

A Mini Project Synopsis on
Survey Creation And Analytics

S.E. - I.T Engineering

Submitted By

Yash Umredkar 20104012

Disha Phatta 20104029

Pratham Pise 20104069

Sanskriti Rawal 20104020

Under The Guidance Of

Prof. Rucha Kulkarni

DEPARTMENT OF INFORMATION TECHNOLOGY

A.P. SHAH INSTITUTE OF TECHNOLOGY
G.B. Road , Kasarvadavali, Thane (W), Mumbai-400615

UNIVERSITY OF MUMBAI



Academic year : 2021-22

CERTIFICATE

This to certify that the Mini Project report on has been submitted by Yash Umredkar (20104012), Disha Phatta (20104029), Pratham Pise (20104069) and Sanskruti Rawal (20104020), who are a Bonafede students of A. P. Shah Institute of Technology, Thane, Mumbai, as a partial fulfilment of the requirement for the degree in **Information Technology**, during the academic year **2021-22** in the satisfactory manner as per the curriculum laid down by University of Mumbai.

Mrs. Rucha Kulkarni

Guide

Prof. Kiran Deshpande

Head Department of Information Technology

Dr. Uttam D.Kolekar

Principal

External Examiner(s)

- 1.
- 2.

Place:A.P.Shah Institute of Technology, Thane

Date:

Acknowledgement

This project would not have come to fruition without the invaluable help of our guide Mrs.Ruch Kulkarni. Expressing gratitude towards our HoD, Prof. Kiran Deshpande, and the Department of Information Technology for providing us with the opportunity as well as the support required to pursue this project. And also, for giving us his valuable suggestions and ideas when we were in need of them. We would also like to thank our peers for their helpful suggestions.

TABLE OF CONTENTS

| | |
|--------------------------------------|----|
| 1. Introduction..... | 1 |
| 1.1.Purpose..... | 1 |
| 1.2.Objectives..... | 1 |
| 1.3.Scope..... | 2 |
| 2. Problem Definition..... | 3 |
| 3. Proposed System..... | 4 |
| 3.1. Features and Functionality..... | 4 |
| 4. Project Outcomes..... | 7 |
| 5. Software Requirements | 8 |
| 6. Project Design..... | 9 |
| 7. Project Scheduling..... | 15 |
| 8. Conclusion..... | 16 |
| 9. References..... | 17 |

Chapter 1

Introduction

The used car industry in India is at its nascent stage. The unorganized sector dominates the market, where the scope for consumer protection is on the lower side. The unorganized sales channel is classified into semi-organized, unorganized, and customer-2-customer. The semi-organized dealers operate from a physical store, such as a garage or a mechanical shop. On the other hand, unorganized sales take place through brokers or commissions

Unorganized dealers gain buyers' confidence by eliminating subjective bias about sellers (including particular vehicle brands and models) while easing the overall transaction. However, unorganized/independent dealers usually have a limited inventory, comprising uncertified cars that sometimes do not have a warranty. While the local independent dealers may have a higher inventory, the ease of RC (registration certificate) transfer and reliability of these vehicles remain a concern.

OLX has been a leader within this segment. In 2019, OLX tied up with the Frontier Group to launch offline stores for used cars (Cash my Car). Currently, the Cash my Car stores are available across 10 cities. By 2021, OLX had planned to expand its footprint to 40 cities and 150 stores. Thus, the players aiming at opening offline stores are expected to boost the market for the unorganized sales of used cars over the forecast period.

1.1 Purpose:

Parts department, or even as detailed as the cleanliness of the building. Buyers have the power to call out a dealer for terrible service while also praising them for exceeding customer TWe've all heard it. "The Survey." It's that seemingly harmless questionnaire that can end up losing crucial sales or even bankrupt an auto manufacturer altogether if left unattended. Don't take this as a scare tactic; take this as reality. Whether we agree with it or not, the **Customer Satisfaction Index (CSI)** is crucial for all car dealerships and automobile manufacturers.

