

AI CAREER COACH

- **Subtitle:** Final Project Presentation
- **Details:** Supritha H P | SJB Institute of Technology|
- **Visuals:** Salesforce + AI + Career coaching icons



PROJECT OVERVIEW

- Objective: Build an AI-powered career guidance platform
- Integration: Salesforce CRM for data management, reporting, automation
- Outcome: Scalable solution for students & professionals

PHASE I: PROBLEM UNDERSTANDING & INDUSTRY ANALYSIS

- • Requirement Gathering: Student career counseling needs
- • Stakeholder Analysis: Students, Career Coaches, Recruiters, Universities
- • Business Process Mapping: Counseling → Skill Assessment → Job Matching
- • Industry Use Case: EdTech + HR Tech best practices
- • AppExchange Exploration: Career & Education management apps

PHASE 2: ORG SETUP & CONFIGURATION

- • Salesforce Edition: Developer Edition for POC
- • Company Profile: AI Career Coach Org Setup
- • Users & Licenses: Coaches, Students, Admins
- • Security: Profiles, Roles, Permission Sets, OWD, Sharing Rules
- • Sandbox & Deployment: Separate test environment

PHASE 3: DATA MODELING & RELATIONSHIPS

- • Custom Objects: Students, Career Paths, Skill Assessments, Job Recommendations
- • Standard Objects: Accounts, Contacts, Opportunities
- • Record Types: Different career stages (Student, Fresher, Experienced)
- • Relationships: Lookup & Master-Detail between Students
↔ Assessments
- • Tools: Schema Builder for visualization

PHASE 4: PROCESS AUTOMATION

- • Validation Rules: Ensure complete skill profiles
- • Workflow Rules: Auto-assign mentors to students
- • Approval Process: Approve coaching sessions
- • Flow Builder: Automated job recommendation flows
- • Email Alerts & Notifications: Session reminders

PHASE 5: APEX PROGRAMMING

- • Apex Classes: Recommendation Engine logic
- • Triggers: Before insert/update → Data validation
- • SOQL/SOSL: Fetch skills, jobs, and mentor availability
- • Batch & Queueable Apex: Large data processing for students
- • Test Classes: Ensure code coverage for deployment

PHASE 6: USER INTERFACE DEVELOPMENT

- • Lightning App Builder: Custom dashboards for students & coaches
- • LWC Components: Skill input form, Job recommendation display
- • Record Pages: Student career progress page
- • Navigation Service: Easy access between modules
- • Modern UI with responsive design

PHASE 7: INTEGRATION & EXTERNAL ACCESS

- • Named Credentials: Secure API connections
- • REST API Integration: Job portals & AI recommendation service
- • Platform Events: Real-time notifications (career match found)
- • Salesforce Connect: External job databases
- • OAuth Authentication: Secure login for external services

PHASE 8: DATA MANAGEMENT & DEPLOYMENT

- • Data Import Wizard: Upload student data
- • Data Loader: Bulk job listing uploads
- • Duplicate Rules: Avoid multiple student entries
- • Data Export & Backup: Regular backup plan
- • Deployment: Change sets + SFDX for CI/CD

PHASE 9: REPORTING & DASHBOARDS

- • Reports: Student performance, session outcomes
- • Dashboards: Coach activity, job placement success rate
- • Dynamic Dashboards: Personalized student progress reports
- • Security Review: FLS, Sharing settings, Audit Trail

PHASE 10: FINAL PRESENTATION & DEMO

- • Live Demo Walkthrough: Student signup → Skill test → Career recommendation
- • Pitch Presentation: Value to students & recruiters
- • Feedback Collection: Coaches & peers
- • Handoff Documentation: Deployment + user manual

KEY FEATURES OF THE PLATFORM

- • AI-driven career guidance
- • Personalized learning & job recommendations
- • Integrated Salesforce CRM for scalability
- • Real-time progress tracking & dashboards

BENEFITS & IMPACT

- • Students: Clearer career roadmap
- • Coaches: Efficient mentoring via automation
- • Recruiters: Access to pre-assessed candidates
- • Universities: Improved placement records

CONCLUSION & FUTURE ENHANCEMENTS

- • Project Achievements: End-to-end AI + Salesforce solution
- • Future Scope: Integration with LinkedIn, AI chatbots, advanced analytics
- • Call to Action: Portfolio showcase & scaling opportunities