

# Project Report Template

## 1 INTRODUCTION

### 1.1 Overview

#### Project Description

The Project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and looking for a real-time project. This project will also help to those professionals who are in cross-technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

### 1.2 Purpose

The purpose of implementing a Customer Relationship Management (CRM) system for

tracking the results of a candidate with internal marks is to streamline and automate the

process of managing candidate data and performance. A CRM system can help educational

institutions, such as universities or schools, to:

Centralize candidate data: A CRM system can help institutions to store candidate data in a

centralized database, making it easy to access and manage. This can include information

such as personal details, academic history, and internal marks.

Monitor candidate performance: A CRM system can help institutions to track candidate

performance over time, including internal marks and other performance metrics. This can

help educators to identify trends and patterns in candidate performance, and to take

corrective action if needed.

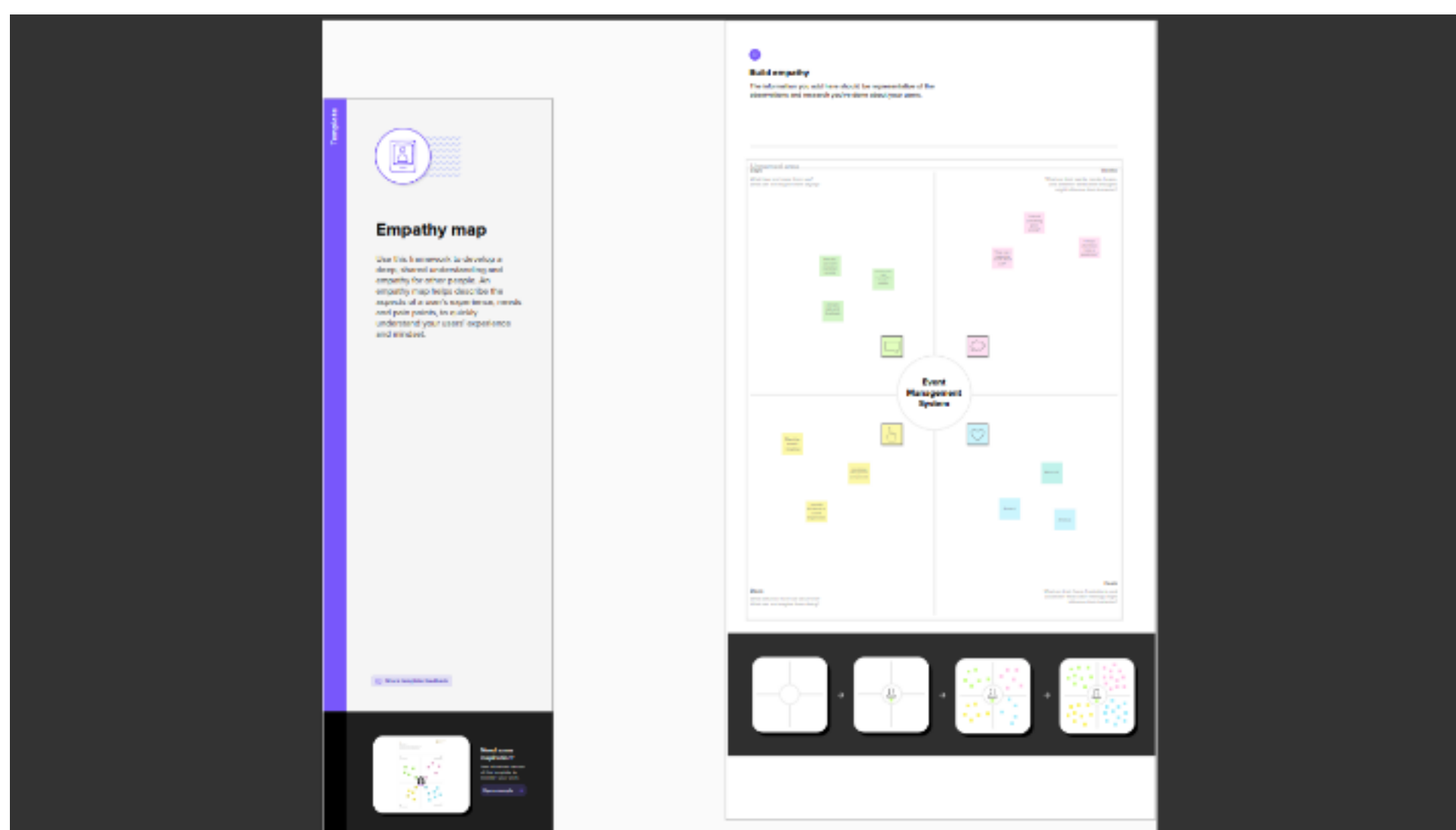
Automate workflows: A CRM system can help institutions to automate workflows, such as

sending out reminders to candidates to submit assignments or notifying educators of

upcoming exams. This can help to reduce manual effort and improve efficiency

## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



### 2.2 Ideation & Brainstorming Map

### 3      Result

#### 3.1   Data Model

Object Name	Fields in the Object	
Obj 1		
	Field Label	Data Type
Obj 2		
	Field Label	Data Type

