

# Problem Theme Catalyst ATS

Team Number: 20

# Problem Statement brief: Student Outreach and Application Tracking System

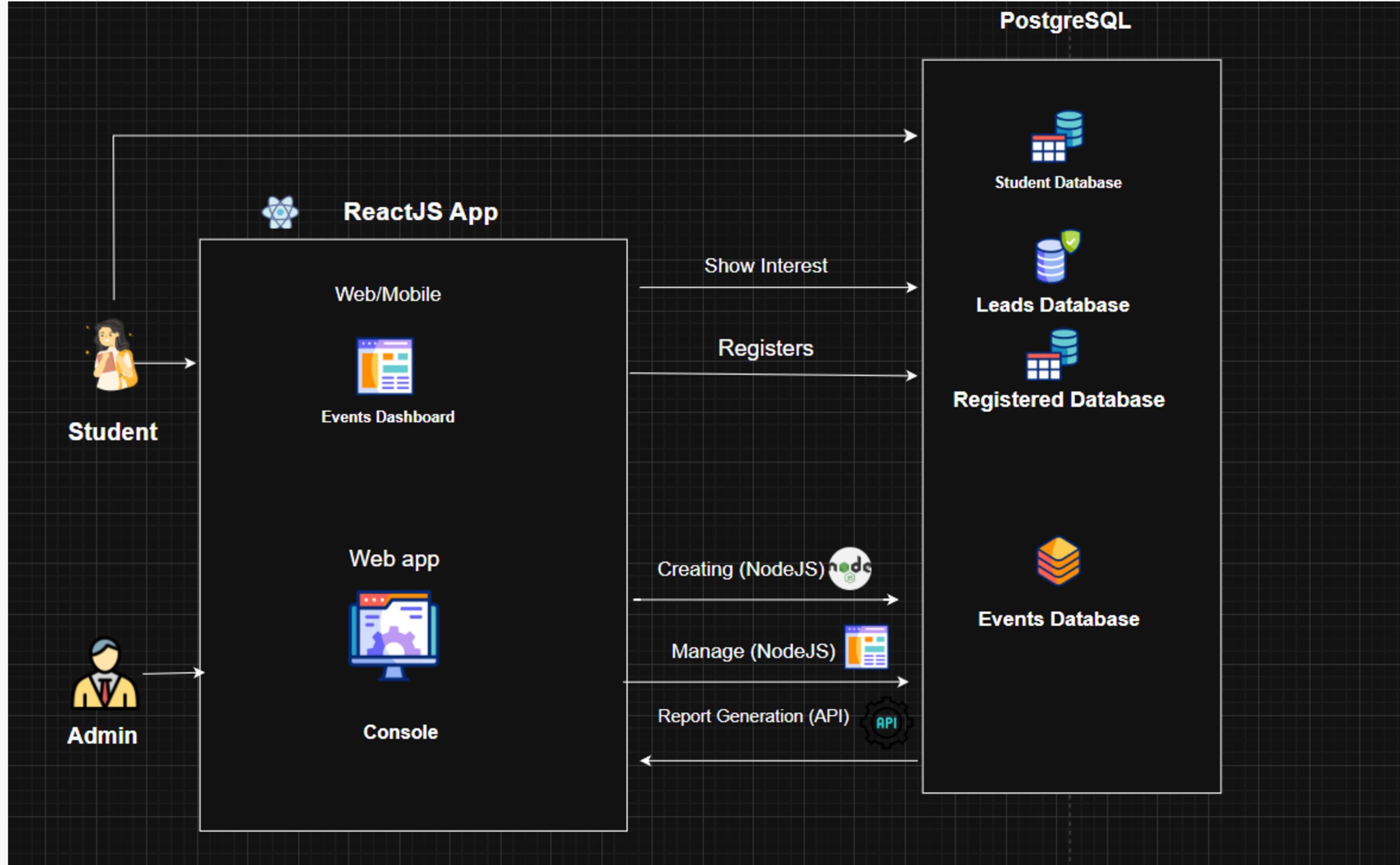
## Problem:

- Operational challenges during collecting data of interested students
- Difficulty in tracking student journey from “interested” to “applied”
- Current data collection modes are prone to errors, time-consuming, and unscalable