CSI is one of the major driving forces in the auto industry right now. When a customer buys a car from a dealership, they're given a survey to rate their experience, usually in a letter, phone call or email. While most surveys ask the typical "on a scale from 1 to 10" question about a customer's buying and brand experience, some surveys go the extra level and ask a series of "yes or no" questions on top of that. It's scary to say customers have a lot of control over the well-being of a brand, but with the internet and technological advances, consumers have more access to information than they did 20 years ago; this includes a manufacturer's CSI ratings.

CSI gives customers a way to voice their opinions about their service experience with a dealership or salesperson, meaning **a few bad reviews is all it takes to affect an entire business.** Service doesn't just end with the relationship the consumer had with the sales team. It's also the Finance department, the Service or expectations every single day.

1.2 Objectives:

- **Uncover the answers:** In a non-intimidating survey environment, you will learn about what motivates survey respondents and what is important to them, and gather meaningful opinions, comments, and feedback. A non-intimidating survey environment is one that best suits the privacy needs of the survey respondent. Respondents are more likely to provide open and honest feedback in a more private survey method. Methods such as online surveys, paper surveys, or mobile surveys, are more private and less intimidating than face-to-face survey interviews or telephone surveys.
- **Evoke discussion:** Give your survey respondents an opportunity to discuss important key topics. Communicate with your respondents about your survey topic. This allows you to dig deeper into your survey, and can incite topics related to your survey within a broader perspective.
- **Base decisions on objective information:** Conducting surveys is an unbiased approach to decision-making. Don't rely on "gut feelings" to make important business decisions. You can collect unbiased survey data and develop sensible decisions based on analyzed results. By analyzing results, you can immediately address topics of importance, rather than waste time and valuable resources on areas of little or no concern.
- **Compare results:** Surveys results provide a snapshot of the attitudes and behaviors – including thoughts, opinions, and comments – about your target survey population. This valuable feedback is your baseline to measure and establish a benchmark from which to compare results over time.
- holding a lot of valuable data in your hands. Chances are, other people in your industry are going to find it valuable too.

1.3 Scope:

- The Indian used car market report covers the latest trends, COVID-19 impact, and technological developments.
- The scope of the report covers segmentation by vehicle type, vendor type, and fuel type.
- By vehicle type, the market is segmented into hatchbacks, sedans, and sports utility vehicles.
- By vendor type, the market is segmented into organized and unorganized.
- By fuel type, the market is segmented into petrol and diesel.
- For each segment, market sizing and forecast have been done by value.

Chapter 2

Problem Definition

- Respondents may not feel encouraged to provide accurate, honest answers
- Respondents may not feel comfortable providing answers that present themselves in a unfavorable manner.
- Respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject, or even boredom.
- Surveys with closed-ended questions may have a lower validity rate than other question types.
- Data errors due to question non-responses may exist. The number of respondents who choose to respond to a survey question may be different from those who chose not to respond, thus creating bias.
- Survey question answer options could lead to unclear data because certain answer options may be interpreted differently by respondents. For example, the answer option “ somewhat agree” may represent different things to different subjects, and have its own meaning to each individual respondent. ‘ Yes’ or ‘ no’ answer

options can also be problematic. Respondents may answer “ no” if the option “ only once” is not available.

- Customized surveys can run the risk of containing certain types of errors.

Chapter 3

3.1 Proposed System:

Naturally, a customer satisfaction survey has the advantage of pointing out the extent of customer satisfaction. High as well as low satisfaction is equally important to establish. Customer satisfaction surveys are opportunities for customers to express their opinions, and they can present their side of the story, freely and without being interrupted. Then the analysis of opinions and data submitted by customers will help to segment customers into categories, on the basis of what should be done to meet their needs, expectations, etc.

We resolve all the disadvantages of existing system in our proposed system. Time will be saved with no chance of getting error.

