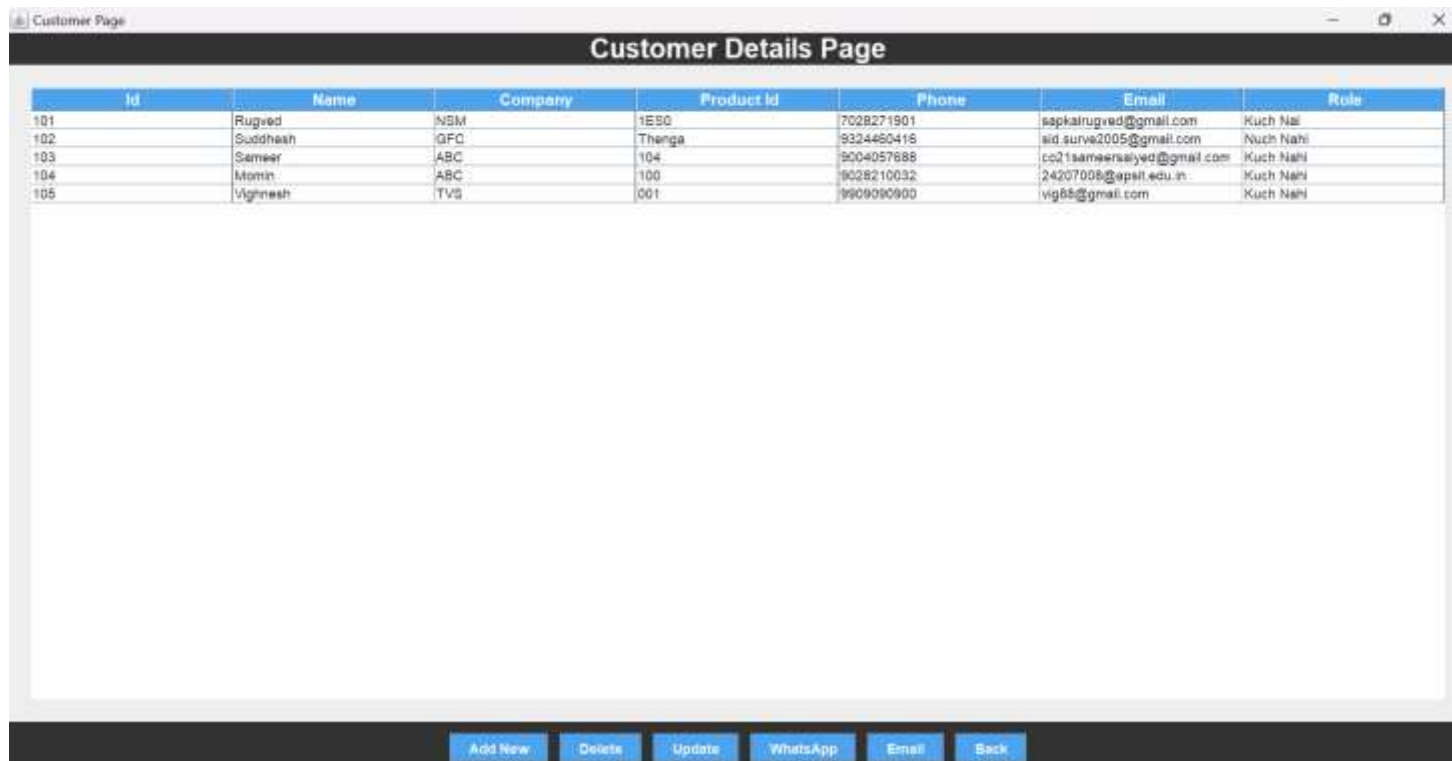


The image shows a web browser window titled "Dashboard". The page has a dark header with the word "Dashboard" in white. Below the header is a navigation bar with four blue buttons: "Customer", "Employee", "Product", and "Logout". The main content area features a table with the following data:

Customer ID	Customer Name	Company	Product ID	Product Name	Version	Batch No	Price per Unit	Billing UID
104	Momin	ABC	100	Warpool	7	8	70000	99

Below the table is a large, empty light gray rectangular area.

