Digital Banking CRM - Reporting, Dashboards & Security Review

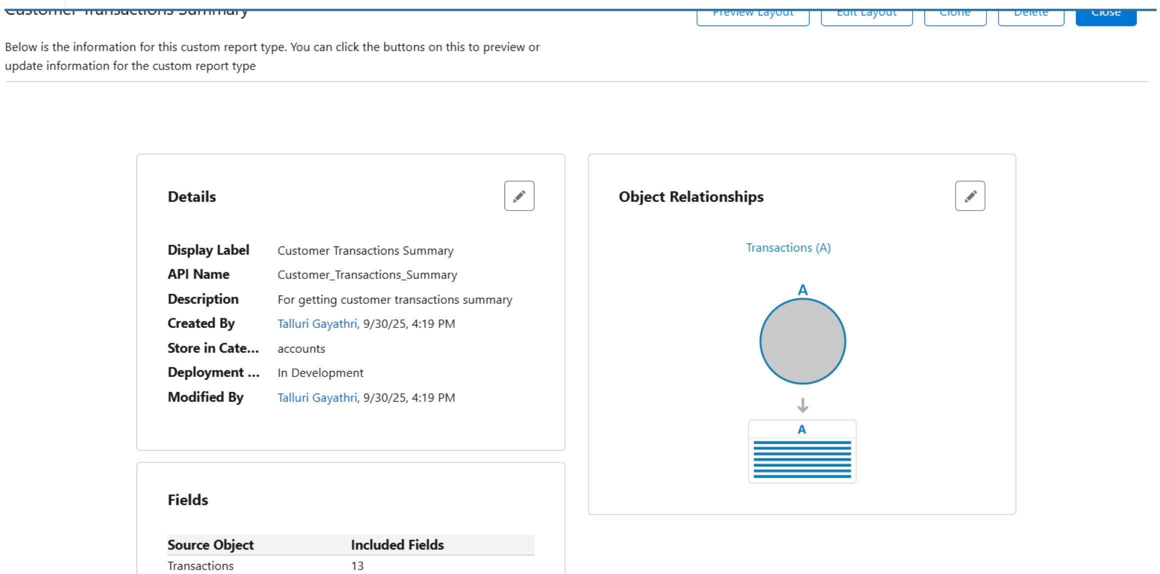
Overview

This phase focuses on building insightful reports and dashboards for the Digital Banking CRM and conducting a thorough security review to ensure data privacy, regulatory compliance, and proper access control.

Reports

Designed custom reports to track critical banking metrics:

- Customer Transactions Summary (total deposits, withdrawals, transfers).
- Active Accounts by Customer.
- Revenue by Product Type (Loans, Savings, Credit Cards).
- Top Customers by Balance.



