# Project Report Template

## 1 INTRODUCTION

### 1.1 Overview

Project Description

The Project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and looking for a real-time project. This project will also help to those professionals who are in cross-technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

### 1.2 Purpose

Event management is the process of creating and maintaining an event. This Process spans from the very beginning of planning all the way to post-event strategizing

At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

# 2. Problem Definition & Design Thinking

## 2.1 Empathy Map
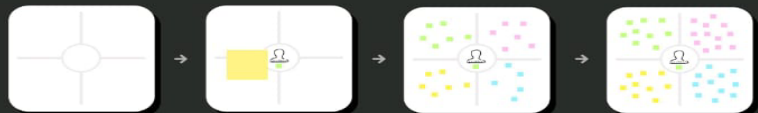
# 3. Result

### 3.1 Data Model

| object name | Fields in the object |
|---|---|
| Obj 1 | <table><tr><td>Field label</td><td>Date type</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |
| Obj 2 | <table><tr><td>Field label</td><td>Date type</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |

# 4. Trailhead Profile Public URL

Team Lead       - https://trailblazer.me/id/banup24

Team Member 1 - https://trailblazer.me/id/abinm20

Team Member 2 - https://trailblazer.me/id/aarunas

Team Member 3 - https://trailblazer.me/id/balavinoth5

## 5 ADVANTAGES AND DISADVANTAGES

**Advantage:**

There are several advantages of implementing a Customer Relationship Management (CRM) system for tracking the results of a candidate with internal marks. Here are some of the key advantages:Improved data management: By centralizing candidate data in a CRM system, educational institutions can improve their data management capabilities. This can make it easier to access, update, and maintain candidate information, reducing the risk of errors and inconsistencies. Enhanced communication: A CRM system can provide educational institutions with tools for communicating more effectively with candidates. This can include automated messaging, personalized notifications based on candidate performance, and other features that help keep candidates engaged and informed.Better decision-making: By tracking candidate performance over time, a CRM system can help educators to identify trends and patterns in performance, and to make data-driven decisions about how to improve academic outcomes.Streamlined workflows: A CRM system can automate many of the administrative tasks associated with managing candidate data and performance, such as sending out reminders, notifications, and alerts. This can help to streamline workflows, reduce manual effort, and improve efficiency.Improved collaboration: A CRM system can provide a platform for educators and administrators to collaborate more effectively, sharing information and insights about candidate performance and working together to improve academic outcomes.

## Disadvantage:

There are some potential disadvantages of implementing a Customer Relationship Management (CRM) system for tracking the results of a candidate with internal marks. Here are some of the key disadvantages to consider:Cost: Implementing a CRM system can be expensive, particularly if it requires significant customization or integration with other systems. Educational institutions may need to invest in hardware, software, and staff training to implement the system effectively.Complexity: CRM systems can be complex and require a significant amount of time and effort to set up and configure. This can be particularly challenging for educational institutions with limited IT resources or staff.Data security: Storing sensitive candidate data in a centralized database can raise security concerns. Educational institutions need to ensure that appropriate security measures are in place to protect candidate data from unauthorized access or theft.Resistance to change: Some educators and staff may be resistant to adopting a new system, particularly if they are comfortable with existing processes and workflows. This can makedifficult to get buy-in and support for the implementation.Technical issues: Like any software system, CRM systems can encounter

technical issues or glitches that may impact performance or cause downtime. This can be particularly problematic during critical periods, such as exam season.

## Application:

The application of implementing a Customer Relationship Management (CRM) system for tracking the results of a candidate with internal marks is relevant to a wide range of educational institutions, including schools, colleges, and universities. Here are some of the key applications of this type of system:Student performance tracking: A CRM system can help educators to track student performance over time, including internal marks, grades, attendance, and other metrics. This can help educators to identify areas of strength and weakness, and to take corrective action if needed.Personalized communication: A CRM system can help educators to communicate with students more effectively, sending out personalized messages based on their academic performance, interests, and needs. This can help to keep students engaged and informed, improving overall academic outcomes.Workflow automation: A CRM system can automate many of the administrative tasks associated with managing student data and performance, such as sending out notifications, reminders, and alerts. This can help to streamline workflows and improve efficiency.

## Conclusion:

In conclusion, implementing a Customer Relationship Management (CRM) system for tracking the results of a candidate with internal marks can provide a range of benefits to educational institutions. By centralizing candidate data, improving communication, and automating administrative tasks, a CRM system can help educators to improve their data management, collaboration, and decision-making capabilities. However, there are also potential drawbacks to consider, including cost, complexity, data security, resistance to change, and technical issues. To fully leverage the benefits of a CRM system and mitigate the risks, educational institutions need to carefully plan and implement the system, addressing concerns proactively and ensuring that all stakeholders are engaged and supportive. Ultimately, by leveraging the power of data and technology, educational institutions can help to improve academic outcomes and prepare candidates for success in their academic and professional careers.

## Future scope:

The future scope of implementing a Customer Relationship Management (CRM) system for result tracking of a candidate with internal marks is significant. Here are some potential future developments in this area:Predictive analytics: With the help of advanced analytics and machine learning techniques, a CRM system could be able to predict candidate performance more accurately. This could help educators to intervene early and provide targeted support to candidates who are at risk of falling behind.Personalization: A CRM system could enable even greater personalization of communication with candidates, based on their academic performance, interests, and needs. This could help to further improve engagement and academic outcomes.Integration with other systems: A CRM system could be integrated with other systems, such as learning management systems or assessment platforms, to provide a more holistic view of candidate performance. This could help educators to identify patterns and trends across multiple data sources, and to take more informed decisions.Mobile access: A CRM system could be accessed via mobile devices, enabling educators and administrators to access candidate data and insights on the go. This could help to improve the flexibility and efficiency of workflows.Blockchain technology: The use of blockchain technology could help to enhance the security and transparency of candidate data stored in a CRM system. This could be particularly relevant in cases where sensitive candidate data needs to be shared between different educational institutions or stakeholders.