CRMApplicationforJewelManagement

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CRMApplicationforJewelManagement

Project Overview:

The CRMApplication for Jewel Management is a software solution designed to help jewelry businesses efficiently manage their customers, inventory, sales, and services. Unlike generic CRM systems, this application focuses on the specific needs of jewelers, such as tracking jewelry items by karat, weight, stonetype, and certification, while also maintaining strong customer relationships.

The system provides a centralized platform where jew elers can:

Storeandmanagedetailedcustomerinformation.

Trackinventoryofgold, silver, diamond, and platinum jewelry.

Handlebilling, invoices, repairs, and returns.

Generateinsightsandsalesreportsforbusinessdecisions.

Improve customer loyal tythrough personalized of fersandreminders.

Byautomatingroutinetasksandofferinganalytics, the application reduces manual work, increases accuracy in billingand inventory, and supports targeted marketing campaigns. It benefits both small jewelshops and multi-branch jewelry chains by streamlining operations and enhancing customer satisfaction.

Objectives:

- 1. CustomerRelationshipManagement–Maintaindetailedcustomerprofiles includingpurchasehistory,preferences,andloyaltypointstobuildlong-term relationships.
- 2. EfficientInventoryControl—Trackjewelryitemsbasedonkarat,weight,stonetype, andcertification,withreal-timestockupdatesandlow-stockalerts.
- 3. SalesCBillingAutomation—GenerateaccurateinvoiceswithGST/taxcalculations, discounts, and installment options, reducing manual errors.

- 4. OrderCRepairManagement–Managecustomjewelryorders,repairrequests, returns, and exchanges seamlessly.
- 5. AnalyticsCReporting–Providebusinessinsightsthroughsalesreports, profit analysis, and customer behavior tracking for better decision-making.
- MarketingCNotifications—Sendpersonalizedoffers, festivalgreetings, and reminders (birthdays/anniversaries) via SMS/Emailtoimprovecustomer engagement.
- 7. SecurityCUserRoles–Ensuresecureaccessthroughauthenticationandassign role-basedpermissions(Admin,SalesExecutive,Accountant).
- 8. Multi-BranchSupport –Allowcentralizedmanagementforjewelrybusinesses operating across multiple branches.

Student Outcomes:

- 1. Practical Application of CRMC oncepts—Gained knowledge on how CRM systems work in real-world industries, especially in the jewel rydomain.
- SystemDesignCDevelopmentSkills–Learnedhowtoanalyzerequirements, designERdiagrams,anddevelopmoduleslikecustomer,inventory,sales,and billingmanagement.
- 3. Technical SkillsEnhancement –Improvedskillsinfrontend(React/Angular/Flutter), backend(Node.js/Django),database(MySQL/PostgreSQL),andAPIintegration.
- 4. Problem-SolvingAbility-Appliedlogicalthinkingtosolvechallengeslikeinventory tracking,ordermanagement,andsecurebilling.
- TeamCollaborationCProjectManagement–Experiencedworkingasateam, dividingmodules,usingversioncontrol(GitHub),andfollowingSDLCstages.
- DataHandlingCAnalytics-Learnedhowtogenerateandanalyzesales/customer reports for decision-making.
- 7. Real-World Business Understanding –Understood jewelrybusiness processes (karat/weighttracking,repairs,loyaltyprograms)andtranslatedthemintosoftware solutions.
- 8. ProfessionalPresentation—Enhancedabilitytodocument,present,and demonstrateacompleteprojecttoevaluatorsandindustryprofessionals

SystemRequirements:

HardwareRequirements:

- * Computerwithmin/sum4GBRAM, Dual-coreprocessor
- * Stableinternetconnection

SoftwareRequirements:

- * SalesforceDeveloperEditionOrg
- * ModernWebBrowser(e.g.,GoogleChrome,Firefox)

Project Duration:

31Hours

PhasesOverview:

PhaseNo.

PhaseNameDescriptionPageNumbers

1 Requirement

AnalysisCPlanning

Gathering requirements from

donors, volunteers, and receivers;

definingscopeandgoals;planning data

model and workflows.

2 Salesfor

ce

Development-

BackendC

Configurations

Creatingcustomobjects, fields,

relationships;settingupFlows

andApexTriggersfor automation.

4-11

3 UI/UXDevelop

ment CCustomization

BuildingLightningApp,

```
customizinglayouts, addingfields,
implementing Flows, and developing
UI logic.
11-28
4
       DataMigrat
ion,
TestingCSecurity
CreatingUsers, Profiles, Public
Groups, Sharing Rules;
configuringReportTypes,Reports,Dashboards;testingfunctionalitiesandensuringdata security.
28-37
5
       Deployme
nt,
DocumentationC
Maintenance
Designing and finalizing Home
Page, deploying solution to live
environment, preparing
documentation, conclusion, and
ongoing system maintenance.
```

Phase1:RequirementAnalysissPlanning:-

37-40

CRMApplicationforJewelManagement-(Developer)

The JewelInventory System is a comprehensive software Solution designed to streamline and manage the inventory and sales processes of a jewellery store or a jewellery manufacturer. The systemaimstoprovide anefficientanduser-friendlysolutiontotrackandcontroltheinventoryof various jewellery items, maintain accurate records, and facilitate seamless sales transactions.

Whatyou'lllearn

- 1. RealTimeSalesforceProject
- 2. DataModelling
- 3. CreatinganApplication
- 4. UserInterfaceCustomization
- 5. Object&RelationshipinSalesforce
- 6. FormulafieldsandValidationrules.
- 7. FieldDependencies
- 8. Record Types
- 9. Crossobjectformulafields.
- 10. Conditional formatting.
- 11. Flows
- 12. Emailalertsandemailtemplates
- 13. Reports&Dashboards

Phase2:SalesforceDevelopment-BackendsConfigurations:-

Milestone1:Salesforce

Introduction:

AreyounewtoSalesforce?Notsureexactlywhatitis,orhowtouseit?Don't knowwhereyou should startonyourlearningjourney?Ifyou've answered yestoanyofthese questions,then you're in the right place. This module is for you.

WelcometoSalesforce!Salesforceisgame-changingtechnology,withahostofproductivity-boostingfeatures,thatwillhelpyousellsmarterandfaster.Asyouworktowardyourbadge for this module, we'll take you through these features and answer the question, "What is Salesforce,anyway?".

WhatIsSalesforce?

Salesforceisyourcustomersuccessplatform, designed to helpyousell, service, market, analyze, and connect with your customers.

Salesforce has everything you need to run your business from anywhere. Using standard products and features, you can manage relationships with prospects and customers, collaborate and engage withemployeesand partners, and store yourdatasecurely in the cloud.

Sowhatdoesthatreallymean?Well,beforeSalesforce,yourcontacts,emails,follow-uptasks, and prospective deals might have been organised something like this: https://youtu.be/r9EX3lGde5k Activity1:CreatingDeveloperAccount

Creatingadeveloperorginsalesforce.

- 1. Gotohttps://developer.salesforce.com/signup
- 2. Onthesignupform, enterthefollowing details:

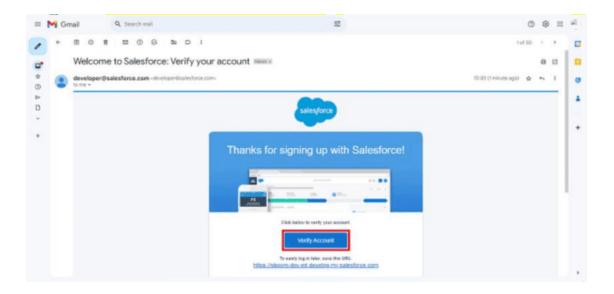


- 1. Firstname&Lastname
- 2. Email
- 3. Role:Developer
- 4. Company:CollegeName
- 5. County:India
- 6. PostalCode:pincode
- 7. Username:shouldbeacombinationofyournameandcompany

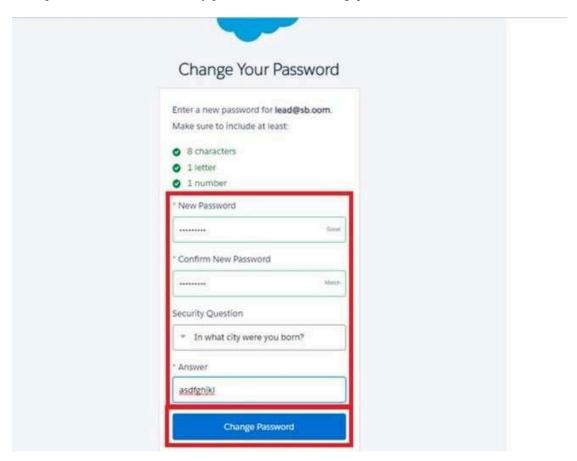
 $This need not be an actual email id, you can give anything in the format: \underline{username@organization.com} \\ Click on sign me up after filling these.$

Activity2:AccountActivation

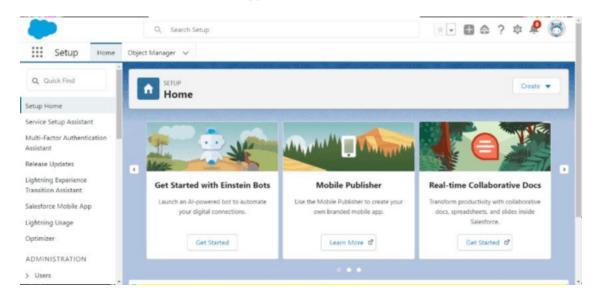
1. Gototheinboxoftheemailthatyouusedwhilesigningup.Clickontheverify accounttoactivateyouraccount.Theemailmaytake 5-10mins.



- 2. ClickonVerifyAccount
- $3. \quad Give a password and answer a security question and click on change password.$



4. Thenyouwillredirecttoyoursalesforcesetuppage.



Milestone2:Object

WhatIsanObject?

Salesforceobjectsaredatabasetablesthatpermityou tostoredatathatisspecifictoan organization. What are the types of Salesforce objects

Salesforceobjects are of two types:

- 1. StandardObjects:Standardobjectsarethekindofobjectsthatareprovidedby salesforce.comsuchasusers,contracts,reports,dashboards,etc.
- 2. CustomObjects:Customobjectsarethoseobjectsthatarecreatedbyusers.They supplyinformationthatisuniqueandessentialtotheirorganization.Theyarethe heart of any application and provide a structure for sharing data.

UseCase:

CreatinganobjectinSalesforceorganisationisessentialforefficientdatamanagementandprocess automation. By defining custom objects, businesses can structure and store data specific to their needs, enabling streamlined workflows, personalized reporting, and enhanced user experiences. ObjectsserveasthefoundationfororganizingandleveragingcriticalinformationwithinSalesforce. To Navigate to Setup page:

Clickongearicon>>clicksetup.



