

# An Undergraduate Internship/Internship

## Project for GAO Tek

By

**Rezwan Uddin**

Student ID: **1730221**

**Spring, 2022**

Supervisor:

**Mr. Sanzar Adnan Alam**

**Lecturer**

Department of Computer Science & Engineering

Independent University, Bangladesh

**April 21, 2022**

Dissertation submitted in partial fulfillment for the degree  
of Bachelor of Science in Computer Science

Department of Computer Science & Engineering

**Independent University, Bangladesh**

## Attestation

This is to certify that this whole report was completed by Rezwan Uddin (ID-1730221) submitted in partial fulfillment of the requirement for the Degree of Computer Science from Independent University, Bangladesh (IUB). It has been completed under the guidance of Mr. Sanzar Adnan Alam (Supervisor). I also certify that all my work is original and has not been submitted earlier to this university or any other institution. All the sources of information used in this Project Report have been duly acknowledged in it.

Signature: \_\_\_\_\_

Date: 21 April, 2022

Write Your Name Here

Rezwan Uddin  
\_\_\_\_\_

## Acknowledgement

First of all, I would like to thank Almighty Allah (SWT), for his grace in accomplishing my internship report timely. I would like to express my gratitude to the Faculty of Computer Science and Engineering department to keep internship credit in the curriculum of the graduation program and give me a scope of tasting the flavor of industry-oriented tasks and the field of work with my interest. I would like to thank specially and heartily to my supervisor, Mr. Sanzar Adnan Alam, Lecturer, Department of Computer Science and Engineering, Independent University, Bangladesh, who encouraged and directed me with her continuous guidance, invaluable instructions, stimulating suggestions and thoughtful advice during pursuing this internship and preparation of this report. I am also thankful to my technical supervisor Alan Saxena, Asst. Operations Manager, GAO RFID Inc. & GAO Tek Inc. from the core of my heart for his kind support, guidance, constructive, supervision, instructions and advice as well as for motivating me to do the internship smoothly.

Here, with daily reporting along with mental and professional support enhances my experience in the internship life. I am also indebted to the employees of Fortune Partnership team and also specially my Group leader Hrishu Hristozava, who gave me immense support while working. Moreover, to prepare this report and other documentation regarding Internship Report and else I would show appreciation to all the members of Fortune team, who always advised me and helped me through hands and pens. Moreover, I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. Last but not the least, I would like to thank my parents and other family members for their eternal support given to me.

# Letter of Transmittal

Mr. Sanzar Adnan Alam,

Lecturer,

Department of Computer Science and Engineering

School of Engineering and Computer Science

Independent University, Bangladesh

Subject: Submission of Internship Report for the completion of Graduation.

Dear Sir,

I am hereby submitting my Internship Report, which is a part of the Bachelor Program in Computer Science and Engineering curriculum. It is a great achievement to work under your active supervision. This report is based on, “Internship at GAO RFID Inc. & GAO Tek Inc”. I have got the opportunity to work as a technical analyst for four months, under the supervision of Alan Saxena, Asst. Operations Manager, GAO RFID Inc. & GAO Tek Inc. This internship has given me both academic and practical exposures. The internship has given me the opportunity to develop a network with the corporate environment. I tried to make this report as much informative as possible with the experience I have gained during my internship period. In order to prepare a well-organized internship report, I have followed the guidelines and described the required fields with sufficient details. I, however sincerely believe that this report will serve the purpose of my internship program.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgement. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,

Rezwan Uddin

ID- 1730221

Department of Computer Science and Engineering

Independent University, Bangladesh

iii

# Evaluation Committee

.....  
Signature

.....  
Name

.....  
Supervisor

.....  
Signature

.....  
Name

.....  
Internal Examiner / Panel Member

.....  
Signature

.....  
Name

.....  
External Examiner / Organizational Supervisor

.....  
Signature

.....  
Name

.....  
Head of the Department / Convener

# Abstract

Internship is defined as obtaining practical experience from various organizations, which helps in the formation of a connection between theoretical and practical knowledge. It is very important because it is the first time for a student to acquire a keen practical knowledge from the different organizations. As I was offered by GAO Tek to do a 4 month internship, there are actually looking to create a business partnership with various company to promote their tools and services. In this fast-moving time, technology is growing rapidly every day, new businesses are starting and growing in large scale, and they are quickly shifting to digital technology. It is very important and necessary for businesses to maintain a good communication between customers and companies to be fast, productive, and scalable. As every business grows, a huge number of customers and companies' data resides on the business database that needs to be kept in an organized manner so that it can be used to interact, follow up, and managed to produce insightful information about customers and companies. These information will help companies to handle thousands of customers at once and fasten the work and business process of sales in digital marketing, and maintain their customer satisfaction, customer loyalty and business growth

Keywords: CRM lead, Bitrix24

## Contents

|  |    |
|--|----|
| Table of Figure:.....                                    | 8  |
| Chapter 1: Introduction .....                            | 9  |
| 1 1.1 Overview/Background of the Work.....               | 9  |
| 1 1.2 Objectives .....                                   | 10 |
| 1 1.3 Scopes .....                                       | 11 |
| Chapter 2: Literature Review.....                        | 11 |
| 2 2.1 Relationship with Undergraduate Studies.....       | 11 |
| Chapter 3 Project Management.....                        | 13 |
| 3 3.1 Work Breakdown Structure .....                     | 13 |
| 3 3.2 Process/Activity wise Time Distribution .....      | 14 |
| 3 3.3 Gantt chart.....                                   | 15 |
| Chapter 4 Methodology .....                              | 16 |
| Chapter 5: Body of the Project.....                      | 18 |
| 5 5.1 Work Description.....                              | 18 |
| 5 5.2 System Analysis.....                               | 21 |
| 5 5.3 Six Element Analysis.....                          | 21 |
| 5 5.4 Feasibility Analysis.....                          | 21 |
| 5 5.5 Problem Solution Analysis .....                    | 22 |
| 5 5.6 System Design .....                                | 25 |
| Chapter 6: Results & Analysis.....                       | 28 |
| Chapter 7: Project as Engineering Problem Analysis.....  | 32 |
| 7 7.1 Sustainability of the Project/Work.....            | 32 |
| 7 7.2 Social and Environmental Effects and Analysis..... | 32 |
| Chapter 8: Lesson Learned .....                          | 33 |
| 8 8.1 Problems Faced During this Period .....            | 33 |
| 8 8.2 Solution of those Problems .....                   | 33 |
| Chapter 9: Future Work & Conclusion.....                 | 34 |
| 9 9.1 Future Works .....                                 | 34 |
| 9 9.2 Conclusion .....                                   | 34 |
| Bibliography .....                                       | 35 |

## Table of Figure:

|  |    |
|--|----|
| Figure 1 WBS .....                       | 13 |
| Figure 2 Agile methodology .....         | 16 |
| Figure 3 Interns follow up sheet .....   | 18 |
| Figure 4 Interns resource sheet 01 ..... | 19 |
| Figure 5 Interns resource sheet 02 ..... | 19 |
| Figure 6 CRM lead.....                   | 20 |
| Figure 7 Bitrix24 interface 01 .....     | 25 |
| Figure 8 Bitrix24 interface 02 .....     | 26 |
| Figure 9 Bitrix24 chatting system.....   | 27 |
| Figure 10 Bitrix24 feed .....            | 28 |
| Figure 11 Creating CRM lead 01 .....     | 29 |
| Figure 12 creating CRM lead 02.....      | 30 |
| Figure 13 Creating CRM lead 3.....       | 31 |



## Chapter 1: Introduction

Internships are often very closely related to a student's academic and career goals. The purpose of internship program is to help students focus on their career interests and capabilities. The whole program entitles to give the prospect to learn, observe and determine their goals and aims. Internship provides a student an opportunity to relate their theoretical knowledge with the tough real world atmospheres. As a student of Independent University, Bangladesh, I was offered with this Internship opportunity by GAO RFID Inc. & GAO Tek Inc. to complete my CSE499 Internship Program course. I was assigned as a Technical Analyst for GAO RFID Inc. & GAO Tek Inc. It was a great chance for obtaining practical experience from various organizations, which helps in the formation of a connection between theoretical and practical knowledge. It is very important because it is the first time for a student to acquire a keen practical knowledge from the different organizations. The technical aspects of managing systems such as the selection of activities, cost drivers and process analysis have been widely discussed in the literature. However, in recent years, a concern that has arisen has to do with the problems related to the effective implementation of managing systems in organizations, and particularly the high failure rate of such implementations. The remaining of the paper is organized as follows. Firstly, a literature review is presented, mainly focused on the implementation of the systems and their success factors, and on agile project management's methodologies. Secondly, the proposed methodology is explained for the design and followed by the methodological aspects of the research. Finally, the results are discussed, as well as the main conclusions and opportunities for further research.

