

# CENVORO – Dashboard & Monthly Reporting Framework

It covers all modules, reporting logic, and website backend integration.

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## DASHBOARD MODULES OVERVIEW

### 1. College Module

**Purpose:** Track all academic institutions and MoU progress

**Key Data Tracked:**

- College Name (required)
- Contact No. (required)
- Batch Size
- Course
- Contact persons Name (required)
- MoU status (Not Started / Sent / Signed) (required)
- Follow-ups & remarks (required)

**Used In Reports:**

- Monthly colleges MoU signed
  - College-to-student conversion
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### 2. Corporate Module

**Purpose:** Manage corporate clients and hiring partnerships

**Key Data Tracked:**

- Corporate Name (required)
- Contact No. (required)
- Contact Person Name (required)
- Hiring requirements (required)
- Deal stage & status (required)
- Corporate MoUs (Signed or Unsigned) (required)

**Used In Reports:**

- Monthly corporate MoU signed
  - Revenue pipeline
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### **3. Student Module**

**Purpose:** Central database for all students handled by Cenvoro

**Key Data Tracked:**

- Student profile & source (college/direct)
- Course & eligibility
- Interview status
- Placement status

**Used In Reports:**

- Students interviewed (monthly)
  - Students placed (monthly)
  - Placement conversion percentage
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### **4. Jobs & Opportunities Module (Website-Connected)**

**Purpose:** Act as backend CMS for job postings

**How It Works:**

- Founder adds job opportunities in dashboard
- Only jobs marked “**Show on Website = Yes**” go live
- No other internal data is visible on the website

**Key Data Tracked:**

- Company Name (Company Name only be visible to Cenvoro not on website)
- Job description
- Job category (IT / Finance / Sales...etc)
- Eligibility & CTC/Stipend
- Application deadlines

**Used In Reports:**

- Monthly job openings brought in

### **5 Enquiry Module (Website-Connected)**

**Purpose:** Capture and track all enquiries coming from the website in one place

**How It Works:**

- Website enquiry form submission triggers:
  - Email notification to founder
  - Auto-entry into dashboard
- No manual data entry required

**Key Data Tracked:**

- Enquiry ID (Auto)
- Name
- Email
- Phone number
- Enquiry type (College / Corporate / Student / General)
- Message / Requirement
- Source page (Contact / Jobs / Landing page)
- Date & time received
- Status (New / Contacted / Closed)

**Founder Benefit:**

- Never miss a lead
  - Single enquiry inbox (Mail + Dashboard)
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## 5. Accounts & Revenue Module

**Purpose:** Financial control and deal tracking

**Key Data Tracked:**

- Deal source (college/corporate)
- Invoice amount
- Amount received
- Balance pending
- Payment status

**Used In Reports:**

- Monthly revenue forecast
  - Actual revenue closed
  - Pending payments
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# MONTHLY MANAGEMENT REPORT (MMR)

**Frequency:** Once per month (review & lock)

**Metrics Covered:**

- Opening revenue pipeline
- Monthly revenue forecast
- Actual revenue closed
- Colleges MoU signed (monthly)
- Corporates MoU signed (monthly)
- Job openings brought in
- Students interviewed
- Students placed
- Placement conversion percentage
- Pending payments

**Strategic Section:**

- Key wins
- Challenges
- Action plan for next month

This acts as the **CEO-level performance report** for Cenvoro.

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## DASHBOARD VISUALS

- Month-wise Revenue (Forecast vs Actual)
  - Colleges MoU signed – trend
  - Corporates MoU signed – trend
  - Job openings added – monthly
  - Interviews vs Placements
  - Pending payments overview
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## TECH & FORMAT RECOMMENDATION

- **Database:** Google Sheets (all modules)
  - **Dashboard UI:** Google Looker Studio
  - **Website Integration:** Jobs module only
  - **Security:** Sheet protection + locked formulas
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## IMPLEMENTATION ORDER

1. Create all modules as separate sheets
  2. Apply dropdowns, validations, and protections
  3. Enter dummy data for testing
  4. Connect to Looker Studio
  5. Integrate Jobs module with website
  6. Start monthly reporting cycle
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