- Customer survey System needs to store customer details for analyzing customer’ s interest.
- To create Questionnaire about products for the implementation of particular model.
- Survey System needs to update new questions for some car models.
- Customer survey system is the online survey system for reducing the effort of our customers to give it in sheets.
- There are important trends to be analysed in the feedback to a satisfaction survey, and companies which spot and analyse these trends to take them into account in their business are one step ahead of their competitors.

3.2 Features and Functionality:

- Creating & Changing Issues at ease.

- It has the facility of hiding the identity of users or voters in the system. So, the system can be utilized in collecting ideas secretly.
- Well-designed Layout.
- Radio button or check box is used to intake the vote.
- Specify details of programs to achieve desired functionality.
- Registration page for creating username & password.
- It can be installed anywhere to provide effective survey facility at an affordable cost.

Chapter 4

Project Outcome:

- The Indian used car market was valued at USD 32.14 billion in 2021, and it is expected to reach USD 74.70 billion in 2027, registering a CAGR of 15.1% during the forecast period (2022-2027).
- The COVID-19 pandemic had a minimal impact on the industry. With the increased number of people preferring individual mobility and more finance options available in the used car market, the market is set to grow considerably.
- Reduced cash inflow due to the pandemic has forced buyers to look for alternatives other than new cars, and the used car industry has high growth potential in these terms. As the sales and production of new vehicles have been hindered due to the pandemic, the used car market is gaining traction among buyers.
- However, the used car market evolved in the country with the growth of the organized and semi-organized sales sectors. The pre-owned car market recorded sales of 4.4 million units in FY2020 compared to only 2.8 million units of new passenger vehicles in the same year.
- The standardized dealership experience, high price experience, and high financing cost for used cars may hinder the growth of the used car market. With the new BS-VI emission standards implemented by the Government of India, the technological cost of cars to meet the standards will be undertaken by consumers. The companies' focus on reducing the production of diesel cars is also expected to increase the demand for compact diesel cars in the price and mileage-sensitive Indian market.

Chapter 5

1. Software Requirements:

- ☐ Language: - Python
- ☐ Database :- MySQL Workbench ver 8.0 CE , MYSQL ver 8.0.26
- ☐ Software Development Kit: - 16.0.2 windows , JavaFX – SDK – 17.0.0.1
- ☐ Database JDBC Driver : - MySQL / J Connector 8.0.26

2. Hardware Requirement:

- Ram:- 200 Mb and above
- Hard Disk: - 20GB
- Processor :- AMD Ryzen3

Chapter 6

Project Design :

In this phase, a logical system is built which fulfils the given requirements. Design phase of software development deals with transforming the client's requirements into a logically working system. Normally, design is performed in the following in the following two steps:

1. Primary Design Phase:

In this phase, the system is designed at block level. The blocks are created on the basis of analysis done in the problem identification phase. Different blocks are created for different functions emphasis is put on minimising the information flow between blocks. Thus, all activities which require more interaction are kept in one block.