### 1.1.1 Overview/Background of the Work

Being an intern, the main challenge was to translate the theoretical concepts into real life experience. This report shows what work I have done during my Internship period. As I was working as a technical analyst for GAO Tek, basically GAO Tek Inc. is a leading US based supplier of test and measurement equipment for fiber optic, telecommunications, networks, PSTN, CATV, environment, chemical and bio-medical test and measurement instruments. GAO

Tek is a technology provider for you to gain the benefit of their experience. They are looking to create a business partnership with various companies to sell their product. There is a group for marketing interns who tries to create a connection with potential client through LinkedIn. As a technical analyst and a team leader my work was to ensure that the marketing team is getting the best output for getting potential client, increase the efficiency and effectiveness and most importantly help to build the database or sheet of various company and related potential clients. As a technical analyst and a team leader my work was to ensure that the marketing team is getting the best output for getting potential client, increase the efficiency and effectiveness and most importantly help to build the database or sheet of various company and related potential clients. For doing these works interns are facing a lot of problems and confusion and this report will help to sort those out.

## 1.1.2 Objectives

The main objective of GAO RFID Inc. & GAO Tek Inc. is to create an informal partnership with different company (or simply a division, a department or a product line) to promote their products and services and our BLE, RFID & IoT hardware and system products by making use of their promotional tools. In this regard GAO Tek has assigned various team for example the marketing team who tries to create connection with potential client for them. Our work is to increase their efficiency and effectiveness of work, to help them organize their sheet, create a database for them where it will be easy to find their potential company and client with necessary details and stop adding the same lead which will be explained later briefly. In this fast-moving time, technology is growing rapidly every day, new businesses are starting and growing in large scale, and they are quickly shifting to digital technology. It is very important and necessary for businesses to maintain a good communication between customers and companies to be fast, productive, and scalable. As every business grows, a huge number of customers and companies' data resides on the business database that needs to be kept in an organized manner so that it can

be used to interact, follow up, and managed to produce insightful information about customers and companies. These information will help companies to handle thousands of customers at once and fasten the work and business process of sales in digital marketing, and maintain their customer satisfaction, customer loyalty and business growth

### 1 1.3 Scopes

As GAO Tek wants us to create a database of potential clients and company, it's important to eliminate all the repetitive leads, increase the efficiency of the work by analyzing the result and patterns, collaborate the marketing interns work to get the best output. In addition building up a data sheet for quick search of potential clients to create informal business partnership. GAO Tek also held more than 50 webinar where both companies after creating this partnership can promote their services.

## Chapter 2: Literature Review

GAO Tek has a collaborating working platform called bitrix24, only the staff and management of GAO Tek has access of it. It has certain advantage for example chatting system where the higher management can talk to us, we send our daily and weekly report there. It also has a features like feed something similar to Facebooks newsfeed, where many important event has been posted like web seminar. Most importantly it has a feature called CRM lead where interns are required create a CRM lead whenever they create a connection with potential client. It has a button for clock in and out while working there to track the record for working time. Anybody fail to do so without informing for three days may lose their access of it.

### 2 2.1 Relationship with Undergraduate Studies

Knowledge and skills gained from undergraduate courses have helped me throughout this internship. It would have proven more difficult if these courses were not covered before working on this project. Some of the courses are:

- **CSE 303- Database Management:** This was the first course which taught how to design and plan a project. It covered popular planning and strategy practices such as System Development Life Cycle, Rich Picture, Requirement Analysis, Diagram, Business Process Model and many.
- **CSE 307 - System Analysis and Design:** This course introduced the tools and techniques for the design and analysis of information systems. Topics covered include Systems and models, Project management, Tools for determining system requirements, data flow diagrams, decision table and decision trees, Systems analysis, systems development life cycle models, use-case modeling, systems prototyping, system design, database design, Case studies of Information Systems. All these lessons helped me throughout the internship.
- **CSE453- Software Requirement Engineering:** This course is about the elicitation, analysis, modeling and specification of software engineering requirements. Process of identifying stakeholders, capturing, analyzing, reviewing and verifying their requirements for new or extended software products, optimization of software requirements and business benefits, the role of prototyping in validating requirements, role of requirements in system development and maintenance are being taught in this course which is really important in real life or corporate life.
- **CSE458- Software Quality & Testing:** Principles of software testing, testing types, test planning, development, execution and reporting; real-time testing and test organization; basic concepts of reliability and many more are being taught in this course which I can easily relate to work I've been doing throughout the internship.

## Chapter 3 Project Management

### 3.3.1 Work Breakdown Structure

Work Breakdown Structure is a way of finishing a complex, sophisticated and multi phased project into dividing into smaller portion and getting task completed by specific people. This helps us to divide and conquer a large project and complete the project fast and efficiently. Its main purpose is to make a huge project more manageable by breaking down into small segments and assigned to different team members to collaborative and simultaneously work together. This yields a better group productivity and efficient project management.

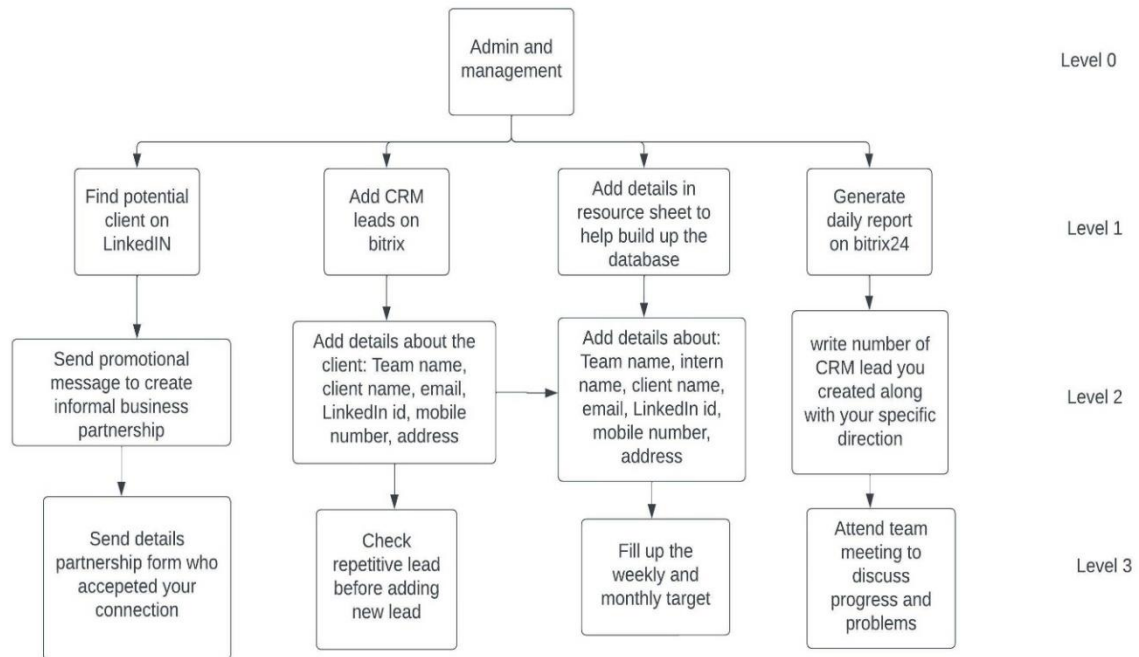


Figure 1 WBS

This is the WBS for interns work doing for GAO Tek.

### 3.3.2 Process/Activity wise Time Distribution

The Process wise time distribution is an estimated time management planning that determines how much time will be required to successfully develop and finish a project in a given time. This creates a conceptual mapping of how efficiently team members have to work in order to complete a project and meet all the milestones and deadlines. It plays an important role in project management.