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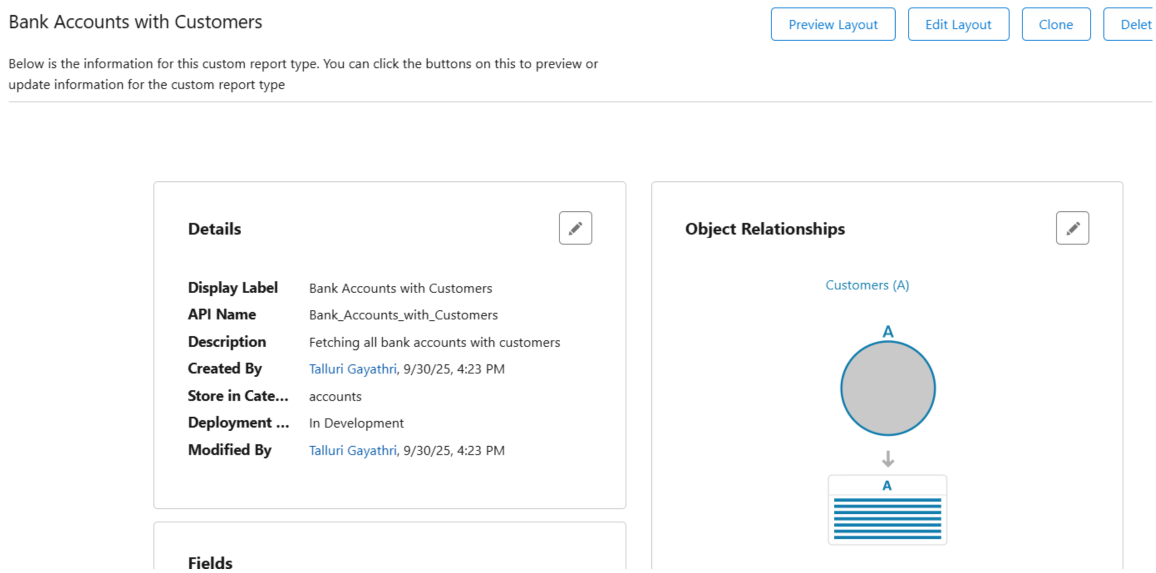
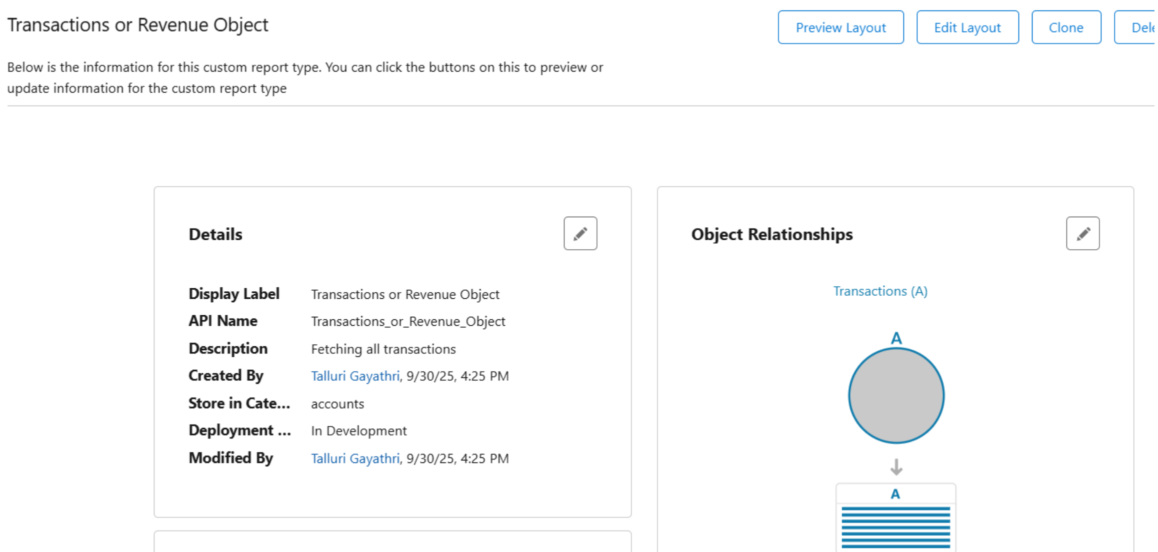
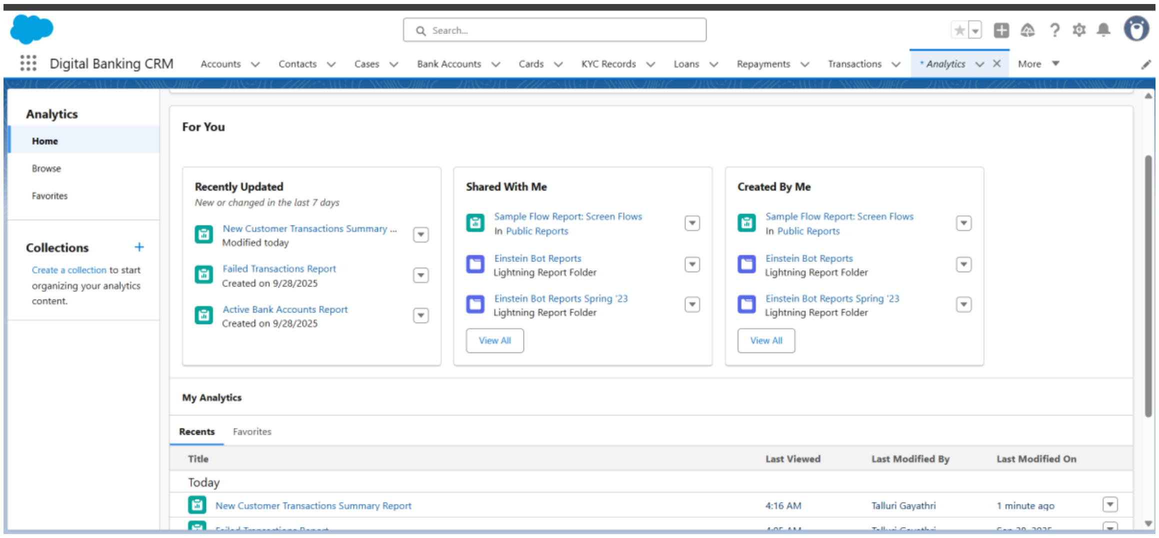
- 