2. Secondary Design Phase:

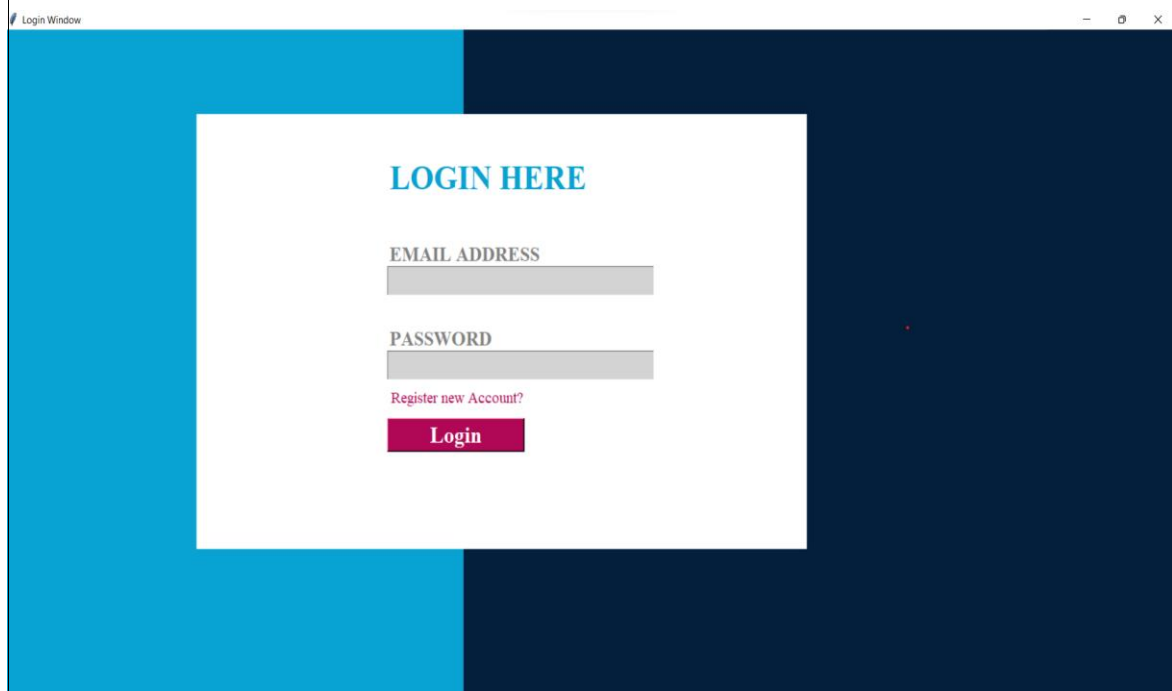
In the secondary phase the detailed design of every block is performed.

The general tasks involved in the design process are the following:

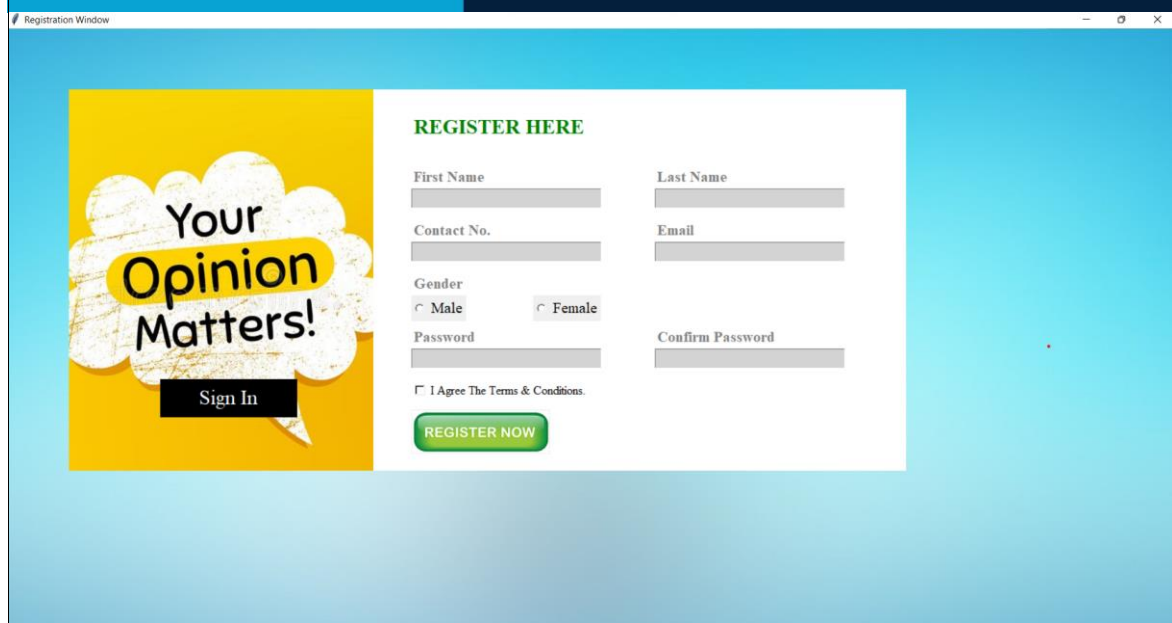
1. Design various blocks for overall system processes.
2. Design smaller, compact and workable modules in each block.
3. Design various database structures.
4. Specify details of programs to achieve desired functionality.
5. Design the form of inputs, and outputs of the system.
6. Perform documentation of the design.
7. System reviews.

