

A CRM APPLICATION FOR WHOLE SALE MILL

A Detailed Document of my project

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1. Introduction

- Project Title: CRM Application for Wholesale Rice Mill
- Objective: To streamline the wholesale rice mill's customer relationship management, enhancing sales, service efficiency, and customer engagement through a Salesforce-based CRM system. - Technology Used: Salesforce CRM, Apex, Visualforce, Lightning Web Components (LWC), Data Loader, Reports, and Dashboards.

2. Problem Statement

- Wholesale rice mills often face challenges in managing customer data, sales processes, order tracking, inventory management, and customer service due to the lack of centralized systems. The need for better visibility and customer interaction prompted the development of a CRM solution tailored for this industry.

3. Project Scope

- Develop a customized Salesforce CRM application for wholesale rice mill operations
- Enable efficient customer management, order tracking, inventory control, and sales forecasting.
- Integrate sales, service, and marketing processes for smooth operations.
- Automate repetitive tasks to improve efficiency
- Provide detailed reporting and dashboards to track business performance.

4. Requirements Analysis

- Customer Database: Capture customer information, interaction history, and preferences.
- Order Management: Create and track orders, delivery schedules, and payment statuses.
- Sales Automation: Track sales opportunities and follow up on leads automatically
- Service Management: Handle customer inquiries, complaints, and support tickets.
- Usability: Intuitive interface for non-technical users.
- Non-Functional Requirements: - Security: Ensure data privacy and access control.
- Scalability: Support the expansion of the rice mill with new customers and larger inventories.
- Usability: Intuitive interface for non-technical users.

5. Design and Development

- Data Model:
 - Customer Object: Stores customer details such as name, address, contact info, etc.
 - Order Object: Tracks order details like product type, quantity, and delivery status.
 - Inventory Object: Monitors the rice mill's stock levels and product availability.

- Opportunity Object: Manages the sales pipeline, tracking leads and closing deals.
- Business Logic: - Automation of tasks like lead assignment, order creation, and inventory reordering using Salesforce automation tools like Workflow Rules, Process Builder, and Flows.
- User Interface: - Customized layouts using Salesforce Lightning App Builder. - Lightning Web Components (LWC) for a user-friendly and modern interface.
- Integration: - Data integration with third-party systems such as accounting and payment platforms.
- API integration for external customer portals and supplier management.

6. Implementation Plan

- Phase 1: Requirement Gathering and Business Analysis.
- Phase 2: Design and Customization of Salesforce Objects, Fields, and Relationships
- . . . - Phase 3: Development of Apex Triggers, Validation Rules, and Workflows. - Phase 4: UI Design with LWC and Visualforce.
- Phase 5: Integration with External Systems.
- Phase 6: Testing, Bug Fixing, and Data Migration. - Phase 7: Training Users and Final Deployment.

7. Testing

- Unit Testing: Ensure that each component (Apex classes, LWC, etc.) functions correctly.
- System Testing: Verify that the entire CRM system works as expected.
- User Acceptance Testing (UAT): Allow end-users to validate the system against their requirements and business needs

8. Deployment

- Deployment of the CRM application to the production environment using Salesforce's Change Sets or Salesforce DX.
- Training provided to end-users (sales teams, customer service representatives, and managers) on how to use the CRM system effectively.

9. Post-Deployment Support

- Maintenance: Provide ongoing support for bug fixes, performance optimization, and new feature requests.
- User Feedback and Iteration: Gather user feedback and continuously improve the system by adding more custom features or enhancements.

10. Results and Benefits

- Improved Customer Management: A centralized customer database providing easy access to customer details, order history, and communication logs.

- Increased Sales Efficiency: Automated lead tracking, order management, and opportunity handling improved sales performance.
- Better Inventory Management: Real-time monitoring of stock levels, ensuring - Enhanced Customer Service: Faster issue resolution with automated case management and improved service response times.
- Data-Driven Decisions: Detailed reports and dashboards providing insights into sales trends, inventory status, and customer behavior.

11. Challenges

- Resistance to adopting new technology from staff used to manual processes.
- Data migration complexities from legacy systems to Salesforce
- . - Customization of Salesforce objects to align with specific business needs of the wholesale rice mill industry.

12. Conclusion

- The CRM application for the wholesale rice mill was successfully developed and implemented on the Salesforce platform. It has improved operational efficiency, enhanced customer relationships, and provided management with the insights needed to make informed decisions. This project demonstrates how a tailored CRM solution can have a significant impact on business outcomes.

