

**CHIKKANNA GOVERNMENT ARTS COLLEGE
TIRUPUR-641602**

(AFFILIATED TO BHARATHIAR UNIVERSITY)



TEAM MEMBER'S NAME AND REGISTER NUMBER

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(III B.SC., PHYSICS 2020-2023 BATCH)

CHIKKANNA GOVERNMENT ARTS COLLEGE

(AFFILIATED TO BHARATHIAR UNIVERSITY)

TIRUPUR-641602

DEPARTMENT OF PHYSICS

NAAN MUDHALVAN PROJECT WORK

**TITLE : IMPLEMENTING CRM FOR RESULT TRACKING OF A
CANDIDATE WITH INTERNAL MARKS**

This is to certify that this is a bonafide record of work done by the above students of III B.Sc
(PHYSICS) Degree **NAAN MUDHALVAN PROJECT** during the year

Submitted for the **Naan Mudhalvan** project work held

on.....20

MENTOR

HEAD OF THE DEPARTMENT

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PROJECT REPORT

1.INTRODUCTION:

1.1 OVERVIEW:

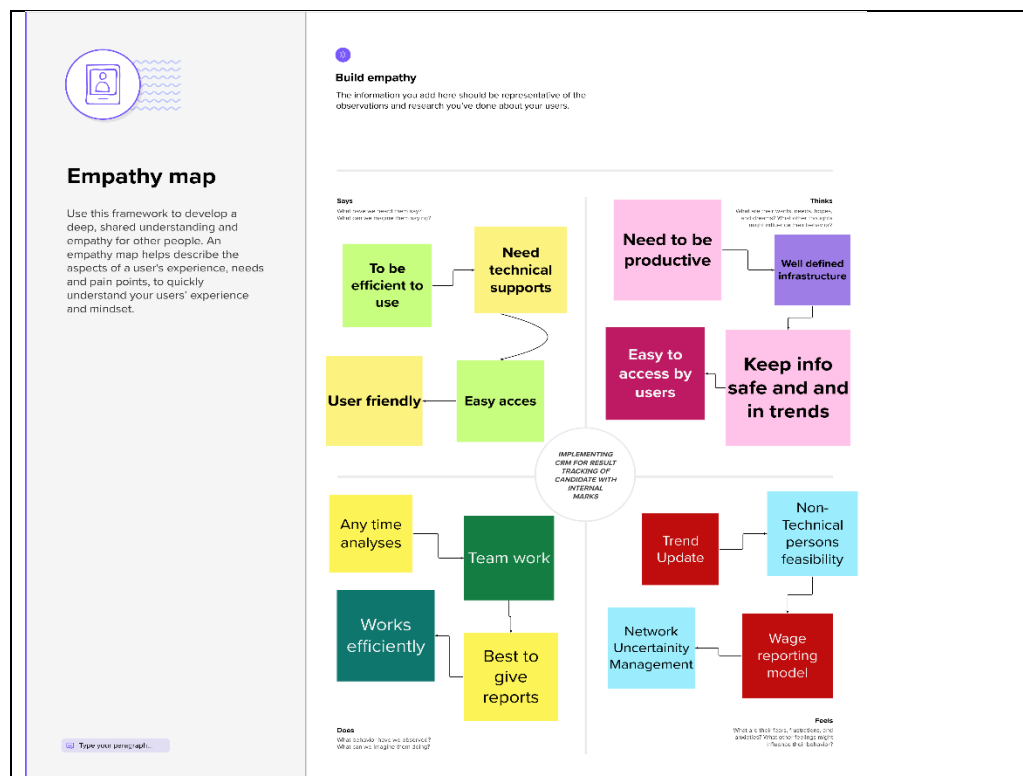
In academic activities is one of the important aspects to asses the promotion of students and their studies. A CRM products owner has requested to create applications, to represent and access the students academic activities and their results. Particularly, in order to track the internal marks throughout the academic year a specific and exclusive application utility tool is essentially required. Development of such application tool can enable one to access and update every student data of academic profile at any point of time during their study.

1.2 PURPOSE:

To manage the academic profile update of students data through out the year of study a specific and exclusive tool is needed. The present work is scheduled to design with an objective of update every student data during the course of time. To enable this utility all tools has been planned to include user friendly.

