

# CRM\_Project

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- Problem Statement: Managing customer data efficiently is crucial for businesses to thrive, yet many struggle with unorganized data and inefficient customer management systems.
- Related GCGO (Global Common Good Objective): Strengthening business operations through effective customer management.
- Why This Problem Matters: Inefficient customer management can lead to loss of business opportunities, poor customer experiences, and operational bottlenecks.

- Affected Person or People
- Target Audience: Small to medium-sized businesses that need to organize, manage, and maintain customer relationships effectively.
- User Persona: Business owners, customer service teams, sales managers, and administrative staff.

- Fact 1: Research shows that 47% of companies plan to increase their customer retention efforts with a focus on CRM systems.
- Fact 2: Companies that use CRM systems see an average ROI of \$8.71 for every dollar spent on CRM.
- Fact 3: Studies reveal that implementing a CRM improves customer retention by 27%.

- Proposed Solution and Reasoning
- Solution: CRM\_Project offers a centralized, easy-to-use platform for managing customer records, including registering, viewing, updating, and deleting customer data. The application also includes a dashboard for visualizing customer interactions.
- Why It Works: The application simplifies data management with intuitive user interfaces and strong backend support, allowing for seamless data flow and authentication. It also uses MySQL for reliable data storage.

- Wireframe or Prototype
- Wireframe Screens: Insert images of wireframe screens or any screenshots of the prototype (if available). You can show key screens like the Login page, Dashboard, Add Record Form, and Customer Detail View.

- Future Plans
- Expansion Features:
  - Integration with external CRM tools (e.g., Salesforce, HubSpot)
  - Automated customer reminders and follow-ups
  - Enhanced reporting and analytics features

- Why and Importance
- Why CRM\_Project is Important: It helps businesses organize customer data and interactions more efficiently, leading to improved customer satisfaction, better sales management, and overall business growth.



# Welcome to Django CRM

The ultimate solution for managing your customer relationships efficiently.

[Get Started](#)

## Easy User Management

Manage all your user data effortlessly with our intuitive user management system.

## Analytics Dashboard

Track your business performance with our comprehensive analytics dashboard.

## Secure and Reliable

Your data is protected with state-of-the-art security measures.

## Start managing your customers today!

Join our growing list of satisfied users.

4 people rate the app, in average 3.75 ★★☆☆

[Sign Up A new User](#)

- Start typing to filter...
- AUTHENTICATION AND AUTHORIZATION
- Groups + Add
- MAIN\_H
- Profiles + Add
- Ratings + Add
- Records + Add
- Userss + Add

Select users to change

ADD USERS +

Action: ----- Go 0 of 9 selected

- ☐ USERS
- ☐ ProCoder-x
- ☐ \_\_CRM\_\_ADMIN
- ☐ mohamed\_SE
- ☐ userey
- ☐ codezella
- ☐ usereyy
- ☐ zikoAlRae2
- ☐ ffree804
- ☐ ProCoder

9 userss



# Hi You Are Welcome Bruh !

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