

Lead Trailers

A Premium Internship Tracker

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Problem Statement



In 2024, economists lowered their estimate of new jobs from 399,000/month a low-end estimate of 64,000/month.

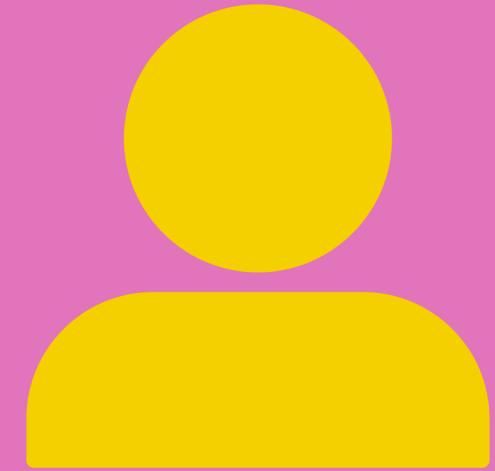
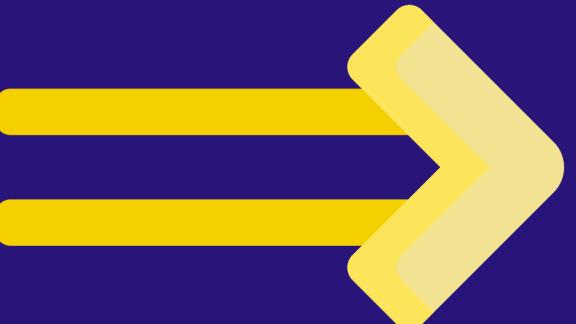
That's nearly **1/8th** of what new job rates once were.

With the shrinking supply of jobs, competition for roles has become fiercer than ever. That means more applications.

STP: Target Consumer

The average number of applications per internship jumped to 93, up from 53 the previous year

More than two-thirds of 2024 graduating seniors engaged in an internship experience, up from around 61% of 2023 graduates



Target Segment

**Entry Level
Applicants**

Differentiating Factor

Job Management system for applicants, not corporations



The Market v Us

Although the corporate side is oversaturated with competition...

Job application management for applicants has a gap in the market.