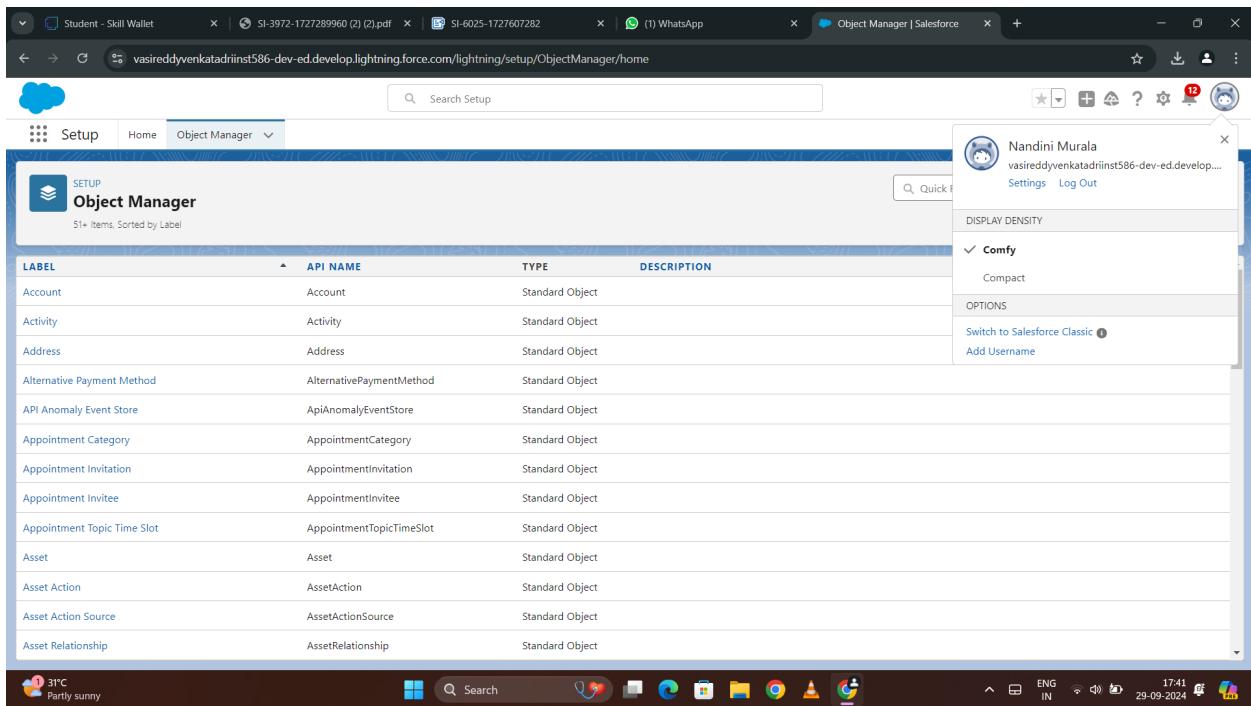
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INTRODUCTION

The Rice Mill CRM Application is a comprehensive solution designed to streamline and simplify how much rice per day, how many were sold that rice and which type of rice all reports send to owners daily wise. It leverages the power of customer relationship management (CRM) to enhance customer experiences, optimize store operations, and improve overall efficiency in the rice mill factory. This project aims to develop a user-friendly and feature-rich application that addresses the specific needs of a rice mill factory.

TASK-1: Creating the Developer Account And Its Activation...



The screenshot shows the Salesforce Object Manager interface. At the top, there are several tabs: 'Student - Skill Wallet', 'SI-3972-1727289960 (2).pdf', 'SI-6025-1727607282', '(1) WhatsApp', and 'Object Manager | Salesforce'. Below the tabs, the main header includes a cloud icon, a search bar with placeholder 'Search Setup', and a user profile for 'Nandini Murala' with options to 'Settings' and 'Log Out'. A sidebar on the right is titled 'DISPLAY DENSITY' with a dropdown set to 'Comfy' (Compact is also listed), and an 'OPTIONS' section with 'Switch to Salesforce Classic' and 'Add Username'. The central area is titled 'Object Manager' and shows a table with 51 items, sorted by Label. The columns are 'LABEL', 'API NAME', 'TYPE', and 'DESCRIPTION'. Some examples of objects listed include Account, Activity, Address, Alternative Payment Method, API Anomaly Event Store, Appointment Category, Appointment Invitation, Appointment Invitee, Appointment Topic Time Slot, Asset, Asset Action, Asset Action Source, and Asset Relationship. The bottom of the screen shows a taskbar with various icons and system status information like '31°C Partly sunny', 'Search', and the date '29-09-2024'.