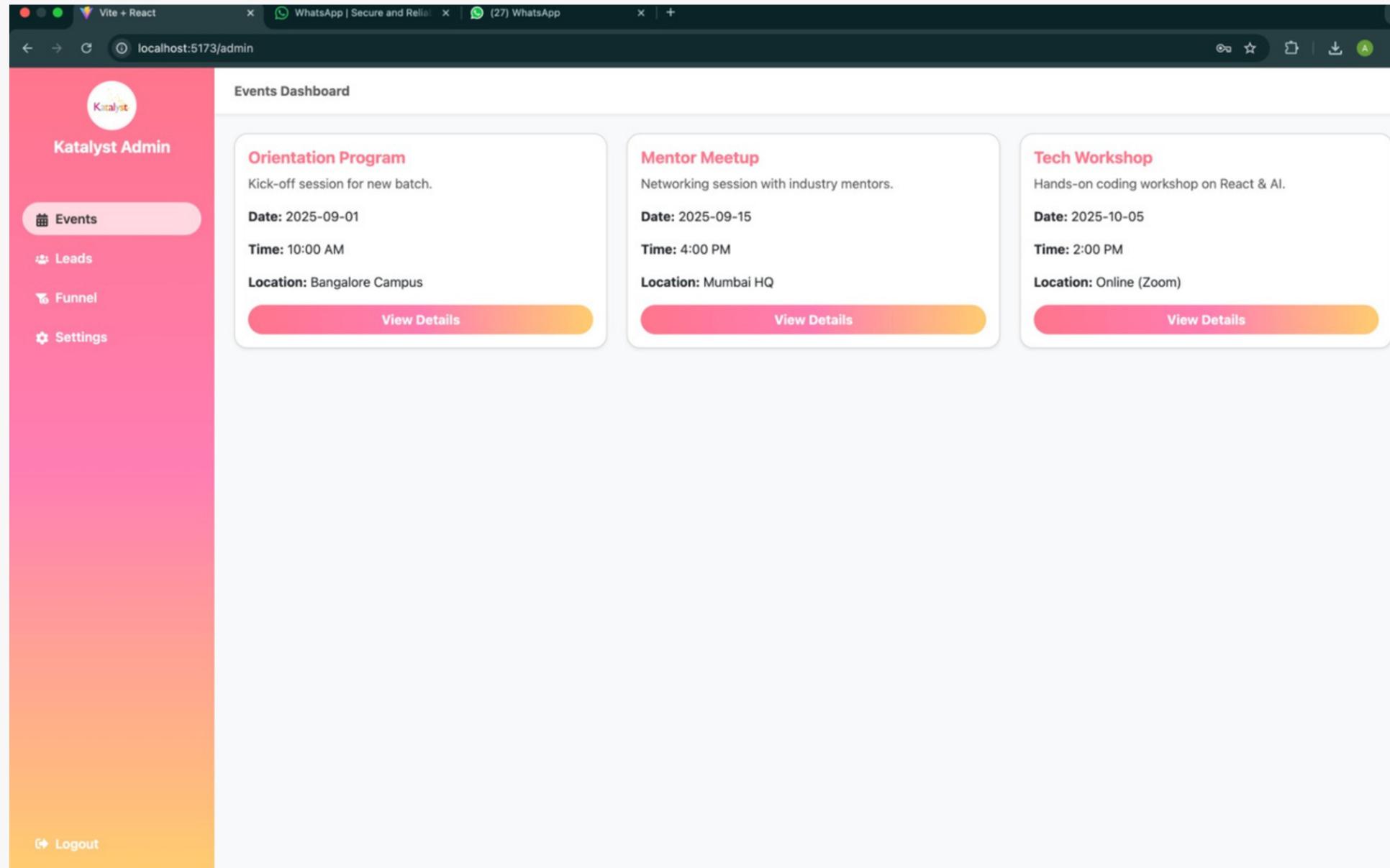
## Proposed Solution:

- Centralized portal for Katalyst administrators to create events with unique identifiers
- One-click sign-up for students if they are interested in an event
- Efficient lead tracking and conversion monitoring