#### 3.2 Activity and Screenshot

### **Trailhead Profile Public URL**

**Team Lead** - [trailblazer.me/id/mahaa28](https://trailblazer.me/id/mahaa28)

**Team Member 1** - <https://trailblazer.me/id/kumarr123>

**Team Member 2** - <https://trailblazer.me/id/kavig21>

## **5 ADVANTAGES AND DISADVANTAGES**

Advantages ;

There are several advantages of implementing a Customer Relationship Management (CRM)

system for tracking the results of a candidate with internal marks. Here are some of the key

advantages:

Improved data management: By centralizing candidate data in a CRM system, educational

institutions can improve their data management capabilities. This can make it easier to access,

update, and maintain candidate information, reducing the risk of errors and inconsistencies.

Enhanced communication: A CRM system can provide educational institutions with tools for

communicating more effectively with candidates. This can include automated messaging,

personalized notifications based on candidate performance, and other features that help keep

candidates engaged and informed.

Better decision-making: By tracking candidate performance over time, a CRM system can help

educators to identify trends and patterns in performance, and to make data-driven decisions about

how to improve academic outcomes.

### **Disadvantages ;**

There are some potential disadvantages of implementing a Customer Relationship Management

(CRM) system for tracking the results of a candidate with internal marks. Here are some of the key

disadvantages to consider:

Cost: Implementing a CRM system can be expensive, particularly if it requires significant

customization or integration with other systems. Educational institutions may need to invest in

hardware, software, and staff training to implement the system effectively.

Complexity: CRM systems can be complex and require a significant amount of time and effort to set

up and configure. This can be particularly challenging for educational institutions with limited IT

resources or staff.

Data security: Storing sensitive candidate data in a centralized database can raise security concerns.

Educational institutions need to ensure that appropriate security measures are in place to protect

candidate data from unauthorized access or theft.

## **6 APPLICATIONS**



The application of implementing a Customer Relationship Management (CRM) system for

tracking the results of a candidate with internal marks is relevant to a wide range of educational

institutions, including schools, colleges, and universities. Here are some of the key applications of

this type of system:

**Student performance tracking:** A CRM system can help educators to track student performance over

time, including internal marks, grades, attendance, and other metrics. This can help educators to

identify areas of strength and weakness, and to take corrective action if needed.

Personalized communication: A CRM system can help educators to communicate with students

more effectively, sending out personalized messages based on their academic performance,

interests, and needs. This can help to keep students engaged and informed, improving overall

academic outcomes.

## **7 CONCLUSION**

In conclusion, implementing a Customer Relationship Management (CRM) system for tracking

the results of a candidate with internal marks can provide a range of benefits to educational

institutions. By centralizing candidate data, improving communication, and automating

administrative tasks, a CRM system can help educators to improve their data management,

collaboration, and decision-making capabilities. However, there are also potential drawbacks to

consider, including cost, complexity, data security, resistance to change, and technical issues. To

fully leverage the benefits of a CRM system and mitigate the risks, educational institutions need to

carefully plan and implement the system, addressing concerns proactively and ensuring that all

stakeholders are engaged and supportive. Ultimately, by leveraging the power of data and

technology, educational institutions can help to improve academic outcomes and prepare

candidates for success in their academic and professional careers.

## **8 FUTURE SCOPE**

Predictive analytics: With the help of advanced analytics and machine learning techniques, a CRM

system could be able to predict candidate performance more accurately. This could help educators

to intervene early and provide targeted support to candidates who are at risk of falling behind.

Personalization: A CRM system could enable even greater personalization of communication with

candidates, based on their academic performance, interests, and needs. This could help to further

improve engagement and academic outcomes.

Integration with other systems: A CRM system could be integrated with other systems, such as

learning management systems or assessment platforms, to provide a more holistic view of

candidate performance. This could help educators to identify patterns and trends across multiple

data sources, and to take more informed decisions.

Mobile access: A CRM system could be accessed via mobile devices, enabling educators and

administrators to access candidate data and insights on the go. This could help to improve the

flexibility and efficiency of workflows.