LABEL	API NAME	TYPE	DESCRIPTION
Account	Account	Standard Object	
Activity	Activity	Standard Object	
Address	Address	Standard Object	
Alternative Payment Method	AlternativePaymentMethod	Standard Object	
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object	
Appointment Category	AppointmentCategory	Standard Object	
Appointment Invitation	AppointmentInvitation	Standard Object	
Appointment Invitee	AppointmentInvitee	Standard Object	
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object	
Asset	Asset	Standard Object	
Asset Action	AssetAction	Standard Object	
Asset Action Source	AssetActionSource	Standard Object	
Asset Relationship	AssetRelationship	Standard Object	

TASK-2: Creating the objects for suppliers, consumers, rice mill and rice details.

Salesforce objects are database tables that permit you to store data that is specific to an organization. What are the types of Salesforce objects? Salesforce objects are of two types:

1. Standard Objects: Standard objects are the kind of objects that are provided by salesforce.com such as users, contracts, reports, dashboards, etc.
2. Custom Objects: Custom objects are those objects that are created by users. They supply information that is unique and essential to their organization. They are the heart of any application and provide a structure for sharing data.

The screenshot shows the Salesforce Object Manager interface for the 'supplier' object. The left sidebar lists various configuration tabs: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, and Scoping Rules. The main 'Details' tab is selected. The 'Fields & Relationships' section contains the following details:

Description	Value
API Name	supplier__c
Custom	✓
Singular Label	supplier
Plural Label	suppliers

The 'Details' section contains the following settings:

Setting	Value
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

At the bottom of the page, there is a Microsoft Store button.

The screenshot shows the Salesforce Object Manager interface for the 'consumer' object. The left sidebar lists the same configuration tabs as the supplier object. The main 'Details' tab is selected. The 'Fields & Relationships' section contains the following details:

Description	Value
API Name	consumer__c
Custom	✓
Singular Label	consumer
Plural Label	consumers

The 'Details' section contains the following settings:

Setting	Value
Enable Reports	
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

At the bottom of the page, the URL is shown as <https://vasireddyvenkatadriinst586-dev-ed.lightning.force.com/one/one.app#/setup/ObjectManager/01Qy000001VGmI/FieldsAndRelationships/view>.

The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. The object being edited is 'rice details'. The left sidebar lists various setup categories like Fields & Relationships, Page Layouts, and Buttons, Links, and Actions. The main 'Details' tab is selected, showing fields such as API Name (rice_details__c), Singular Label (rice details), Plural Label (rice details), and Deployment Status (Deployed). The status bar at the bottom indicates it's 31°C and Partly sunny.

The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. The object being edited is 'rice mill'. The left sidebar lists various setup categories. The main 'Details' tab is selected, showing fields such as API Name (rice__c), Singular Label (rice mill), Plural Label (rice mills), and Deployment Status (Deployed). The status bar at the bottom indicates it's 31°C and Partly sunny.

TASK-3:Creating the tabs For Consumer,Supplier,Rice mill and Rice Details

A tab is like a user interface that is used to build records for objects and to view the records in the objects

Types of Tab:

1. Custom Tabs
2. Web Tabs
3. Visualforce Tabs
4. Lightning Component Tabs
5. Lightning Page Tabs

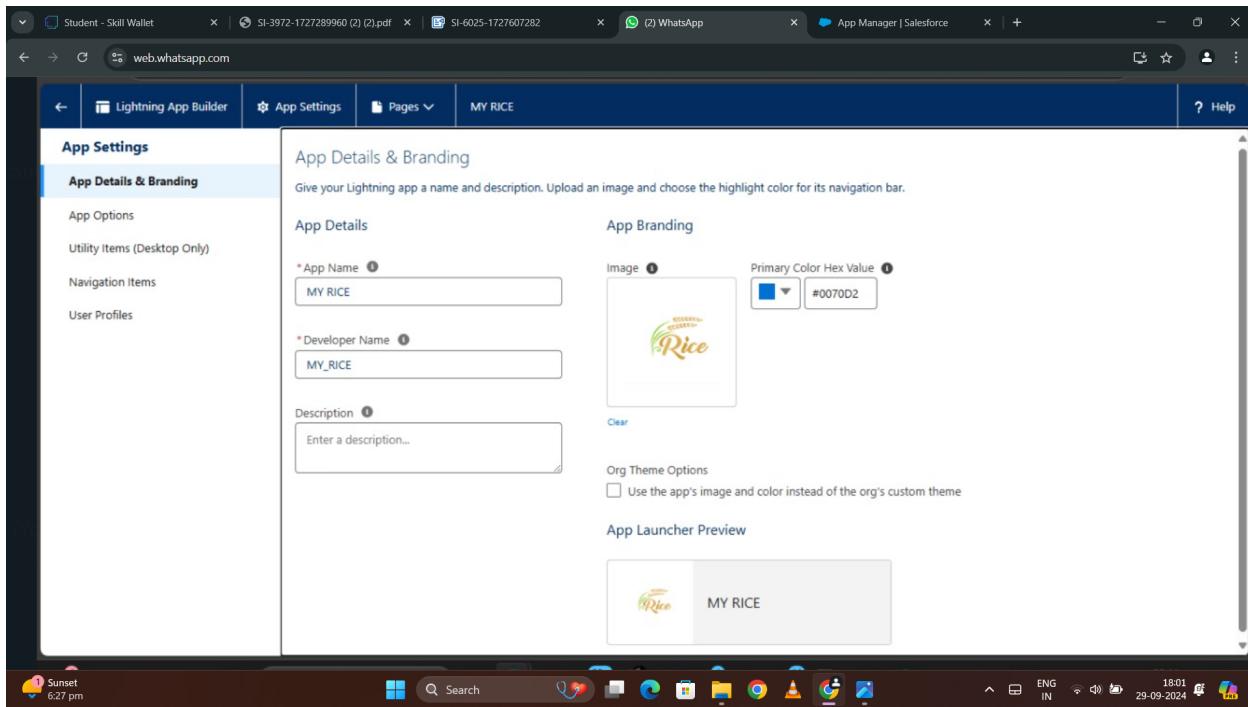
The screenshot shows the Salesforce Setup interface with the 'Tabs' page selected. The left sidebar has 'User Interface' expanded, with 'Tabs' selected. The main content area is titled 'Custom Tabs' and contains a table of custom object tabs. The table columns are 'Action', 'Label', 'Tab Style', and 'Description'. The rows are:

Action	Label	Tab Style	Description
Edit Del	consumers	Box	
Edit Del	rice_details	Bottle	
Edit Del	rice_mills	Alarm clock	
Edit Del	suppliers	Bank	

Below the table are sections for 'Web Tabs' and 'Visualforce Tabs', both of which currently have no items defined.

TASK-4: Create a Lightning App Builder

An app is a collection of items that work together to serve a particular function. In Lightning Experience, Lightning apps give your users access to sets of objects, tabs, and other items all in one convenient bundle in the navigation bar. Lightning apps let you brand your apps with a custom color and logo.



TASK-5: Create fields for Consumer, Supplier, ricemill and rice details When we talk about Salesforce, Fields represent the data stored in the columns of a relational database. It can also hold any valuable information that you require for a specific object. Hence, the overall searching, deletion, and editing of the records become simpler and quicker.

Types of Fields

1. Standard Fields
2. Custom Fields

Standard Fields: As the name suggests, the Standard Fields are the predefined fields in Salesforce that perform a standard task. The main point is that you can't simply delete a Standard Field until it is a non-required standard field. Otherwise, users have the option to delete them at any point from the application freely. Moreover, we have some fields that you will find common in every Salesforce application. They are

1. Created By
2. Owner
3. Last Modified
4. Field Made During object Creation

Custom Fields:

On the other side of the coin, Custom Fields are highly flexible, and users can change them according to requirements. Moreover, each organizer or company can use them if necessary. It means you need not always include them in the records, unlike Standard fields. Hence, the final decision depends on the user, and he can add/remove Custom

Fields of any given form.

The screenshot shows the Salesforce Object Manager Fields & Relationships page for the 'supplier' object. The page lists seven fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
rice distributed to shops	rice_distributed_to_shops_c	Roll-Up Summary (SUM rice details)		
rice taken	rice_taken_c	Roll-Up Summary (SUM rice details)		
sum of rice distributed	sum_of_rice_distributed_c	Roll-Up Summary (SUM rice details)		

The screenshot shows the Salesforce Object Manager Fields & Relationships page for the 'consumer' object. The page lists fifteen fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Amount Paid	Amount_Paid_c	Formula (Number)		
consumer Name	Name	Auto Number		✓
Consumer Name	Consumer_Name_c	Formula (Text)		
Created By	CreatedById	Lookup(User)		
email	email_c	Email		
First name	First_name_c	Text(18)		
Last Modified By	LastModifiedById	Lookup(User)		
Last name	Last_name_c	Text(18)		
Mode of payment	Mode_of_payment_c	Picklist		

rice details

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
rice details Name	Name	Auto Number		✓
rice distributed	rice_distributed__c	Number(5, 0)		
rice mill 1(one)	rice_mill_1_one__c	Master-Detail(rice mill)		✓
supplier Name	supplier_Name__c	Master-Detail(supplier)		✓