2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:



2.2 IDEATION & BRAINSTORMING MAP:

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

kaviyarasu

| | | |
|-------------------------------|------------------------|----------------------|
| 1. creating a website | 2. offline application | 3. cloud storage app |
| 4. low storage data occupying | | |
| | | |

dinesh

| | | |
|----------------|------------------------|-------------------------|
| 1. web portals | 2. Network Feasibility | 3. low data consumption |
| | | |
| | | |

jagadish

| | | |
|------------------|---------------------|------------------------------|
| 1. user friendly | 2. Easy portability | 3. Wide system accessibility |
| | | |
| | | |

Person 4

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Person 5

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Person 6

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Person 7

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Person 8

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| | | |
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| | | |

3. RESULT:

DATA MODEL:

| Semester: | Candidate: | Course Details: | Lecturer Details: | Internal results |
|----------------|--------------------------|-----------------|-------------------|------------------|
| Semester Name | Candidate Name | Course Name | Lecturer Role | Candidate ID |
| Course(lookup) | Candidate Id | Course ID | Lecturer Name | Course ID |
| | Semester Name | | Course ID | Marks |
| | Internal results(lookup) | | Course(lookup) | |

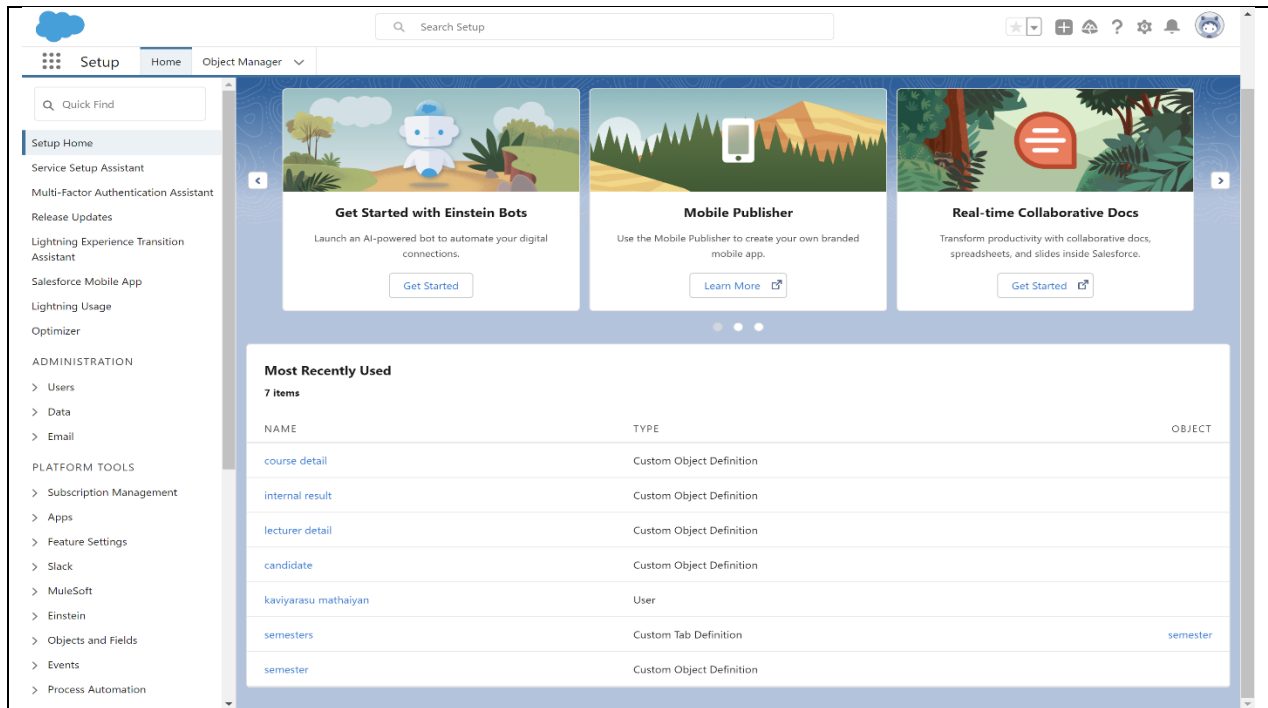
5

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

3.2 ACTIVITY & SCREENSHOT

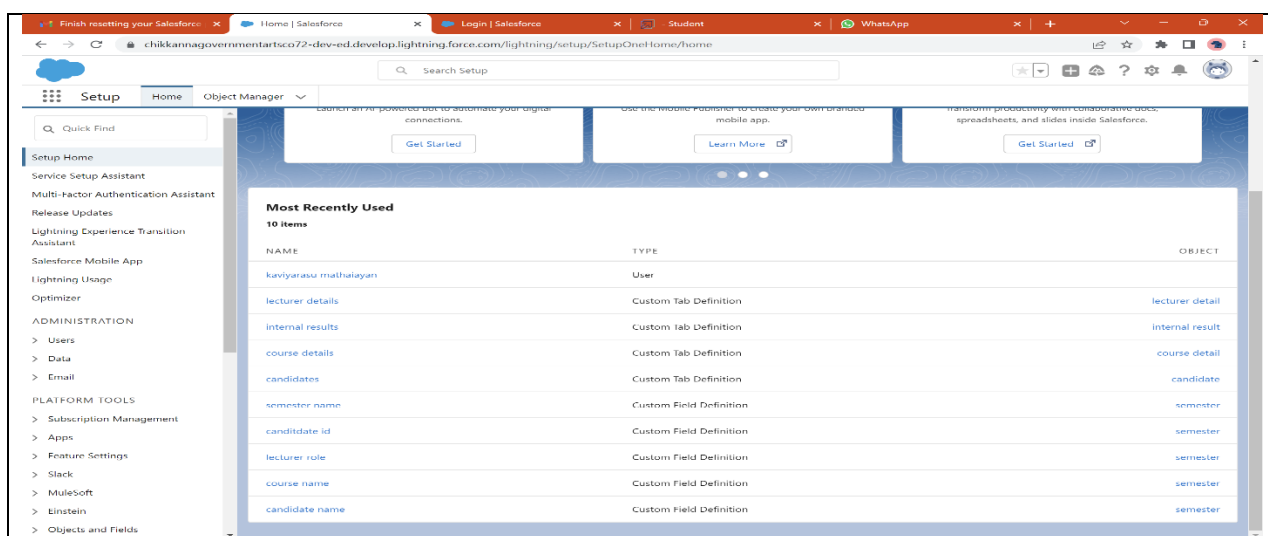
Milestone 1:

Create a developer account.



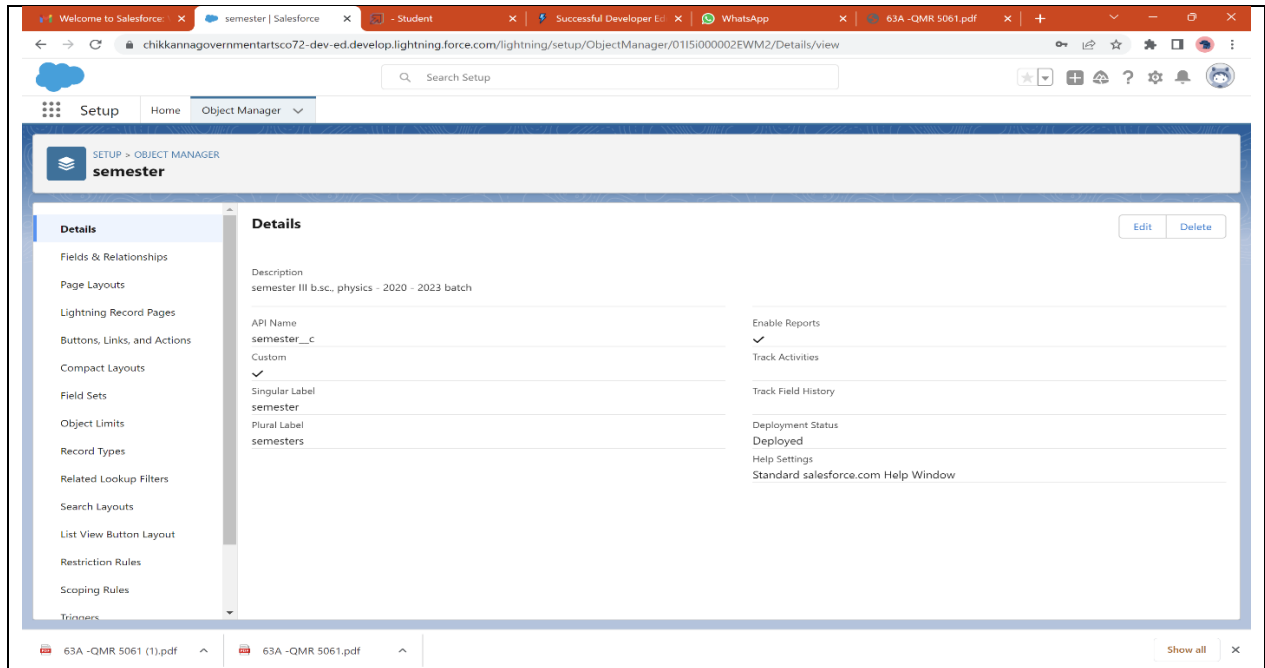
Milestone 2:

1.Create objects.