In this internship, all marketing interns are required to find 300 potential client. For 300 client they were supposed to add 300 leads in bitrix24. However for every interested lead will be counted as 20 normal lead. So if an intern found 1 interest client for GAO Tek, his or her target will go down to 280 from 300. For the data sheet GAO required us to complete it within 3 months, they divided the task like entering all the company name from the directory within 7 days. Every intern has been given unique directory to enroll the company name so that repetitive task can be avoided.

| Index | Activity description   | Dependency | Duration |
|-------|--|------------|----------|
| A     | Intern training  | none       | 1 Week   |
| B     | Find potential client  | A          | 3 month  |
| C     | Add CRM lead on bitrix24                                       | A,B,       | 3 month  |
| D     | Fill up resource sheet with necessary details about the client | C          | 3 month  |
| E     | Fill up the company names for specific directory               | C          | 2 weeks  |
| F     | Generate report to increase the work progress                  | D,E        | 1 month  |

*Table 1 Process activity wise time distribution*

### 3.3.3 Gantt chart

is one of the most widely used chart used for project management, it comes quite handy in planning a project and setting the sequence of task that is needed to complete a project. It is usually displayed in a graphical table with bar that denotes the time that will be taken to finish a certain phase of the project. It also includes the start date, end date, milestones and tasks. Gantt chart is very useful for scheduling, managing and monitoring specific tasks and resource in a project.

| Task/time  | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Intern training                                    |        |        |        |        |        |        |        |        |        |         |         |         |
| Find potential client                              |        |        |        |        |        |        |        |        |        |         |         |         |
| Add CRM lead on bitrix24                           |        |        |        |        |        |        |        |        |        |         |         |         |
| Fill up details about client in the resource sheet |        |        |        |        |        |        |        |        |        |         |         |         |
| Fill up resource sheet for company                 |        |        |        |        |        |        |        |        |        |         |         |         |
| Generate report to increase the work progress      |        |        |        |        |        |        |        |        |        |         |         |         |
| Team meeting to follow up the work progress        |        |        |        |        |        |        |        |        |        |         |         |         |

Table 2 Grant chart

This is the grant chart of work for my internship.

## Chapter 4 Methodology

Software Development Methodology is a process or a series of process in an organized manner or arrangement of procedures used in software development field to develop software by dividing the development work into smaller, parallel, or sequential steps to reduce time and follow a discipline to development process. It is a very wide and enormous topic, it consists of certain phases to like Planning, Defining Requirements, Designing, Developing, Testing, Deployment and Maintenance. It defines how a software should be built and what discipline should be followed to produce a fruitful outcome in a given time. There are different types of software development methodologies and practices that includes:

1. Agile
2. Waterfall
3. Spiral
4. Prototype
5. Iterative
6. Incremental
7. Scrum
8. Rapid Application Development
9. Extreme Programming (Guru99, n.d.)

For our internship we have decided to choose the agile methodology. It may sometimes take the iterative development too.



Figure 2 Agile methodology



Agile is one of the most common and popular software development methodology. It mainly focuses on how to rapidly satisfy the customer and their requirements. In Agile methodology, all the tasks are broken down into smaller phases and requirements and solutions comes through collaboration between different team members of a particular project and frequent improvements and iteration at all phases. The reason we choose this methodology are:

1. **Faster development time:** Agile follows an iterative discipline which means the outcome of the product is ready to be market faster, staying one step ahead of the competition and quickly getting its benefits. Agile methods reduce the development cost and time to release.
2. **Flexible Control:** Since Agile methodology follows an incremental development, works and phases can be broken into smaller parts and performed in fast and iterative cycles. This allows team members of the project to share progress and address problems and develop a solution through daily meetings, this creates a transparency to the whole process.
3. **Productivity and Quality:** The Agile method follows the incremental nature which means that projects are finished in short phases, making them more manageable. It helps the project to be rolled out fast and development changes can be made at any time. It also has the ability to detect problems and develop a solution fast and efficiently which allows team members to get customer reaction and give a feedback and continuously improve the software. (Ahmed)

## Chapter 5: Body of the Project

The body of the project contains all the detailed analysis and study of the project and the application that we are building. It contains a detailed explanation of the project, its workflow and architecture, application requirements and process, design and outlook of the project. It is the heart of the project that helps us clearly understand how the system will be built, the processes it will go through, what purpose it will serve and how it will look.

### 5.5.1 Work Description

This is the main important part of my report where I'm describing my work briefly. As agile methodology we have divided our work so that all the tasks are broken down into smaller phases and requirements and solutions comes through collaboration between different team members. Basically GAO Tek is hiring a lot of interns and distributing them in different teams. As I was working for fortune partnership team. Fortune partnership team has been divide into many small teams from fortune partnership team A to fortune partnership team S. Every team consist of 5 interns and a team leader or TL. All of the team of fortune partnership from A to S has a common group leader. And after that there is a team manager of fortune partnership team whose name is Alan Saxena, under his supervision I was working with. Initially I was in the Fortune partnership team K and then later promoted as a TL for fortune partnership team N. Basically there was a lot of task interns need to do, for example finding potential client on LinkedIn with specific guidance and keywords given by the higher management. When they found a potential client they need to write it down in the resource sheet with necessary details.

|    | A                    | B                 | C                      | D  | E           | F                  | G                                  | H                        | I                        | J |
|----|----------------------|-------------------|------------------------|--|-------------|--------------------|------------------------------------|--------------------------|--------------------------|---|
| 1  | To be sent by intern | To be sent by ATL |                        |  |             |                    |                                    |                          |                          |   |
| 2  |                      |                   |                        |  | On date     | On date            | 2 days after last linkedin message | 2 days after follow up 1 | 2 days after follow up 2 |   |
| 3  | Sl No.               | Date              | Candidate Name         | Email ID   | First Email | Last LinkedIn mess | Follow up 1                        | Follow up 2              | Follow up 3              |   |
| 4  | 1                    | 04/04/2022        | Souvik Chakraborty     | <a href="mailto:souvik.chak25@gmail.com">souvik.chak25@gmail.com</a>                     | 04/04/2022  | 04/04/2022         | 04/07/2022                         | 04/10/2022               | 04/13/2022               |   |
| 5  | 2                    | 04/04/2022        | Raja Rajan             | <a href="mailto:rajarajan6486@gmail.com">rajarajan6486@gmail.com</a>                     | 04/04/2022  | 04/04/2022         | 04/07/2022                         | 04/10/2022               | 04/13/2022               |   |
| 6  | 3                    | 04/04/2022        | Shailesh Gaikwad       | <a href="mailto:sak13599@gmail.com">sak13599@gmail.com</a>                               | 04/04/2022  | 04/04/2022         | 04/07/2022                         | 04/10/2022               | 04/13/2022               |   |
| 7  | 4                    | 04/05/2022        | Ms. Julie Fischer      | <a href="mailto:ericandjule2@verizon.net">ericandjule2@verizon.net</a>                   | 04/05/2022  | 04/05/2022         | 04/07/2022                         | 04/10/2022               | 04/13/2022               |   |
| 8  | 5                    | 04/05/2022        | Anirban Bhattacharya   | <a href="mailto:abhattacharya6@gmail.com">abhattacharya6@gmail.com</a>                   | 04/05/2022  | 04/05/2022         | 04/07/2022                         | 04/10/2022               | 04/13/2022               |   |
| 9  | 6                    | 04/06/2022        | Ms. Arūnē Alīšauskaitė | <a href="mailto:arune.alisauskaite@coognizant.com">arune.alisauskaite@coognizant.com</a> | 04/06/2022  | 04/06/2022         | 04/08/2022                         | 04/11/2022               | 04/14/2022               |   |
| 10 | 7                    | 04/06/2022        | Mr. Mohan Ananthanar   | <a href="mailto:mohan.anantha@gmail.com">mohan.anantha@gmail.com</a>                     | 04/06/2022  | 04/06/2022         | 04/08/2022                         | 04/11/2022               | 04/14/2022               |   |
| 11 | 8                    | 04/06/2022        | Mr. Subhas Hegde       | <a href="mailto:hegde_subhas@yahoo.com">hegde_subhas@yahoo.com</a>                       | 04/06/2022  | 04/06/2022         | 04/08/2022                         | 04/11/2022               | 04/14/2022               |   |
| 12 | 9                    | 04/06/2022        | Mr. Vikrant Patil      | <a href="mailto:vikrant777@gmail.com">vikrant777@gmail.com</a>                           | 04/06/2022  | 04/06/2022         | 04/08/2022                         | 04/11/2022               | 04/14/2022               |   |
| 13 | 10                   | 04/07/2022        | Mr. Dharmendra Singh   | <a href="mailto:rajoutsingh1990@gmail.com">rajoutsingh1990@gmail.com</a>                 | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 14 | 11                   | 04/07/2022        | Mr. Thiagarajan Durais | <a href="mailto:thiagu_d@yahoo.com">thiagu_d@yahoo.com</a>                               | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 15 | 12                   | 04/07/2022        | Mr. Mark Kelley        | <a href="mailto:mkelley358@gmail.com">mkelley358@gmail.com</a>                           | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 16 | 13                   | 04/07/2022        | Ms. Barbara Siminerio  | <a href="mailto:bsiminerio@gmail.com">bsiminerio@gmail.com</a>                           | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 17 | 14                   | 04/07/2022        | Mr. Ryan Winn          | <a href="mailto:rvinn@protaskinc.com">rvinn@protaskinc.com</a>                           | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 18 | 15                   | 04/07/2022        | Ms. Cindy Dunn         | <a href="mailto:cdunn@cccis.com">cdunn@cccis.com</a>                                     | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 19 | 16                   | 04/07/2022        | Mr. ArunPrasad Arocki  | <a href="mailto:arunprasad_a@coognizant.com">arunprasad_a@coognizant.com</a>             | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 20 | 17                   | 04/07/2022        | Mr. Mohan Udayakumr    | <a href="mailto:mohan.udayakumar@gmail.com">mohan.udayakumar@gmail.com</a>               | 04/07/2022  | 04/07/2022         | 04/09/2022                         | 04/12/2022               | 04/15/2022               |   |
| 21 | 18                   | 04/08/2022        | Mr. Gaurav Gupta       | <a href="mailto:gaurav.engg819@gmail.com">gaurav.engg819@gmail.com</a>                   | 04/08/2022  | 04/08/2022         | 04/10/2022                         | 04/13/2022               | 17/04/2022               |   |
| 22 | 19                   | 04/08/2022        | Ms. Mahalakshmi D      | <a href="mailto:maalakshh@gmail.com">maalakshh@gmail.com</a>                             | 04/08/2022  | 04/08/2022         | 04/10/2022                         | 04/13/2022               | 17/04/2022               |   |
| 23 | 20                   | 04/11/2022        | Mr. Ganesh Botcha      | <a href="mailto:gbotcha70@gmail.com">gbotcha70@gmail.com</a>                             | 04/11/2022  | 04/11/2022         | 04/14/2022                         | 17/04/2022               | 04/19/2022               |   |
| 24 | 21                   | 04/11/2022        | Mr. Partha Sarathi Gor | <a href="mailto:psggorai@gmail.com">psggorai@gmail.com</a>                               | 04/11/2022  | 04/11/2022         | 04/14/2022                         | 17/04/2022               | 04/19/2022               |   |
| 25 | 22                   | 04/12/2022        | Mr. Anirban Samanta    | <a href="mailto:anirbansamanta1988@gmail.com">anirbansamanta1988@gmail.com</a>           | 04/12/2022  | 04/12/2022         | 04/15/2022                         | 18/04/2022               | 21/04/2022               |   |
| 26 | 23                   | 04/12/2022        | Mr. Paul Elliott       | <a href="mailto:paule0001@gmail.com">paule0001@gmail.com</a>                             | 04/12/2022  | 04/12/2022         | 04/15/2022                         | 18/04/2022               | 21/04/2022               |   |