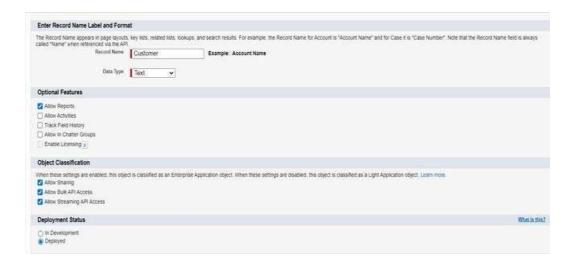
Activity1:CreateJewelCustomerObject

ThepurposeofcreatingaJewelCustomercustomobjectistostoreandmanageinformationabout Customer. Tocreateanobject:

1. Fromthesetuppage>>ClickonObjectManager>>ClickonCreate>>ClickonCustom Object.



- Enterthelabelname: JewelCustomer
 Plurallabelname: JewelCustomers
- The Setting where Experimentally is a proper plane of the Setting of the Setting
- 3. EnterRecordNameLabelandFormat
- RecordName>>Customername
- DataType>>Text



- 2. ClickonAllowreports.
- 3. AllowsearchandclickSave.

Activity2:CreateItemObject

The purpose of creating a Item object is to manage the inventory of gold and silver items. To create an object:

- 1. Fromthesetuppage>>Click on Object Manager>>Click on Create>>Click on Custom Object.
- 1. Enterthelabelname>>Item
- 2. Plurallabelname>>Items
- 3. EnterRecordNameLabelandFormat
- RecordName>>Item Id
- DataType>>Auto Number
- DisplayFormat>>Item-{00}
- StartingNumber>>1
- 2. ClickonAllowreports.
- 3. Allowsearch>>Save.

Note: Create 3 more objects with label names as Customer Order, Price, Billing

(Use"AutoNumber" asadatatypeforCustomerOrder, Price, Billing).

Milestone3: Tabs

What is Tab: Atabislikeauserinterfacethatisusedtobuildrecordsforobjectsandto view the records in the objects.

TypesofTabs:

1. CustomTabs

Custom object tabs are the user interface for custom applications that you build in salesforce.com.Theylookandbehavelikestandardsalesforce.comtabssuchasaccounts, contacts, and opportunities.

2. WebTabs

Web Tabs are custom tabs that display web content or applications embedded in the salesforce.comwindow.Webtabsmakeiteasierforyouruserstoquicklyaccesscontentand applications they frequently use without leaving the salesforce.com application.

3. VisualforceTabs

VisualforceTabsarecustomtabsthatdisplayaVisualforcepage.Visualforcetabslookand behave like standard salesforce.com tabs such as accounts, contacts, and opportunities.

4. LightningComponentTabs

LightningComponenttabsallowyoutoaddLightningcomponentstothenavigationmenuin Lightning Experience and the mobile app.

5. LightningPageTabs

Lightning Page Tabslety ou add Lightning Pages to the mobile appnavigation menu.

LightningPagetabsdon'tworklikeothercustomtabs. Oncecreated,theydon'tshowuponthe All Tabs page when you click the Plus icon that appears to the right of your current tabs.

LightningPagetabsalsodon'tshowupintheAvailableTabslist when youcustomizethetabs for your apps.

UseCase:

CreatingObjectsandstoringJewelsdataistheveryfirst stepintherequirementstheywant. Nowto access the stored data by an Owner(Gold Smith) in the organisation Admin needs to create Tabs. By designing a dedicated Tab, businesses can improve user experience, simplify navigation, and

providequickaccesstocriticalinformation, enhancing productivity and ensuring efficient utilisation of Sales force's capabilities.

Activity1:CreatingaCustomTab

Tocreatea Tab:(Customer)

1. Gotosetuppage>>typeTabsinQuickFindbar>>clickontabs>>New(undercustom object tab)

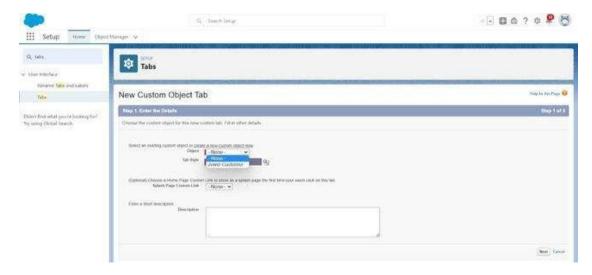
Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed extra allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigat you to add Lightning Pages to Lightning Experience and the mobile app.



2. SelectObject(JewelCustomer)>>Selectanytabstyle>>Next(Addtoprofilespage)keepit as default >> Next (Add to Custom App) keep it as default >> Save.



Activity2:TocreateaTab:(Item)

- 1. Gotosetuppage>>typeTabsinQuickFindbar>>clickontabs>>New(undercustom object tab)
- 2. SelectObject(Item)>>Select thetabstyle>>Next (Addtoprofilespage)keepit as default >> Next (AddtoCustomApp)keepit asdefault >>Save.

Note: NowcreatetabsforCustomerOrder, Price, Billingobjects.

Milestoe4:TheLightningApp

An app is a collection of items that work together to serve a particular function. In Lightning Experience, Lightning appsgives users access to sets of objects, tabs, and other items all in one convenient bundle in the navigation bar.

Lightning apps let you brand your apps with a custom color and logo. You can even include a utility barandLightningpagetabsinyour Lightningapp.Membersofyourorgcanworkmoreefficientlyby easily switching between apps.

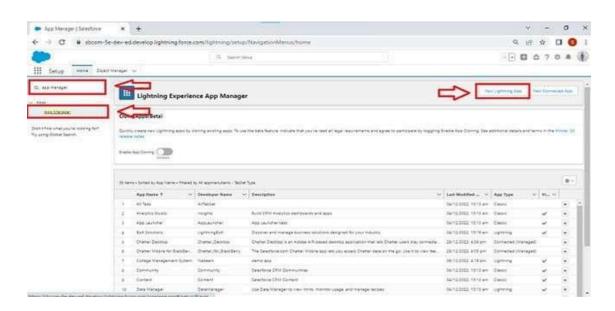
UseCase:

Well done you have reached close to your requirement by creating the objects to store the organization's data. Making a database for an organization is just not enough to reach out the requirements, the task is how the users at the organization can access the objects you have created for them. As an Adminfor theoreanization it's your duty to make sure every user of the organization is able to access the data modelling structure.

Activity1:CreateaLightningApp

Tocreatealightningapppage:

- 1. Gotosetuppage>> search"appmanager"inquickfind>>select "appmanager">>
- 2. clickonNewlightningApp.



3. Filltheappnameinappdetailsandbrandingasfollow App Name

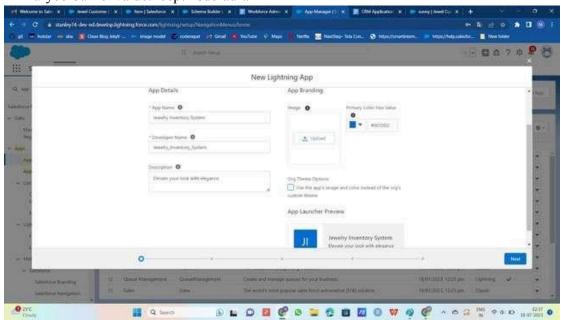
:Jewellery Inventory System.

Developer Name: This will auto populated

Description: Elevate your look with elegance

Image:optional(ifyouwanttogiveanyimageyoucanotherwisenotmandatory)

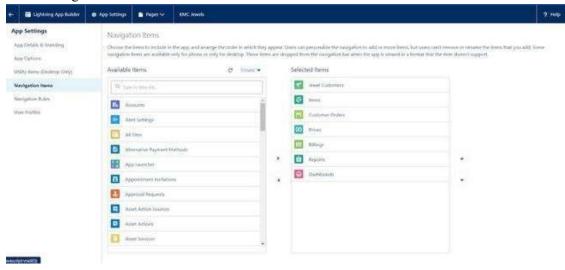
Primarycolourhexvalue:keepthisdefault.



4. ThenclickNext>> (Appoptionpage)Set NavigationStyleasConsoleNavigation>>Next.

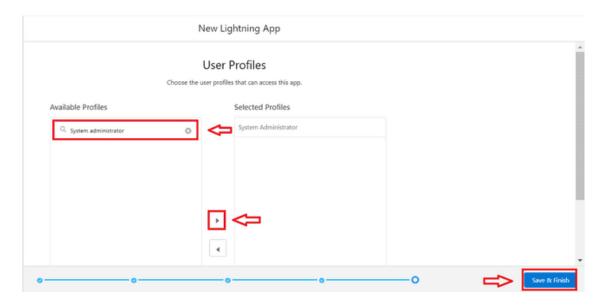


- 4. (UtilityItems)keepit asdefault >>Next.
- 5. ToAddNavigationItems:Search for the



(JewelCustomer,Item,CustomerOrder,Price,Billing,Reports, Dashboard) from the search barand move it using the arrow button? Next? Next.

6. ToAddUserProfiles:



Searchprofiles(Systemadministrator)inthesearchbar>> clickonthearrowbutton>> save&finish.

Milestone5: Fields

When we talk about Salesforce, Fields represent the data stored in the columns of a relational database. Itcanholdany valuable information that your equire for a specific object. Hence, the overall searching, deletion, and editing of the records become simpler and quicker.

TypesofFields:

- 1. StandardFields
- 2. CustomFields

StandardFields:

As thenamesuggests, the Standard Fields are the predefined fields in Sales force that perform a standard task. The main point is that you can't simply delete a Standard

Fielduntilitisanon-requiredstandardfield.Otherwise,usershavetheoptiontodelete them atanypointfrom theapplicationfreely.Moreover,wehavesomefields thatyou willfind commoninevery Salesforceapplication. They are,

>>CreatedBy

>>Owner

- >>LastModified
- >>FieldMadeDuringobjectCreation

CustomFields:

Ontheothersideofthecoin, Custom Fields are highly flexible, and users can change them according to requirements. Moreover, each organise ror company can use the mif necessary. It means you need not always include them in the records, unlike Standard fields. Hence, the final decision depends on the user, and he can add/remove Custom Fields of any given form.

UseCase:

Now it's time for you to think out of the box for your organisation. You have successfully created the databaseobjectsfortheorganisation but nowalleyesturnonyouasyouhavetodefinewhat sort of information the objects store which you have created. As a life saver of your organisation you come up with the idea of creating fields to store different types of data.

Activity1:CreatingLookupRelationship

A Lookup relationship is a type of relationship in Salesforce that connects two objects togetherbasedonafieldknownastheLookupfield. It establishesarelationshipbetweenachildobject anda parent object, allowing the child object to reference the parent object.

