

Salesforce Project Phase-1

Student Internship Tracking & Recommendation System

Phase 1: Problem Understanding & Industry Analysis

❖ Problem Statement

Managing student internships is often unorganized, with scattered applications, manual tracking, and lack of real-time visibility. Students struggle to find opportunities that match their skills, companies face difficulties handling multiple applications, and placement officers lack centralized tools to track and analyze internship outcomes. This leads to inefficiency, missed opportunities, and poor student–industry alignment.

❖ Proposed Solution

The **Student Internship Tracking & Recommendation System in Salesforce** provides a centralized platform for students, companies, and placement officers. It allows companies to post internships, students to apply based on skills, and placement officers to monitor progress through dashboards. A built-in recommendation engine suggests suitable internships, while automation updates application statuses and improves transparency, efficiency, and decision-making.

❖ 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