

DetGifthub

User manual

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1. DetGifthub is very useful for companies that want to reward their best clients that tend to gradually reduce their purchases per month. The program calculates who are the best clients by sorting them according to the value of their purchases; every month a csv file containing the best clients' purchases is imported to update the clients' data. Based on that it calculates the clients who are probably pulling away from the company. In addition, it calculates which products have passed the period of sale and then it sends an email to the best clients with a gift-product, the more money the client spends the more valuable the gift. DetGifthub is a great way of maintaining your best clients, it mobilizes the client to spend more and stay loyal to the company.

1.1 Writers

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1.2 Characteristics

- Detailed menu including all the capabilities of the program
- Offers the opportunity to keep track of all the data in a database (SQL Server)
- All new purchases of the month are imported to the program via a CSV file
- Calculates the important clients for the company based on their expenses
- Automatic process of email sending (gift offer) using threads
- List with the best clients and their emails
- Map with the stock of the company
- List with all the products that have passed the period of sale

2. ** In order to use our service, the user needs to insert the secret administration password to ensure that the user is allowed to access and process the data of the company and confirming the authority to make an offer.

- 2.1 Option 1: Set the cost of sold items

The user inserts the cost of goods sold.

- 2.2 Option 2: Buy products stock

The user inserts name, quantity, day, month, year (the date refers to the date of the purveyance of the product) and price to increase the stock of the company.

- 2.3 Option 3: Add costumers purchase

The user inserts the clients' purchases by selecting the image of the product that was purchased and then reducing the stock by entering the quantity of the purchases.

- 2.4 Option 4: Make an offer

The user is given the chance to choose the number of people they want to reward. The program calculates the most important clients based on the value of their purchases and then associates them with the gifts according to the money they spend. Afterwards, the program proceeds to send the offer by email to the clients concerned. Lastly, the user is asked to insert an email address in which it will automatically be sent an informative email that contains details about how many gifts were given out and its receivers. The role of the aforementioned email is to inform the employee concerned that the process was completed successfully and at the same time help them keep track of the rewards they make.

- 3.

- 3.1 Operations referring to the clients

The data base contains the purchases that every customer has done the previous year. Every month of the current year, the user has to insert a csv file that contains the name, month, total expenses and the mail of every customer. Then, the program separates the customers that already exist in the data base and they are important for the company with the ones, that in the current year have started their purchases. Finally, it calculates the customers that have eliminated a lot their purchases, they haven't taken a gift till now and it creates a list with them.

- 3.2 Operations referring to the products

The user can make transactions with industrial companies in order to buy the stock of the company that needs to be sold. Furthermore, the user can reduce retrospectively the stock based on the purchases of the clients. Apart from that, the products that have passed the period of sale will be offered to the aforementioned clients as gifts. To find the period of sale accounting methods will be used ($\text{stock turn over ratio} = \text{cost of goods sold} / \text{stock}$, $\text{stock sell period} = 360 / \text{stock turnover ratio}$) and then the period of sale will be compared to the period that has passed since the purveyance of the product.

3.3 Reward System

The reward system sorts both the list of clients and the list of products that have passed the period of sale in descending order based on the value of the purchases and the price, respectively. Subsequently, it associates the two lists and finds a client that has spent the most money on his last purchases the most suitable gift. The more money the client has spent on the products the more expensive the gift. At last, the system automatically sends an email to the client announcing them the offer.