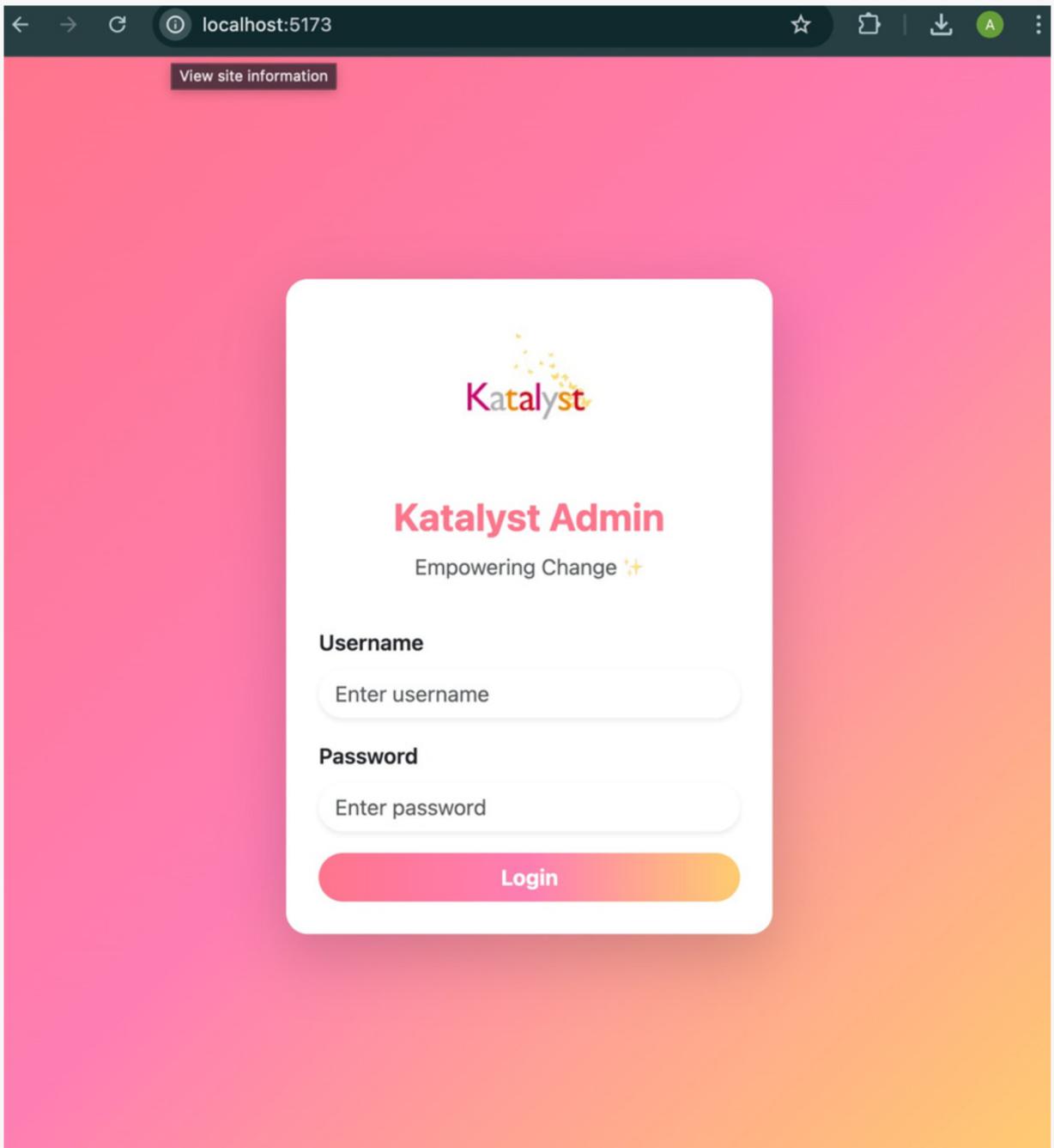


# Demo



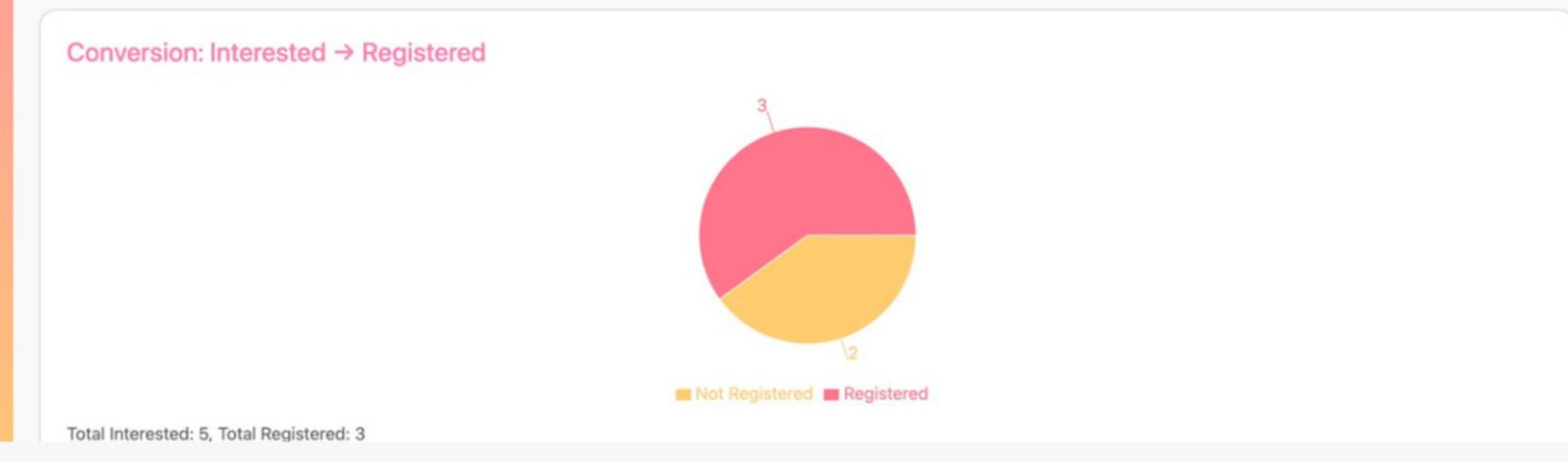
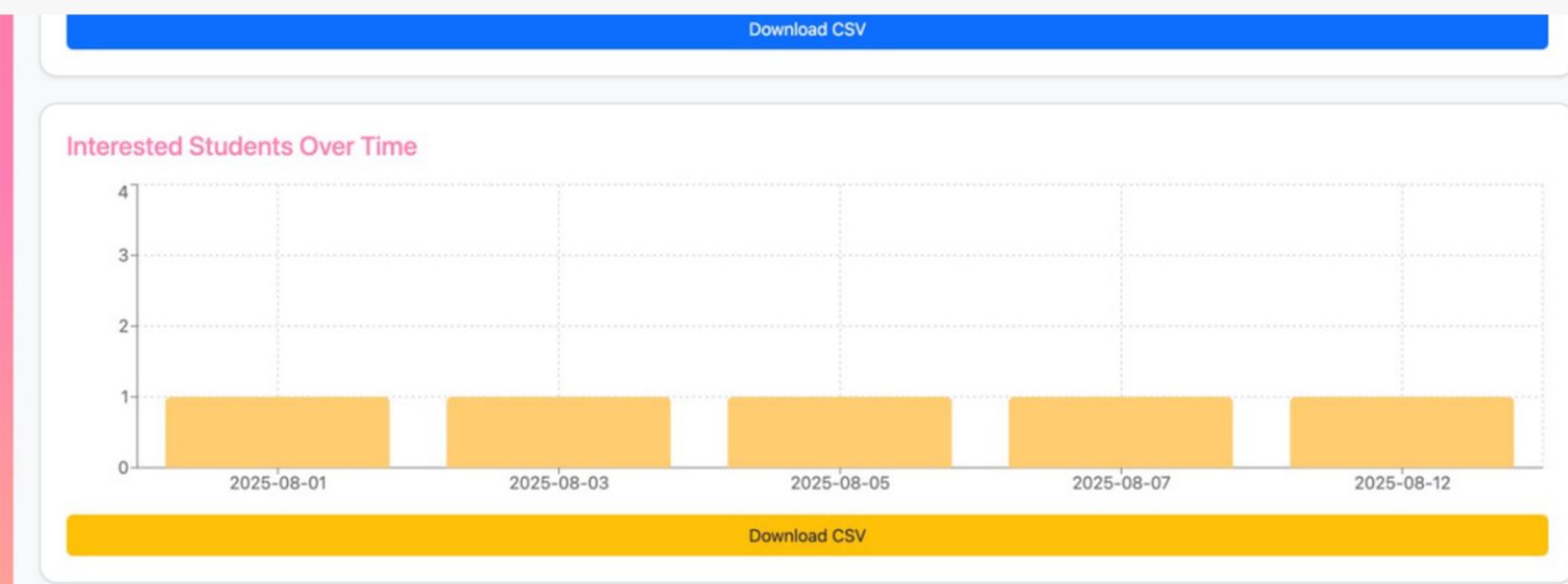
The screenshot shows the 'Events Dashboard' page at [localhost:5173/admin](http://localhost:5173/admin). The left sidebar has a pink gradient background and includes a Katalyst logo, 'Katalyst Admin' title, and navigation links for 'Events' (selected), 'Leads', 'Funnel', and 'Settings'. The main area displays three event cards:

