Phase 10: Final Presentation & Demo Day

❖ CinemaSwift – Movie Booking & Customer Engagement Platform

A Salesforce CRM solution for movie theaters to automate ticket bookings, seat management, customer engagement, and reporting. It replaces manual ticket counters, reduces overbooking, and provides real-time analytics.

Key Features Implemented:

- Customer Management: Stores customer details, loyalty points, and booking history.

- Seat & Booking Management: Book tickets, select seats, and automatically update available seats.

- Payment Integration: Connected payment gateway via Apex callouts and Queueable Apex for asynchronous processing.

- Process Automation: Validation rules prevent overbooking; Flows guide users through booking steps.

- Security: Field-Level Security protects sensitive customer info; OWD and roles enforce access control.

- Reporting & Dashboards: Track bookings, cancellations, revenue trends, and promotion participation.

Technologies & Tools Used:

- Salesforce Lightning App Builder, Lightning Web Components (LWC), Apex, Flows, Named Credentials, Data Loader, VS Code & SFDX.