Report Types

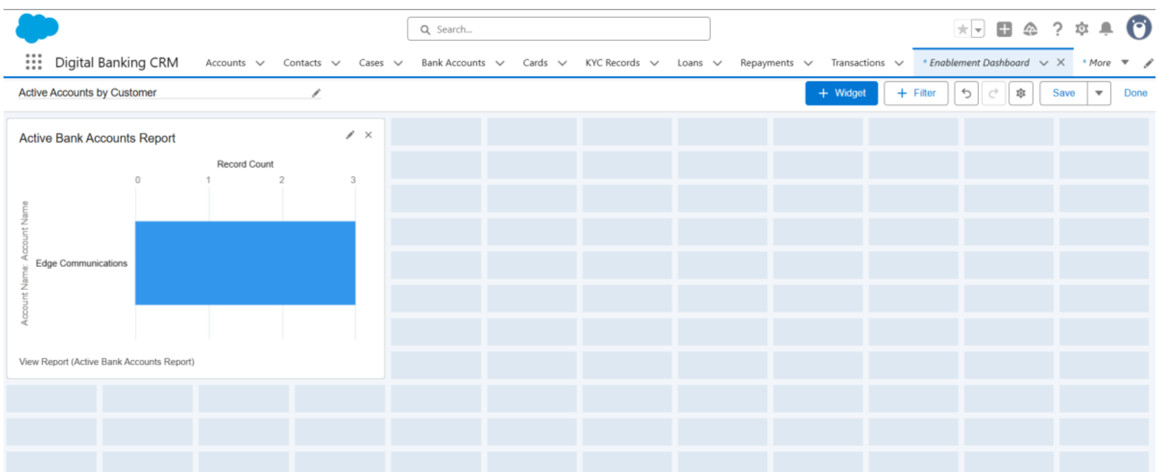
Created custom report types for combining data:

- Customer + Bank Accounts.
- Account + Transactions.
- Loans + Repayments.

