

## **PROJECT DESIGN PHASE-II**

### **Data Flow Diagram & User Stories**

Date	03 Nov 2025
Team ID	NM2025TMID02722
Project Name	CRM Application for Jewel Management
Maximum Mark	4 Marks

### **Data Flow Diagram & User Stories for Jewellery Management CRM Data**

#### **Flow Diagram :**

A Data Flow Diagram (DFD) visually represents how data moves through a system, showing its inputs, outputs, processes, and data stores. It's crucial for understanding the logic of a system without delving into technical implementation details.

#### **User Stories :**

User Stories, on the other hand, describe a feature from the perspective of an end-user, articulating who wants what and why. They follow a simple structure: "As a [type of user], I want [some goal] so that [some reason]." Together, DFDs and User Stories provide a comprehensive understanding of the system's functionality and how users will interact with it.

#### **Jewellery Management CRM: Data Flow Diagram (DFD)**

Context (Level 0) DFD: At Level 0, we see the entire Jewellery CRM as a single process interacting with external entities.

Level 1 DFD: Core Processes This DFD will break down the main processes within the Jewellery CRM.

#### **External Entities:**

Customer: Individuals who purchase jewellery or use services.

Sales Associate: Front-line staff who interact with customers and manage sales.

Store Manager: Oversees store operations, inventory, and staff.

Marketing Department: Handles promotions and customer engagement.

Goldsmith/Repair Shop: Performs repairs and custom work.

External Payment Gateway: Processes financial transactions.

E-commerce System: Online store.

### **Processes:**

Customer Management: Handling customer profiles, history, and preferences.

Inventory Management: Tracking jewellery items, attributes, and stock levels.

Sales & Order Processing: Managing sales transactions, quotes, and custom orders.

Service & Repair Management: Handling repair requests and status updates.

Marketing & Communication: Sending personalized offers and updates.

Reporting & Analytics: Generating reports and insights.

### **Data Stores:**

Customer Data: Stores customer profiles, contact info, preferences.

Jewellery Inventory: Stores detailed item attributes, stock levels.

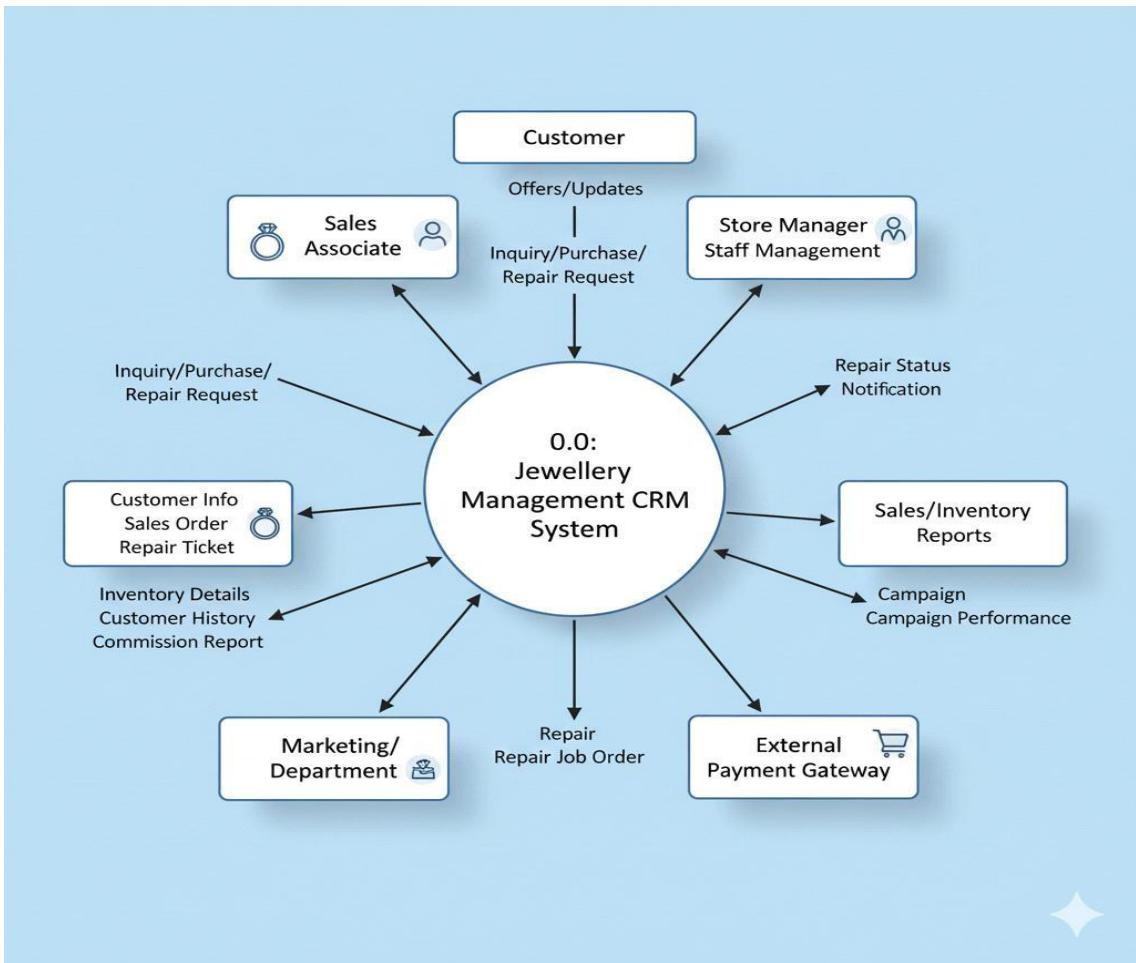
Sales Transactions: Stores records of all sales, returns, and orders.

