

TVB Global - Web portal

First Review Report

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1. Description of the problem/Abstract

The main problem is to identify the loyal customers visiting the hotel. As there were no tracking of the visits, purchase value and feedback of customers, this project provides TVB Global to track and record all their transactions. This facilitates TVB Global team to prioritize customers and offer extra benefits to loyal customers.

2. Literature Survey (Phase I) (i.e., Existing System, Related works,

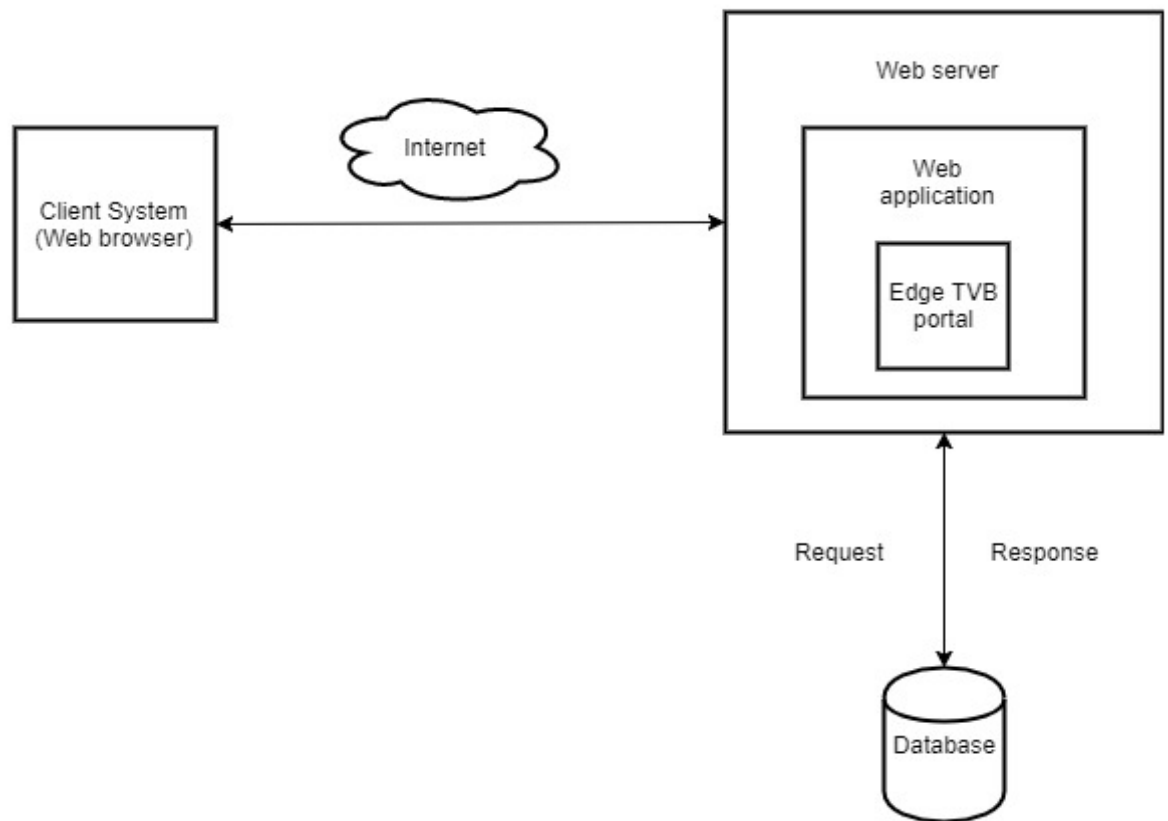
Existing system:

- Unavailability of customer transactions & reports.
- Vouchers given in the form of paper wherein customers lose their vouchers.
- Managing customer and merchant data was not easy.

3. Objectives and Scope of the Proposed work

The main scope of the project focuses on identifying the loyal customer mainly based on the visits to the hotel and other features that include the amount spent, number of people accompanied for dinning, frequency of visits etc.

4. System Architecture



5. Solution Methodology (i.e., Algorithm, Techniques used)

Develop a web portal to enable:

- TVB Global core Business team:
 - Customer data to be entered by the admin and able to download from database.
 - Access the interfaced field data gathered via mobile application for swift decision making
 - Respond to the requests raised by cashier
 - Generate reports and interpret the data collected by cashier.
 - Access the tracked location of collection executive

Dashboard page is the landing page of the web portal. It contains the link access to the following features

- I. Customer data
- II. Merchant data
- III. Transaction data
- IV. Data entry & QR code generator
- V. Daily reports

Customer Data : This feature stores the customer data of hotels associated with TVB Global, wherein the data can be managed and tracked for any further transactions and purchase made by the customer.