- 

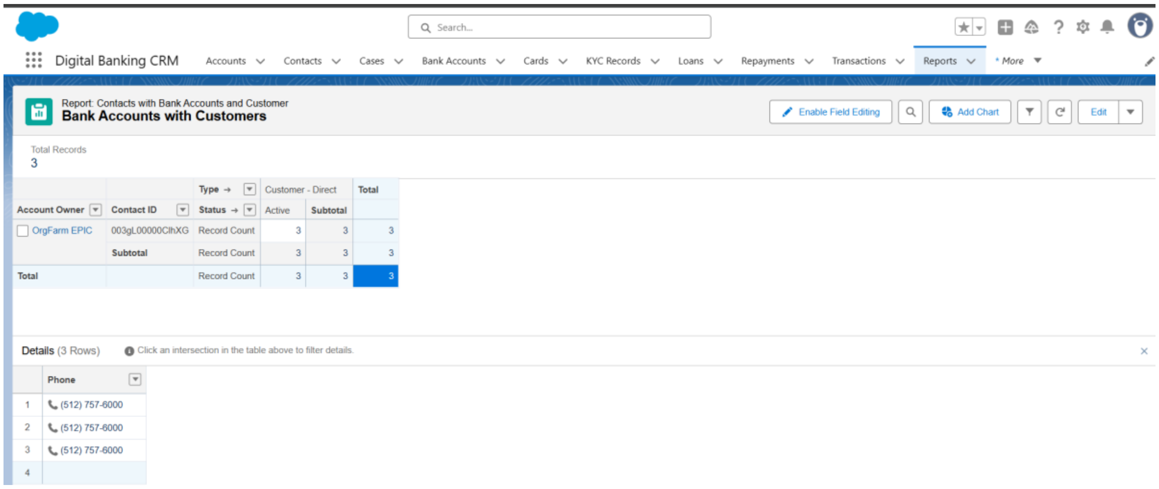
Dashboards

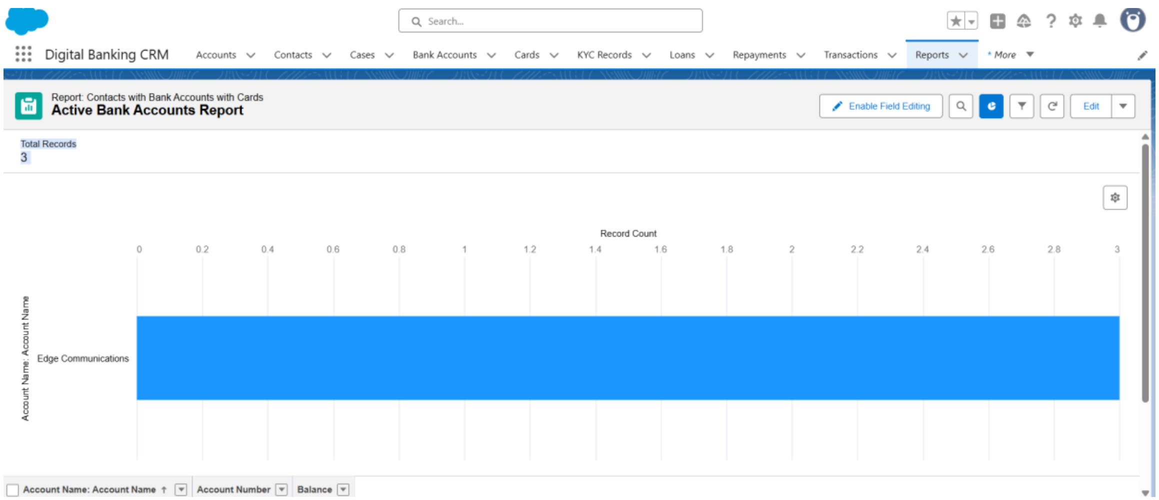
Built interactive dashboards to visualize banking performance:

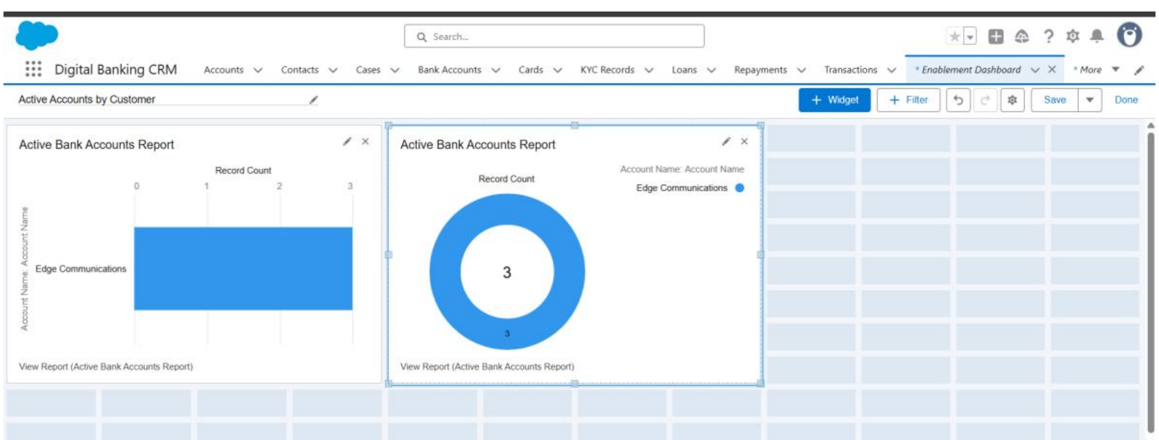
- Customer Overview Dashboard (active customers, balances).
- Transaction Volume Dashboard.
- Revenue Dashboard (by product type, branch).
- Loan Portfolio Dashboard.
- 

