

Ideation Phase

Define the CRM Statements

Date	26/06/ 2025
Team ID	LTVIP2025TMID31187
Project Name	Crm Application For Jewel Management -(Developer)
Maximum Marks	2 Marks

Crm Application For Jewel Management -(Developer)Statement Templat

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JewelCRM Project Statement

Template

The JewelCRM project aims to develop a data-driven Customer Relationship Management (CRM) system specifically tailored for jewelry businesses. With the growing demand for personalization, automation, and customer insight in luxury retail, this system offers a scalable, intelligent, and user-centric solution to transform raw sales and customer data into actionable insights.

By leveraging customer data, historical transactions, and behavioral patterns, the CRM system classifies and segments customers, enabling personalized marketing, improved service, and inventory alignment. The final solution includes a web-based interface where jewelry retailers can view detailed customer profiles, buying history, special occasion reminders, and predictive recommendations in real-time.

Objectives

To centralize and classify customer and sales data for jewelry businesses.

To implement intelligent data processing and analytics for actionable insights.

**To design a user-friendly CRM interface with features tailored to jewelers
with features tailored to jewelers.**

**To support sales teams, managers, and marketers in enhancing customer engagement
and loyalty.**

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team sharing?**