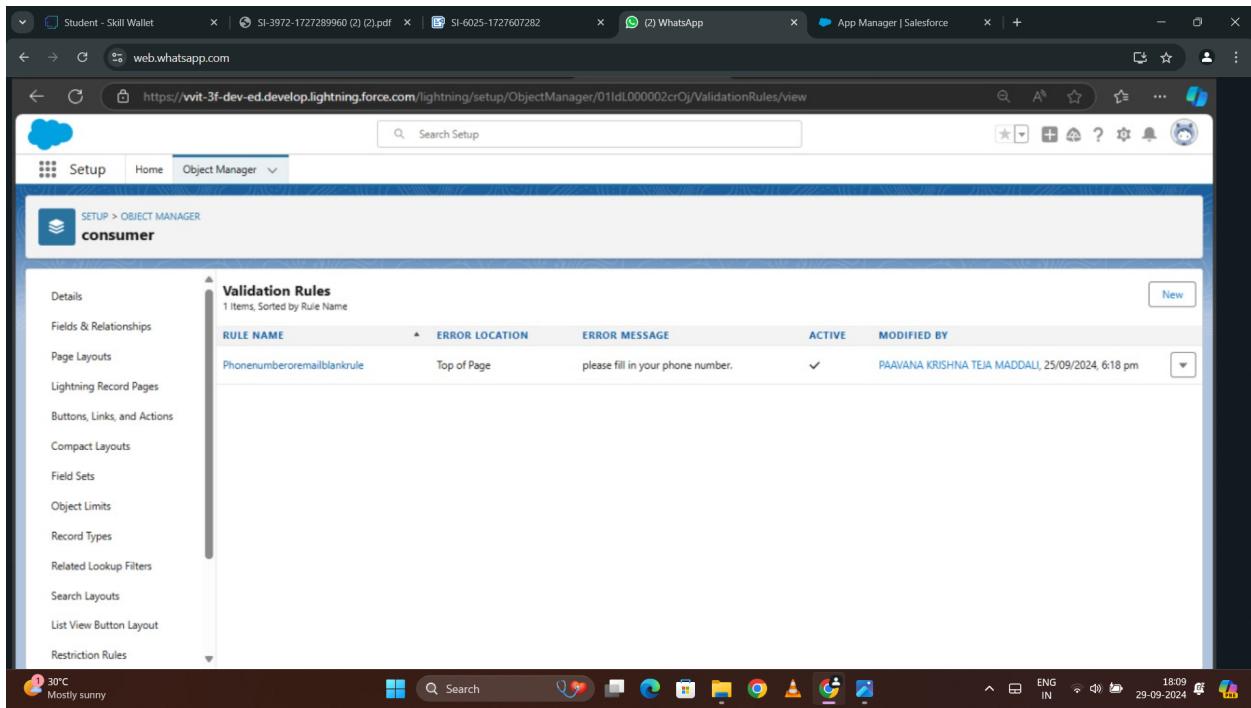
rice mill

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User;Group)		✓
Record Type	RecordTypeId	Record Type		✓
rice distributed to shops	rice_distributed_to_shops__c	Roll-Up Summary (SUM rice details)		
rice mill Name	Name	Auto Number		✓
rice price/kg	rice_price_kg__c	Number(5, 0)		
rice taken	rice_taken__c	Roll-Up Summary (SUM consumer)		
sum of rice distributed	sum_of_rice_distributed__c	Roll-Up Summary (SUM rice details)		

6. Creating Validation rules for objects

Improve the quality of your data using validation rules. Validation rules verify that the data a user enters in a record meets the standards you specify before the user can save the record. A validation rule can contain a formula or expression that evaluates the data in one or more fields and returns a value of “True” or “False”. Validation rules also include an error message to display to the user when the rule returns a value of “True”

due to an invalid value.