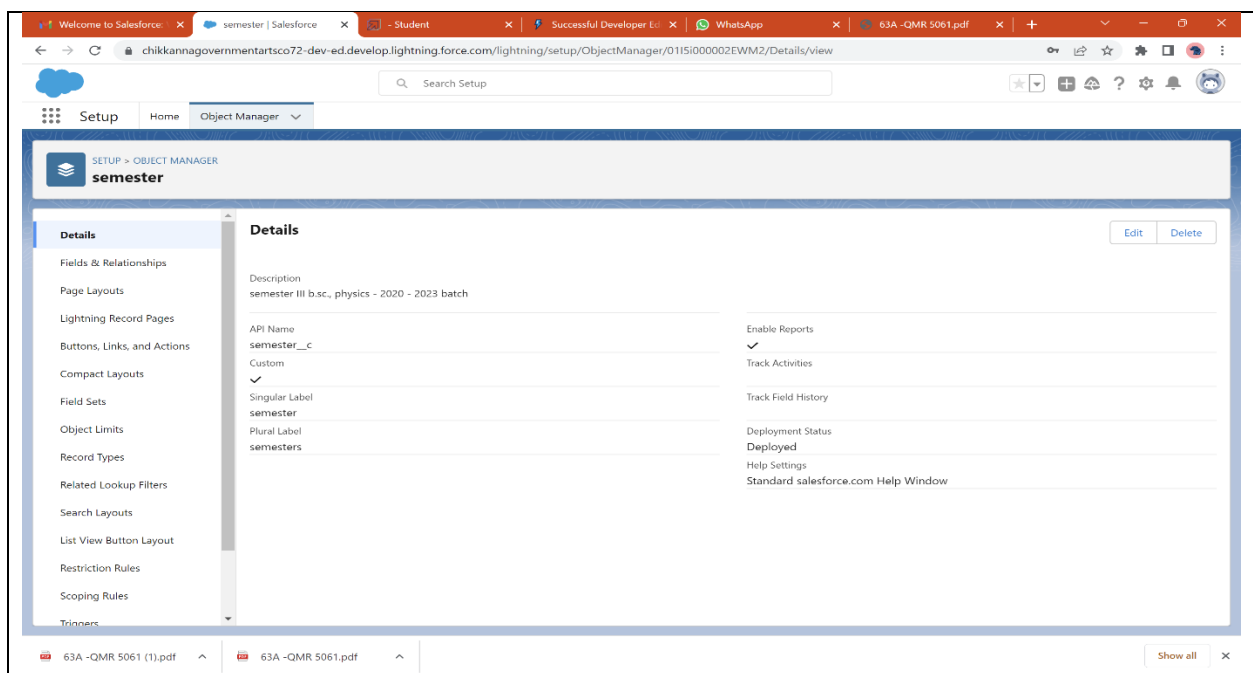
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2.Fields available on object (SEMESTER).



Milestone 3:

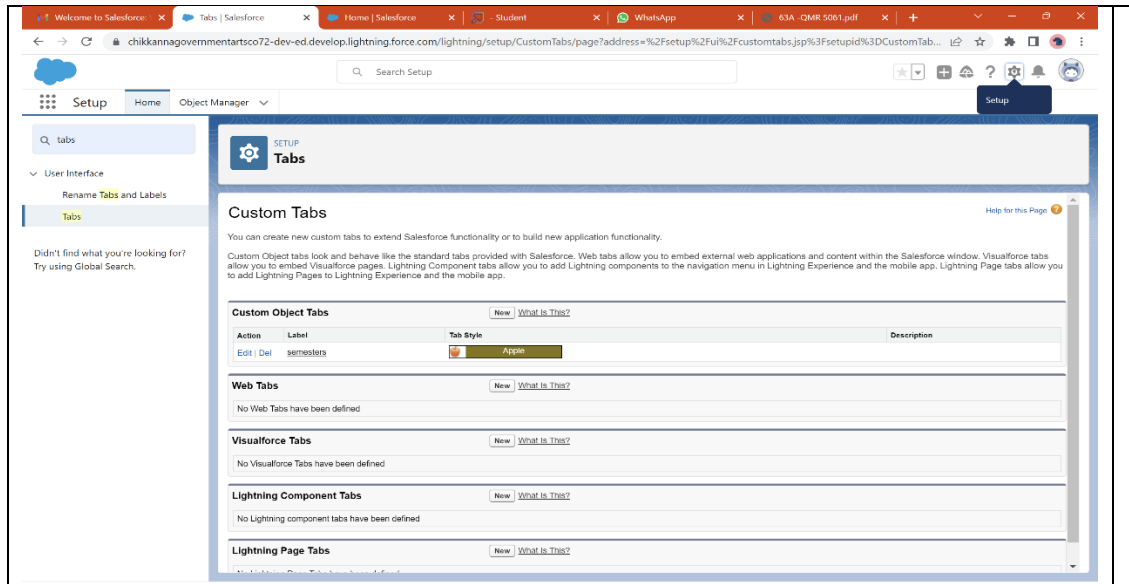
Relation between objects.