Dynamic Dashboards

Enabled dynamic dashboards so that each Relationship Manager or Agent only sees their own customers' accounts, transactions, and related financial data.



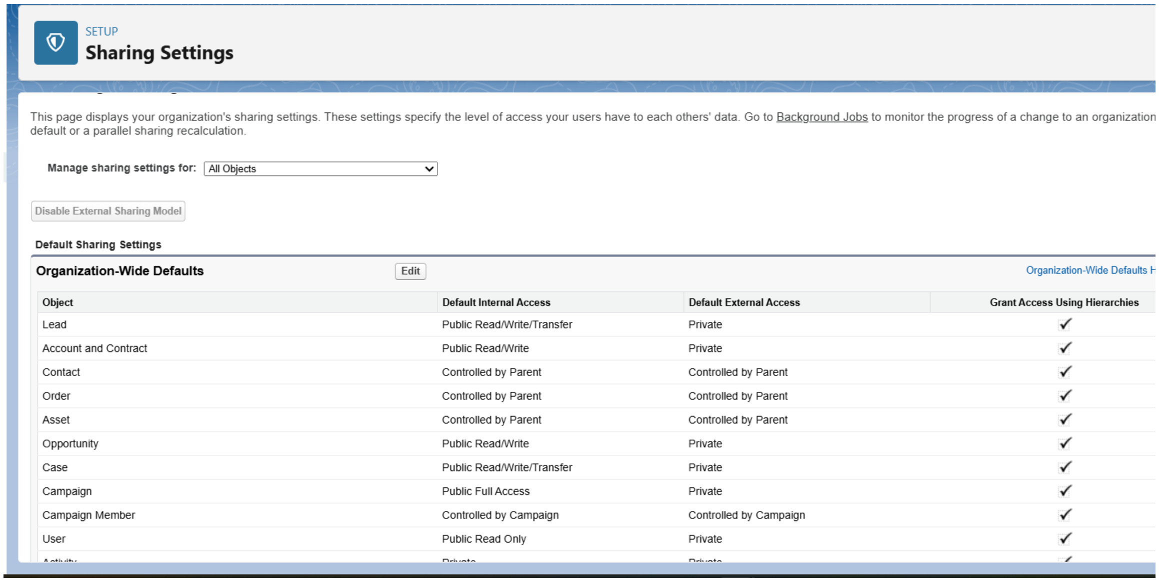




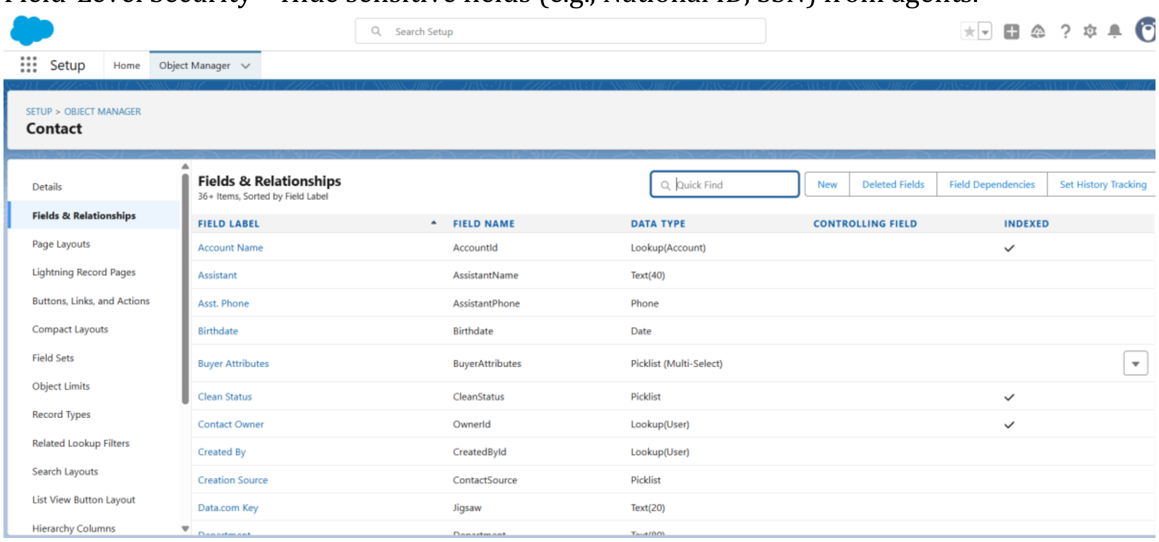
Security Review

Security measures implemented to safeguard banking data:

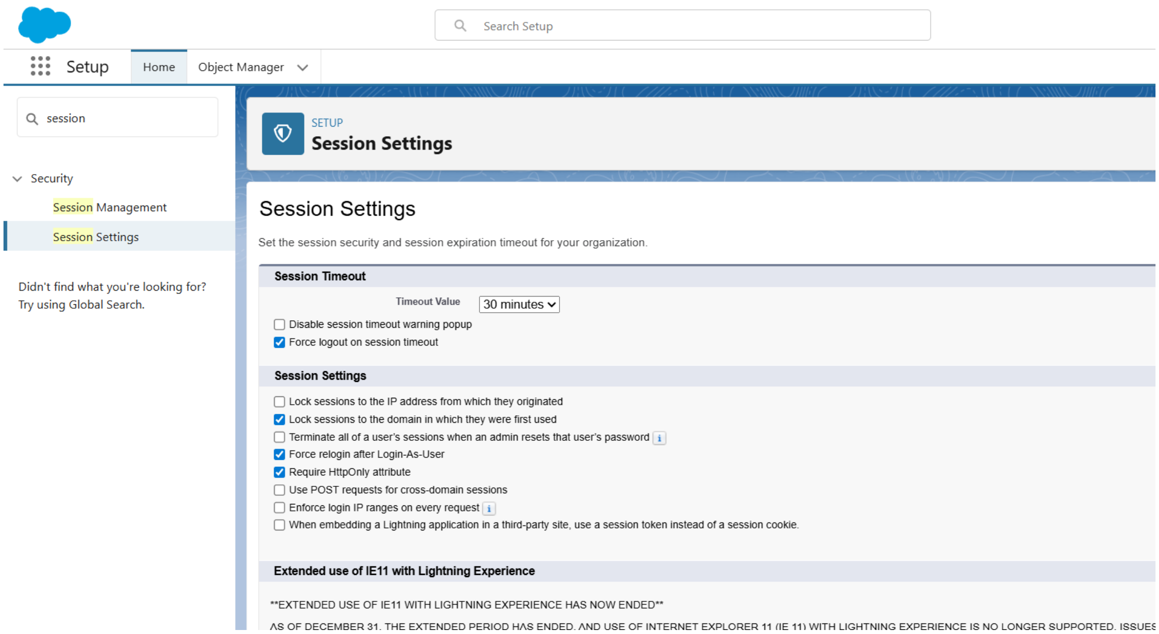
- Sharing Settings – Bank Accounts and Transactions private; Customers public.

- 

- Field-Level Security – Hide sensitive fields (e.g., National ID, SSN) from agents.

- 

- Session Settings – Automatic logout after 30 minutes of inactivity.