- Orientation Program**: Kick-off session for new batch.  
**Date**: 2025-09-01  
**Time**: 10:00 AM  
**Location**: Bangalore Campus  
[View Details](#)
- Mentor Meetup**: Networking session with industry mentors.  
**Date**: 2025-09-15  
**Time**: 4:00 PM  
**Location**: Mumbai HQ  
[View Details](#)
- Tech Workshop**: Hands-on coding workshop on React & AI.  
**Date**: 2025-10-05  
**Time**: 2:00 PM  
**Location**: Online (Zoom)  
[View Details](#)



The screenshot shows the 'Katalyst Admin' login page at [localhost:5173](http://localhost:5173). It features a pink-to-orange gradient background. At the top right is a 'View site information' link. The center contains the Katalyst logo, the text 'Katalyst Admin', and the tagline 'Empowering Change ✨'. Below that are fields for 'Username' (placeholder 'Enter username') and 'Password' (placeholder 'Enter password'), followed by a large 'Login' button.





Katalyst Admin

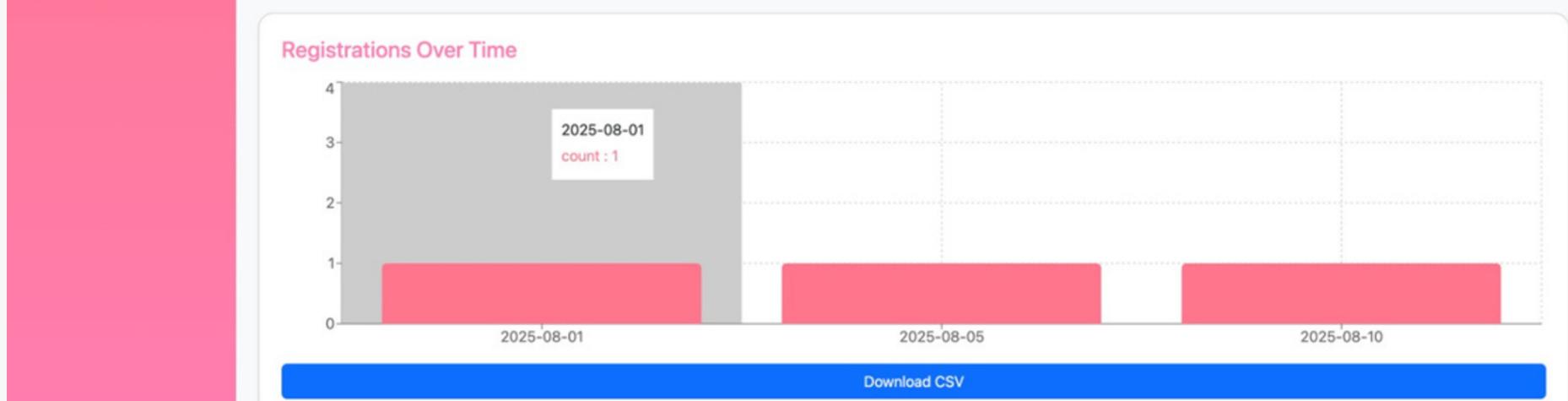
- [Events](#) (selected)
- [Leads](#)
- [Funnel](#)
- [Settings](#)

Event Details

### Orientation Program

Kick-off session for new batch.