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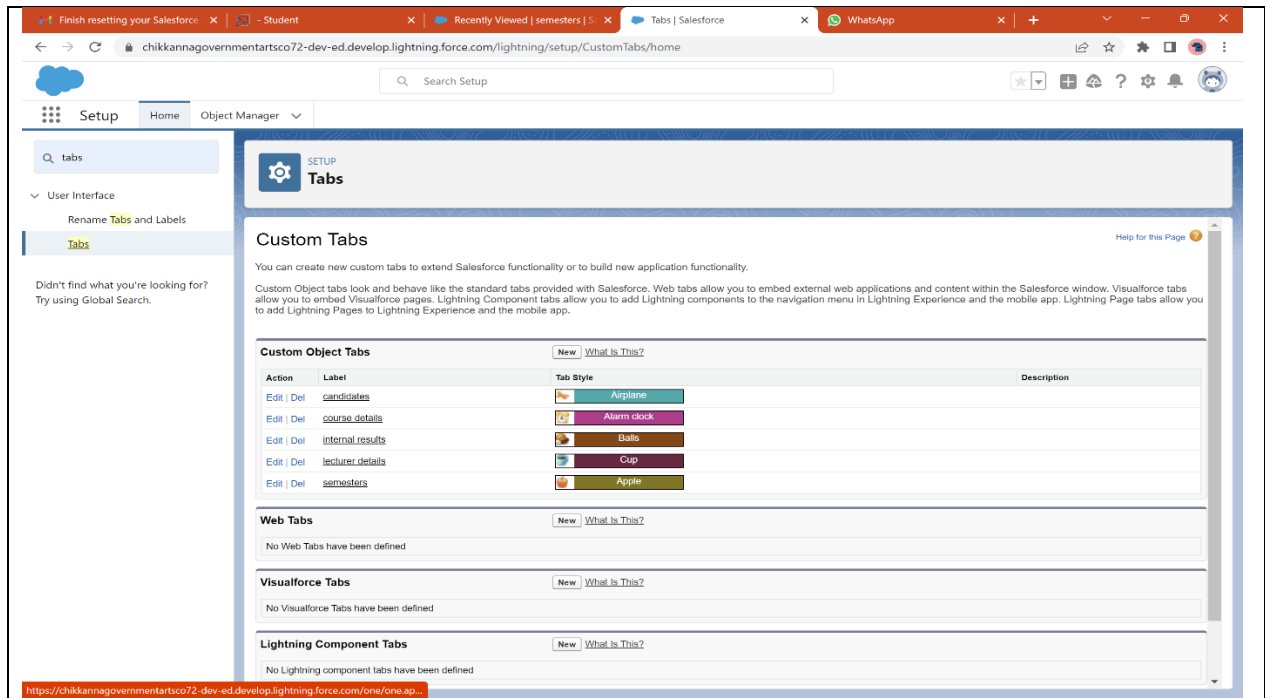
Milestones 5:

1. Creation of tabs:



Milestone 5: Layouts

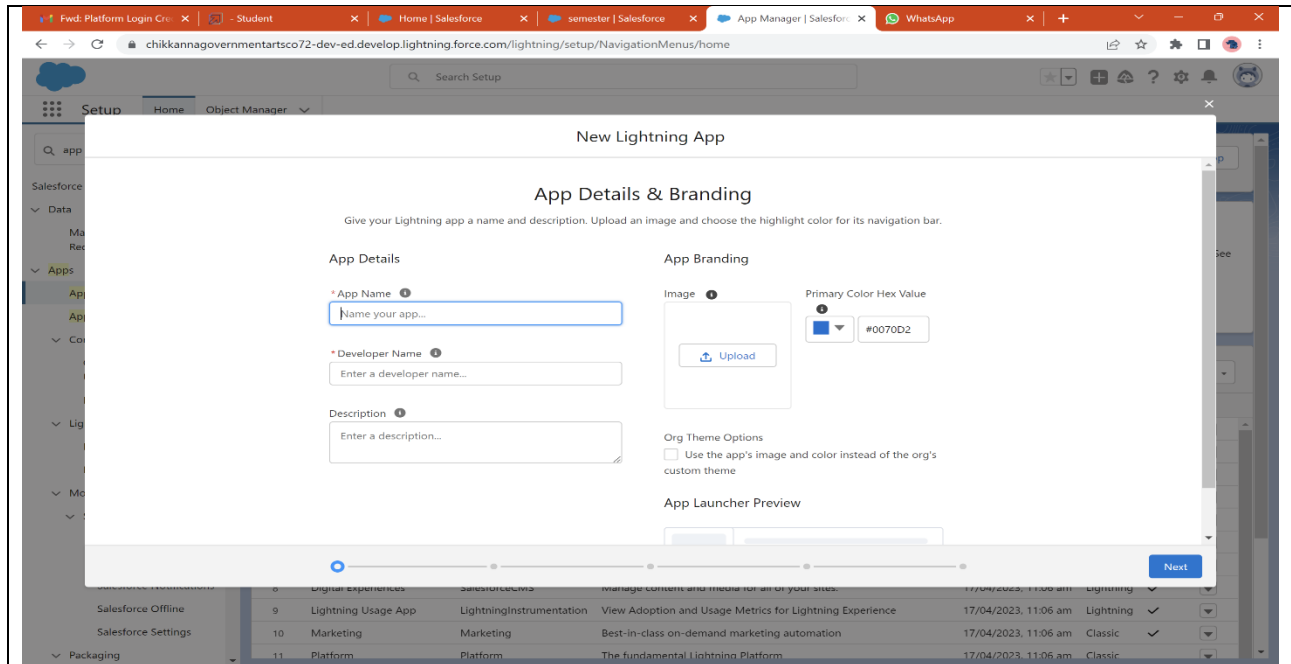
1. Creation of custom tabs



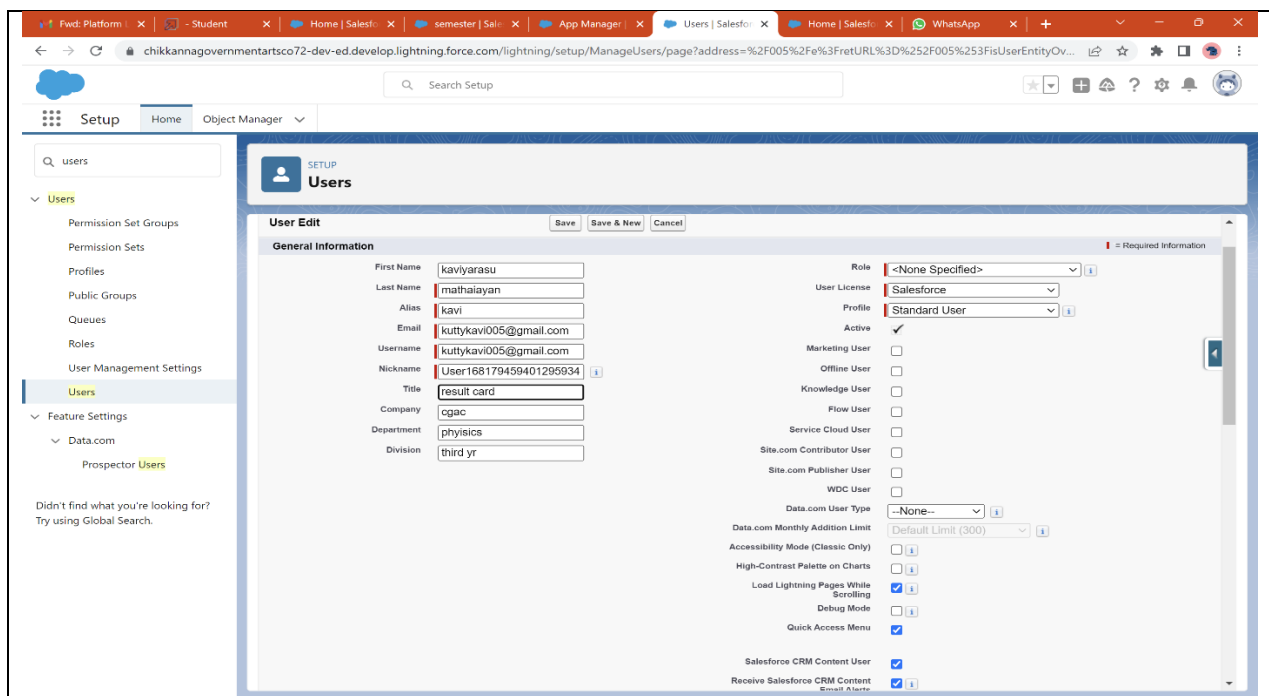
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Milestone 6: user