3. User Interface Design:

User Interface Design is concerned with the dialogue between a user and the computer. It is concerned with everything from starting the system or logging into the system to the eventually presentation of desired inputs and outputs. User interface (UI) design is about building interfaces with a focus on styling and interactivity. The UI designer's goal is to create an interface the user



A screenshot of a web browser window titled "Login Window". The background is split into a light blue left half and a dark blue right half. In the center is a white rectangular login form. The form has the heading "LOGIN HERE" in blue. Below it are two input fields: "EMAIL ADDRESS" and "PASSWORD". Under the password field is a link "Register new Account?" in red. At the bottom of the form is a red "Login" button.



A screenshot of a web browser window titled "Registration Window". The background is a light blue gradient. On the left is a yellow vertical banner with a white speech bubble containing the text "Your Opinion Matters!" and a black "Sign In" button. To the right is a white registration form with the heading "REGISTER HERE" in green. The form contains several input fields: "First Name", "Last Name", "Contact No.", "Email", "Password", and "Confirm Password". There is a "Gender" section with radio buttons for "Male" and "Female". At the bottom of the form is a checkbox "I Agree The Terms & Conditions." and a green "REGISTER NOW" button.

Chapter 7

Project Scheduling Template

| Sr. No | Group Member | Time duration | Work to be done | |
|----------|---------------|---------------------------------|---------------------------------|--|
| <u>1</u> | Yash Umredkar | 1 st week of january | Designing the login page | |
| | | 2 nd week of january | Designing the registration page | |

| | | | | |
|-----------------|------------------------|---------------------------------|---|--|
| <u>2</u> | Sanskruti Rawal | | | |
| <u>3</u> | Disha Phatta | 3 rd week of january | Designing questionnaire page and connectivity | |
| <u>4</u> | Pratham Pise | By the end of march month | Database connectivity and analysis | |

Chapter 8

Conclusion:

Customer satisfaction is one of the key issues being monitored by every service provider. Thru customer satisfaction and loyalty surveys the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer satisfaction. The conclusion must answer the queries presented by your survey goals and objectives. In writing the conclusion, your mind must be set on fulfilling the very purpose of conducting the survey. With the survey goal in mind, you will be able to avoid common mistakes such as

adding new information that were not previously stated earlier in the survey, or worse, creating a new thesis. Oftentimes, the conclusion is mistaken as the summary of the survey report. Although it contains the vital points of the survey, the conclusion must be a synthesis of the survey results, the interpretation of such, and the proposal of a course of action or solution to the issues that emerged from the survey. Surveys are performed for scientific or marketing purposes, thus, they must be written using a professional and academic style. With this in mind, the tone of the conclusion should match that of the results and the rest of the data collection process. Doing this will boost the credibility of your survey, rather than adding anecdotes or jokes in hopes of increasing the appeal of the results. A conclusion of a survey must not be drawn from emotions in order to make the survey more appealing to the readers. The conclusion must be written in an interesting yet academic manner. Emotional praise is not ideal, but a refined commentary on the subject is acceptable.

References:

- <https://www.w3schools.com/>
- <https://www.geeksforgeeks.org/>
- <https://www.surveymonkey.com/mp/car-survey/>
- <http://localhost/phpmyadmin>