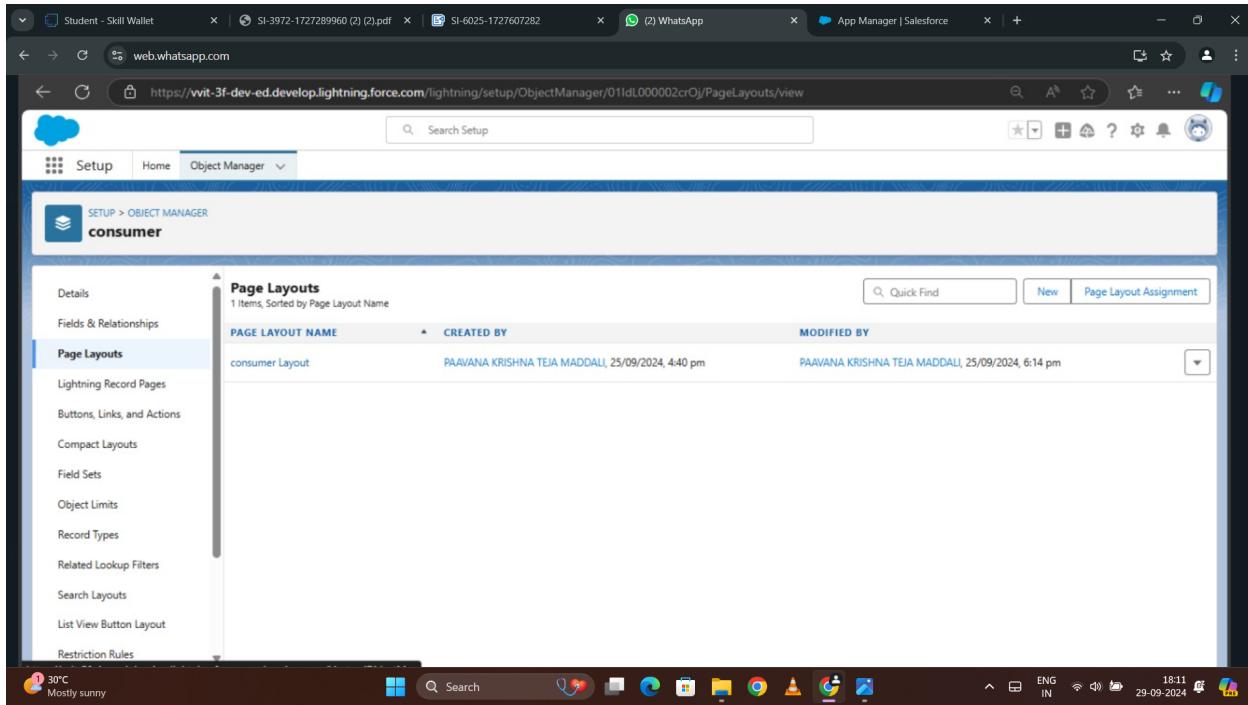
The screenshot shows a browser window with multiple tabs open. The active tab is 'Object Manager' for the 'consumer' object in the 'Validation Rules' section. The URL is <https://vvit-3f-dev-ed.lightning.force.com/lightning/setup/ObjectManager/01dL000002cr0j/ValidationRules/view>. The page displays a table with one item:

RULE NAME	ERROR LOCATION	ERROR MESSAGE	ACTIVE	MODIFIED BY
Phonenumberoremailblankrule	Top of Page	please fill in your phone number.	✓	PAAVANA KRISHNA TEJA MADDALI, 25/09/2024, 6:18 pm

The left sidebar lists various setup options like Details, Fields & Relationships, Page Layouts, etc. The status bar at the bottom shows the date as 29-09-2024 and the time as 18:09.

TASK-6:Creating the page Layout for objects

Page Layout in Salesforce allows us to customize the design and organize detail and edit pages of records in Salesforce. Page layouts can be used to control the appearance of fields, related lists, and custom links on standard and custom objects' detail and edit pages.



TASK-7:Creating Profiles of Owner, worker, and Employee

A profile is a group/collection of settings and permissions that define what a user can do in salesforce. Profile controls “Object permissions, Field permissions, User permissions, Tab settings, App settings, Apex class access, Visualforce page access, Page layouts, Record Types, Login hours & Login IP ranges. You can define profiles by the user's job function. For example System Administrator, Developer, Sales Representative.

Types of profiles in salesforce

1. Standard profiles: By default salesforce provides below standard profiles.

- Contract Manager
- Read Only
- Marketing Use
- Solutions Manager
- Standard User
- System Administrator

. We cannot deleted standard ones Each of these standard ones includes a default set of permissions for all of the standard objects available on the platform.

2. Custom Profiles:

Custom ones defined by us. They can be deleted if there are no users assigned with that particular one.

The screenshot shows the Salesforce Setup Profiles page. The search bar at the top contains "profil". The main area displays three profiles:

Action	Profile Name	User License
<input type="checkbox"/> Edit Del ...	employer	Salesforce Platform
<input type="checkbox"/> Edit Clone	External Apps Login User	External Apps Login
<input type="checkbox"/> Edit Clone	External Identity User	External Identity

At the bottom of the page, there is a navigation bar with icons for Home, Object Manager, and Help for this Page.