To Create a relationship between Jewel Customer & Customer Order Objects.

- 1. Gotothesetuppage>>clickonobjectmanager>>typeobjectname(CustomerOrder)in the quick find bar >> click on the object.
- 2. Clickonfields&relationship>> clickonNew.
- 3. Select"Lookuprelationship"asdatatypeandclick Next.
- 4. Selecttherelatedobject "JewelCustomer".
- 5. GiveFieldLabel as"Customer"andclickNext.
- 6. Next>>Next>>Save.

Activity2:CreatingaMaster-DetailRelationship

Master-detailrelationshipisatypeofrelationshipbetweentwoobjectswherethemasterobject controls certain behaviours and settings of the detail object. Here are a few use cases that demonstrate the use of master-detail relationships

CreatingMaster-DetailRelationshipbetweenItem&CustomerOrderObject. To Create a Master-Detail relationship:

- 1. Gotothesetuppage>> clickonobject manager>>typeobject name(CustomerOrder)inthe quick find bar >> click on the object.
- 2. Clickonfields&relationships>> clickon New.

- 3. Select"Master-Detailrelationship" as datatype and click Next.
- 4. Select therelatedobject "Item".
- 5. GiveFieldLabelas"Item"andclickNext.
- 6. Next>>Next>>Save.

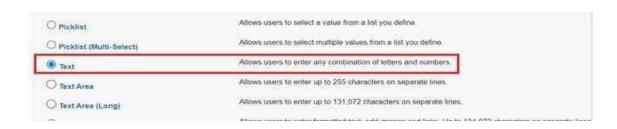
Activity3:CreatingTextFieldinJewelCustomerObject

Tocreatefieldsin anobject:

2. Nowclickon"Fields&Relationships">>New



3. SelectDatatypeas "Text".



4..ClickonNext



- 4. Filltheaboveasfollowing:
- FieldLabel:City
- Length:20
- FieldName:getsautogenerated
- ClickonNext>>Next>>Saveandnew.

Activity4: Creating the Phone field in object Jewel Customer

Tocreatefieldsin anobject:

- 1. Gotosetup>>clickonObjectManager>>typeobjectname(JewelCustomer)in quickfind bar>>clickontheobject.
- 2. Nowclickon"Fields&Relationships">>New
- 3. SelectDatatypeas"Phone"andclickNext.
- 4. GiventheFieldLabelas"Phone".



1. FieldNamewillbeautopopulated,andclickonNext>>Next >>Save&new.

Activity5:CreatingtheEmailfieldinobjectJewelCustomer

Tocreatefieldsinanobject:

- 1. Gotosetup>>clickonObjectManager>>typeobjectname(JewelCustomer)in quickfind bar>>clickontheobject.
- 2. Nowclickon"Fields&Relationships">>New
- 3. SelectDatatypeas"Email"andclickNext.
- 4. GiventheFieldLabelas"Email".

5. FieldNamewillbeautopopulated,andclickonNext>> Next>>Save.

Activity6:CreatingthenumberfieldinItemobject

Tocreatefieldsin anobject:

- 1. Gotosetup>> clickonObjectManager>> typeobject name(Item)inquickfindbar?clickon the object.
- 2. Nowclickon"Fields&Relationships">>New
- 3. SelectDatatypeas"Number"andclickNext.
- 4. GiventheFieldLabelas"Purity"andlengthas"2".

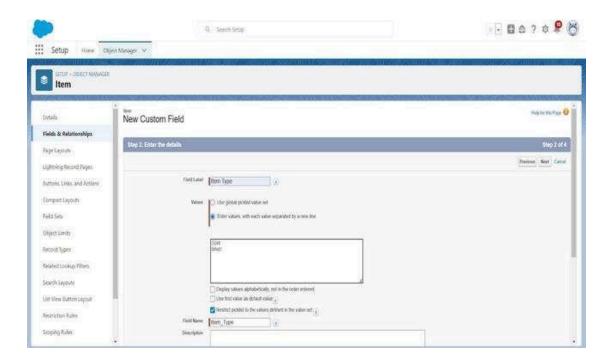


5. FieldNamewillbeautopopulated,andclickonNext>> Next>>Save.

Activity7: Creating Picklist Field in Item Object

Tocreatefieldsin anobject:

- 1. Gotosetup>>clickonObjectManager>>typeobjectname(Item)inquickfindbar>>click on the object.
- 2. Nowclickon"Fields& Relationships">>New.
- 3. SelectDatatypeas"Picklist"andclickNext.
- 4. EnterFieldLabelas"ItemType".
- Invaluesselect"Entervalues(Gold,Silver), witheachvalueseparatedbyanewline"and entervaluesasshownbelow.

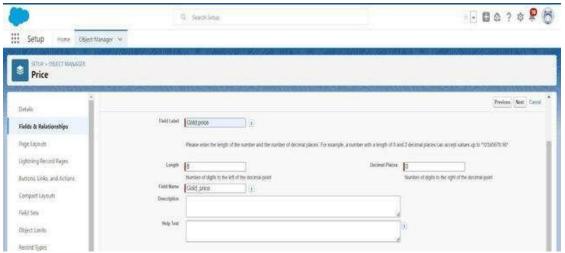


6. ClickNext?Next?Next?Save.

Activity8:CreatingCurrencyFieldinPriceObject

Tocreatefieldsin anobject:

- 1. Gotosetup>> clickonObjectManager>> typeobject name(Price)inquickfindbar>> clickonthe object.
- 2. Nowclickon"Fields&Relationships">>New.
- 3. SelectDatatypeas"Currency"andclickNext.



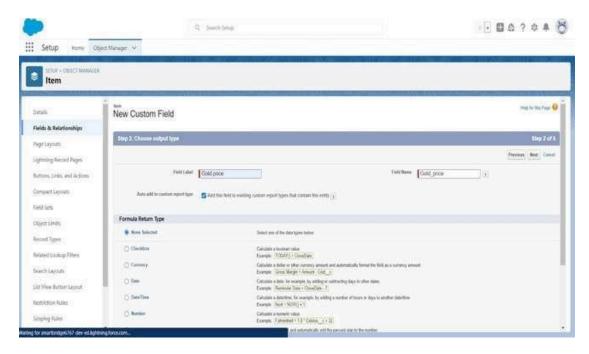
- 4. EnterFieldLabelas"GoldPrice"andlengthas"8"anddecimal0.Fieldnamewillbeautogenerated.
- 5. ClickNext >> Next>> Next >> Save.

Activity9:CreatingFormulaField(CrossObject)inItemObject

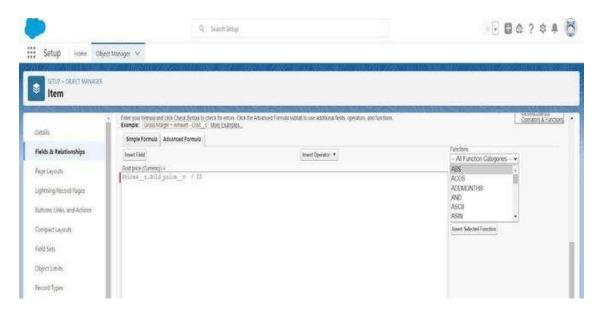
Tocreatefieldsin anobject:

(Note:CreateaLookupRelationshipinItemObject toPriceObject withFieldName:Prices)

- 1. Gotosetup>> clickonObjectManager>>typeobjectname(Item)inquickfindbar?clickontheobject.
- 2. Nowclickon"Fields&Relationships">>New.
- 3. SelectDatatypeas"Formula"andclickNext.
- 4. GiveFieldLabelandFieldNameas"GoldPrice"andselectformulareturntypeas"Currency" andclicknext.



5. Under Advanced Formula writed own the formula: Pricesr. Gold_pricec/10.



6.click"CheckSyntax"andNext >> Next>> Save&New.

${\bf Activity 10:} Creating Remaining Fields in Objects$

Now create the remaining fields using the data types mentioned.

s.no	Objectname	Fields	
	JewelCustomer		
1		FieldName	Datatype
		State	Text(20)
		Street	Text(20)
		Country	Text(18)
		Zip/Postalcode	Text(6)

2	Price		
		SilverPrice	Currency (Length=8,Decimal=5)

3	Item		
		FieldLabel:Customer Name	LookupRelationshipwithJewel CustomerObject
		Ornament	Text(20)
		Weight	Number (Length=8,Decimal=5)

Stone Weight Number

(Length=5,Decimal=5)

Percentage Number

(Length=2,Decimal=0)

Stone/OtherPrice Currency

(Length=8,Decimal=2)

ExpectedDaysOfReturn

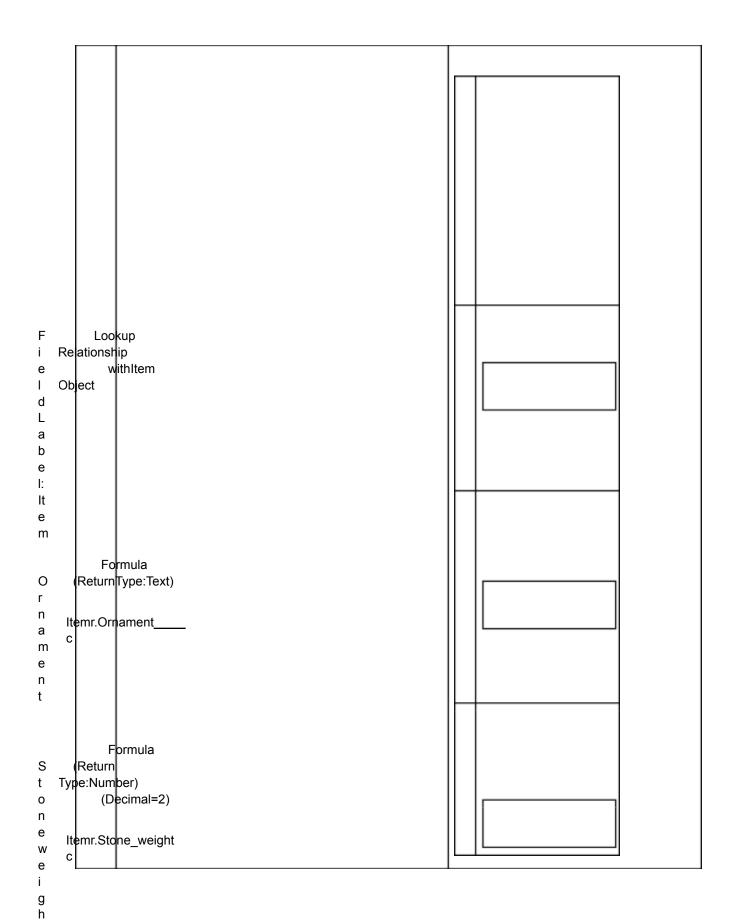
Picklist

1-3Days
4-5Days
6-7Days
8-10 Days

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	(Weighte- Stone_weighte)
Amount	Formula (ReturnType:Currency) (Decimal=3)
	IF(ISPICKVAL(Item_Type c ,"Gold"), Total_weightc *Purity_Gold_pricec,Total_weig htc* Silver_pricec)
KDM	Formula (ReturnType:Currency) (Decimal=0)
	(Amountc * Percentagec)/100
MakingCharges	Formula (ReturnType:Currency) (Decimal=0)
	IF(ISPICKVAL(Item_Type c ,"Gold"),Weightc* 300 ,Weightc*10)