Figure 3 Interns follow up sheet

Here we can see interns are writing the follow up sheets, it's basically after an intern got a connection request accepted they need to send 3 promotional message to that client to create business partnership.

|    | A     | B          | C                       | D                         | E                 | F                 | G   | H            | I  | J                   |
|----|-------|------------|-------------------------|---------------------------|-------------------|-------------------|---|--------------|--|---------------------|
| 1  | S. No | Date       | Candidate Name          | Company Name              | Position          | Location          | Linkedin Link   | Phone Number | E-Mail   | Response by Speaker |
| 2  | 1     | 04/04/2022 | Souvik Chakraborty      | Cognizant Technology Sol  | Senior Associate  | Kolkata, West B   | <a href="https://www.linkedin.com/in/souvikchakraborty/">https://www.linkedin.com/in/souvikchakraborty/</a>     |              | <a href="mailto:souvik.chak25@gmail.com">souvik.chak25@gmail.com</a>                   |                     |
| 3  | 2     | 04/04/2022 | Raja Rajan              | Cognizant Technology Sol  | Team Manage       | Coimbatore, Tan   | <a href="https://www.linkedin.com/in/raja-rajan-40757/">https://www.linkedin.com/in/raja-rajan-40757/</a>       |              | <a href="mailto:rajarajan6486@gmail.com">rajarajan6486@gmail.com</a>                   |                     |
| 4  | 3     | 04/04/2022 | Shailesh Gaikwad        | Cognizant Technology Sol  | Director          | Pune, Maharash    | <a href="https://www.linkedin.com/in/shailesh-gaikwad/">https://www.linkedin.com/in/shailesh-gaikwad/</a>       |              | <a href="mailto:sak13599@gmail.com">sak13599@gmail.com</a>                             |                     |
| 5  | 4     | 04/05/2022 | Ms. Julie Fischer       | Cognizant Technology Sol  | AVP of Marketin   | Harrisburg, Penr  | <a href="https://www.linkedin.com/in/juliefischer/">https://www.linkedin.com/in/juliefischer/</a>               |              | <a href="mailto:ericandjule2@verizon.net">ericandjule2@verizon.net</a>                 |                     |
| 6  | 5     | 04/05/2022 | Mr. Anirban Bhattachar  | Cognizant Technology Sol  | Senior Manager    | Basking Ridge, I  | <a href="https://www.linkedin.com/in/anirbanbhattacharya/">https://www.linkedin.com/in/anirbanbhattacharya/</a> |              | <a href="mailto:abhattacharya6@gmail.com">abhattacharya6@gmail.com</a>                 |                     |
| 7  | 6     | 04/06/2022 | Ms. Arūnė Ališauskaitė  | Cognizant Technology Sol  | Digital Operatio  | Lithuania         | <a href="https://www.linkedin.com/in/arune-alisauskaite/">https://www.linkedin.com/in/arune-alisauskaite/</a>   |              | <a href="mailto:arune.alisauskaite@cognizant.com">arune.alisauskaite@cognizant.com</a> |                     |
| 8  | 7     | 04/06/2022 | Mr. Mohan Ananthanari   | Cognizant Technology Sol  | Senior Director   | Bengaluru, Karn   | <a href="https://www.linkedin.com/in/mohan-anantha/">https://www.linkedin.com/in/mohan-anantha/</a>             |              | <a href="mailto:mohan.anantha@gmail.com">mohan.anantha@gmail.com</a>                   |                     |
| 9  | 8     | 04/06/2022 | Mr. Subhas Hegde        | Cognizant Technology Sol  | Associate Vice F  | Bengaluru, Karn   | <a href="https://www.linkedin.com/in/hegde-subhas/">https://www.linkedin.com/in/hegde-subhas/</a>               |              | <a href="mailto:hegde_subhas@yahoo.com">hegde_subhas@yahoo.com</a>                     |                     |
| 10 | 9     | 04/06/2022 | Mr. Vikrant Patil       | Cognizant Technology Sol  | Digital Business  | Edison, New Jer   | <a href="https://www.linkedin.com/in/vikrant777/">https://www.linkedin.com/in/vikrant777/</a>                   |              | <a href="mailto:vikrant777@gmail.com">vikrant777@gmail.com</a>                         |                     |
| 11 | 10    | 04/07/2022 | Mr. Dharmendra Singh    | Cognizant Technology Sol  | Sr. Associate - F | Delhi, India      | <a href="https://www.linkedin.com/in/rajputsingh1990/">https://www.linkedin.com/in/rajputsingh1990/</a>         | 9456031146   | <a href="mailto:rajputsingh1990@gmail.com">rajputsingh1990@gmail.com</a>               |                     |
| 12 | 11    | 04/07/2022 | Mr. Thiagarajan Durais  | Cognizant Technology Sol  | Director at Cogn  | Wayne, Pennsylv   | <a href="https://www.linkedin.com/in/thiagu_d/">https://www.linkedin.com/in/thiagu_d/</a>                       |              | <a href="mailto:thiagu_d@yahoo.com">thiagu_d@yahoo.com</a>                             |                     |
| 13 | 12    | 04/07/2022 | Mr. Mark Kelley         | Cognizant Technology Sol  | Sr Director, HR   | Medway, Massa     | <a href="https://www.linkedin.com/in/mrkelly358/">https://www.linkedin.com/in/mrkelly358/</a>                   |              | <a href="mailto:mrkelly358@gmail.com">mrkelly358@gmail.com</a>                         |                     |
| 14 | 13    | 04/07/2022 | Ms. Barbara Siminerio   | Cognizant Technology Sol  | Manager - Globa   | Farmingdale, Ne   | <a href="https://www.linkedin.com/in/bsiminerio/">https://www.linkedin.com/in/bsiminerio/</a>                   |              | <a href="mailto:bsiminerio@gmail.com">bsiminerio@gmail.com</a>                         |                     |
| 15 | 14    | 04/07/2022 | Mr. Ryan Winn           | Cognizant Technology Sol  | Director of Recru | Washington DC-    | <a href="https://www.linkedin.com/in/rywin/">https://www.linkedin.com/in/rywin/</a>                             |              | <a href="mailto:rywin@protaskinc.com">rywin@protaskinc.com</a>                         |                     |
| 16 | 15    | 04/07/2022 | Ms. Cindy Dunn          | Cognizant Technology Sol  | North American    | Clackamas, Ore    | <a href="https://www.linkedin.com/in/cdunn2000/">https://www.linkedin.com/in/cdunn2000/</a>                     | 201-249-2922 | <a href="mailto:cdunn@ccccc.com">cdunn@ccccc.com</a>                                   |                     |
| 17 | 16    | 04/07/2022 | Mr. ArunPrasad Arockia  | Cognizant Technology Sol  | alent Acquisition | College Station,  | <a href="https://www.linkedin.com/in/arunprasad_a/">https://www.linkedin.com/in/arunprasad_a/</a>               |              | <a href="mailto:arunprasad_a@cognizant.com">arunprasad_a@cognizant.com</a>             |                     |
| 18 | 17    | 04/07/2022 | Mr. Mohan Udayakuma     | Cognizant Technology Sol  | Informatica Tech  | Greater St. Louis | <a href="https://www.linkedin.com/in/mohan-udayakumar/">https://www.linkedin.com/in/mohan-udayakumar/</a>       |              | <a href="mailto:mohan.udayakumar@gmail.com">mohan.udayakumar@gmail.com</a>             |                     |
| 19 | 18    | 04/08/2022 | Mr. Gaurav Gupta        | Cognizant Technology Sol  | Test Lead at Cox  | United States     | <a href="https://www.linkedin.com/in/gaurav-enoq819/">https://www.linkedin.com/in/gaurav-enoq819/</a>           | 13102189015  | <a href="mailto:gaurav.enoq819@gmail.com">gaurav.enoq819@gmail.com</a>                 |                     |
| 20 | 19    | 04/08/2022 | Ms. Mahalakshmi D       | Cognizant Technology Sol  | Talent Acquisitio | Bengaluru, Karn   | <a href="https://www.linkedin.com/in/mahalakshh/">https://www.linkedin.com/in/mahalakshh/</a>                   |              | <a href="mailto:mahalakshh@gmail.com">mahalakshh@gmail.com</a>                         |                     |
| 21 | 20    | 04/11/2022 | Mr. Ganesh Botcha       | Cognizant Technology Sol  | Director          | Houston, Texas,   | <a href="https://www.linkedin.com/in/gbotcha70/">https://www.linkedin.com/in/gbotcha70/</a>                     | 512.672.9716 | <a href="mailto:gbotcha70@gmail.com">gbotcha70@gmail.com</a>                           |                     |
| 22 | 21    | 04/11/2022 | Mr. Partha Sarathi Gora | Cognizant Technology Sol  | Cognizant Techn   | Toronto, Ontario  | <a href="https://www.linkedin.com/in/psggorai/">https://www.linkedin.com/in/psggorai/</a>                       | 6476748478   | <a href="mailto:psggorai@gmail.com">psggorai@gmail.com</a>                             |                     |
| 23 | 22    | 04/12/2022 | Mr. Anirban Samanta     | Cognizant Technology Sol  | Consultant        | Lansdowne, Per    | <a href="https://www.linkedin.com/in/anirbansamanta1988/">https://www.linkedin.com/in/anirbansamanta1988/</a>   | 16672137010  | <a href="mailto:anirbansamanta1988@gmail.com">anirbansamanta1988@gmail.com</a>         |                     |
| 24 | 23    | 04/12/2022 | Mr. Paul Elliott        | Victoria's Secret         | Vice President I  | United States     | <a href="https://www.linkedin.com/in/paule0001/">https://www.linkedin.com/in/paule0001/</a>                     |              | <a href="mailto:paule0001@gmail.com">paule0001@gmail.com</a>                           |                     |
| 25 | 24    | 04/12/2022 | Mr. Radhakrishna Gunt   | Cognizant Technology Sol  | Sr Manager        | Charlotte, North  | <a href="https://www.linkedin.com/in/guntaradhakrishna/">https://www.linkedin.com/in/guntaradhakrishna/</a>     |              | <a href="mailto:guntaradhakrishna@gmail.com">guntaradhakrishna@gmail.com</a>           |                     |
| 26 | 25    | 04/12/2022 | Mr. Germán Fernández    | AVANCE SOFTWARE           | Chief Operating   | Uruguay           | <a href="https://www.linkedin.com/in/gfernandez86/">https://www.linkedin.com/in/gfernandez86/</a>               |              | <a href="mailto:gfernandez86@gmail.com">gfernandez86@gmail.com</a>                     |                     |
| 27 | 26    | 04/13/2022 | Mr. Brajesh (Kumar) Sir | Universal Technology Solu | Founder & Globi   | Dubai, United Ar  | <a href="https://www.linkedin.com/in/bsinghuts2/">https://www.linkedin.com/in/bsinghuts2/</a>                   |              | <a href="mailto:bsinghuts2@gmail.com">bsinghuts2@gmail.com</a>                         |                     |