# Customer Details Page

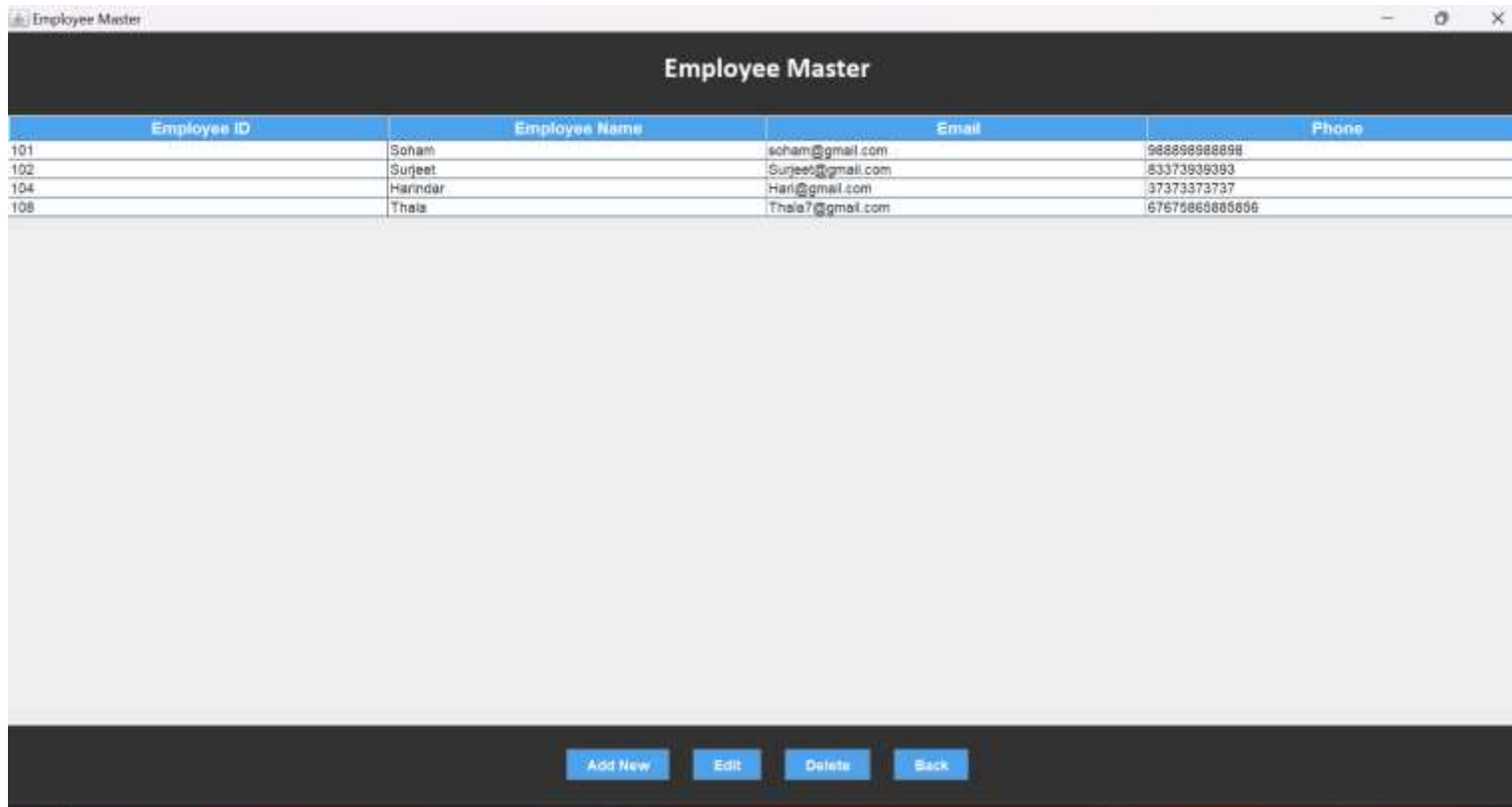


The screenshot shows a web application window titled "Customer Page". Inside, there is a section titled "Customer Details Page" which contains a table with 7 columns: Id, Name, Company, Product Id, Phone, Email, and Role. The table lists 5 customers. Below the table is a large empty white space. At the bottom of the window is a navigation bar with buttons for "Add New", "Delete", "Update", "WhatsApp", "Email", and "Back".

Id	Name	Company	Product Id	Phone	Email	Role
101	Rugved	NSM	1ES0	7028271901	aspkalrugved@gmail.com	Kuch Nai
102	Suddheash	GFC	Thenga	9324480416	sud.surve2005@gmail.com	Kuch Nahi
103	Sameer	ABC	104	9004057688	co21sameersaiyed@gmail.com	Kuch Nahi
104	Momin	ABC	100	9028210032	24207008@apsit.edu.in	Kuch Nahi
105	Vignesh	TVS	001	9909090900	vig88@gmail.com	Kuch Nahi