4	CustomerOrder		
		OrderStatus	Picklist
			Started NotStarted On Hold Completed NotCompleted



```
Formula
W Return
e Type:Number
i (Decimal=2)
g
h
t Itemr.Total_weight
c
```

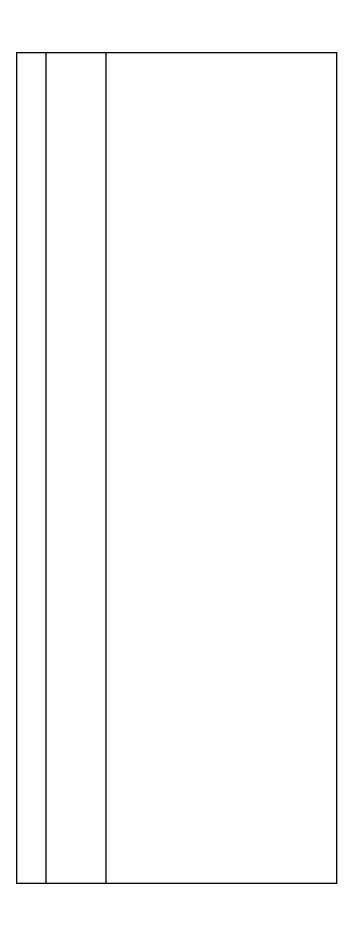
5 Nowcreatetheremainingfieldsusingthedatatypes mentioned.

s n o	O bj e ct n a m e	Fields	
1	J e w e l C u st o m er	State Street Country Zip/Postalcode	Text(20) Text(20) Text(18) Text(6)

2	P r i			
	c e	Price	Silver	Currency (Length=8,Decimal =5)

	Item	3
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i R e Je I O d L	ookup elationship wel Custo oject	pwith omer			
a b e I : C u st					
o m e r N a m e					
Te O r n a m e nt	ext(20)				
W N	umber ength=8,[Decimal			
S No (L) n = 5 e W e i	umber ength=5,[Decimal			



```
Formula
Α
     (Return
m
   Type:Currency)
0
u
   (Decimal=2)
n
    Itemr.Amountc
   Formula
G
     (Return
o
   Type:Currency)
d
   (Decimal=2)
/
    IF(ISPICKVAL(Item
S
    r.Item_Typec," Gold"),
il
    Itemr.Gold_price_
٧
    _c,
е
    Itemr.Silver_price
r
Р
r
i
С
е
Κ
   Formula
D
     (Return
M Type:Currency)
С
   (Decimal=0)
h
    Itemr.KDMc
а
r
g
е
M Formula
     (Return
а
   Type:Currency)
k
   (Decimal=2)
i
n
    Itemr.Making_Charges
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   Formula
S
     (Return
t
   Type:Currency)
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g h t	
e (Length=2,Decimal r =0) c e n t a g e	
S Currency t (Length=8,Decimal o =2) n e / C t h e r P r i c e	
E Picklist x p e 1-3Days c 4-5Days e 6-7Days d 8-10 Days D a y s C f R e t	

e s / o	Itemr.Stone_other _pricec
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T	Formula
0	(Return
t	Type:Currency)
а	(Decimal=0)
I A	Amountc+
A m	KDM_Chargec+
0	Stones_other_price_
u	_C+
nt	Making_Chargesc

u r n P Picklist r i o Low Medium High Critical y S Formula il (Return y Type:Number)	
v Type:Number) e (Decimal=3) r P r i (Pricesr.Silver _pricec/ 1000) P Formula u (Return r Type:Currency) i (Decimal=2)	
t y G o I ((Pricesr.Gold _pricec * Purityc)/24) /10 r i c e T Formula	
of (Return al Type:Number) W (Decimal=3) e i	

g h t (Weightc- Stone_weight c)	

```
A Formula (Return
m Type:Currency)
o (Decimal=3)
u
nt

IF(ISPICKVAL(I
tem_Typec,"
Gold"),
Total_weightc
*
Purity_Gold_price
c,Total_weightc
*
Silver_pricec)
```

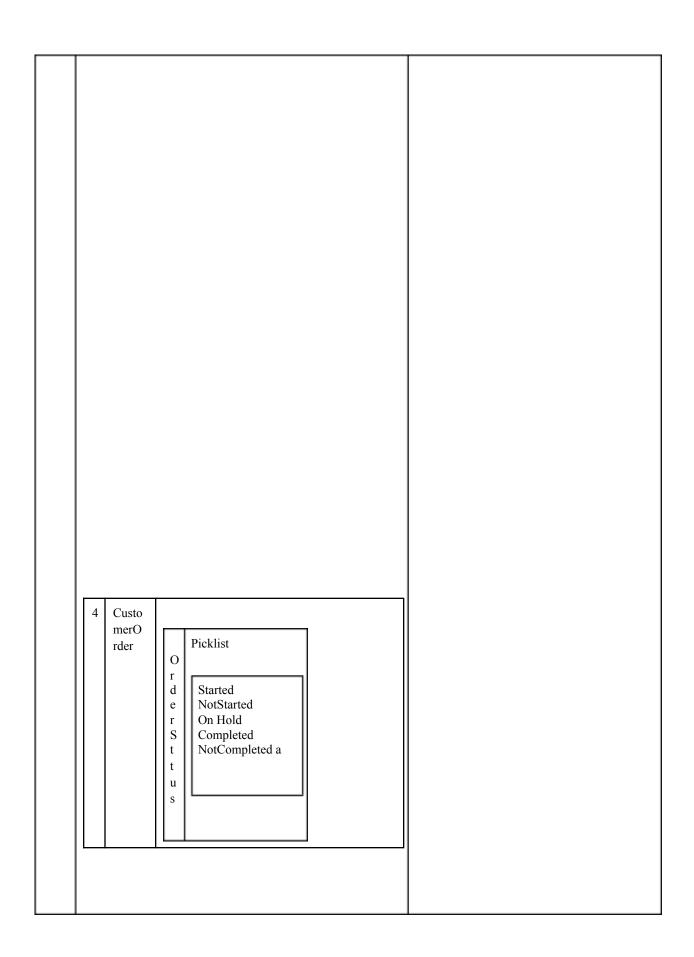
K Formula (Return

Type:Currency)

M (Decimal=0)

(Amountc * Percentagec)/100

M Formula (Return
a Type:Currency)
(Decimal=0)
i
n
g IF(ISPICKVAL(I
tem_Typec,"
h Gold"),
a Weightc* 300,
r Weightc* 10)
g
e
s

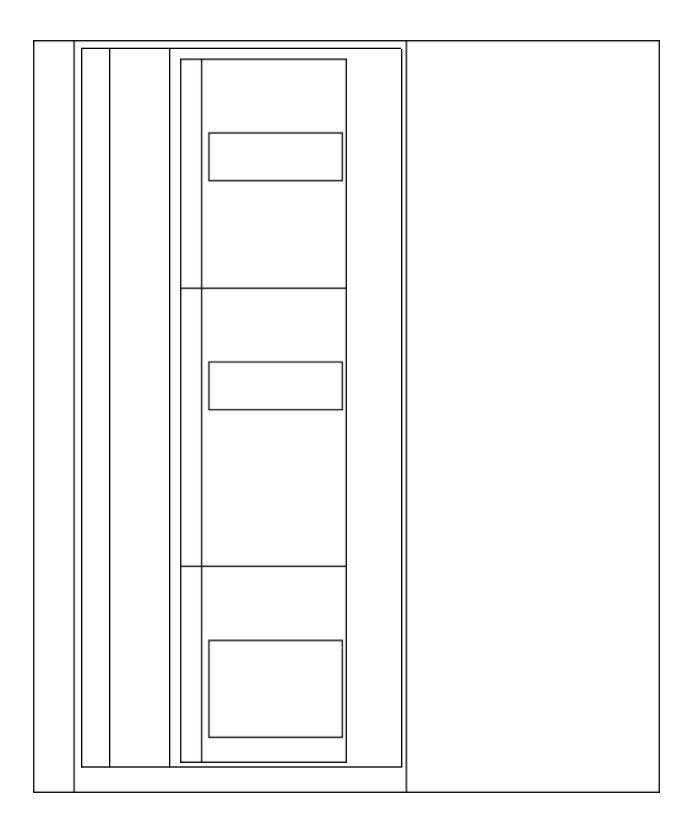


	Billing	
5		F Lookup Relationship withItem Object Dobject Formula (ReturnType:Text) r Itemr.Ornament c Town The control of the co
		Formula S (Return t Type:Number) o (Decimal=2) n e

W e Itemr.Stone_weigh tc i g h t	

```
Formula
W
        Return
    Type:Number
e
           (Decimal=2)
i
g
h
     Itemr.Total_weight
A Formula
      (Return
m
   Type:Currency)
o
    (Decimal=2)
u
nt
     Itemr.Amountc
G Formula
      (Return
    Type:Currency)
1
    (Decimal=2)
     IF (ISPICKVAL (Item \\
S
     r.Item_Typec," Gold"),
il
     Itemr.Gold_price_
e
     Itemr.Silver_price_
     _c)
\mathbf{c}
e
K Formula
D
      (Return
M Type:Currency)
\mathbf{C}
    (Decimal=0)
h
     Itemr.KDMc
a
r
g
```

e

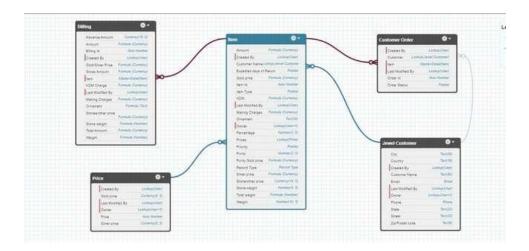


