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

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.

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.

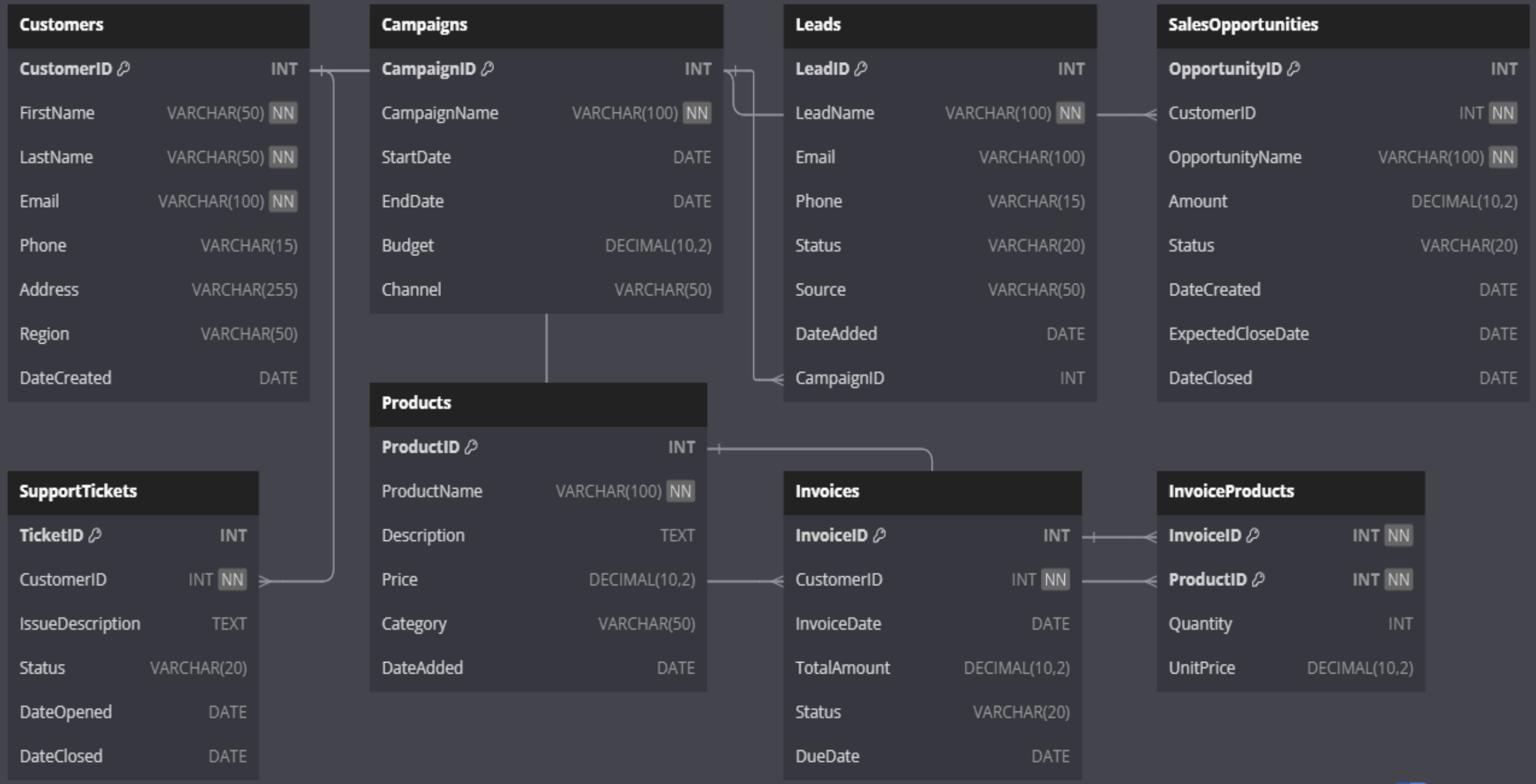
Reliability: It provides a robust transactional mechanism to ensure data integrity.

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.

ER Diagram



dbdiagram.io

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