Navigation buttons: Add New, Delete, Update, WhatsApp, Email, Back

# Employee Details Page

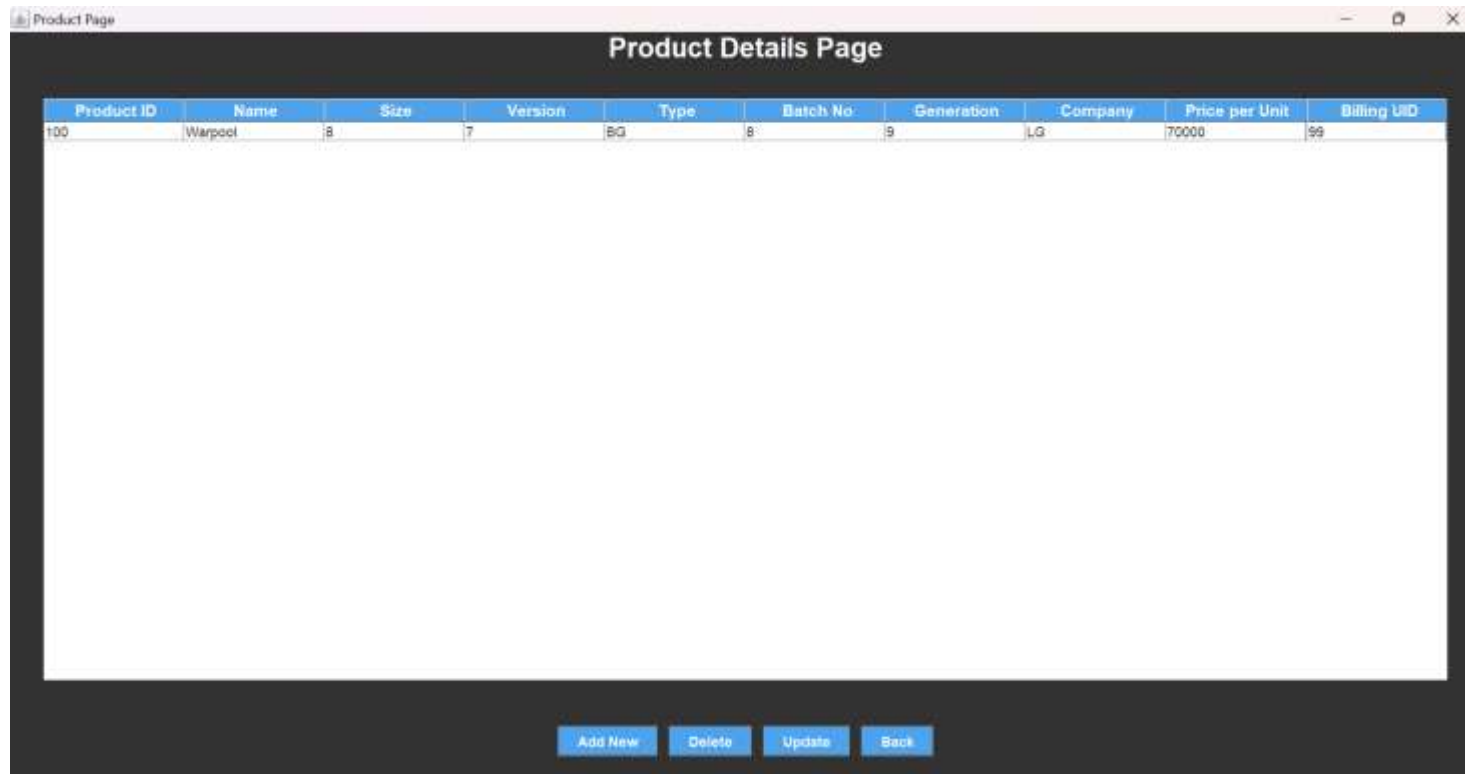


The screenshot shows a web application window titled "Employee Master". It contains a table with four columns: "Employee ID", "Employee Name", "Email", and "Phone". The table lists four employees: Soham (ID 101), Surjeet (ID 102), Harinder (ID 104), and Thais (ID 108). Below the table, there are four buttons: "Add New", "Edit", "Delete", and "Back".

Employee ID	Employee Name	Email	Phone
101	Soham	soham@gmail.com	988898888888
102	Surjeet	Surjeet@gmail.com	83373939393
104	Harinder	Harinder@gmail.com	37373373737
108	Thais	Thais7@gmail.com	67675865885856

Buttons: Add New, Edit, Delete, Back

# Products Details Page



The screenshot shows a web application window titled "Product Page". Inside, there is a section titled "Product Details Page" which contains a table with product information. The table has 11 columns: Product ID, Name, Size, Version, Type, Batch No, Generation, Company, Price per Unit, and Billing UID. The first row of data shows Product ID 100, Name Warpool, Size 8, Version 7, Type BG, Batch No 8, Generation 9, Company LG, Price per Unit 70000, and Billing UID 99. Below the table, there are four buttons: Add New, Delete, Update, and Back.