The screenshot shows the Salesforce Setup Profiles page. The search bar at the top contains "profil". The main area displays two profiles:

Action	Profile Name	User License
<input type="checkbox"/> Edit Clone	Work_com_Only User	Work.com Only
<input type="checkbox"/> Edit Del ...	worker	Salesforce Platform

At the bottom of the page, there is a navigation bar with icons for Home, Object Manager, and Help for this Page.

The screenshot shows the Salesforce Setup interface with the 'Profiles' page open. The left sidebar shows 'Users' and 'Profiles'. The main area has a search bar and a table titled 'Profiles'. The table has columns for 'Action', 'Profile Name', 'User License', and 'Custom'. One row is visible: 'Edit | Del | ... owner' under 'Profile Name', 'Salesforce' under 'User License', and a checked checkbox under 'Custom'. The bottom status bar shows it's 18:16 IN 29-09-2024.

TASK-8:Creating Roles

A role in Salesforce defines a user's visibility access at the record level. Roles may be used to specify the types of access that people in your Salesforce organization can have to data. Simply put, it describes what a user could see within the Salesforce organization

The screenshot shows the Salesforce Setup interface with the 'Roles' page open. The left sidebar shows 'Users' and 'Roles'. The main area shows a hierarchical tree of roles under 'VVIT'. Roles listed include 'CEO', 'CFO', 'COO', 'owner', 'employer', 'worker', 'SVP_Customer Service & Support', 'Customer Support_International', 'Customer Support_North America', and 'Installation & Repair Services'. Each role has 'Edit | Del | Assign' options. The bottom status bar shows it's 18:20 IN 29-09-2024.

TASK-9:Creating Users

A user is anyone who logs in to Salesforce. Users are employees at your company, such as sales reps, managers, and IT specialists, who need access to the company's records. Every user in Salesforce has a user account. The user account identifies the user, and the user account settings determine what features and records the user can access.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty_00dd00000coaxguan_0pb75uvmyrd@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit	MADDALI PAAVANA KRISHNA TEJA	PMADD	22b05a0515@vvit.net		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	r_raj	rajav	ram@ra.jk	employee	<input checked="" type="checkbox"/>	Standard Platform User
<input type="checkbox"/> Edit	rajaskar	rajaskar	rai@raju.r	worker	<input checked="" type="checkbox"/>	Standard Platform User
<input type="checkbox"/> Edit	User_Integration	inter	integration@00dd00000coaxguan.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User_Security	sec	insightssecurity@00dd00000coaxguan.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User
<input type="checkbox"/> Edit	y_vicky	yemunda	yema@gmail.com	owner	<input checked="" type="checkbox"/>	owner

TASK-10: Creating OWD settings

A permission set is a collection of settings and permissions that give users access to various tools and functions. Permission sets extend users' functional access without changing their profiles and are the recommended way to manage your users' permissions.

The screenshot shows the Salesforce Sharing Settings page. At the top, there are several tabs: Setup, Home, Object Manager, and a search bar labeled "Search Setup". Below the tabs, a sidebar on the left lists "Sharing Settings" under the "Sharing" section. A message says "Didn't find what you're looking for? Try using Global Search." The main content area is titled "Sharing Settings" and contains a table with two columns: "Object" and "Sharing Rule". The table lists various objects and their sharing rules:

Object	Sharing Rule
User Provisioning Request	Private
Waitlist	Private
Web Cart Document	Private
Work Order	Private
Work Plan	Private
Work Plan Template	Private
Work Step Template	Private
Work Type	Private
Work Type Group	Public Read/Write
consumer	Controlled by Parent
rice details	Controlled by Parent
rice mill	Public Read Only
supplier	Public Read Only

Below the table, there is a section titled "Other Settings" with checkboxes for "Manager Groups" and "Secure guest user record access". The status bar at the bottom shows the date and time as "29-09-2024 18:23".

TASK-11.Creating the app reports And Dashboards

Dashboards help you visually understand changing business conditions so you can make decisions based on the real-time data you've gathered with reports. Use dashboards to help users identify trends, sort out quantities, and measure the impact of their activities. Before building, reading, and sharing dashboards, review these dashboard basics.