1. Creation of lightning app



Milestone 7: Creation of users



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2.Launching app and reports

The screenshot shows the Salesforce Setup page for a user named Jagadish M. The left sidebar contains the Setup menu with options like Users, Permission Set Groups, Profiles, Public Groups, Queues, Roles, and User Management Settings. The main content area displays the User Detail for Jagadish M, including fields for Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, and various permissions. The user is currently active and has the role of Salesforce Integration.

| Field | Value |
|-------------------------------------------------------|------------------------------------------------|
| Name | Jagadish M |
| Alias | jaga |
| Email | muralijagadish405@gmail.com |
| Username | muralijagadish405@gmail.com |
| Nickname | jaga |
| Title | developer |
| Company | cgac |
| Department | physics |
| Division | third year |
| Address | |
| Time Zone | (GMT+05:30) India Standard Time (Asia/Kolkata) |
| Locale | English (India) |
| Language | English |
| Role | Salesforce Integration |
| User License | Salesforce API Only System Integrations |
| Profile | Salesforce API Only System Integrations |
| Active | <input checked="" type="checkbox"/> |
| Marketing User | <input type="checkbox"/> |
| Offline User | <input type="checkbox"/> |
| Knowledge User | <input type="checkbox"/> |
| Flow User | <input type="checkbox"/> |
| Service Cloud User | <input type="checkbox"/> |
| Site.com Contributor User | <input type="checkbox"/> |
| Site.com Publisher User | <input type="checkbox"/> |
| WDC User | <input type="checkbox"/> |
| Mobile Push Registrations | <input type="checkbox"/> |
| Data.com User Type | <input type="checkbox"/> |
| Accessibility Mode (Classic Only) | <input type="checkbox"/> |
| Debug Mode | <input type="checkbox"/> |
| High-Contrast Palette on Charts | <input type="checkbox"/> |
| Load Lightning Pages While Scrolling | <input checked="" type="checkbox"/> |
| Salesforce CRM Content User | <input type="checkbox"/> |
| Receive Salesforce CRM Content Email Alerts | <input checked="" type="checkbox"/> |
| Receive Salesforce CRM Content Alerts as Daily Digest | <input checked="" type="checkbox"/> |
| Allow Forecasting | <input type="checkbox"/> |
| Call Center | <input type="checkbox"/> |

Milestone 7:

Creation of report.

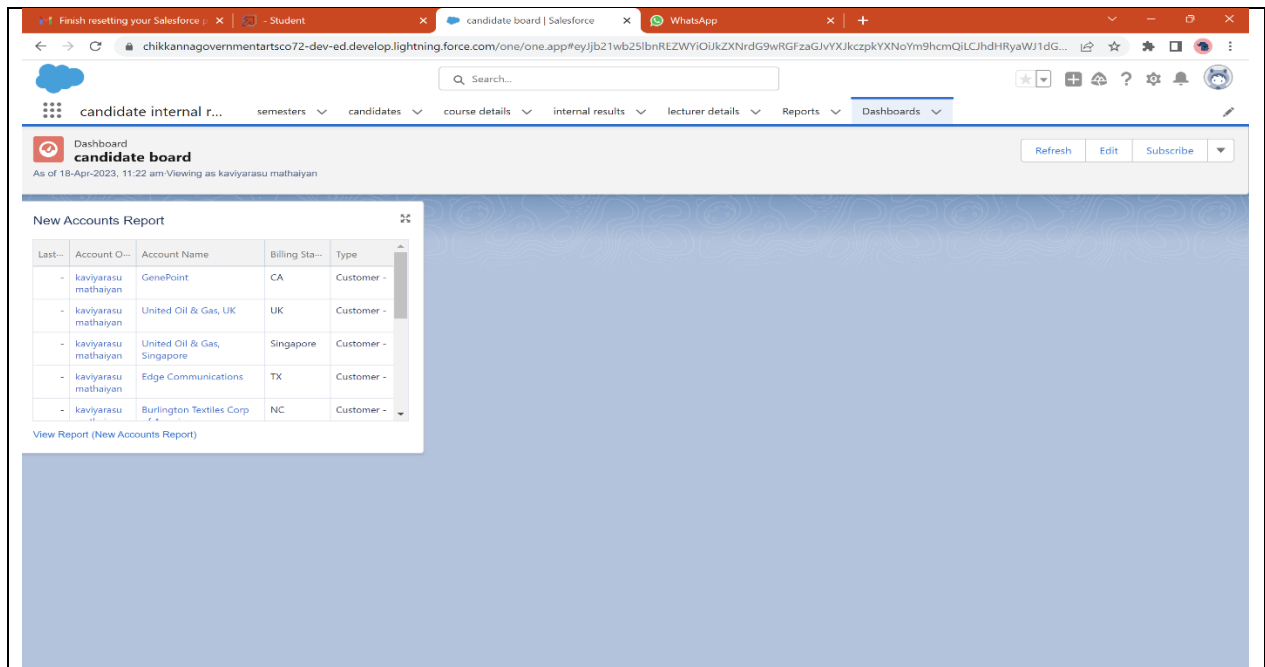
The screenshot shows the Salesforce Reports page for a report titled "New Accounts Report". The report displays a table of accounts with columns for Last Activity, Account Owner, Account Name, Billing State/Province, Type, Rating, and Last Modified Date. The report is currently in "Enable Field Editing" mode.

