Presentation
on Minor Project

UNITED
AVENIR
ENGINEERS
Extraordinary Behind Ordinary

SPA
Sales Process Analyzer

(A JAVA TECHNOLOGY PRODUCT)

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**Year : 2012-2013**

Introduction

- The aim of the project is to develop a standalone application 'Sales Process Analyzer'.

- The application is required to take several inputs in the form of questions to the user regarding the sales figure in his company and generate an output showing sales comparisons over years with respect to clients touched, prospects, leads and overall sales.

- The project is also required to generate a report for the company which highlights weak areas in the sales process.

Aim and Objectives

- To create an analytical tool that will help the business owners to feed information and see as to where their organizations are lacking in Sales Process.

- Sales Process is an intelligent step by step waterfall model that any organization must follow to close a sale.

- Sales Process Analyzer is a sales management tool that enables you to identify weak areas in your sales process and have more qualified prospects, leads and more sales conversions

Purpose Scope Applicability

- Sales Process Analyzer enables the company to plan and prioritize future sales strategies and predict their results.

- The system once functional will give users a platform to enter their past records and details as asked by the system, store the information in the database, process the sales and analyze the results.

- This way **Sales Process Analyzer** helps a business detect trends and lets us know which trends are declining and which ones are on the rise.
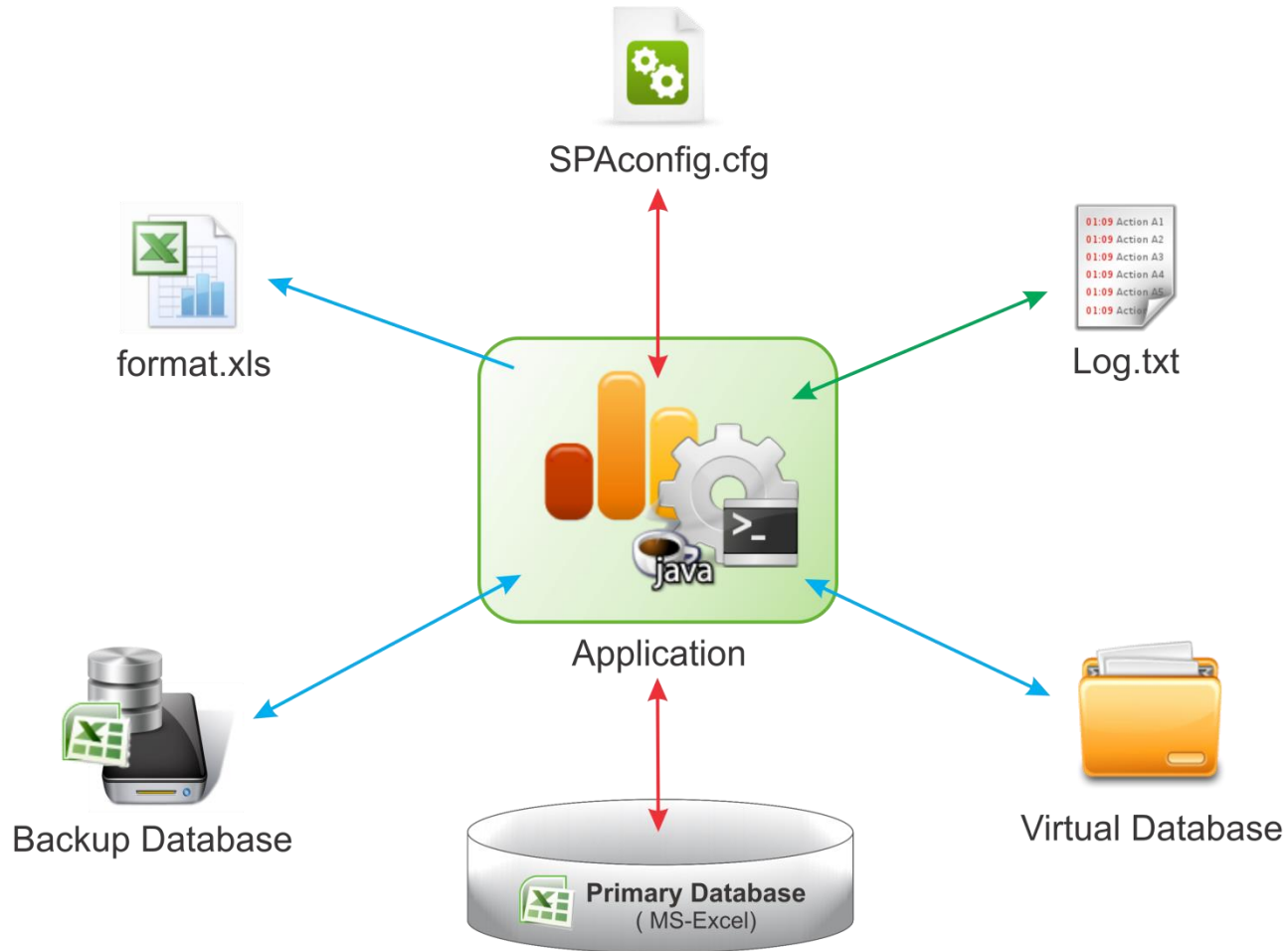
Architecture of 'Sales Process Analyzer'