Merchant Data: This feature contains the merchant data who have registered in the merchant application.

Transaction Data: This feature contains the transactions and purchases made by customer and merchants, wherein admin can filter the transaction data with respect to the customer and the purchase value to identify the loyal customer.

Data entry & QR code generator: This feature enables the admin to integrate the customer data from hotels and enter the customer details into software, generate QR code and then submit the collected details to card printer for generating Membership cards.

Daily Reports: This feature enables the admin to view the activities performed by hotel cashiers and customers via mobile application. Admin can interpret and identify the loyal customer with the gathered data.

6. Analysis & Design

i. Platforms/Tools

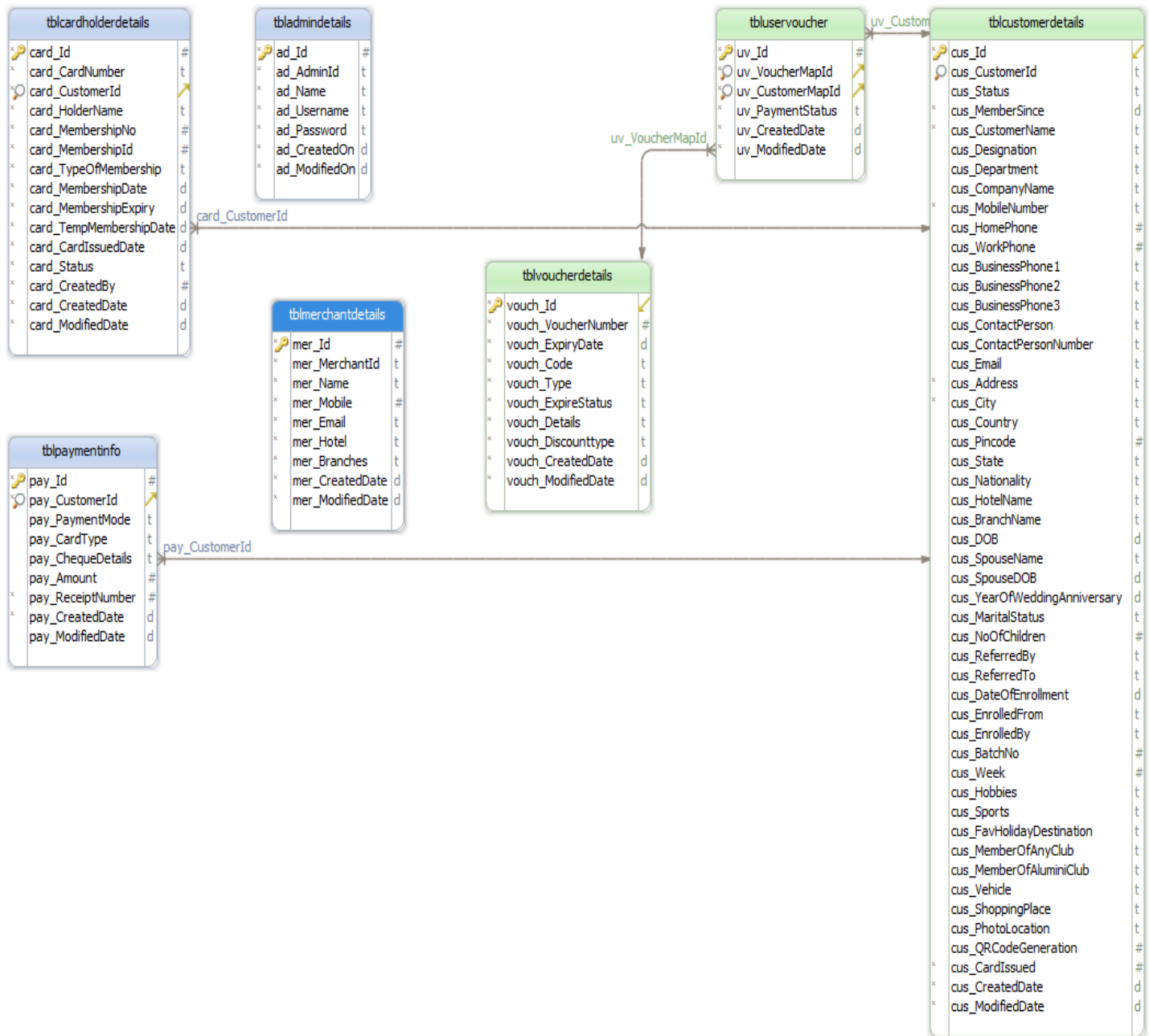
Front End: Php, HTML, CSS.

Back End: MySQL

Framework: Laravel, Slim framework

Platform: Windows

ii. DB Design



Signature of Student

Signature of Mentor
from the Organization

Signature of
Internal Guide