. Introduction

- Introduction to the CRM application for e-commerce activities.
- Purpose and significance of the project.

III. Project Scope and Objectives

- Define the scope of the CRM application.
- Outline specific objectives and goals.

IV. System Architecture

- Overview of the CRM system architecture.
- Key components and technologies used.

V. Data Model

- Detailed explanation of the data model designed for the CRM application.

VI. Features and Functionality

- Overview of CRM features, including customer management, order tracking, and CRM activities.

VII. Types of Reports

1. **Customer Reports:**
   - Customer segmentation based on demographics.
   - Purchase history and trends.
2. **Sales Reports:**
   - Monthly/quarterly sales performance.
   - Product-wise sales analysis.
3. **CRM Activity Reports:**
   - Analysis of customer interactions.
   - Effectiveness of CRM strategies.
4. **Inventory Reports:**
   - Stock levels and product availability.
   - Reorder recommendations.

VIII. Dashboards

1. **Executive Dashboard:**
   - Overview of key performance indicators (KPIs).
   - Total revenue, customer satisfaction, and CRM activity summaries.
2. **Sales Dashboard:**
   - Real-time sales data.
   - Top-selling products and revenue trends.
3. **Customer Dashboard:**
   - Customer profiles and preferences.
   - Customer engagement metrics.
4. **CRM Activity Dashboard:**
   - Interaction history and patterns.
   - Effectiveness of CRM campaigns.

IX. Implementation Challenges

- Discussion of challenges faced during implementation.
- Solutions and workarounds.

X. Future Enhancements

- Proposed features for future development.
- Ways to improve CRM and e-commerce integration.

XI. Conclusion

- Summary of key findings and achievements.

XII. References

XIII. Appendices

- Additional details, code snippets, or technical documentation.