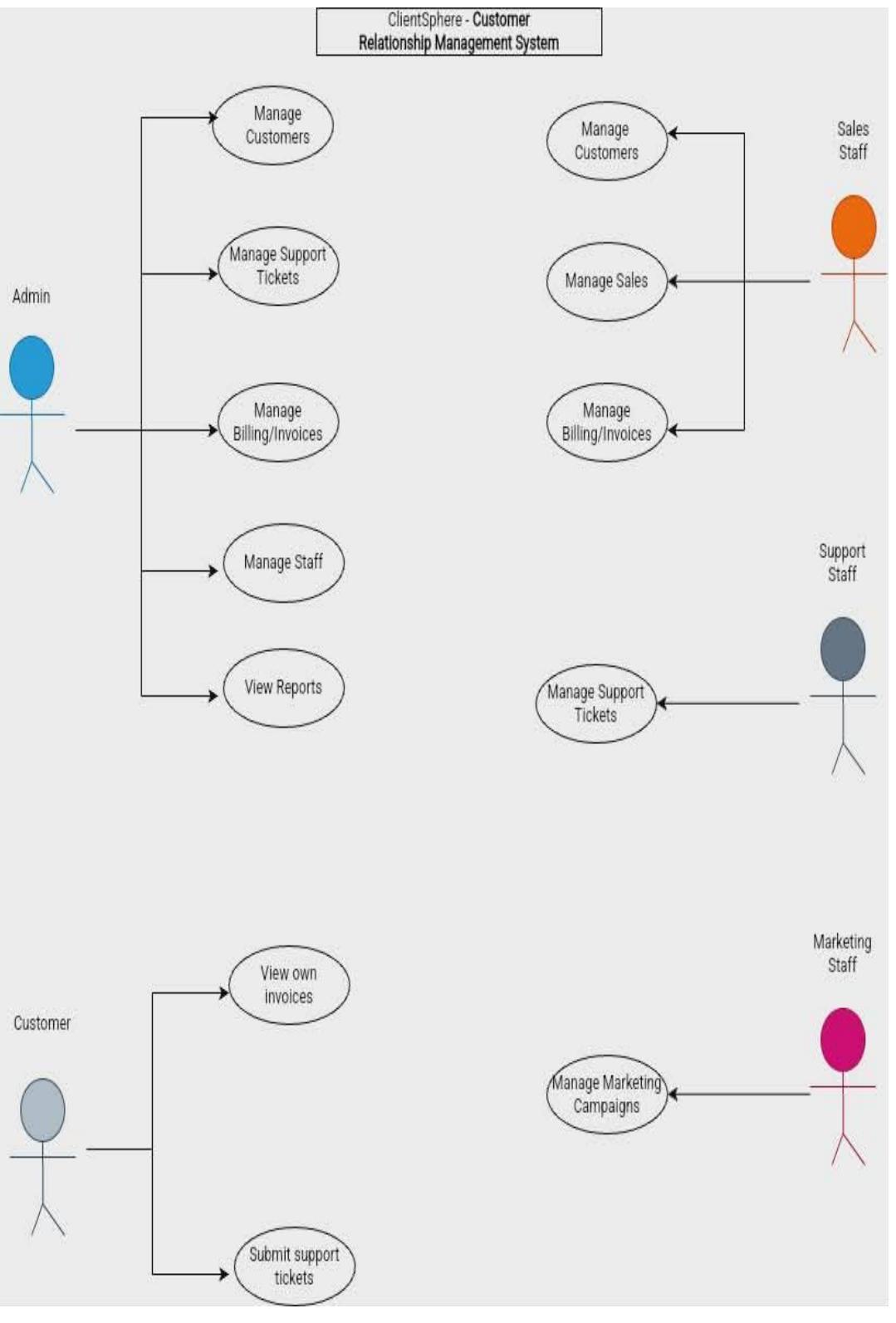
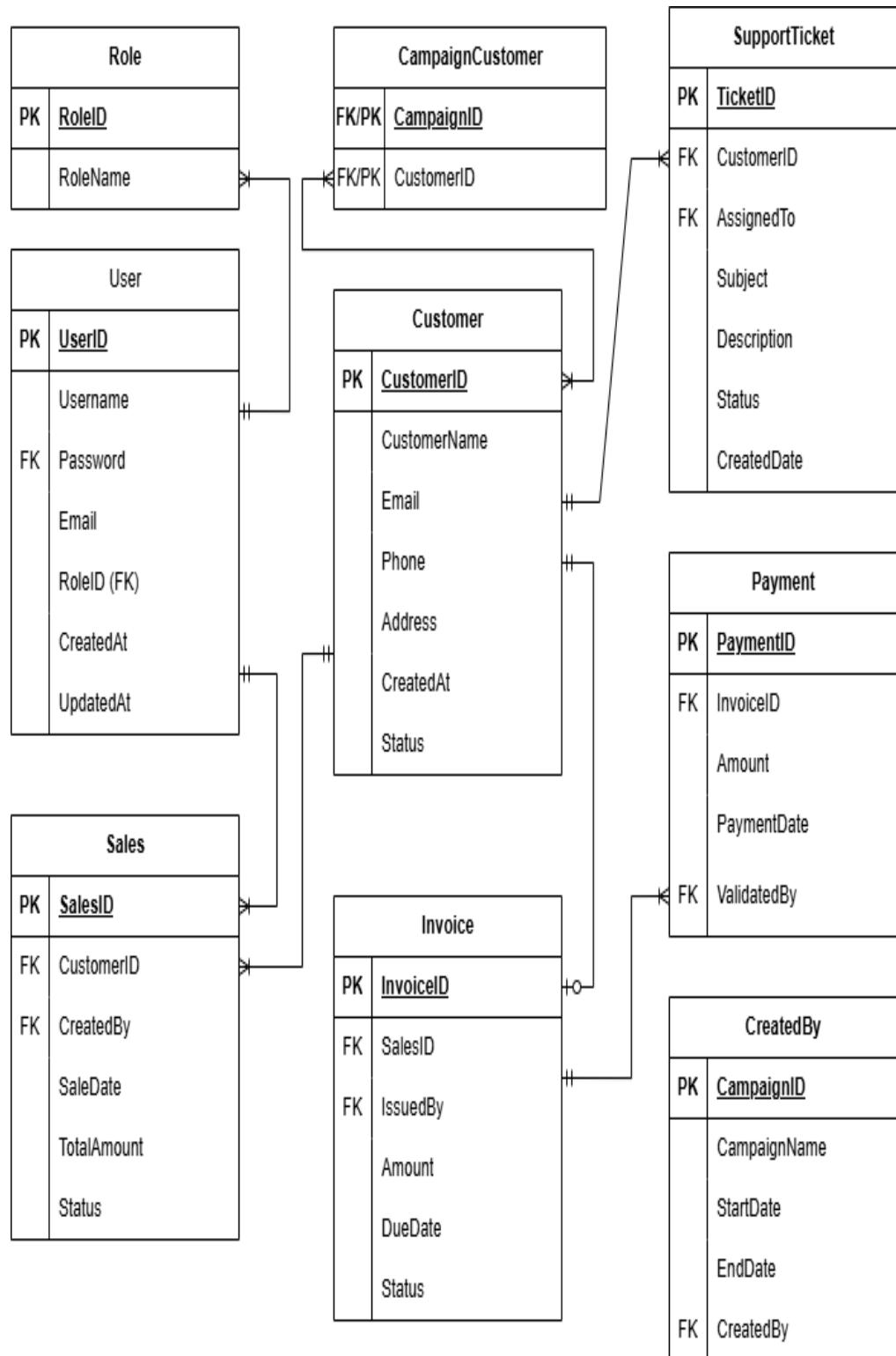


