Personal Finance & Investment Tracker

Phase 1:

Problem Understanding & Industry Analysis

- **Requirement Gathering**

- A centralized system is needed to manage **income, expenses, and investments** together in one place.
- Users want **automatic calculations** of savings, monthly budgets, and return on investments (ROI).
- The system should provide **alerts and reminders** when:
    - Expenses exceed the planned budget.
    - Investments reach maturity or SIPs are due.
- Users require **reports and dashboards** to analyze spending patterns, savings growth, and portfolio performance.
- The solution must be **simple, scalable, and user-friendly**, so that individuals can adopt it for **long-term financial planning**.

🔹 Stakeholder Analysis

- **Primary Stakeholders:**
    - **Individual users** (students, professionals, families) who want to track their financial activities.
- **Secondary Stakeholders:**
    - **Financial Advisors** – who can use insights from the system to guide clients.
    - **Family Members** – who can co-manage shared expenses or joint investments.

🔹 Business Process Mapping

1. User logs **income sources** (salary, bonus, side hustles).
2. User records **expenses** under categories (food, travel, shopping, rent, bills).
3. The system auto-calculates **savings = income – expenses**.
4. User adds **investments** (stocks, mutual funds, FDs, SIPs).
5. The system calculates **returns (ROI)** and tracks portfolio growth.
6. Alerts and reminders are generated for **overspending or upcoming due dates**.
7. Users view **dashboards and reports** for overall financial health and decision-making.

🔹 Industry-Specific Use Case Analysis

- **Personal Finance Industry:** Increasing number of individuals are adopting digital tools to manage finances and investments.
- **Market Gap:**
  - Apps like **ET Money, Groww, MoneyControl** exist but they are **standalone apps** with limited customization.
  - Salesforce provides flexibility, automation, and powerful reporting features that can make this solution more personalized.
- **Use Case:**
  - A professional can log salary and expenses, track investments, and get automated insights on whether they're meeting financial goals like **education fund, travel, or emergency savings**.

🔹 AppExchange Exploration

- Explored finance-related solutions in Salesforce AppExchange:
  - **Expense/Budget Apps** → Focus mainly on corporate or departmental budgeting.
  - **Investment Management Apps** → Built for large enterprises and financial institutions.
- **Gap Identified:**
  - Lack of a **personalized, individual-level finance management tool**.
- **Opportunity:**
  - This project will act as a **lightweight, customizable solution** for individuals to track **income, expenses, and investments** while benefiting from Salesforce automation and dashboards.