Phase 3 - **Data Modeling Documentation**

1. Objective

Phase 3 focuses on designing the **data model** for the *Business Finance & Investment Tracker*. We combine Salesforce standard objects with custom finance-specific objects to capture clients, vendors, investments, transactions, goals, and expenses.

2. Standard Objects Used (Default in Salesforce)

We **reuse existing Salesforce standard objects** without renaming:

Object	Purpose in Project
Account	Represents both *Clients (Investors)* and *Vendors (Suppliers)*
Contact	Stores client personal details (linked to Client Account)
Opportunity	Tracks *Investment Deals/Proposals* under negotiation

3. Custom Objects Created

Custom Object	Purpose	Key Fields	Relationships
Portfolio	Represents client's total holdings	Portfolio Name, Total Value (Formula)	Lookup → Account (Client)
Investment	Represents individual assets (Stock, Bond, FD, MF)	Type (Picklist), Purchase Value, Market Value, ROI% (Formula)	Lookup → Portfolio
Transaction	Tracks buy/sell activities	Type (Buy/Sell), Quantity, Price, Total Amount (Formula), Transaction Date	Lookup → Investment
Goal	Client financial targets	Goal Amount, Target Date, Status (Picklist)	Lookup → Account (Client)
Expense	Company's financial outflows	Category (Picklist), Amount, Expense Date, Approved By (User Lookup)	Lookup → Account (Vendor)

4. Fields Created

(a) Portfolio

- Portfolio Name (Text)
- Total Value (Currency, Formula: SUM of Investments)
- Lookup → Account (Client)

(b) Investment

- Investment Name (Text)
- Type (Picklist: Stock, Bond, FD, Mutual Fund)
- Purchase Date (Date)
- Purchase Value (Currency)
- Market Value (Currency)
- ROI % (Formula: (Market – Purchase) / Purchase)

  Lookup → Portfolio

(c) Transaction

- Transaction Name (Auto Number: TRX-{0000})
- Type (Picklist: Buy, Sell)
- Quantity (Number)
- Price per Unit (Currency)
- Total Amount (Formula: Quantity × Price)
- Transaction Date (Date)
- Lookup → Investment

(d) Goal

- Goal Name (Text)
- Goal Amount (Currency)
- Target Date (Date)
- Status (Picklist: Planned, In Progress, Achieved)
- Lookup → Account (Client)

(e) Expense

- Expense Name (Auto Number: EXP-{0001})
- Category (Picklist: Rent, Salaries, Utilities, Software, Misc)
- Amount (Currency)
- Expense Date (Date)
- Approved By (Lookup → User)
- Lookup → Account (Vendor)

5. Relationships Summary

- Account (Client) → Portfolio → Investment → Transaction
- Account (Client) → Goal
- Account (Vendor) → Expense
- Opportunity → Linked with Account (Client)

6. Tabs Added

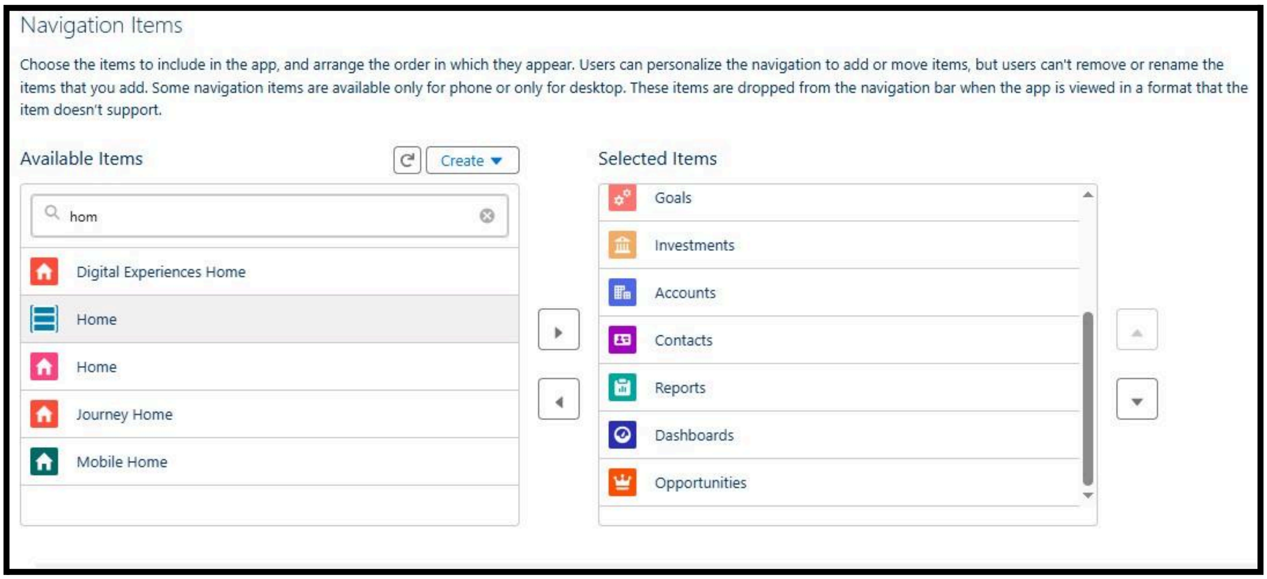
Custom tabs were created for:

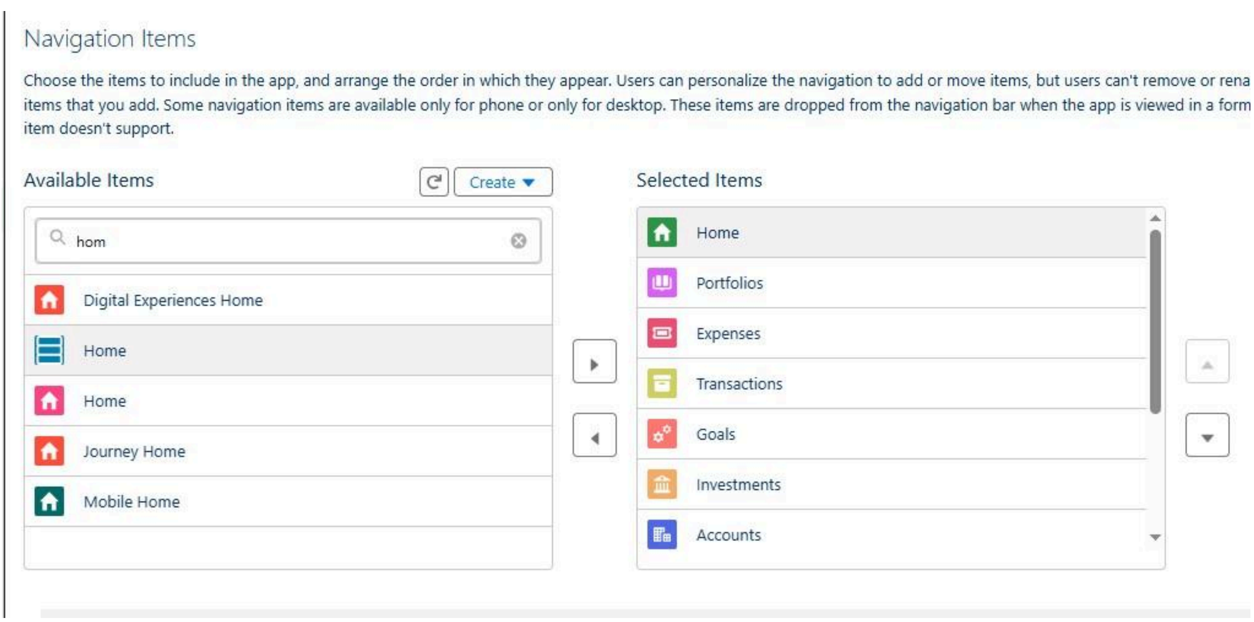
- Portfolios
- Investments
- Transactions

- Goals
- Expenses

Final **App Navigation** -

Home | Accounts | Contacts | Opportunities | Reports | Dashboards | Portfolios | Investments | Transactions | Goals | Expenses





Custom Objects -

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Expense	Expense__c	Custom Object	Company financial outflows	20/09/2025	✓
Goal	Goal__c	Custom Object	Client financial targets	20/09/2025	✓
Investment	Investment__c	Custom Object		20/09/2025	✓
Portfolio	Portfolio__c	Custom Object		20/09/2025	✓
Transaction	Transaction__c	Custom Object	Buy/Sell entries	20/09/2025	✓