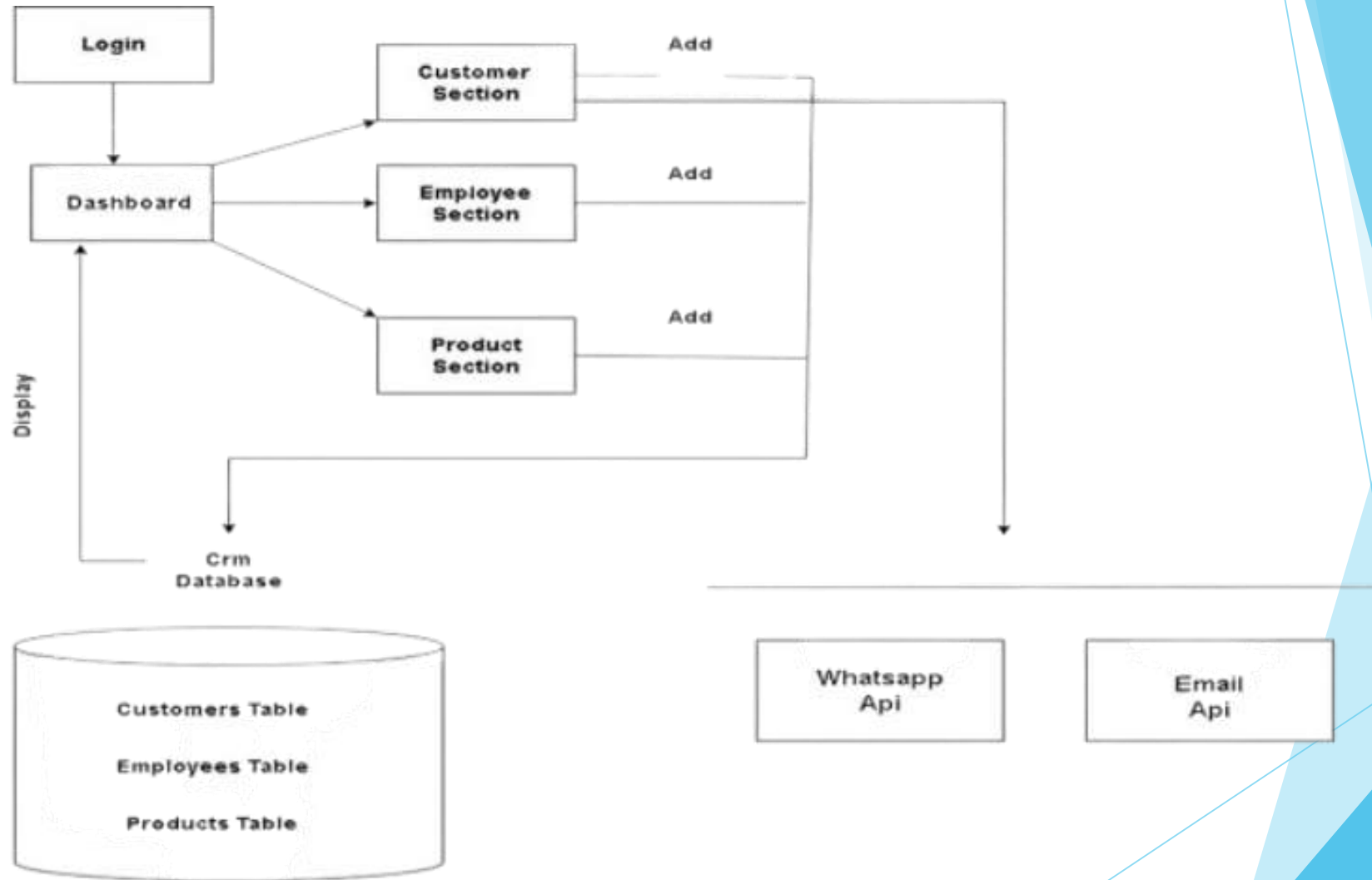
Product ID	Name	Size	Version	Type	Batch No	Generation	Company	Price per Unit	Billing UID
100	Warpool	8	7	BG	8	9	LG	70000	99

Buttons: Add New, Delete, Update, Back

## 6. Technology Stack

1. **Front-End:-** Java Swing: for creating the user interface.
2. **Back-End:-** MySQL 8.0 is used for database management, ensuring efficient storage and retrieval of billing data.
3. **Java:** The core programming language used to handle business logic, data processing, and managing user requests.
4. **API:** [api.whatsapp.com](https://api.whatsapp.com)
5. **JDBC (Java Database Connectivity):** To connect and interact with the SQL database for operations like storing and retrieving bill data.

# 7. Block Diagram



**Thank You...!!**