

The background features a collection of 3D-rendered spheres and organic, liquid-like shapes in various shades of blue and purple. These elements are scattered across the frame, creating a modern and dynamic aesthetic. The text is centered over this background.

Customer Relationship Management (CRM) System

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Agenda

DEFINITION OF CRMS

WHY USE MYSQL

ROLE OF SQL IN CRMS

ER DIAGRAM

STORED PROCEDURES

CONCLUSION

The background features a light blue gradient with several 3D-rendered spheres in shades of blue and purple. Some spheres are large and prominent, while others are small and scattered. At the bottom, there are larger, more complex organic shapes in similar colors, creating a modern, abstract aesthetic.

Definition of CRMS

What is CRM?

1. Customer Relationship Management (CRM) is a strategy for managing an organization's relationships and interactions with potential and existing customers.
2. It uses data analysis about customers' history with a company to improve business relationships, specifically focusing on customer retention and ultimately driving sales growth.

The background features several abstract, 3D-rendered shapes in shades of blue and purple. On the left side, there are larger, more complex blobs and spheres. On the right side, there are smaller, simpler spheres. The overall aesthetic is clean and modern.

Why Use MySQL?



Benefits of MySQL in CRM Systems

Open Source: MySQL is free to use and has a large community for support.

Scalability: MySQL can handle large volumes of data, making it suitable for growing businesses.

Reliability: It provides a robust transactional mechanism to ensure data integrity.

Speed: Optimized for fast query processing, ensuring a smooth user experience.



Role of SQL in MySQL

•What is SQL?

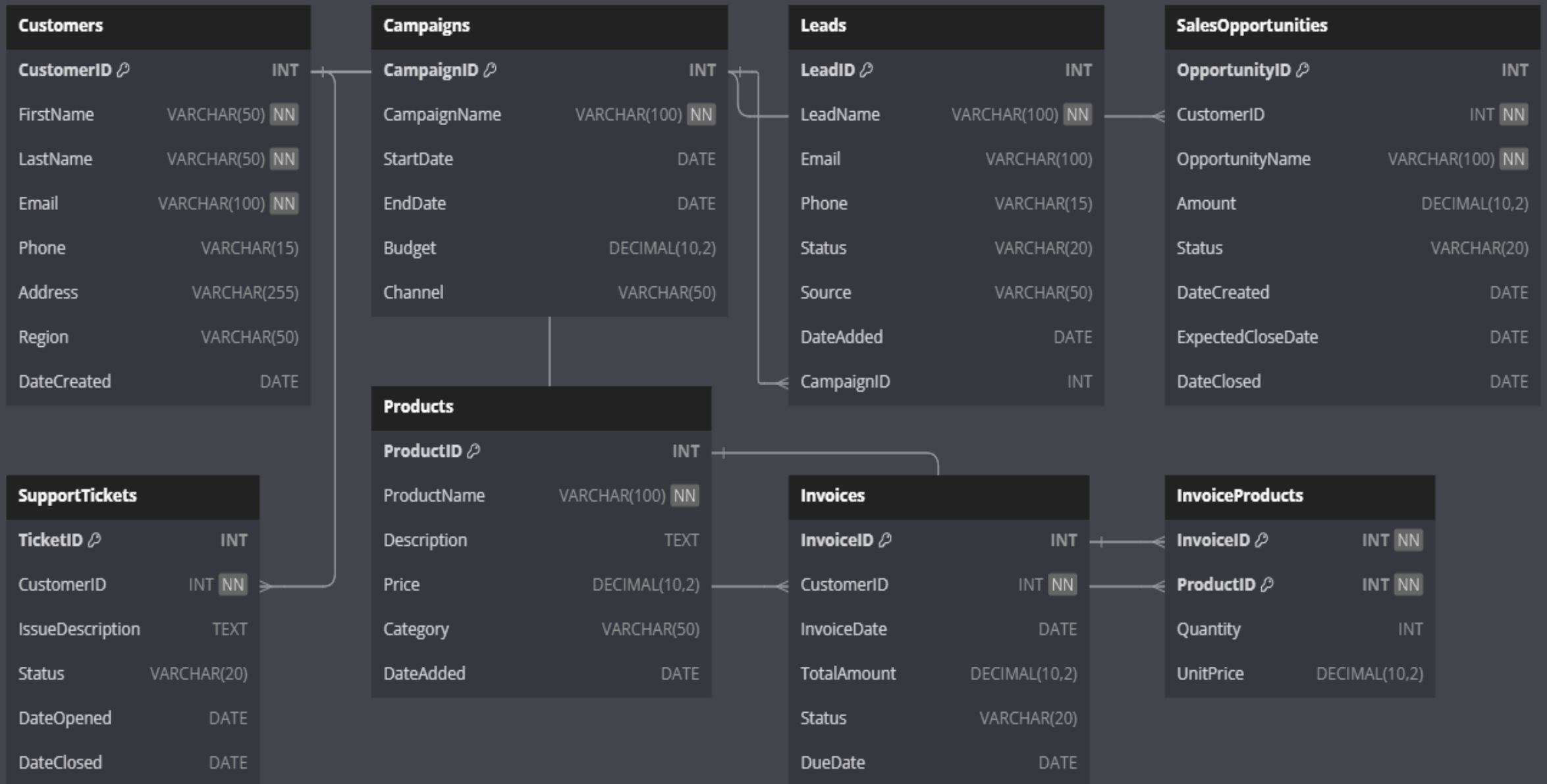
- Structured Query Language (SQL) is the standard language for managing and manipulating databases.

•Functions of SQL in CRM:

- **Data Retrieval:** SQL allows for efficient data extraction to analyze customer behavior.
- **Data Manipulation:** It enables insertion, updating, and deletion of records in the database.
- **Data Management:** SQL helps in defining data structures and relationships between tables.

The background of the slide is a light blue gradient. On the left side, there is a large, complex, organic shape made of various shades of blue and purple, resembling a cluster of bubbles or a stylized animal head. Several smaller, smooth spheres in similar colors are scattered around the main shape and across the slide.

ER Diagram



Stored Procedures

- **What are Stored Procedures?**

- Stored procedures are precompiled SQL statements stored in the database that can be executed by applications.

- **Benefits of Using Stored Procedures:**

- **Performance:** Reduces network traffic and improves performance.
- **Security:** Limits direct access to the underlying data.
- **Reusability:** Code can be reused across different applications.

Sample Stored Procedures :

```
CREATE PROCEDURE  
GetOpportunitiesClosedInLastSixMonths()BEGIN  SELECT  
OpportunityID, OpportunityName, Amount, Status  FROM  
SalesOpportunities  WHERE Status = 'Closed' AND  
ClosedDate >= CURDATE() - INTERVAL 6 MONTH;END $$
```

```
CALL GetOpportunitiesClosedInLastSixMonths();
```

Conclusion

•Summary

- CRM systems are vital for managing customer relationships and improving business performance.
- MySQL provides a reliable and efficient database solution for CRM applications, leveraging SQL for data management and operations.

Thank you

The background of the slide is a light blue gradient. It is decorated with several 3D-rendered bubbles and spheres in various shades of blue and cyan. On the right side, there is a large, complex cluster of overlapping bubbles. Scattered across the left and bottom areas are several smaller, individual spheres and bubbles, some appearing as if they are floating or rising.