NAME	ALDREN LOUIE REYES
PROJECT TITLE	ClientSphere: Customer Relationship Management System
SUBJECT: CODE: TIME:	IT15/L Integrative Programming and Technologies 8441 10:00 am - 12:00 nn
TOPIC (Type of Business Process)	#5 - Customer Relationship Management (CRM)
Products/Service s	Sales and Customer Service
Agile Model - SDLC	<p>The ClientSphere Customer Relationship Management System follows the Agile Software Development Life Cycle (SDLC) to ensure flexibility, continuous improvement, and effective collaboration among stakeholders. During the Requirements and Planning phase, the development team identifies the core needs of the system based on the roles involved, such as Admin, Sales Staff, Support Staff, Marketing Staff, and Customers. The primary goal of the system is to provide an organized platform for managing customer data, tracking sales, handling support tickets, running marketing campaigns, and generating invoices, all with proper role-based access.</p> <p>In this phase, the major functional requirements were gathered through system analysis and use-case identification. These include customer management (add/edit/delete/view), sales tracking, support ticket creation and resolution, marketing campaign management, invoice generation, and reporting. The planning process also defines the project scope, prioritizes features into Agile iterations or sprints, and ensures that each role has the correct permissions within the system.</p> <p>By applying Agile planning, the system is developed incrementally, allowing feedback and improvements after every sprint to ensure the final software meets the needs of both management and operational users, while enhancing efficiency in customer relationship processes.</p>