Figure 4 Interns resource sheet 01

Here we can see interns are filling out the necessary details of a client like client name, email, location, LinkedIn id, company name, designation etc.

|    | A     | B                                   | C | D | E | F | G |
|----|-------|-------------------------------------|---|---|---|---|---|
| 1  | S.NO. | COMPANY NAME                        |   |   |   |   |   |
| 2  | 1     | Technology Advisors                 |   |   |   |   |   |
| 3  | 2     | Net Diatom                          |   |   |   |   |   |
| 4  | 3     | <a href="#">Photon - Columbus</a>   |   |   |   |   |   |
| 5  | 4     | <a href="#">LN2S Consulting LLC</a> |   |   |   |   |   |
| 6  | 5     | <a href="#">Vlink</a>               |   |   |   |   |   |
| 7  | 6     | <a href="#">Stipop</a>              |   |   |   |   |   |
| 8  | 7     | <a href="#">Chameleon Power</a>     |   |   |   |   |   |
| 9  | 8     | CF Webtools                         |   |   |   |   |   |
| 10 | 9     | <a href="#">Concord USA</a>         |   |   |   |   |   |
| 11 | 10    | <a href="#">HyTechPro</a>           |   |   |   |   |   |
| 12 | 11    | <a href="#">Rumba Solutions</a>     |   |   |   |   |   |
| 13 | 12    | <a href="#">Agilx</a>               |   |   |   |   |   |
| 14 | 13    | <a href="#">Moser Consulting</a>    |   |   |   |   |   |

Figure 5 Interns resource sheet 02

Here we can see interns are filling out the list of company name from different directory to find the data to build up the database.

For creating a CRM lead on bitrix24 interns need to know some information about that client, also should know about the process how to create one lead.

The figure displays three screenshots of the Bitrix24 CRM lead creation interface, showing the process of filling out a lead form.

**Screenshot 1: LEAD INFORMATION**

- Lead name:** Input field for the lead's name.
- Status:** Dropdown menu with "Unassigned" selected.
- Amount and currency:** Input field for "0.00" and a dropdown for "US Dollar".
- Client:** Input field for "Company name, phone or email".
- Contact:** Input field for "Contact name, phone or email".
- Salutation:** Dropdown menu with "Not selected" selected.
- Last name:** Input field.
- Name:** Input field.

**Screenshot 2: Source information**

- Second name:** Input field.
- Date of birth:** Input field with a calendar icon.
- Position:** Input field.
- Company name:** Input field.
- Phone:** Input field with a "+" icon and a dropdown for "Work Phone".
- E-mail:** Input field with a dropdown for "Work".
- Website:** Input field with a dropdown for "Corporate".
- Address:** Input field.

**Screenshot 3: Source information**

- Available to everyone:** Input field.
- Responsible person:** Input field with a dropdown for "Responsible person".
- Observers:** Input field with a dropdown for "Observers".
- Comment:** Input field with a rich text editor.

Figure 6 CRM lead

## 5.5.2 System Analysis

In order to identify the purpose and objective of a system, we need to conduct a system analysis by studying the system and its part to fully understand its purpose. It is the process of gathering and interpreting facts, identifying its problems and decomposition the system into its components. Its main purpose is conducting a study of the system and its parts in order to find its true purpose and objectives. It is a problem-solving technique that improves the system and ensures that all the components of the system work smoothly and effectively to serve its purpose.

## 5.5.3 Six Element Analysis

|                             | Human    | Non Computing hardware | Computing hardware            | Software                         | Database                    | Network & Communication |
|-----------------------------|----------|------------------------|-------------------------------|----------------------------------|-----------------------------|-------------------------|
| Login to Bitrix24           | Employee | N/A                    | Computer, laptop, smart phone | Bitrix24 on chrome, Firefox etc. | MySQL                       | WAN/LAN                 |
| Create CRM lead             | Employee | N/A                    | Computer, laptop, smart phone | Bitrix24 on chrome, Firefox etc. | MySQL                       | WAN/LAN                 |
| Generate report on bitrix24 | Employee | N/A                    | Computer, laptop, smart phone | Bitrix24 on chrome, Firefox etc. | MySQL                       | WAN/LAN                 |
| Fill up resource sheet      | Employee | N/A                    | Computer, laptop, smart phone | Chrome, Firefox etc.             | Resource sheet, excel sheet | WAN/LAN                 |

Table 3 Six element analysis

## 5.5.4 Feasibility Analysis

Feasibility can be expressed as the extent to which a project can be successfully made. It mainly determines whether the proposed solution can be considered as meeting the requirements as realistic and achievable in the system. The main objective of feasibility analysis is to determine the reasons for developing a system that is acceptable to users, adaptable to change and conforming to established standards, analyzing whether the system meets the requirements of the

organization and determine that the system can be implemented using current technology and within the current budget and schedule.

