Salesforce Project Phase-1

Student Internship Tracking & Recommendation System

Phase 1: Problem Understanding & Industry Analysis

❖ **Requirement Gathering:**

- **Students:**

  1. Easy registration and onboarding
  2. View and apply for relevant internships
  3. Track application status
  4. View personalized internship recommendations
  5. Access to mentor feedback and performance reports

- **Faculty / Academic Advisors:**

  1. Monitor student internship progress
  2. Approve internship applications
  3. Provide feedback on internship performance
  4. Generate performance analytics and reports

- **Career Services / Placement Officers:**

  1. Manage internship opportunities from companies
  2. Match students with relevant opportunities
  3. Track overall student placement status
  4. Liaise with companies and receive feedback

- **Employers / Companies:**

  1. Post internship opportunities
  2. Review student applications and profiles
  3. Conduct interviews via platform integration (Zoom/Teams)
  4. Provide performance evaluations

❖ **Stakeholder Analysis:**

- **Primary Stakeholders :** Students, Faculty Advisors, Career Services, Employers

- **Secondary Stakeholders :** University Admin, Alumni Mentors, HR Managers, External Training Providers

❖ Business Process Mapping:

Flow Chart : Student Registration → Internship Opportunity Browsing → Application Submission → Faculty Approval → Employer Review & Selection → Internship Tracking & Feedback → Reports & Recommendation System

❖ Industry-Specific Use Case Analysis:

Common Problems in Internship Management:

- Students lack personalized recommendations for internships.

- Faculty find it hard to track internship progress and approvals.

- Companies receive unfiltered applications, making selection inefficient.

- No centralized system for managing feedback and performance metrics.

How Salesforce Solves This:

➢ **Student 360 View** → Unified student profiles with academic data, skills, preferences, and internship history

➢ **Automated Matching & Recommendation Engine** → Use AI (Einstein) and flows to suggest best-fit internships based on profile and past data

➢ **Internship Workflow Automation** → Automate faculty approval and employer communication using Flows & Process Builder

➢ **Tele-interview Integration** → Zoom/Teams integration for remote interviews and feedback sessions

➢ **Performance & Feedback Tracker** → Custom objects or Health Cloud model to track performance ratings, mentor comments, and growth areas

❖ AppExchange Exploration:

- **Education Cloud** – Core platform for student lifecycle management

- **Zoom or Microsoft Teams Integration** – For virtual interviews and mentorship sessions

- **DocuSign for Salesforce** – For internship agreements and performance approvals

- **Einstein Analytics / Tableau CRM** – For personalized internship recommendations and performance dashboards

- **FormAssembly or Salesforce Surveys** – To collect feedback from employers and students