

## Phase 1: Problem Understanding and Industry Analysis

### Project Title:

#### Student Success & Career Guidance Portal

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### Problem Statement

Colleges and universities struggle with tracking **student performance, internships, and placements**. Data is scattered across multiple systems (LMS, placement cells, manual records), making it difficult to create a **360° student profile**.

Students receive **generic career advice** instead of personalized guidance. Institutions lack **data-driven insights** to improve curriculum and placement strategies.

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### Proposed Salesforce Solution

Building a **Salesforce Education Cloud app** that:

- Centralizes student academic, extracurricular, and internship data.
- Integrates with LMS to track real-time progress.
- Leverages **Einstein AI** to recommend personalized career paths, internships, and certifications.
- Provides dashboards for faculty, placement officers, and management to measure student success and employability.

## **1. Problem Statement**

Colleges face challenges in:

Tracking student academic performance, co-curricular activities, and skills in one place.

Managing internships and placement drives effectively.

Connecting students with career opportunities based on their skills and interests.

Offering personalized career guidance that improves student employability.

### **This leads to:**

Manual data management.

Missed internship and placement opportunities.

Low student engagement and unclear career paths.

Our project addresses these issues by building a Salesforce Education Cloud App that:

Maintains a complete student profile.

Integrates with LMS.

Tracks skills, certifications, and attendance.

Uses Einstein AI to recommend career paths, internships, and placements.

## **2. Requirement Gathering**

### **Functional Requirements**

**Student Management:** Create student records with personal info, academic history, skills, and certifications.

**Company/Internship Management:** Track recruiter companies, internship openings, eligibility criteria, and placement status.

**Performance Tracking:** Map grades, attendance, and event participation.

**Career Guidance:** Use AI to suggest suitable career paths based on skill gaps and performance.

**Notifications:** Send alerts for upcoming interviews, deadlines, or recommended internships.

Non-Functional Requirements

**Scalability:** Must handle thousands of students and company records.

**Data Security:** Follow Salesforce's security model (profiles, roles, sharing rules).

**User Experience:** Offer a simple Lightning UI for students, faculty, and placement officers.

**Integration:** Ensure smooth integration with external LMS and job portals using REST APIs.

### 3. Stakeholder Analysis

Stakeholder	Role	Expectations
College Admin/Placement Officer	Manages student data, tracks placements	Easy dashboard, scheduling tools, analytics
Faculty	Inputs grades, monitors performance	Simple UI to update student progress
Students	View performance, apply for internships	Personalized career guidance, job alerts
Recruiter Companies	Post internships, hire students	Access to eligible candidates, communication
Management	Decision-making based on reports	Complete view of performance and placement stats

### 4. Business Process Mapping

As-Is Process (Current Situation):

Student data maintained manually (Excel and spreadsheets).

Placement drives coordinated via email and phone.

No centralized performance dashboard.

Students depend on generic career advice.

To-Be Process (After Salesforce Implementation):

Student data stored in Salesforce (centralized).

Automatic flow for internships (eligibility check, scheduling, and status tracking).

Real-time dashboards for college management.

Einstein AI recommends career paths and internships to students.

## **5. Industry-Specific Use Case Analysis**

Education Industry Trends:

Growing use of Education CRM platforms for student lifecycle management.

Need for data-driven career guidance to enhance placement rates.

Demand for personalized learning paths using AI and machine learning.

Salesforce is widely used in education for:

Student information systems.

Engagement and retention.

Career counseling and alumni management.

Our solution fits these industry needs perfectly.

## **6. AppExchange Exploration**

In this phase, we explored Salesforce AppExchange apps such as:

TargetX and EDA (Education Data Architecture): For student lifecycle management.

Blackthorn Events: For scheduling placement drives.

Mulesoft Connectors: For integrating external LMS.

We will use Salesforce Education Data Architecture (EDA) as the base model and customize it for our project.

## **7. Use Cases, Student Success & Career Guidance Portal**

### **Student Management**

- Create and maintain student records, including personal info, academic history, skills, and certifications.
- Centralize all performance data in one place for faculty, placement officers, and students to access.
- Track attendance, grades, and participation in events or workshops.

### **Company & Internship Management**

- Maintain a database of recruiter companies with details such as industry, open roles, and locations.
- Record internship and job postings with eligibility criteria, stipend, and duration.
- Track student applications and connect them to companies.

### **Placement & Internship Scheduling**

- Schedule interviews and placement drives for eligible students.
- Send SMS and email notifications and reminders to students about upcoming events.
- Track student attendance and results from each placement round.

### **Career Guidance & Recommendations**

- Use Einstein AI to evaluate student performance and skills.
- Recommend career paths, certifications, and internships based on skill gaps.
- Display recommended opportunities on the student portal or dashboard.

### **Reporting & Analytics**

- Provide a dashboard for placement officers that shows:
  - Number of students placed

- Internship success rates
- Skills gap analysis across batches
- Track student progress over semesters.
- Offer management real-time insights for decision-making.