**Operational Feasibility Analysis:** It passed the operational feasibility as it will keep record in a database that is safe and during pandemic the online activities can be easily maintained mostly through the software. Each user has their own dashboards to view and do inputs and get output through the software. (2013 pharm)

**Technical Feasibility Analysis:** It also passed the technical feasibility as no hardware device is required. It only uses Php (laravel framework) and mysql database. Also bitrix24 is an online based collaborate work platform so no need of any installation or updates and both PC and mobile users can use this via only an internet connection.

**Economic Feasibility Analysis:** It passed the economic feasibility too. As it was built with open source and free of cost development environment the company the budget didn't exceed and the output software really meets the requirements of the company. Also no need of extra maintenance if not required to add any new feature in future. (Halder)

### 5.5.5 Problem Solution Analysis

While doing works interns are facing a lot of problems, as a TL, all the interns in my team facing some common problems like:

- Interns are not getting enough connection request accepted.
- Interns are not getting enough interest lead.
- Some of them are facing monthly limitation for sending connection request and because of that their search result are also limited.
- Most of them find it difficult to reach the weekly target.
- Confusion upon creating CRM lead.
- Creating same lead by different interns.

To sort out such problems I've decided to take agile methodology approach as I said earlier. In Agile methodology, all the tasks are broken down into smaller phases and requirements and solutions comes through collaboration between different team members of a particular project and frequent improvements and iteration at all phases. As GAO Tek is looking to create a database of potential client and company, failing to reach the weekly target by the interns will hamper their progress. In such case it will be better if they divide the task with many teams and collaborate their works in such manner work load will decrease but will be more effective. By

dividing the work with different teams we can measure the work progress done by each team and can compare which team is doing better and who not. By this and following agile methodology we are dividing a bigger work to small part and also reducing work load.

According to agile methodology we are valuing individual interaction over process and tools. We are responding to the problem avoiding the fixed pattern and also changing patterns if needed. As another concerns by the interns were they are not getting enough connection request accepted in LinkedIn. By analyzing the list of people accepted interns request I've come to an conclusion that it has a better opportunity to get the request accepted if we can check if that client are active in the LinkedIn or not. So interns can simply check before sending the connection request that if that client is active or not. If we open a clients LinkedIn profile, we can simply go to their activity log to check if that client has any activities in recent time. As any kind of activities like liking a content, commenting or sharing everything can be seen via activity log and it is higher chance of getting the connection request accepted to those profile who are active.

Another problem is they are getting request accepted but the client is not responding or agreeing to get a business partnership with GAO Tek, in such case interns should be advised to send connection request to those who are in higher position of the company because they have the authority of making decision.

Another problem interns are facing that they put on monthly limitation for sending connection request. In such case their search result also get limited and can't have enough option to send request. This is a major problem as in such case interns can never reach their weekly target. They will not be able to even send enough connection request and their result will be also limited for getting accepted. After analyzing such cases I can say that these happened only to those whose LinkedIn profile are not enough grown or who have less than 100 connection. In such case we can suggest interns to send only few connection request who has less 100 connection on their LinkedIn profile. And along with that bitrix24 has a feed system something like Facebook where interns can share their profile.

As GAO Tek is big company and has a lot of staffs all over the world, others can send them connection request and by accepting those interns can grow their LinkedIn profile quickly.

Also there are some cases where interns create CRM lead for the same client by different lead and we don't want any repetitive lead. So it should be better if every intern has unique keywords to work on like for searching they can have different location so that no one can have same client. Their findings will also be unique by that it avoids the chance of creating repetitive leads.

Moreover almost every new intern find it difficult to create CRM lead and it can be easily detected as Bitrix24 has a nice option of adding observer who can check interns created lead. But it is not obviously possible to correct it for them every time an intern has done a mistake. It has such uniqueness as it has different name starting with team name and then client name along with necessary details of the client.

So it will be easier for the new interns if they have a video support of it so that they can simply follow the process by watching the recordings at beginning because after interns start adding multiple lead they get used to it. It was a confusion happens to the new interns and I think a videos support might solve this problem.



## 5.5.6 System Design

Systems design is the process of defining elements of a system like modules, architecture, components and their interfaces and data for a system based on the specified requirements. It is the process of defining, developing and designing systems which satisfies the specific needs and requirements of a business or organization.

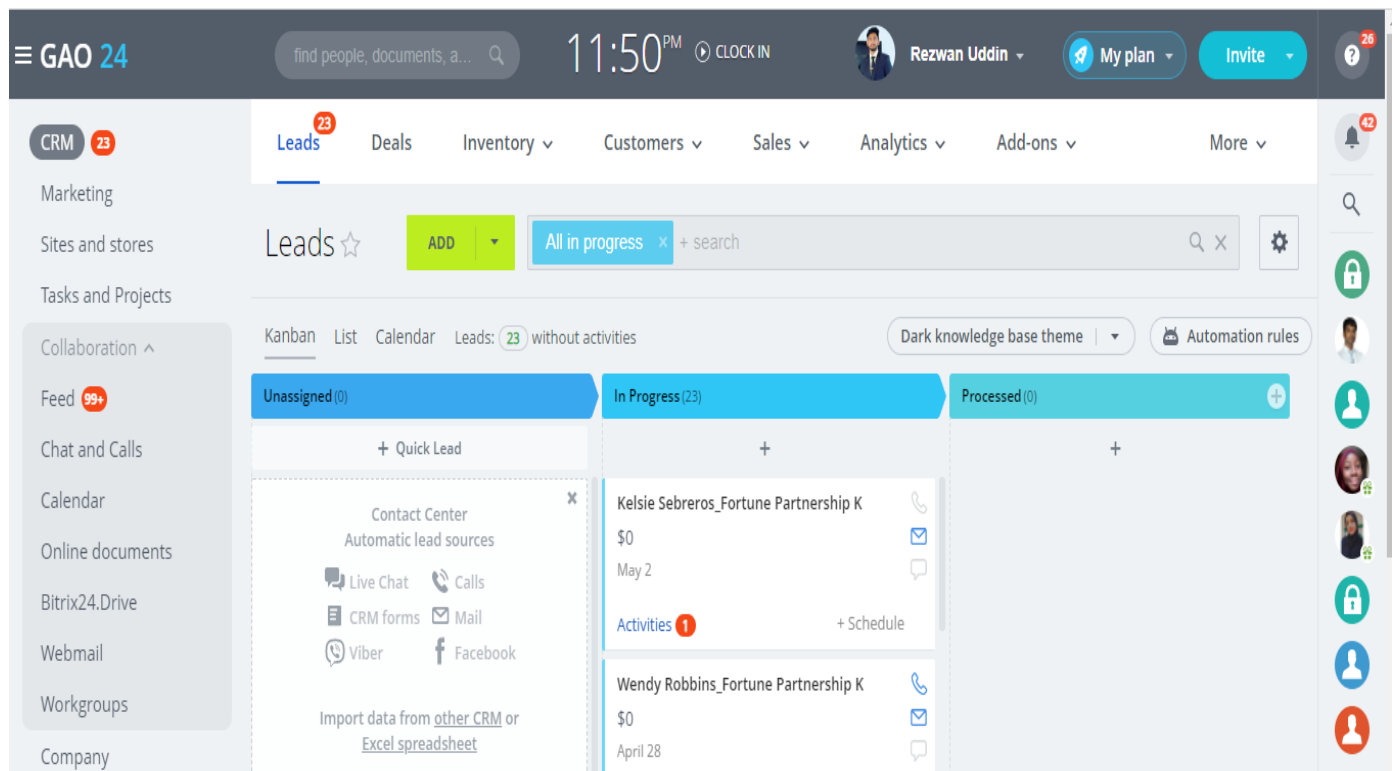


Figure 7 Bitrix24 interface 01

This is the first interface when an employee login to his/her bitrix24 account.