Repair Orders: Stores details and status of service requests.

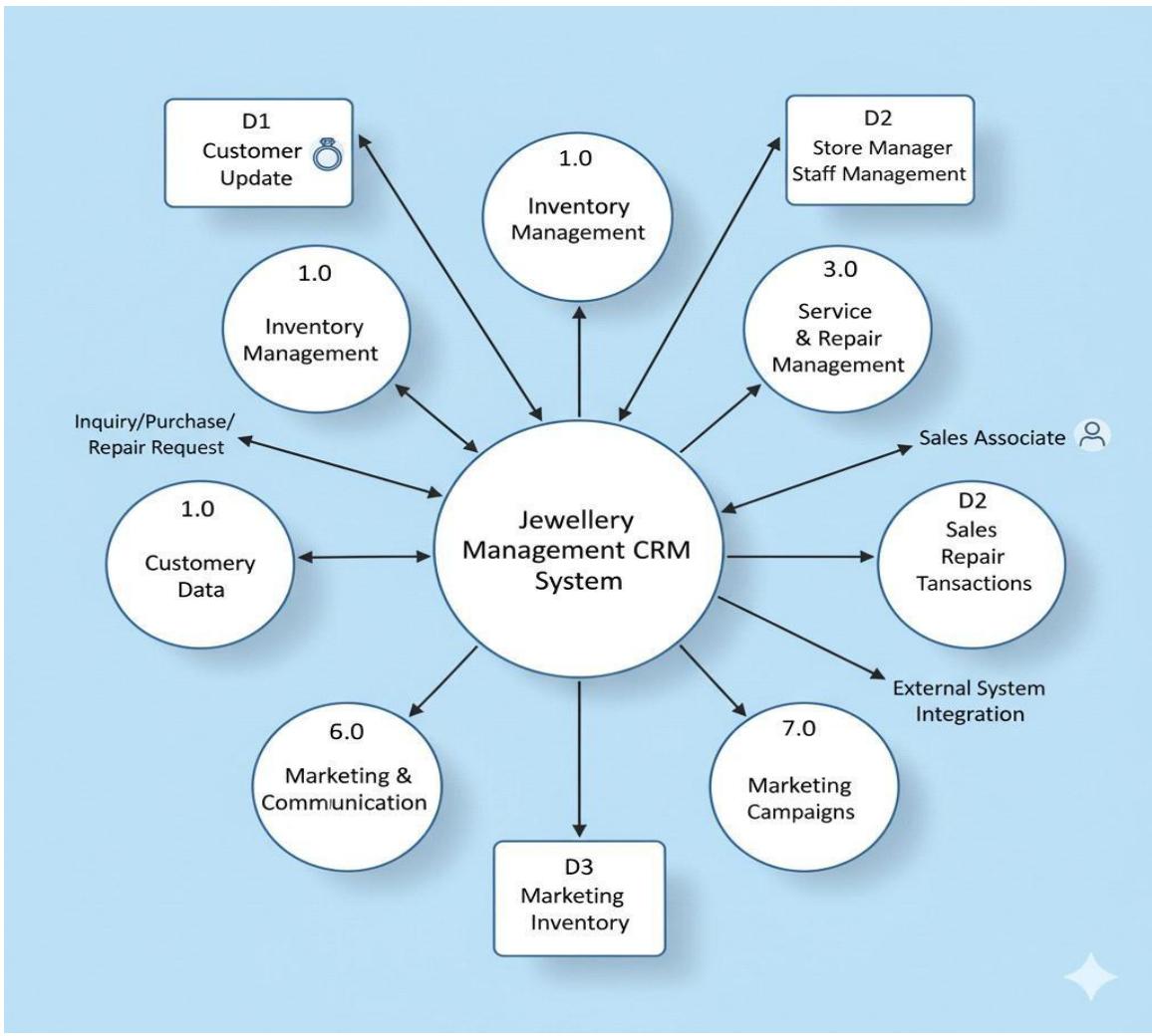
Marketing Campaigns: Stores campaign data, customer segments.

Here's the visual representation.

### **Level 0: Context Diagram**



**Level 1: Core Processes Diagram**



**DFD DIAGRAM**