| | Last Activity | Account Owner | Account Name | Billing State/Province | Type | Rating | Last Modified Date |
|----|---------------|----------------------|-------------------------------------|------------------------|--------------------|--------|--------------------|
| 1 | - | kaviyarasu mathaiyan | GenePoint | CA | Customer - Channel | Cold | 17/04/2023 |
| 2 | - | kaviyarasu mathaiyan | United Oil & Gas, UK | UK | Customer - Direct | - | 17/04/2023 |
| 3 | - | kaviyarasu mathaiyan | United Oil & Gas, Singapore | Singapore | Customer - Direct | - | 17/04/2023 |
| 4 | - | kaviyarasu mathaiyan | Edge Communications | TX | Customer - Direct | Hot | 17/04/2023 |
| 5 | - | kaviyarasu mathaiyan | Burlington Textiles Corp of America | NC | Customer - Direct | Warm | 17/04/2023 |
| 6 | - | kaviyarasu mathaiyan | Pyramid Construction Inc. | - | Customer - Channel | - | 17/04/2023 |
| 7 | - | kaviyarasu mathaiyan | Dickenson plc | KS | Customer - Channel | - | 17/04/2023 |
| 8 | - | kaviyarasu mathaiyan | Grand Hotels & Resorts Ltd | IL | Customer - Direct | Warm | 17/04/2023 |
| 9 | - | kaviyarasu mathaiyan | Express Logistics and Transport | OR | Customer - Channel | Cold | 17/04/2023 |
| 10 | - | kaviyarasu mathaiyan | University of Arizona | AZ | Customer - Direct | Warm | 17/04/2023 |
| 11 | - | kaviyarasu mathaiyan | United Oil & Gas Corp. | NY | Customer - Direct | Hot | 17/04/2023 |
| 12 | - | kaviyarasu mathaiyan | sForce | CA | - | - | 17/04/2023 |

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Milestone 8: Dashboard

Creation of dashboards



4. TRAILHEAD PROFILE PUBLIC URL:

Team leader – <https://trailblazer.me/id/kavikutty>

Team Member1- <https://trailblazer.me/id/dinesh03>

Team Member1- <https://trailblazer.me/id/jiibscphysics>

5. ADVANTANGES & DISADVANTAGES:

Advantages of the project:

- Trustworthy reporting.
- Dashboards that visually showcase data.
- Improved messaging with automation.
- Proactive service.
- Efficiency enhanced by automation.
- Simplified collaboration.
- Better student retention.

Disadvantages of the project:

- Changing Preference.
- Time consuming.
- Doubling data.
- High Cost.
- Result slow update.
- Require window change.

6.APPLICATIONS:

- ❖ This application is for student academic profile maintenance with updated learning tools.
- ❖ CRM software is used to gather student exam results in one central place to improve their academic performance.
- ❖ CRM is one of the world's fastest-growing industries, expecting its utility tools can become feasible to enhance the students academic performance data management.
- ❖ The benefits of CRM include better student retention, increased performance and detailed analytics.

7.CONCLUSION:

An utility tool to track the students academic performance in between the academic period like internal examination has been proposed to design. As proposed a software utility tool has been developed based on the systematic schedule of software development procedures using salesforce. Initially an empathy map has been developed to access the need and service of the product. Based on that, a brainstorming map has been designed with the help of project team members. Every process of utility tool developed has been given in detail. As instructed the project has been successfully created.

8.FUTURE SCOPE:

- ❖ Scope of salesforce is very effective in academic system and hence, this can be extended to track the student academic profile even away from their period of study.
- ❖ This can proposal can track the student performance all time during their studentship.
- ❖ Utility tool can be update to deal fresh students and their performance promotion.