Supplier Module (Top Screenshot):

Recently Viewed

- 1 prakash
- 2 prasanth
- 3 barath kumar
- 4 siddu

Rice Mills Module (Bottom Screenshot):

Recently Viewed

- 1 rice-007
- 2 rice-004
- 3 rice-005
- 4 rice-006
- 5 rice-003
- 6 rice-002
- 7 rice-001

The image shows a screenshot of a web browser window with two tabs open. Both tabs are displaying a list of items under the heading "Recently Viewed".

Top Tab (Consumer List):

- Header: consumers
- Section: Recently Viewed
- Sub-section: consumer Name
- Items:
 - 1 consumer-004
 - 2 consumer-003
 - 3 consumer-002
 - 4 consumer-001

Bottom Tab (Rice Details List):

- Header: rice details
- Section: Recently Viewed
- Sub-section: rice details Name
- Items:
 - 1 rice-005
 - 2 rice-004
 - 3 rice-003
 - 4 rice-002
 - 5 rice-001

Browser Status Bar:

- Top: https://east-3f-dev-ed.lightning.force.com/lightning/c/home
- Middle: Search bar, taskbar icons (File Explorer, Edge, Google Chrome, File Manager, VLC, etc.), system tray (ENG IN, 18:26, 29-09-2024)
- Bottom: Search bar, taskbar icons, system tray (30°C, Mostly sunny, 18:27, 29-09-2024)

Reports

Recent

1 item

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	range of amount per day	estimated rice per day	Nandini Murala	29/9/2024, 2:47 pm		

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

All Folders

Created by Me

Shared with Me

FAVORITES

All Favorites

Report: rice mills with consumers

range of amount per day

Total Records	Total Amount Paid	Total rice price/kg
4	346.00	256

Sum of Amount Paid

bharath k

krishna m

prasanth p

rk1 w

Consumer Name

Row Counts Detail Rows Subtotals Grand Total

USD/INR +0.13%

The screenshot shows two related pages from a Salesforce instance:

Lightning Report:

Report: rice mills with consumers
range of amount per day

Consumer Name	rice mill: rice mill Name	consumer: consumer Name	Amount Paid	Mode of payment	rice price/kg	Rice type
bharath k (1)	rice-006	consumers-001	90.00	UPI	90	1.basmati
Subtotal			90.00		90	
krishna m (1)	rice-004	consumers-003	31.00	Debit card	31	1.basmati
Subtotal			31.00		31	
prasanth p (1)	rice-005	consumers-002	45.00	Cash	45	2.normal rice
Subtotal			45.00		45	
rk1 w (1)	rice-007	consumers-004	180.00	Credit card	90	2.normal rice
Subtotal			180.00		90	
Total (4)			346.00		256	

Row Counts: 4, Detail Rows: 4, Subtotals: 4, Grand Total: 346.00

Dashboard:

estimated date

total amount of data in dashboard

As of 25-Sept-2024, 11:19 pm Viewing as PAAVANA KRISHNA TEJA MADDALI

range of amount per day

Sum of Amount Paid

Consumer Name	Sum of Amount Paid
bharath k	90
krishna m	31
prasanth p	45
rk1 w	180

[View Report \(range of amount per day\)](#)

TASK-12:Creating apex Class and apex Triggers

Apex is a strongly typed, object-oriented programming language that allows developers to execute flow and transaction control statements on the Lightning platform server in conjunction with calls to the Lightning Platform API. Using syntax that looks like Java and acts like database stored procedures, Apex enables developers to add business logic to most system events, including button clicks, related record updates,

and Visualforce pages. Apex code can be initiated by Web service requests and from triggers on objects

. It is as similar as java i.e, it also supports OOP(Object oriented programming) like Classes, objects, methods.

```
1 public class ConsumerRecord {
2     public static void sendEmailNotification (List<consumer__c> con){
3         for(consumer__c c:con)
4         {
5             Messaging.SingleEmailMessage email = new Messaging.SingleEmailMessage();
6             email.setToAddresses( new List<String>{c.email__c});
7             email.setSubject('Welcome to our company');
8             email.setPlainTextBody('Dear ' + ' '+ ',\n\nWelcome to MY RICE!'+'You have been seen as a valuable customer to us
9             'We are proud to associate with valuable customers like you and we look forward to col
10             +'So why taking a step back, take a leap of faith and shop with us more, while we prov
11             'Thankyou for buying ' + '' +'Here are some of the products that are brought by the cust
12             Messaging.sendEmail(new List<Messaging.SingleEmailMessage>{email});
13         }
14     }
15 }
```



```
1 trigger consumerTrigger on consumer__c (After insert) {
2     if(trigger.isAfter && trigger.insertion) {
3         ConsumerRecord.sendEmailNotification(trigger.new);
4     }
5 }
```