```
M Formula
     (Return
а
   Type:Currency)
k
   (Decimal=2)
i
n
    Itemr.Making_Charg
g
C
h
а
r
g
е
s
   Formula
S
     (Return
t
   Type:Currency)
0
   (Decimal=2)
n
е
    Itemr.Stone_other
s
    _pricec
0
t
h
е
r
р
r
С
е
Т
   Formula
     (Return
0
t
   Type:Currency)
   (Decimal=0)
а
ı
    Amountc+
Α
    KDM_Chargec+
m
    Stones_other_price_
0
    _c+
u
    n
t
```

Billing

Activity11:SchemaBuilder

SchemaBuilderis apowerfultoolwithinSalesforcethatallowsyoutovisualise,explore,anddesign the relationships between objects in your Salesforce organisation. It provides a graphical representation of the data model, making it easier to understand the structure and connections between different objects.

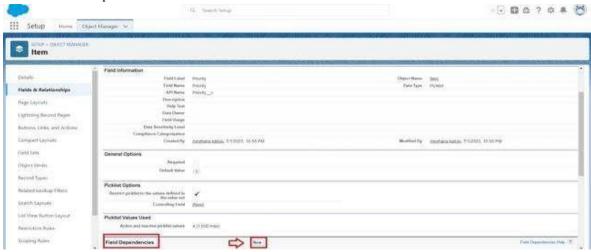


Activity12:CreatingtheFieldDependencies

Usecase:

FieldDependencies are used to create relationships between fields within an object. They allow you to control the visibility and availability of fields based on the values selected in other fields.

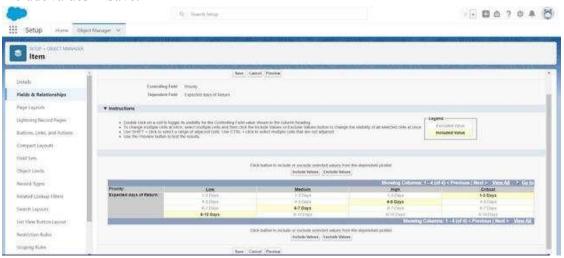
- 1. Gotosetup>>clickonObjectManager>>typeobjectname(Item)inquickfindbar>>click on the object.
- 2. ClickonFields&RelationshipsandclickonthePriorityfield.
- 3. SearchforFieldDependenciesandclickonNew.



4. SelectControllingFieldas"Priority"andDependingfieldas"ExpectedDaysof Return">>> Continue.



5. Selectthe"ExpectedDaysofReturn"valuesofrelatedPriorityvaluesandClickon IncludeValues>>Save.



Activity13:Creatingthevalidationrule

Creating the validation rule for Postal Code field in Jewel Customer object

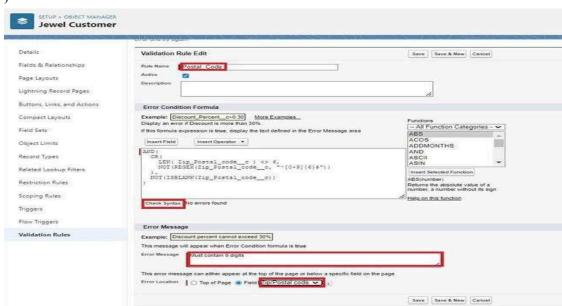
Note: checkwhetherthefieldsmentioned in the formula field are created or not, if not go to activity 10 and create those fields mentioned in Jewel Customer object.

- 1. Gotosetup>>clickonObjectManager>>typeobjectname(JewelCustomer)in quickfind bar>> clickontheobject.
- 2. Clickonthevalidationrule>> clickNew.



- 3. EntertheRule nameas"PostalCode".
- 4. InserttheErrorConditionFormulaas:- AND(

OR(
LEN(Zip_Postal_codec)<>6, NOT(REGEX(Zip_Postal_codec, "^[0-9]{6}\$"))),
NOT(ISBLANK(Zip_Postal_codec))
)



5. EntertheErrorMessageas"Mustcontain6digits",selecttheErrorlocationasFieldand select the field as "Zip/Postal code", and click Save.

NOTE:

CreateOnemoreValidationruleforJewelCustomer object.

1. EnterRulenameas "ValidationRuleForJewelCustomerObject".

2. InserttheErrorConditionFormulaas:-

OR(ISBLANK(Cityc),

ISBLANK(Countryc),ISBLANK(Phonec),ISBLANK(Statec),ISBLANK(Streetc))

3. EntertheErrorMessageas"PleasefillRequiredfields", selecttheErrorlocationasTopof PageandclickSave.

CreateValidationruleforItemobject.

- 1. EnterRulenameas" Validation Rule For Item".
- 2. InserttheErrorConditionFormulaas:-

OR(ISBLANK(Amountc),

 $ISBLANK (Customer_Namec), ISBLANK (Gold_pricec), ISBLANK (KDMc), ISBLANK (Ornamentc), ISBLANK (Percentagec), ISBLANK (Making_Chargesc), ISBLANK (Making_Ch$

ISBLANK(Pricesc),ISBLANK(Stone_weightc),ISBLANK(Silver_pricec),ISBLANK(Stone_other_pricec),ISBLANK(Stone_weightc),ISBLANK(Weightc))

3. EntertheErrorMessageas"PleasefillRequiredfields", selecttheErrorlocationasTopof PageandclickSave.

Milestone6: Profiles

Aprofileisagroup/collectionofsettingsandpermissionsthatdefinewhatausercando insalesforce. Profilecontrols "Objectpermissions, Fieldpermissions, Userpermissions, Tabsettings, Appsettings, Appsettings, Appsettings, Visual forcepage access, Pagelayouts, Record Types, Loginhours & Login I Pranges. You can define profiles by the user's job function. For example System Administrator, Developer, Sales Representative.

Typesofprofilesinsalesforce

1. Standardprofiles:

Bydefaultsalesforceprovidesbelowstandardprofiles.

- ContractManager
- ReadOnly
- MarketingUser
- SolutionsManager
- StandardUser
- System Administrator.

Wecannotdeletedstandard ones

Eachofthesestandardonesincludesa defaultsetofpermissionsforallofthestandardobjects available on the platform.

2. CustomProfiles:

Customonesdefinedbyus.

They can be deleted if there are no users as signed with that particular one.

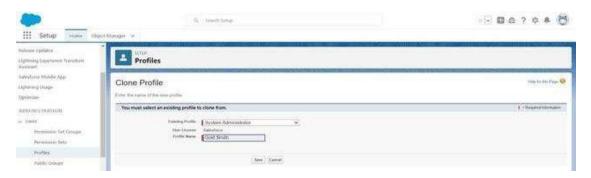
UseCase:

Great work Admin, you have done so good till now. The GoldSmith wants to differentiate the users based on their functionalities, position and based on this those users need to have the minimum access tothedatabaseobject intheorganisation. Now it's timetouseyour Adminskills tofocus on theusers, their functionality and position in theorganisation in order to achieve the Goldsmith Smith requirements.

Activity1:GoldSmithProfile

Tocreateanewprofile:

1. Gotosetup>>typeprofilesinquickfindbox>>clickonprofiles?clonethedesiredprofile (System Administrator) >> enter profile name (Gold Smith) >> Save.



- 2. Whilestillontheprofilepage, thenclickEdit.
- 3. ScrolldowntoCustomObjectPermissionsandGiveaccesspermissionsforJewel Customer,Item,CustomerOrder,Prices,Billings .



4. ScrolldownandClickon Save.

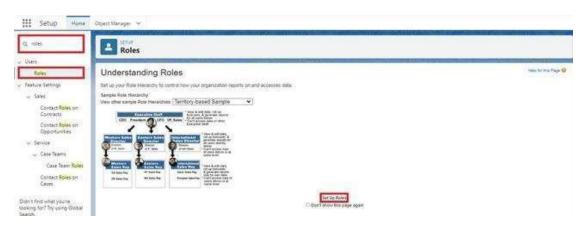
A role in Salesforce defines a user's visibility access at the record level. Roles may be used to specifythetypesofaccessthatpeopleinyourSalesforceorganisationcanhavetodata. Simplyput, it describes what a user could see within the Salesforce organisation.

UseCase:

You have successfully fulfilled the 1st requirement i.e., differentiating the users based on the functionality. Nowcomes the 2nd task of differentiating the users based on their position, using your excellent admin skills and expanding the custom roles for the organisation and assigning it to the users.

Activity1:CreatingGoldSmithRole

1. Fromsetup, Gotoquickfind>> SearchforRoles>> clickonset uproles.



 $2. \quad Clickon Expand All and clickon addrole under whom this role works.$



3. GiveLabelas"GoldSmith"andRolenamegetsauto populated.Checktowhomthisrole (Gold Smith) reports. Then click on Save.



Activity2: Createonemoreroleas Workerwhichreports to Gold Smith.



Milestone8:Users

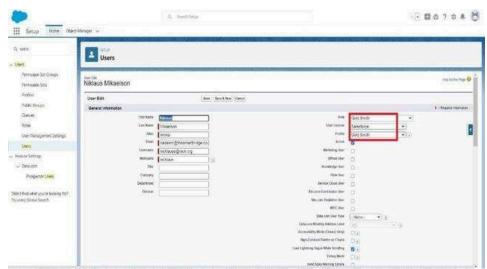
AuserisanyonewhologsintoSalesforce.Users areemployeesatyour company, such assalesreps, managers, and IT specialists, who need access to the company's records. Every user in Salesforce has a user account. The user account identifies the user, and the user account settings determine what features and records the user can access.

EveryuserinSalesforcehasauseraccount. Theuseraccountidentifies theuser, and the user account settings determine what features and records the user can access. Each user account contains at least the following:

- Username
- EmailAddress
- User'sFirstName(optional)
- User'sLastName
- Alias
- Nickname
- Licence
- Profile