**Use Case
Diagram
(Diagram Only)**



Entity Relational Diagram



Data Dictionary	<p style="text-align: center;">ClientSphere: Customer Relationship Management System</p> <p>Customers Table</p> <table border="1"> <thead> <tr> <th>Field Names</th><th>Datatype</th><th>Length</th><th>Description</th></tr> </thead> <tbody> <tr> <td>CustomerID-PK</td><td>Int-AI</td><td>9</td><td>Customer unique ID number</td></tr> <tr> <td>FirstName</td><td>Text</td><td>50</td><td>Customer first name</td></tr> <tr> <td>LastName</td><td>Text</td><td>50</td><td>Customer last name</td></tr> <tr> <td>Email</td><td>Text</td><td>100</td><td>Customer email address</td></tr> <tr> <td>Phone</td><td>Text</td><td>20</td><td>Customer phone number</td></tr> <tr> <td>Address</td><td>Text</td><td>255</td><td>Street address</td></tr> <tr> <td>City</td><td>Text</td><td>50</td><td>City</td></tr> <tr> <td>Country</td><td>Text</td><td>50</td><td>Country</td></tr> <tr> <td>DateCreated</td><td>Datetime</td><td>-</td><td>Date account created</td></tr> <tr> <td>Status</td><td>Enum</td><td>-</td><td>Active / Inactive</td></tr> </tbody> </table> <p>Sales Table</p> <table border="1"> <thead> <tr> <th>Field Names</th><th>Datatype</th><th>Length</th><th>Description</th></tr> </thead> <tbody> <tr> <td>SaleID-PK</td><td>Int-AI</td><td>9</td><td>Unique sale ID</td></tr> <tr> <td>CustomerID-FK</td><td>Int</td><td>9</td><td>Product/service sold</td></tr> <tr> <td>Product</td><td>Text</td><td>100</td><td>Employees 's Company Number</td></tr> <tr> <td>Quantity</td><td>Int</td><td>-</td><td>Number of units sold</td></tr> <tr> <td>UnitPrice</td><td>Decimal</td><td>10,2</td><td>Price per unit</td></tr> <tr> <td>TotalAmount</td><td>Decimal</td><td>10,2</td><td>Total sale amount</td></tr> <tr> <td>SaleDate</td><td>Datetime</td><td>-</td><td>Sale date</td></tr> <tr> <td>Status</td><td>Enum</td><td>-</td><td>Pending / Completed / Cancelled</td></tr> </tbody> </table>	Field Names	Datatype	Length	Description	CustomerID-PK	Int-AI	9	Customer unique ID number	FirstName	Text	50	Customer first name	LastName	Text	50	Customer last name	Email	Text	100	Customer email address	Phone	Text	20	Customer phone number	Address	Text	255	Street address	City	Text	50	City	Country	Text	50	Country	DateCreated	Datetime	-	Date account created	Status	Enum	-	Active / Inactive	Field Names	Datatype	Length	Description	SaleID-PK	Int-AI	9	Unique sale ID	CustomerID-FK	Int	9	Product/service sold	Product	Text	100	Employees 's Company Number	Quantity	Int	-	Number of units sold	UnitPrice	Decimal	10,2	Price per unit	TotalAmount	Decimal	10,2	Total sale amount	SaleDate	Datetime	-	Sale date	Status	Enum	-	Pending / Completed / Cancelled
Field Names	Datatype	Length	Description																																																																														
CustomerID-PK	Int-AI	9	Customer unique ID number																																																																														
FirstName	Text	50	Customer first name																																																																														
LastName	Text	50	Customer last name																																																																														
Email	Text	100	Customer email address																																																																														
Phone	Text	20	Customer phone number																																																																														
Address	Text	255	Street address																																																																														
City	Text	50	City																																																																														
Country	Text	50	Country																																																																														
DateCreated	Datetime	-	Date account created																																																																														
Status	Enum	-	Active / Inactive																																																																														
Field Names	Datatype	Length	Description																																																																														
SaleID-PK	Int-AI	9	Unique sale ID																																																																														
CustomerID-FK	Int	9	Product/service sold																																																																														
Product	Text	100	Employees 's Company Number																																																																														
Quantity	Int	-	Number of units sold																																																																														
UnitPrice	Decimal	10,2	Price per unit																																																																														
TotalAmount	Decimal	10,2	Total sale amount																																																																														
SaleDate	Datetime	-	Sale date																																																																														
Status	Enum	-	Pending / Completed / Cancelled																																																																														