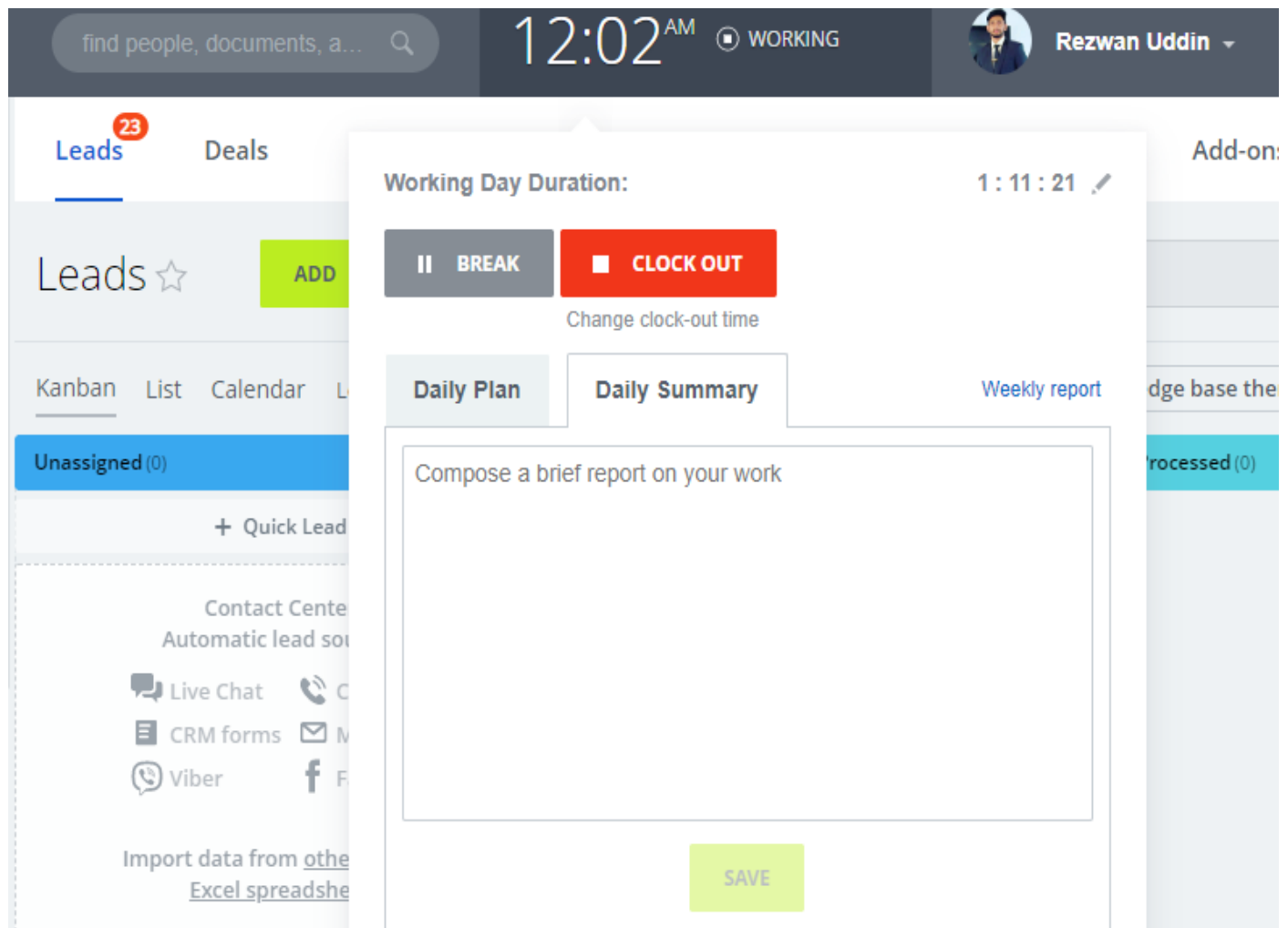


Figure 8 Bitrix24 interface 02

Here in this section interns are required to send their daily summary report. As you can see there is button above for clock in and clock out. It is basically for tracking the interns work period.

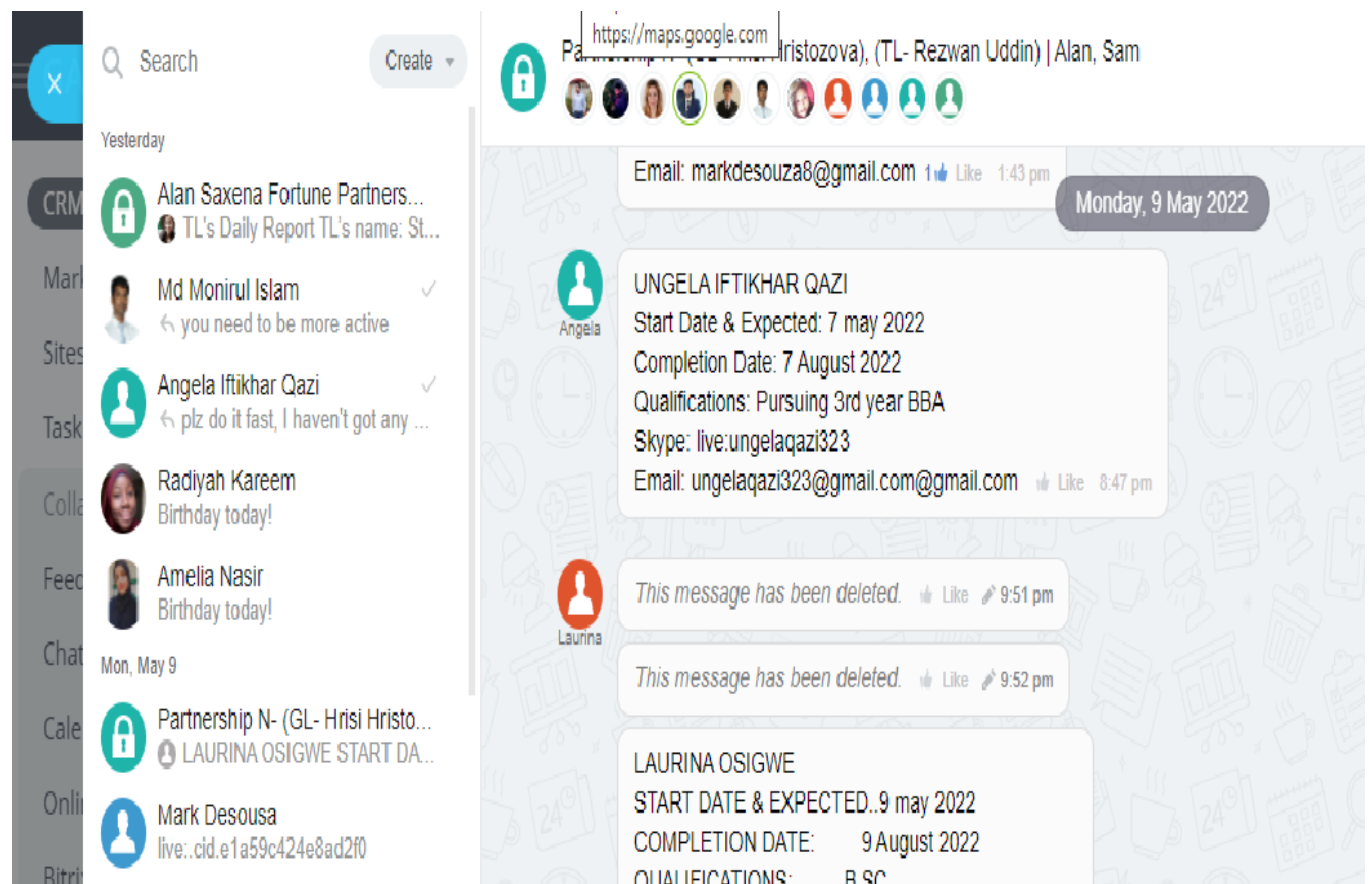


Figure 9 Bitrix24 chatting system

It is the team chat of Fortune partnership team N where I'm the Team Leader, hrishi as the group leader and Alan Saxena are team manager. Interns for team N are supposed to send their daily report and work progress here and I'll be there to clarify all their doubt if any occurs.

## Chapter 6: Results & Analysis

Automated and manual testing has been done to analyze the key factors about why and how interns are facing problems. For manual testing interview has been taken to the interns about their work progress. After analyzing the problem it has been possible to increase the work efficiency, work progress speed and effectiveness.

Interns should not send lot of connection request if there profile is not grown enough, after talking with the management the decision has been made that the interns will send only 5 connection request if they have less than 100 connection in their LinkedIn profile, if they have more than 100, they can send 15-20 connection request per day.

It was a common issue at the beginning as they only can see a few members, others profile are locked for them. It is kind of Facebooks mutual friend list. If the person's profile you are looking for does not have any mutual connection accepted with you, than you can't see that person's profile. It was only a matter of time. By the time you grow your profile, you would find more profile unlocked. Also it was a matter to follow that, only a few request are getting accepted, so my suggestion was only to send request to them who are active in the LinkedIn by checking that profiles activity log.