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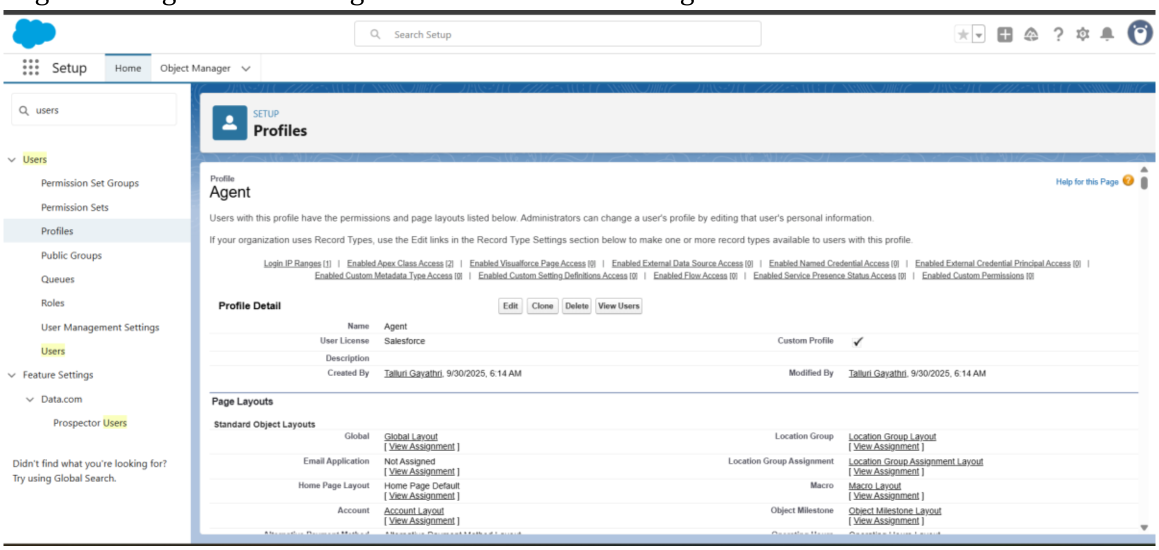
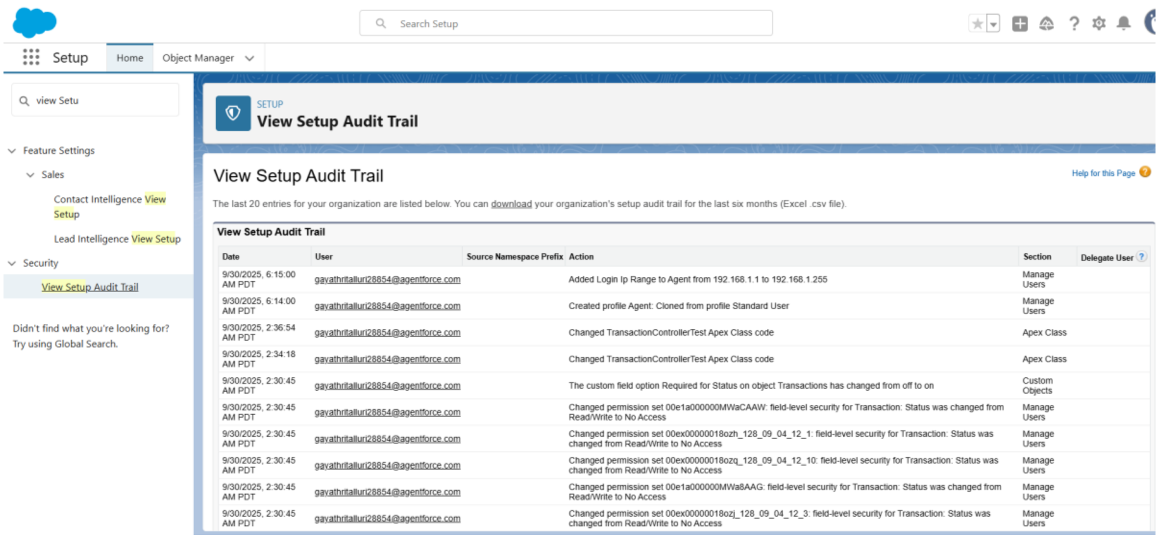
- Login IP Ranges – Restrict agent access to office IP ranges.



- Audit Trail – Track all changes in Customer and Transaction records.



Tools & Technologies Used

- Salesforce Reports & Dashboards – Analytics and visualization.
- Profiles & Permission Sets – User role and access management.
- Remote Site Settings – Secure external API access.
- Lightning App Builder – Dashboard placement and configuration.