# Phase 1: Problem Understanding & Industry Analysis

## 1. Industry Overview – E-Commerce

The e-commerce industry is one of the fastest-growing sectors, serving millions of online shoppers worldwide. Companies manage large volumes of customer inquiries, sales orders, deliveries, and returns. The sector faces challenges in ensuring customer satisfaction, efficient logistics, and targeted marketing. Digital transformation with CRM platforms like Salesforce helps e-commerce businesses centralize customer data, streamline order management, and deliver personalized shopping experiences.

## 2. Business Problem Statement

An online retail company handles thousands of daily orders and inquiries across multiple channels such as website, call center, and WhatsApp. Order tracking and customer support are fragmented across different systems, resulting in delays, poor communication, and low customer satisfaction. Marketing campaigns are generic, leading to poor conversions. This creates inefficiencies in managing customers, orders, and returns.

## 3. Objectives of the Salesforce Solution

The project aims to leverage Salesforce CRM to optimize customer engagement and order management by:  
- Centralizing customer profiles with purchase history and preferences  
- Automating order tracking and status notifications  
- Managing product returns, refunds, and replacements  
- Enabling personalized campaigns based on customer behavior  
- Providing dashboards on sales, customer lifetime value, and delivery efficiency

## 4. Why Salesforce for E-Commerce?

Salesforce offers robust features tailored for e-commerce businesses:  
- Customer 360° View – Consolidate customer data, order history, and preferences  
- Automation – Automate order confirmations, shipping updates, and reminders  
- Case Management – Efficiently handle customer complaints and queries  
- Reports & Dashboards – Monitor revenue, customer retention, and order volumes  
- Integration – Seamlessly connect with payment gateways, logistics APIs, and marketing tools  
- Security – Role-based access ensures safe handling of sensitive customer data

## 5. Expected Impact

By implementing Salesforce CRM, e-commerce companies can expect:  
- Improved customer satisfaction through faster response and personalized offers  
- Reduced inefficiencies in order tracking and returns  
- Higher sales through targeted marketing campaigns  
- Better visibility into business performance with real-time dashboards  
- Increased customer loyalty and retention over time