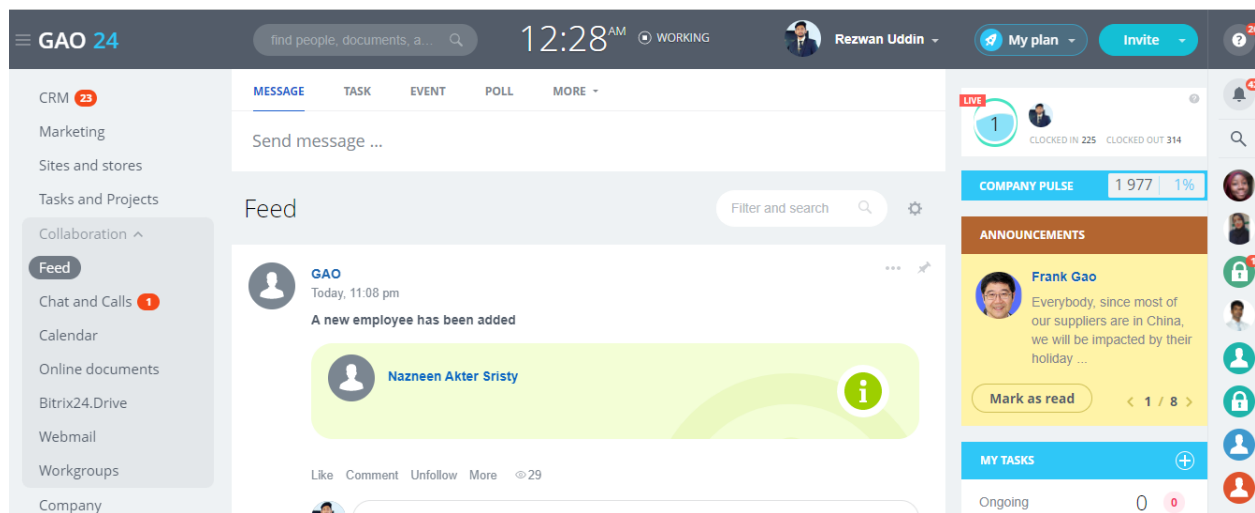


Figure 10 Bitrix24 feed

This pictures shows the interface of feed section of bitrix24, here basically announcement are given like next web seminar, or when a new employee has been added or given access of bitrix24.

Creating a CRM lead is confusing for everyone at the beginning, so for my team I've given a video recording it so that the interns can see how to add one.

The screenshot displays a CRM interface for creating a new lead. On the left is a sidebar with a dark header containing a menu icon and 'GAO 24'. Below this, a 'LEAD' button is visible. The sidebar lists various modules: CRM (with a '23' badge), Marketing, Sites and stores, Tasks and Projects, Collaboration (with an expand/collapse arrow), Feed (with a '99+' badge), Chat and Calls, Calendar, Online documents, Bitrix24.Drive, Webmail, Workgroups, Company, Applications (with a dropdown arrow), Automation, and More... (with a dropdown arrow). At the bottom of the sidebar are links for 'SITEMAP' and 'CONFIGURE MENU'. The main content area is titled 'LEAD INFORMATION' and has a 'cancel' link in the top right. It contains several form fields: 'Lead name' with a sub-field 'Lead #'; 'Status' set to 'Unassigned'; 'Amount and currency' with '0.00' and 'US Dollar'; 'Client' section with 'Company' and 'Contact' search fields (both with icons and search buttons) and a '+ Add participant' link; 'Salutation' set to 'Not selected'; 'Last name'; and 'Name'.

Figure 11 Creating CRM lead 01

GAO 24

LEAD

CRM 23

Marketing

Sites and stores

Tasks and Projects

Collaboration ^

Feed 99+

Chat and Calls

Calendar

Online documents

Bitrix24.Drive

Webmail

Workgroups

Company

Applications v

Automation

More... ^

SITEMAP

CONFIGURE MENU

Second name

Date of birth

Position

Company name

Phone

+1

Work Phone

Add

E-mail

Work

Add

Website

Corporate

Add

Messenger

Add

MORE

cancel

Source

Call

Figure 12 creating CRM lead 02

**GAO 24** LEAD

**CRM** 23

Marketing

Sites and stores

Tasks and Projects

Collaboration ^

Feed 99+

Chat and Calls

Calendar

Online documents

Bitrix24 Drive

Webmail

Workgroups

Company

Applications v

Automation

More... -

SITEMAP

CONFIGURE MENU

Source information

☒ Available to everyone

Responsible person CHANGE

Rezwan Uddin

Observers DELETE

Frank Gao DELETE

Steven Mughal  
Sales Support and Partnership Manager DELETE

Alan Saxena  
Asst. Operations Manager- Partnership Teams DELETE

+ Add observer

Comment

**B I U S T A** Font \* **A**

Address detailed

Figure 13 Creating CRM lead 3

This picture shows the first interface when adding a new CRM lead, however to make it more easy for my team, I've also given video support of it on how to create a new CRM lead.

## Chapter 7: Project as Engineering Problem Analysis

### 7.1 Sustainability of the Project/Work

Sustainability is the ability to be maintained at a certain rate or level. The project that I have worked on is not different than current world other projects. It's not like something that will be kept as it is forever. Thus it meets the highest level of sustainability possible. As we are creating a lot of CRM leads, there was a possibility of creating same lead for different inters. After analyzing and discussion the management decided to give every intern unique keywords so that they can find unique client and avoid creating repetitive CRM leads.

### 7.2 Social and Environmental Effects and Analysis

Social Effect: In our modern times, everyday people are looking for solutions to make their lives easier by reducing human effort and business processing time. Our software helps people in organization to perform their daily business process and interaction in a more faster, organized and easier manner. It reduces the time for sales agents and lead providers to communicate and interact with each other, it helps them achieve their goals in less time and produce greater output and provide faster communication. (Shafir)



## Chapter 8: Lesson Learned

### 8 8.1 Problems Faced During this Period

I have been faced with a few challenges and problems during my period of internship in this firm since it has been a new experience for me and there is the structural process of every step which was difficult to process at the beginning for me but eventually, with observation and understanding of the corporate world I have come over the challenges and my colleagues and project manager have been an inspiration to me while my learning period.

### 8 8.2 Solution of those Problems

Understanding the requirement of GAO Tek has taken some times, at first it seems to be impossible to reach the target but eventually with the help of my team manager, and the detail analyzing report done by me has helped a lot. Understanding the methodology was important and difficult for me since it's the whole cycle process to develop the system, and understanding how to make it process faster was a task assigned to everyone. The problems faced were solved as my teammates were professionals in this field and they helped me to learn better and encouraged me to have believe on me. Thus it helped me to overcome the problems easily.

## Chapter 9: Future Work & Conclusion

### 9.9.1 Future Works

Our future work is advance our network, as we are creating a database system, it will certainly help this company to find more client for them. As it is a supplier company and offers a lot of products, with the help of this database they can easily promote their tools and hopefully it will help them to increase their sale record. However bitrix24 is kind of perfect work space for all, its password protected, easy to work one. But GAO Tek should focus on their mobile interfaces also. As in terms of using bitrix24 on computer or laptop, the interface is so user friendly which is quite opposite when using bitrix24 in mobile. Such interface in mobile is so confusing. As all the interns work are doing online, it will be a lot better if the interns can work with their mobile too. It will certainly improve interns work time for sure.

### 9.9.2 Conclusion

This intern opportunity was my first ever professional level experience with trained professionals. Till now whatever I have learnt or implemented was some requirements for particular courses or only for learning purposes. But finally I got a chance to implement my academic knowledge to practical life. Finally some contribution of mine will be used in real life. I got a lot of advice from the people of the company. I also learned the uses of tools and techniques for develop a project. In the end, I would like to thank both my internal and external supervisors whose guidance and motivations have persuaded me to strive for the success in this project and for the endless projects to come in my way in the future.

## Bibliography

(n.d.). *2013 pharm*. Retrieved 2022, from  
<https://www.utwente.nl/en/eemcs/dacs/assignments/completed/internship/reports/2013-pham.pdf>

Ahmed, S. (n.d.). *Internship on Accounts and automation system*.

Guru99. (n.d.). Retrieved from Agile Methodology: What is Agile Model in Software Testing?:  
<https://www.guru99.com/agile-scrum-extreme-testing.html>

Halder, V. F. (n.d.). *Internship on Customer relationship management system*. Retrieved from  
file:Internship\_Report.pdf

Shafir, M. (n.d.). *Doctors Support at Limmex Automation*. Retrieved from  
\_\_Mohitul\_Shafir\_Section%203\_Final%20Report(Doctors'%20Support).pdf