**Date:** 2025-09-01  
**Time:** 10:00 AM  
**Location:** Bangalore Campus



WhatsApp | Secure and Relia... x | WhatsApp (28) Vite + React

localhost:5173/admin/leads#

## Katalyst Admin

Events Leads Funnel Settings

### Leads

#### Interested Students

Name	Email	Date of Interest
Alice	alice@example.com	2025-08-01
Bob	bob@example.com	2025-08-05
David	david@example.com	2025-08-03
Eva	eva@example.com	2025-08-07
Frank	frank@example.com	2025-08-12

Logout

localhost:5173

Event Portal

Events Register My Profile

Thank you for submitting! Close

# Welcome to Event Portal

Browse upcoming events and register easily with tracking IDs.

## Tech Conference 2025

A conference on AI, ML, and future tech.

Interested? Register

## Hackathon 2025

24-hour coding challenge for students.

Interested? Register

## Startup Summit

Networking event for budding entrepreneurs.

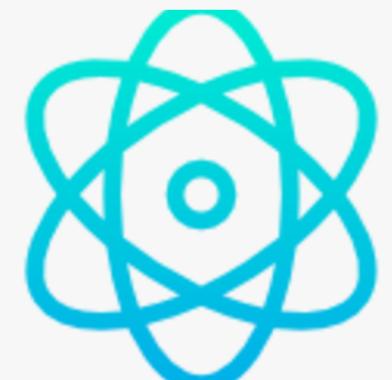
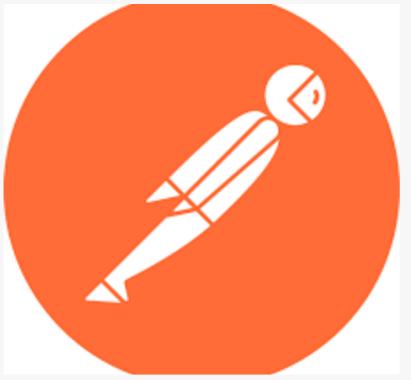
Interested? Register

© 2025 Event Portal • Crafted with ❤️ for students

# Technology Stack

Github Repo: <https://github.com/Mastercard-Code-For-Change-2-0/Team-20>

Technology	Used for
PostgreSQL	Relational database
Node.js	Javascript Runtime Environment
React	Building User interfaces
Express	Minimal and flexible Node.js web application framework
Postman	Building APIs for integration



## Utility Packages used:

- **csv-writer:** Generate CSV files easily
- **qrcode:** Create QR code data URLs
- **qr-image:** Convert QR data to images
- **sgmail:** Send emails via SendGrid



# Impact/Future scope

## Additional Use Cases:

- Automated attendance of students for events
- Building a centralised student database
- Stakeholder reporting

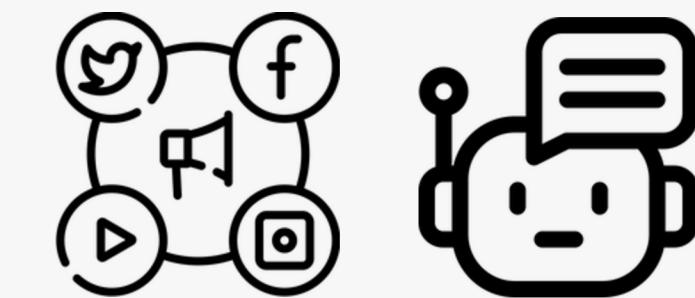
## Future Scope:

- Chatbot Integration with RAG for easy querying of databases
- Enterprise grade support for event management and persona handling
- Automated multi-channel notifications (email, SMS, WhatsApp) for leads and students
- Advanced feedback and sentiment analysis for rapid improvement

57% of users won't recommend a business with a poorly designed website



Brands with a robust customer experience strategy experience see revenue growth 4-8% higher than the industry average.



# Q & A