SupportTicket Table

Field Names	Datatype	Length	Description
TicketID-PK	Int-AI	9	Unique ticket ID
CustomerID-FK	Int	9	Linked customer ID
Subject	Text	100	Ticket subject
Description	Text	-	Ticket details
Priority	Enum	-	Low / Medium / High
Status	Enum	-	Open / In Progress / Closed
CreatedDate	Datetime	-	Ticket creation date
ClosedDate	Datetime	-	Ticket closed date
AssignedTo-FK	Int	9	Staff ID assigned

MarketingCampaign Table

Field Names	Datatype	Length	Description
CampaignID-PK	Int-AI	9	Unique campaign ID
Name	Int	9	Campaign name
Type	Enum	25	Email / SMS / Call / Other
StartDate	Datetime	20	Start date
EndDate	Datetime	30	End date
Status	Enum	20	Active / Inactive
Budget	Decimal	10,2	Campaign budget

CampaignRecipients Table

Field Names	Datatype	Length	Description
CampaignID-FK	Int-AI	9	Linked campaign ID
CustomerID-FK	Int	9	Linked customer ID
ResponseStatus	Enum	-	Clicked / Opened / Responded / No Response

Billing Table

Field Names	Datatype	Length	Description
InvoiceID-PK	Int-AI	9	Unique invoice ID
SaleID-FK	Int	9	Linked sale ID
CustomerID-FK	Int	9	Linked customer ID
InvoiceDate	Datetime	-	Invoice creation date

	DueDate	Datetime	-	Payment due date	
	Amount	Decimal	10,2	Invoice total amount	
	Status	Enum	-	Paid / Unpaid / Overdue	
	PaymentMethod	Text	50	Payment method	

Staff Table

Field Names	Datatype	Length	Description
UserID-PK	Int-AI	9	Unique staff ID
FirstName	Text	50	Staff first name
LastName	Text	50	Staff last name
Email	Text	100	Staff email
Role	Enum	-	Admin / Sales / Support / Marketing
PasswordHash	Text	255	Password hash
DateCreated	Datetime	-	Account creation
Status	Enum	-	Active / Inactive