- Role(optional)

Activity1:CreateUser

- 1. Gotosetup>>typeusersinquickfindbox>>select users>>clickNewuser.
- 2. Fillinthefields
- FirstName :Niklaus
 LastName :Mikaelson
- 3. Alias :GiveaAliasName
- 4. Emailid:GiveyourPersonalEmailid
- 5. Username :Usernameshouldbeinthisform:<u>text@text.text</u>
- 6. NickName :GiveaNickname7. Role :GoldSmith8. Userlicence :Salesforce
- 9. Profiles:GoldSmith



10.Save.

Activity2:CreateUser

- 1. Gotosetup>>typeusersinquickfindbox>>select users>>clickNewuser.
- 2. Fillinthefields

- FirstName:Kol
- LastName:Mikaelson
- Alias:GiveaAliasName
- Emailid:GiveyourPersonalEmailid
- Username:Usernameshouldbeinthisform:text@text.text
- NickName:GiveaNickname
- Role:Worker
- Userlicence:SalesforcePlatform
- Profiles:Worker
- 3. Save.

Note: Createtwomoreusers as mentioned in activity 2 using the same profile.

Milestone9: Pagelayouts

PageLayoutinSalesforceallowsustocustomisethedesignandorganise detailandedit pages ofrecords inSalesforce. Pagelayouts canbeused tocontroltheappearanceof fields,related lists,and custom links onstandardand custom objects' detailand edit pages.

UseCase:

Hurray!! youhavecompletedthedatamodelstructureforyourorganisationbut whilelookingat the detailedandedit pagesit seemstobesoclumsy, sodecidetoorganisethepageinapleasant way for the sake of good and pleasant appearance and assemble all different kinds of information in different sections in order.

Activity1:ToCreateaGoldPagelayout

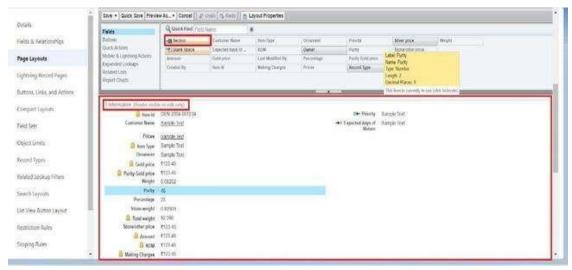
- 1. GotoSetup>> ClickonObject Manager>> Searchfortheobject (Item)>>Fromdropdown click on Edit.
- 2. ClickonPagelayout>>ClickonNew.



 $3. \quad Give Page Layout For Gold "and click on Save and New.$



 ArrangethefieldasshownintheInformationSection,removefieldswhichare related to Silver and click Ok.

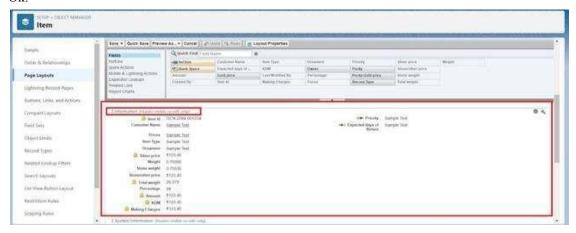


- 5. ClickSave.
- 6. Makesureyourpagelayoutlookslikethepictureabove.

Activity2:ToCreateaSilverPagelayout

- 1. GotoSetup>> ClickonObject Manager>> Searchfortheobject (Item)>>Fromdropdown click on Edit.
- 2. ClickonPagelayout >> ClickonNew.
- 3. GivePagelayout Nameas"PageLayoutforSilver"andclickonSave.

4. ArrangethefieldasshownintheInformationSection,removefieldswhichare related to Goldand click Ok.



Milestone10:RecordTypes

RecordTypesareawayofgroupingmanyrecordsofonetypeforthatobject. Thesecan beapplied toany standard or custom object, and allow youtohavea different page layout, fields, requiredfields, and picklist values. Record types allowed ministrators to create a different page layout with custom picklist fields and values for the same business process and various business processes.

UseCase:

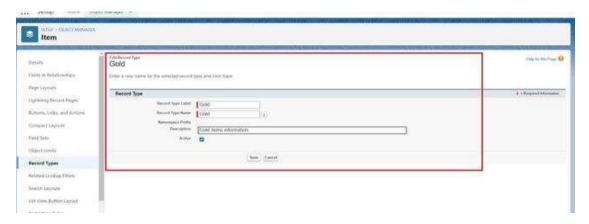
All things done for the organisation. But some of the organisations feel it difficult to fill up all the detailswhilecreatingarecord,soGoldSmithassigned youatasktocreatedifferentformsforGold and Silver records based on their mode of work. As an Admin, you know how to achieve this.

Activity1:TocreateaRecordType

- 1. Gotosetup>> clickonObjectManager>> typeobject name(Item)inquickfindbar?clickon the object.
- 2. ClickontheRecordTypes>>clickNew.



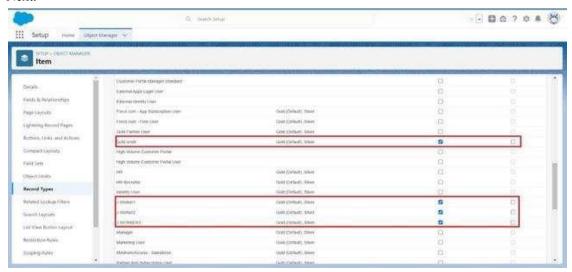
3. SelectExistingRecordas"Master",RecordtypeLabelas"Gold",Descriptionas"Golditems information".



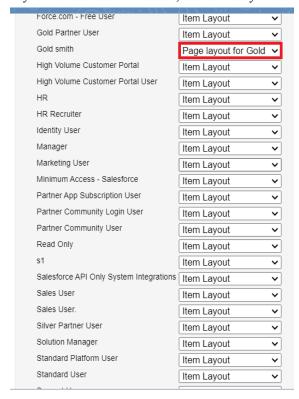
4. Uncheckfor"MakeAvailable".

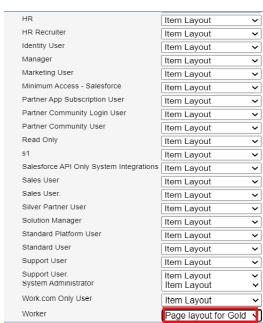


5. ScrolldownandcheckfortheGoldSmith,WorkerJW&SystemAdministrator profile and click on Next.



6. Select"Applyadifferentlayoutforeachprofile",andchangepagelayoutto"Page LayoutforGoldSmith,WorkerandSystemAdministrator?save&new.





Activity 2: Create another Record Type with name ``Silver" following the steps from Activity 1.

Note: Usepagelayoutfor Silver.

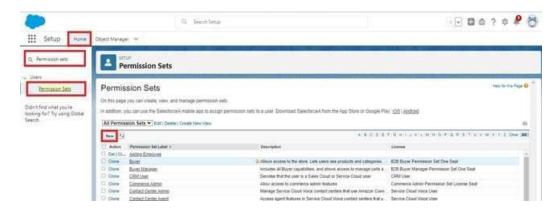
Milestone11:Permissionsets

A standard permission set consists of a group of common permissions for a particular feature associated with a permission set licence. Using a standard permission sets averyout imeand facilitates administration because you don't need to create the custom permission set.

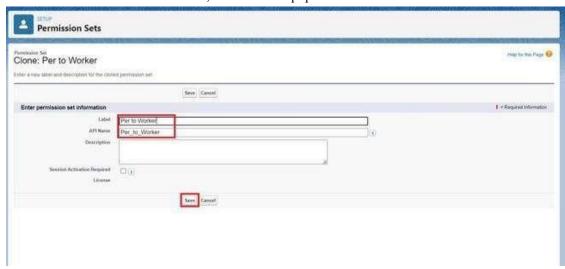
Activity1:Creatingpermissionset

A permission set is a collection of settings and permissions that give users access to various tools and functions. Permissions ets extendusers' functional access without changing their profiles. Users can have only one profile but, depending on the Sales force edition, they can have multiple permission sets.

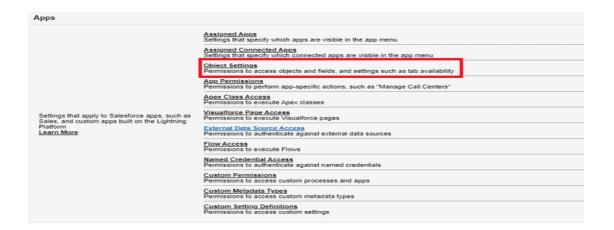
 Gotosetup>>type"permissionsets"inquicksearch >> selectpermission sets >>New.



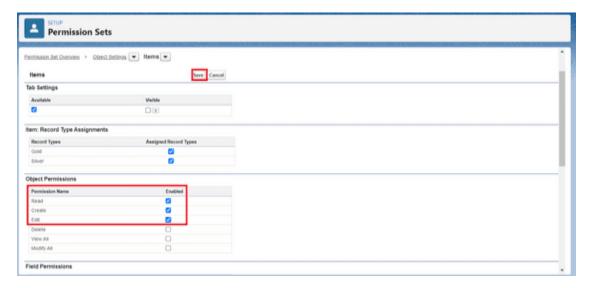
2. Enterthelabelnameas"PertoWorker",APIwillbeautopopulated?save.



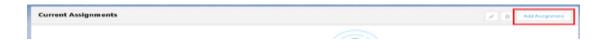
3. UnderAppsSelectobject settings.

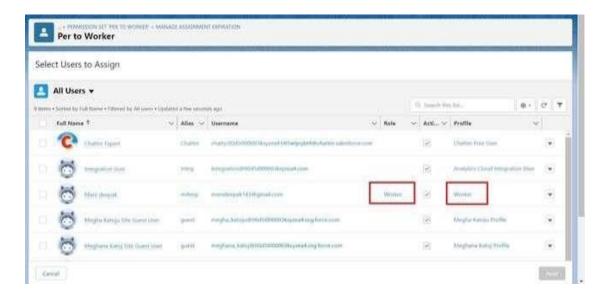


ClickonItemsobject?clickonEdit?underItem:RecordTypeAssignments,enableGold,Silver?
 Object permission check for read ,edit and create.

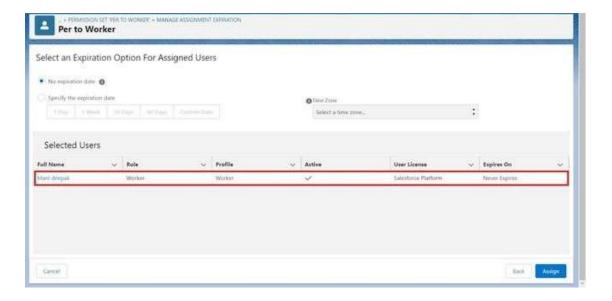


- 5. ClickonSave.
- 6. AftersavingthepermissionclickontheManageassignment
- 7. NowclickontheAddAssignment.





8. Nowselecttheuserswhichyouhavecreatedinusermilestone, using Worker profile and click on Next? Assign? Done.



Milestone12:Trigger

UseCase:

Trigger and Trigger handler is designed to handle scenarios where we used to update the "Paid Amount" field on a custom object called "Billing" based on the value in a field named "Paying Amount" during both recordinsertion and update operations. It Calculates and updates the "Paid Amount" field based on the existing "Paid Amount" and the new "Paying Amount" during record

updates. This approachensures that the "Paid Amount" accurately reflects the payments made by customers and provides a history of changes to the "Paid Amount" over time.

Trigger:

Atriggerisapieceof Apexcodethat automaticallyrunsbeforeorafterspecificevents, likerecord insertion, update, ordeletion. Triggers are used to customise and automate actions in response to events.

Activity1:CreateaTriggerHandlerclass

Triggerhandler:

A trigger handler is a designpatternthat organises trigger logic intoseparateclasses. This helps inkeepingcodeorganised,reusable,and easiertomaintain. Thetrigger handlerclasscontainsmethodsthathandlethespecificlogicfordifferenttriggerevents, improving code structure and readability. This approach isparticularly useful for complex triggers or projects with multiple triggers, as it promotes modular coding practices and reduces the chances of code duplication.

CODE:

Activity2:Createthetrigger

CODE:

