Phase 10: Final Presentation & Demo Day

Salesforce Business Finance & Investment Tracker

Executive Summary

Project: Salesforce Business Finance & Investment Tracker
Duration: 10 Phases Implementation
Target: Small & Medium-sized Businesses (SMBs)
Objective: Centralize financial management, investment tracking, and cash flow monitoring

Key Problem Solved

- **Before:** Fragmented financial data across spreadsheets, delayed cash flow visibility, missed receivables
- **After:** Centralized Salesforce platform with real-time dashboards, automated processes, and role-based access

Architecture Overview

Company Profile: Alpha Consultancy

- **Edition:** Developer Edition
- **Locale:** English (India)
- **Time Zone:** Asia/Kolkata
- **Currency:** INR
- **Fiscal Year:** April-March (Indian Calendar)

User Hierarchy & Security : Roles (Admin > Investor > Analyst).

Data Model Implementation

CustomObjects Utilized:

- Investor__c → Name, Email, Phone.
- Investment__c → Fields: Investor (Lookup), Type (Picklist), Amount (Currency), Start Date, Status (Picklist), Current Value.
- Transaction__c → Fields: Investment (Lookup), Date, Amount, Type (Deposit/Withdrawal/Dividend/Interest), Description.
- Portfolio__c → Fields: Investor (Lookup), Total Invested, Total Returns, Balance (Formula: `Total_Invested__c + Total_Returns__c`)

Process Automation Implemented

1. Validation Rules

- Investment Amount must be > 0
- Ensures data quality at entry level

2. Approval Process

- High-value investments (> ₹1,00,000) require Finance Manager approval
- Automated workflow for financial controls

3. Email Alerts

- Automatic notifications to investors when new investments are recorded
- Improved customer communication

4. Apex Programming

- **Trigger:** Prevent Future Investment Dates
- **Test Coverage:** 100% with TestPreventFutureDates class
- **Field Updates:** Auto-set Investment Status to 'Active'

User Interface & Experience

Lightning App: Investment Tracker

- **Navigation:** Standard Navigation Style
- **Custom Tabs:** Investors, Investments, Transactions, Portfolios, Reports, Dashboards

Page Layouts Configured:

- **Investor Page:** Name, Email, Phone + Related Lists (Investments, Portfolio)
- **Investment Page:** Investor lookup + Amount, Type, Status + Transactions
- **Transaction Page:** Investment lookup + Date, Type, Amount
- **Portfolio Page:** Investor lookup + Totals and Balance

Integration Capabilities

Current Integration Setup:

- **Named Credentials:** Configured for external financial APIs
- **Remote Site Settings:** Prepared for market data connections

Future Enhancement Roadmap:

- **Live Stock Prices:** Integration with financial market APIs
- **External Data Export:** CSV/Excel portfolio export functionality
- **REST API Connectivity:** Real-time data synchronization

Reporting & Analytics

Reports Created:

1. **Recent Transactions (Tabular)**
    - Detailed transaction history with Investment, Date, Amount, Type

Custom Report Types:

- **Investments with Transactions:** Analyze investments with related transaction data

Dashboard Components:

1. **Line Chart:** Transaction distribution by type (showing 1x to 115x frequency)
2. **Table Component:** Top 5 Investors by Total Invested

Dynamic Dashboard Features:

- **Role-Based Visibility:** Investors see only their data, Admin sees all
- **Real-time Updates:** Live data refresh for decision-making

Security & Compliance

Org-Wide Defaults (OWD):

- **Invoices/Expenses/Investments:** Private (owner + role hierarchy)
- **Financial Goals:** Public Read Only

Security Measures:

- **Session Timeout:** 30 minutes (enhanced from 2 hours)
- **Audit Trail:** Enabled for configuration monitoring

Data Management & Deployment

Data Import Achievements:

- **Imported Records:** 20 total (5 each: Investors, Investments, Transactions, Portfolios)
- **Tool Used:** Salesforce Data Import Wizard
- **Backup Strategy:** Monthly automated data export in CSV format

Development Operations:

- **Version Control:** Connected to GitHub repository
- **URL:** https://github.com/ganesh-mit21/Salesforce-Business-Finance-Investment-Tracker.git
- **IDE:** VS Code with SFDX CLI integration