The Tech Stack & PM Approach

Agile approach



Github



Discord



IDE: (5/5) VS Code

Modeling: (5/5) Figma & MySQL

Workbench

Database: (2/5) Postgres

**UI Tools: (4/5) Tailwind | DaisyUI,
HTML, Handlebars**

Application Server: (3/5) NodeJS

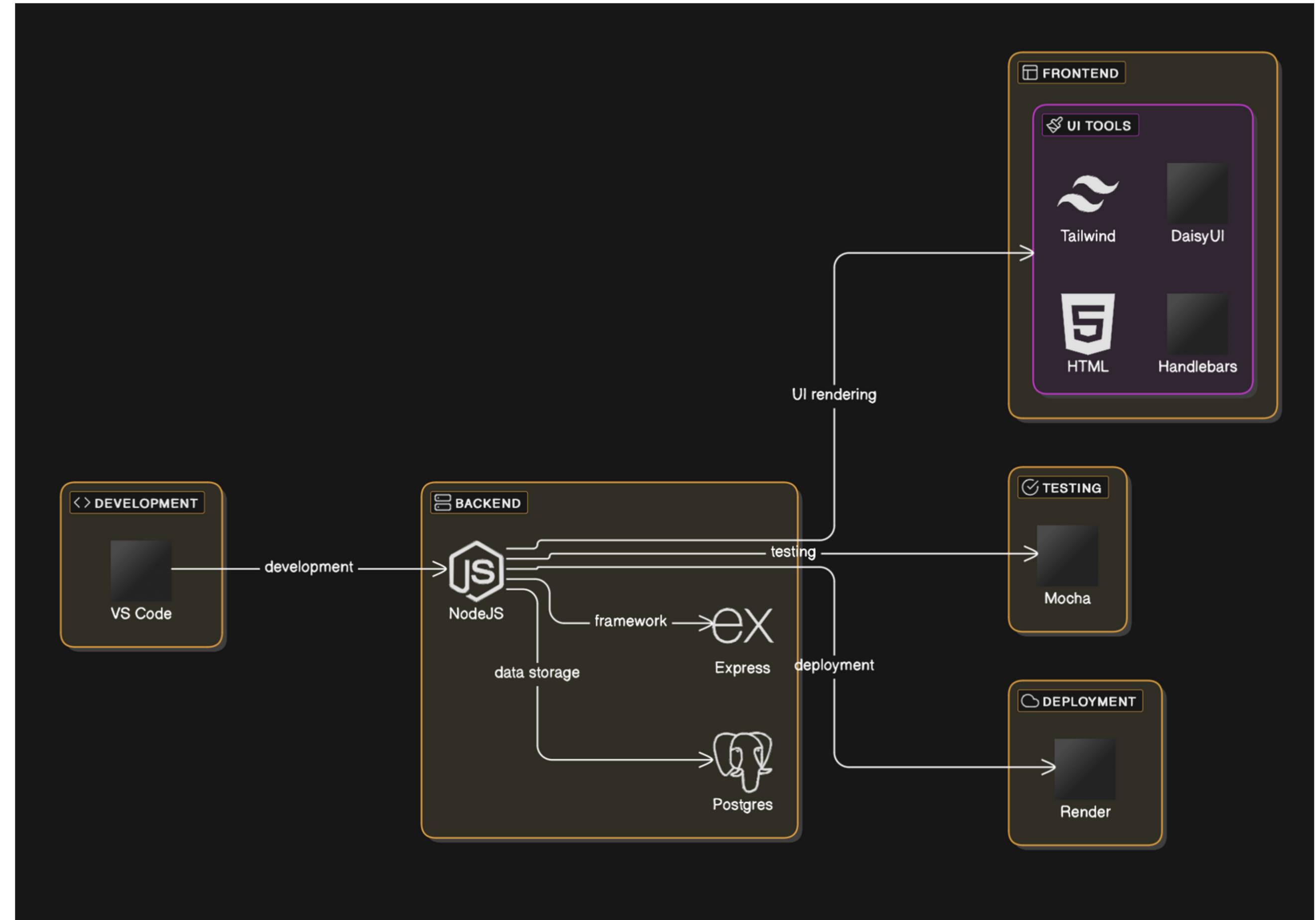
Deployment: (2/5) Render

Testing: (3/5) Mocha

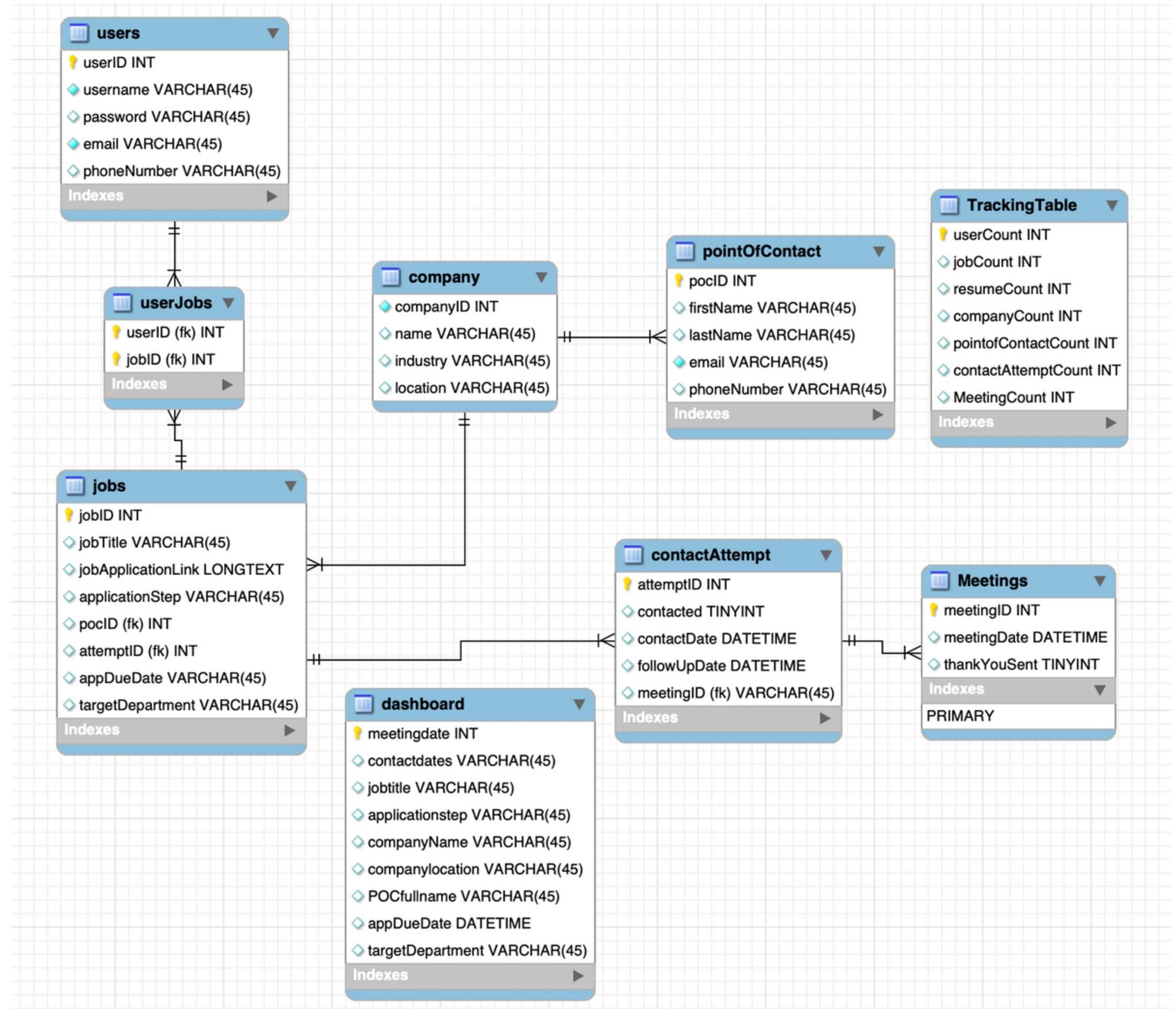
Frameworks: (4/5) Express



Architecture Tech Stack



The Architecture-Database



This database is fully
normalized

Dashboard curates info
An expanded version of
the project would utilize
all entities.

The Architecture-Dashboard

Demo

<https://node-jra9.onrender.com/login>

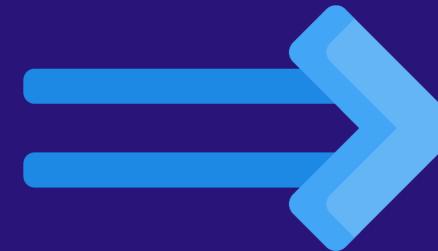
Challenges

version control



Component-based branching

integrating the tech stack



File config changes

dropdown buttons



replaced the component type

Future Scope

Extending the dashboard to entity level dashboards

Google Calendar API & push message notifications

Business considerations & data security

Lead Trailers - Questions?

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