```
triggerUpdatePaidAmountTriggeronBillingc(beforeinsert,beforeupdate){ if
   (Trigger.isInsert) {
      UpdatePaidAmountTriggerHandler.handleBeforeInsert(Trigger.new);
   } else if (Trigger.isUpdate) {
      UpdatePaidAmountTriggerHandler.handleBeforeUpdate(Trigger.oldMap, Trigger.new);
   }
}
```

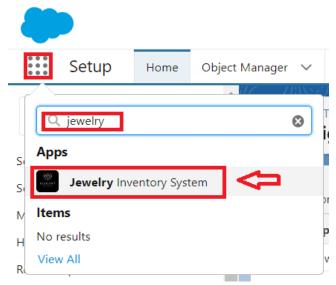
Milestone13:UserAdoption

UseCase:

As a new Administrator, you perform user management tasks like creating and editing users, resettingpasswords,grantingpermissions,configuringdataaccess,andmuchmore.Inthisunit,you will learn about users and how you add users to your Salesforce org.

Activity1:CreateaRecord(JewelCustomer)

- 1. ClickonAppLauncherontheleft sideof thescreen.
- 2. SearchJewelryInventorySystem&clickonit.



- 3. ClickonDropDownandClickontheJewelCustomer tab.
- 4. ClickNew.



5. FilltheDetailsandclickonSave.

Activity2:ViewaRecord(JewelCustomer)

- 1. ClickonAppLauncherontheleft sideof thescreen.
- 2. SearchJewelryInventorySystem&clickonit.
- 3. ClickontheJewelCustomerTab.

4. Clickonanyrecordname. youcanseethedetailsof the Jewel Customer.

Activity3:DeleteaRecord(JewelCustomer)

- 1. ClickonAppLauncherontheleft sideof thescreen.
- 2. SearchJewelryInventorySystem&clickonit.
- 3. ClickontheJewelCustomerTab.
- 4. ClickonArrowat right handsideonthat Particular record.
- Clickdelete.

Note: Createatleast 10 records for each of the objects: Jewel Customer, Price, Item, Customer Order and Billing.

Milestone14:Reports

ReportsgiveyouaccesstoyourSalesforcedata. You canexamineyourSalesforcedatainalmost infinitecombinations, displayitineasy-to-understandformats, and sharethere sulting insights with others. Before building, reading, and sharing reports, review these reporting basics.

Types of Reports in Sales force

- 1. Tabular
- 2. Summary
- 3. Matrix
- 4. JoinedReports

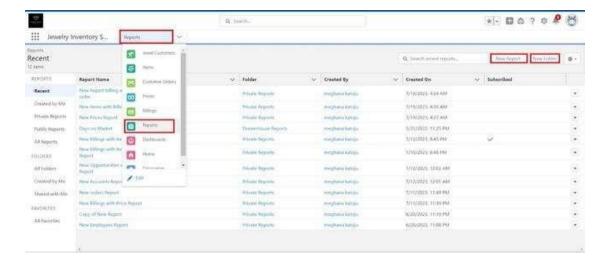
UseCase:

The Gold Smith of an organisation wants to have a brief data on Gold Items, Silver Items, Customer Orders and Billings. So he can have a clear picture of his organisation and be able to make any decisions required based on this data. So he calls you on this task and wants you to represent the data in an appropriate way.

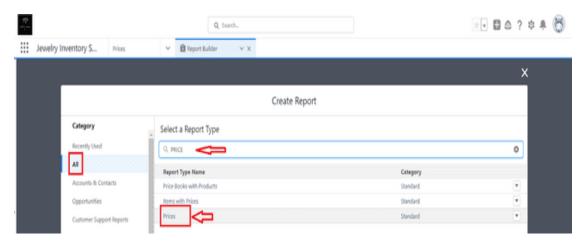
Let'screateaReport.

Activity1:CreateReport

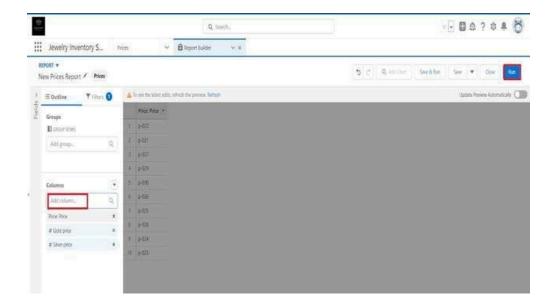
- 1. Gototheapp>>click on thereports tab
- 2. ClickNewReport.



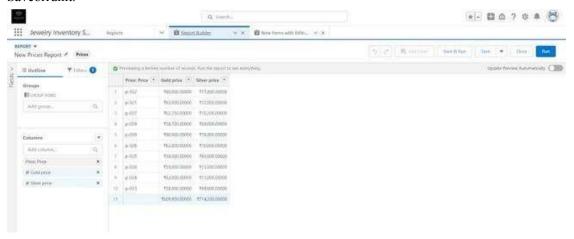
3. Selectreporttypefromcategoryorfromreporttypepanelorfromsearchpanel?clickon start report.



4. Customiseyourreport



- Addfieldsfromtheleft paneasshownbelow.
- 5. Saveorrunit.



Note: Reports may get varied from the above pictures as the data might be different.

Activity2:Reports

- 1. Createareport withreport type: "ItemwithBillings".
- 2. Createareportwithreporttype: "BillingswithitemandCustomer order".

Milestone15:Dashboards

Dashboardshelpyouvisuallyunderstandchangingbusinessconditionssoyoucanmakedecisions based on the real-time data you've gathered with reports. Use dashboards to help users identify trends, sort out quantities, and measure the impact of their activities. Before building, reading, and sharing dashboards, review these dashboard basics.

UseCase:

AsanAdminfortheorganisationyoukeep pushingyourselftoreachoutthebusinessrequirements to take the organisation to peak heights and all your superiors are very much impressed with your efforts andwork dedication. Inadditionwithreports youmakeaneasefor theGoldSmithinviewing the reports with data visualisation. So he doesn't have to search for the data he wants to check.

Activity1:Dashboards

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Milestone16:Flows

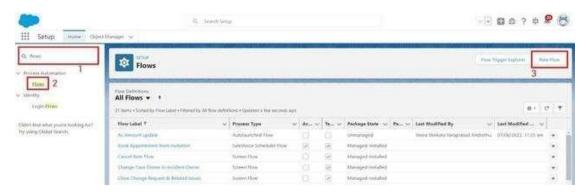
InSalesforce, aflowis apowerful tool that allows you to automate business processes, collect and update data, and guide users through a series of screens or steps. Flows are built using a visual interface and can be created without any coding knowledge.

UseCase:

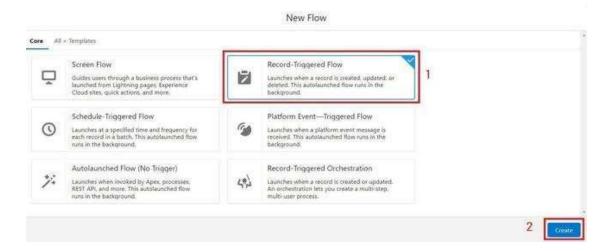
Flows, also known as Sales force Flows or Visual Flows, are powerful declarative automation tools in Sales force that allowusers to create and manage complex business processes without the need for code. Flows are designed using a drag-and-drop interface, making them easy to use for both administrators and developers. They can be used for various automation tasks like email triggers including data entry, record updates, and guided user interactions.

Activity1:CreateaFlow

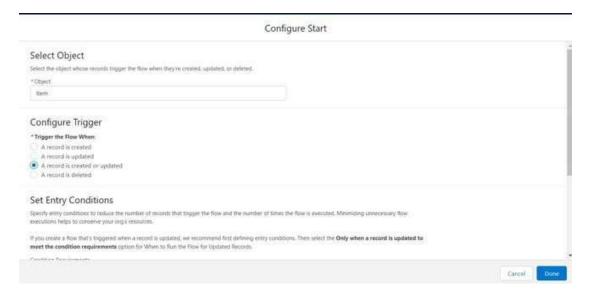
1. Gotosetup>>typeFlowinquickfindbox>>ClickontheFlowandSelecttheNew Flow.



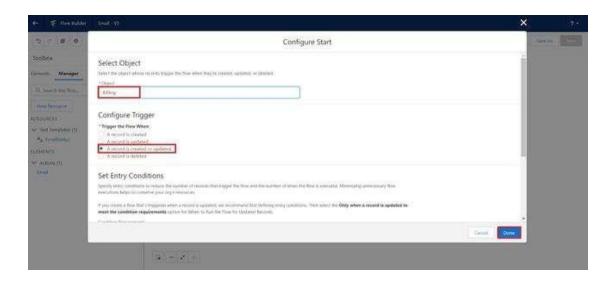
2. SelecttheRecord-triggeredflowandClickonCreate.

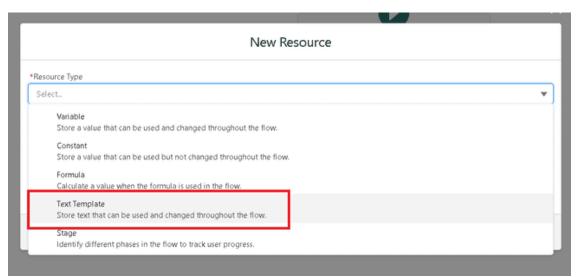


- 3. Select the Object as a "Billing" in the Dropdown list.
- 4. SelecttheTriggerFlowwhen:"ArecordisCreatedorUpdated".
- 5. SelecttheOptimisetheflowfor: "ActionsandRelated Records" and ClickonDone.

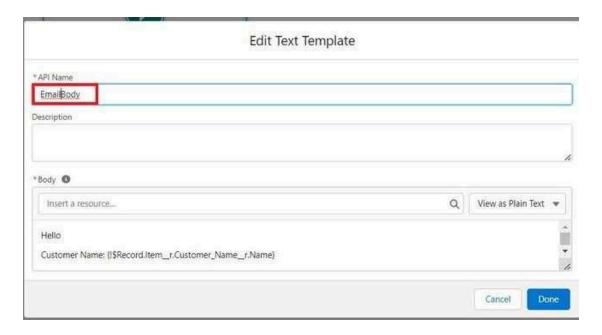


- 6. NowchangethemodeformAuto-layout tofree-form.
- 7. Nowselect themangeroptioninthetoolbox, clickNewresource.
- 8. Selecttheresourcetypeastext template.





9. EntertheAPI nameas"Emailbody".



- 10. ChangetheviewasRichText?ViewtoPlainText.
- 11. Inthebodyfieldpastethesyntaxthatisgivenbelow.

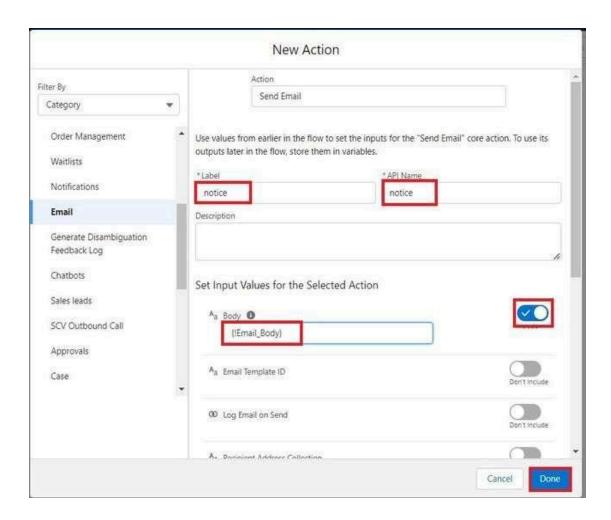
Hello

CustomerName:{!\$Record.Itemr.Customer Namer.Name}

 $Here are the details for the itemyoup urchased with Jewellery Inventory System\ Item$

Type: {!\$Record.Itemr.Item_Typec} Ornament: {!\$Record.Ornamentc} Weight: {!\$Record.Weightc}grams Amount: {!\$Record.Amountc}

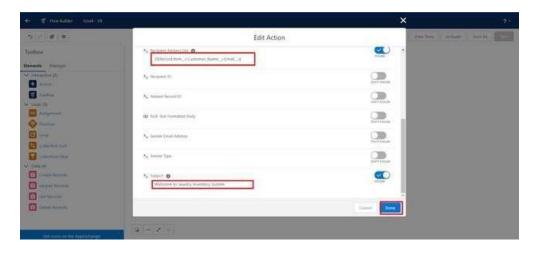
- 12. Clickdone.
- 13. Nowclickonelements, and drag the action element into the preview pane.
- 14. Theiractionbarwillbeopenedinthatsearchfor "sendemail" and clickonit.
- 15. Givethelabelnameas" notice"
- 16. APInamewillbeautopopulated.
- 17. Enablethebodyinset input valuesfortheselectedaction.
- 18. Selectthetexttemplatethatwas created.



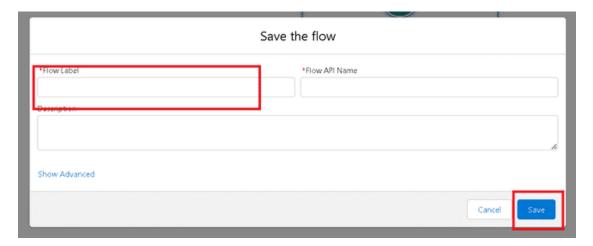
19. IncludeRecipientAddresslist,selecttheemailformtherecord.

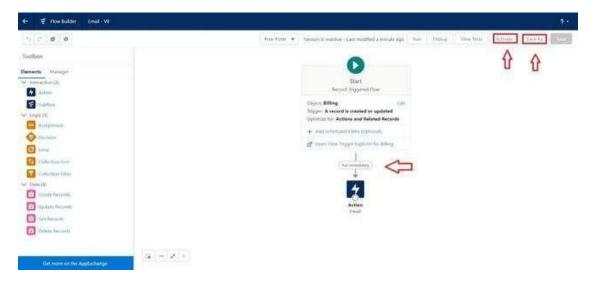