Features

- The basic aim of the application is to take set of inputs from the user regarding sales process and company's past performance and then generates strategic information.

- The application then takes set of inputs that include personal information, company's past performance and a questioner that consist of twelve multiple choice questions to understand sales process in the client's organization.

- Next, the application applies an algorithm based on certain business dimensions and facts to process all inputs.

- It then generates output in form of graphs and text specifying weak areas and suggestions to improve them.

- The application also generates a PDF file containing all discussion.

- The application is supported by a primary database that stores information of clients consulted which later can be used for future reference. The user can select data and load it into the application for analysis.

- On the other hand, the application is also be powered by a secondary database. This database will store information in form of binary files and will be used in case of database connectivity problem. The data then can be transferred to primary database once the problem has been resolved.

- Moreover, the application will be accessed through a secured login. The user must define a password during configuration however, it can be changed later.

- A smart feature of the application includes an 'Exception Handler' that will describe any error occurred during execution and provide solution to rectify them.

(Image Editing)   (Vector Graphic Designing)

Our Approach

Joint Application Development (JAD)

Joint Application Development (JAD) is a process used in the prototyping life cycle area of the Dynamic Systems Development Method (DSDM) to collect business requirements while developing new information systems for a company. "The JAD process also includes approaches for enhancing user participation, expediting development, and improving the quality of specifications." It consists of a workshop where "knowledge workers and IT specialists meet, sometimes for several days, to define and review the business requirements for the system." Thus JAD acts as "a management process which allows Corporate Information Services (IS) departments to work more effectively with users in a shorter time frame."

Thank You
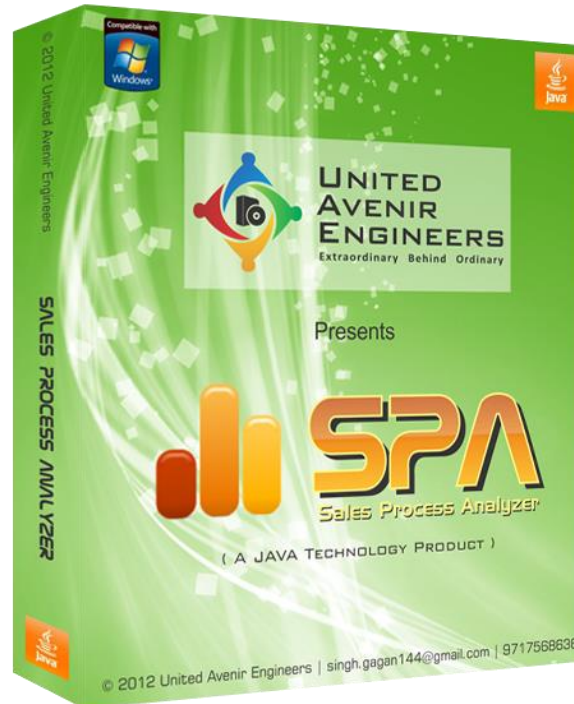
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