({!\$Record.Item_r.Customer_Namer.Email_c})

- 20. Include the subject as "Welcometo Jewelry Inventory System".
- 21. Clickdone.



- 22. Nowdragthepathfromthestarttotheaction element.
- 23. Clickonsave. Given the Flow label, Flow Apiname will be auto populated.
- 24. Andclicksave, andclickonactivate.





Milestone13:HOMEPAGE:

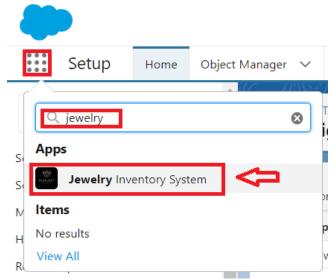
UserAdoption

UseCase:

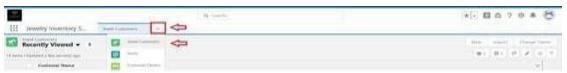
As a new Administrator, you perform user management tasks like creating and editing users, resettingpasswords,grantingpermissions,configuringdataaccess,andmuchmore.Inthisunit,you will learn about users and how you add users to your Salesforce org.

Activity1:CreateaRecord(JewelCustomer)

- 6. ClickonAppLauncherontheleft sideof thescreen.
- 7. SearchJewelryInventorySystem&clickonit.



- 8. ClickonDropDownandClickontheJewelCustomer tab.
- 9. ClickNew.



10. FilltheDetailsandclickon Save.

Activity2: ViewaRecord(JewelCustomer)

- 5. ClickonAppLauncherontheleft sideof thescreen.
- 6. SearchJewelryInventorySystem&clickonit.
- 7. ClickontheJewelCustomerTab.
- 8. Clickonanyrecordname. youcanseethedetailsof the Jewel Customer.

Activity3:DeleteaRecord(JewelCustomer)

- 6. ClickonAppLauncherontheleft sideof thescreen.
- 7. SearchJewelryInventorySystem&clickonit.
- 8. ClickontheJewelCustomerTab.
- 9. ClickonArrowat right handsideonthat Particular record.
- 10. Clickdelete.

Note: Createatleast 10 records for each of the objects: Jewel Customer, Price, Item, Customer Order and Billing.

Conclusion:

The CRM Application for Jewel Management successfully demonstrates how technology can transformtraditionaljewelrybusinessoperationsintoadigital, efficient, and customer-focused system. The application streamlines customer management, inventory tracking, billing, and reporting, ensuring accuracy and reducing manual workload.

By integrating features like custom order management, loyalty programs, and personalized notifications, the system helps jewelers build stronger customer relationships and increase sales. Theinclusionofrole-basedsecurity, analytics, and multi-branch support make sitareliable solution for both small jewelry shops and large chain stores.

Forstudents, this project provided hands-onexperience in system analysis, software development, and real-world problem solving, while also enhancing technical skills in database design, frontend/backend development, and CRM concepts.

Inconclusion, the project not only meets its objectives but also proves that a domain-specific CRM solution can greatly improve business efficiency and customer satisfaction in the jewelry industry.

ProjectAchievements:

- 1. SuccessfulCRMPrototypeDevelopment –DesignedanddevelopedafunctionalCRMapplication tailored for the jewelry domain.
- 2. CustomerDataManagement –Implementedacentralizedsystemtostoreandmanagecustomer profiles, purchase history, and loyalty points.
- 3. AutomatedBilling&Invoicing-Createdabillingmodulethatgeneratesaccurateinvoiceswithtax and discount calculations.
- 4. InventoryTracking–Builtaninventorysystemtomanagejewelryitemsbykarat,weight,stone type, and stock availability.
- 5. Order&RepairHandling–Enabledsmoothmanagementofcustomorders,repairs,returns,and exchanges.
- 6. Reporting&Analytics–Developeddashboardstoprovidesalesinsights,customertrends,and profit analysis.
- 7. Role-BasedSecurity–ImplementedsecureloginandaccesscontrolforAdmin,Salesperson,and Accountant roles.
- 8. MarketingIntegration—Addednotificationfeatures(SMS/Email)foroffers,reminders,and customer engagement.
- 9. Real-WorldRelevance–Addressedactualchallengesfacedbyjewelrybusinesses,bridgingthe gap between theory and industry application.
- 10. Team&TechnicalGrowth–Enhancedcollaborationskillsandhands-onexperienceinfull-stack development, database design, and software engineering practices.

StudentLearningOutcomes:

- 1. UnderstandingofCRMSystems–GainedpracticalknowledgeofhowCRMapplicationsfunction in managing customer data and business operations.
- 2. DomainKnowledge–Learnedthespecificrequirementsofthejewelrybusinesssuchaskarat, weight, stone certification, repairs, and loyalty programs.

- 3. SoftwareDevelopmentSkills–Improvedtechnicalexpertiseinfrontend,backend, database design, and API integration.
- 4. DatabaseManagement–DesignedERdiagrams,relationalschemas,andimplemented CRUD operations effectively.
- 5. Problem-SolvingAbility–Appliedanalyticalskillstohandlechallengeslikeinventor ytracking, billing automation, and secure user access.
- 6. Collaboration&Teamwork–Experiencedworkinginateamenvironment,sharingmodu les,and using version control tools like GitHub.
- 7. ProjectLifecycleExperience–UnderstoodthestagesofSDLC(Requirementanalysis, Design, Development, Testing, Deployment).
- 8. Report&AnalyticsHandling–Learnedhowtogeneratesalesreports,customerinsigh ts,and analyze data for decision-making.
- 9. Real-WorldApplication—Connectedacademiclearningwithreal-worldbusinessneeds,pr eparing for industry-ready solutions.
- 10. ProfessionalSkills–Enhanceddocumentation,presentation,andprojectdemonstrationsk illsfor academic and professional purposes.

FutureScope:

- 1. MobileApplication—ExtendtheCRMtoAndroid/iOSplatformsforjewelersandcust omersto access on the go.
- 2. OnlineShoppingIntegration—ConnecttheCRMwithane-commercewebsiteforonlinej ewelry sales and catalog browsing.
- 3. AI-PoweredRecommendations—UseAI/MLtosuggestjewelrydesignsbasedonc ustomer purchase history and preferences.
- 4. Barcode/RFIDSupport
- -ImplementbarcodeorRFIDscanningforquickstockupdatesandtheft prevention.
- 5. PaymentGatewayIntegration–EnablesecureonlinepaymentsthroughUPI,credit/debit cards, and wallets.
- 6. BlockchainforCertification—Useblockchaintostoreandverifygemstone/jewelryaut henticity certificates.
- 7. CloudDeployment
- $-Host the CRM on cloud platforms (AWS, Azure, Google Cloud) for scalability\ and\ multi-branch\ usage.$
- 8. AdvancedAnalytics-Introducepredictivesalesforecastingandcustomerchurnanalysis.
- 9. ChatbotSupport–AddAI-drivenchatbotsforcustomerqueries,ordertracking,andperson alized offers.
- 10. Multi-LanguageSupport-Provideregionallanguagesupportforbetterusabilityacrossdi fferent locations.