

# **Public Transport CRM**

**Industry:** Public Transport / Customer Relationship Management

**Project Type:** B2B/B2C Salesforce CRM Implementation

**Target Users:** Transport Managers, Ticketing Staff, Drivers, Passengers, Executives

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## **Project Overview**

Many public transport companies struggle to manage passengers, buses, drivers, and ticket bookings efficiently. Current processes rely on manual tracking or spreadsheets, resulting in:

- Difficulty tracking bus schedules and ticket bookings in real-time
- Inefficient communication with passengers and staff
- Missed opportunities to optimize routes and occupancy
- Limited insights for management decision-making

## **Public Transport CRM Solution:**

A Salesforce-based solution to manage passengers, buses, drivers, routes, and tickets. It provides automated notifications, ticket tracking, and dashboards for operational efficiency. Staff can manage bookings, monitor bus occupancy, and respond to feedback quickly, improving passenger satisfaction and operational decision-making.



## **Phase 1: Problem Understanding & Industry Analysis**

### **1. Requirement Gathering:**

- Passenger Management: Name, Contact Details, Ticket History
- Bus & Driver Management: Bus Number, Capacity, Assigned Driver
- Ticket Management: Ticket Number, Status, Route, Booking Date
- Route Management: Route Name, Stops, Schedule
- Feedback & Reporting: Passenger feedback, ticket occupancy, staff performance
- Automated Notifications: Ticket confirmation, cancellation, delay alerts

### **2. Stakeholder Analysis:**

- **Transport Manager:** Full control over buses, tickets, routes, and dashboards
- **Ticketing Staff:** Track bookings, create tickets, assign buses and drivers
- **Drivers:** View assigned routes and schedules
- **Executives:** View analytics, occupancy trends, and revenue reports

### **3. Business Process Mapping:**

1. Passenger books ticket → added to CRM
2. Assign bus & driver → track occupancy
3. Manage ticket cancellations and refunds
4. Collect feedback → store in CRM
5. Generate reports → dashboards for occupancy, revenue, and feedback

### **4. Use Case Analysis:**

- Manual ticketing causes delays and errors
- Management cannot monitor real-time occupancy or revenue trends

### **5. AppExchange Exploration:**

Explored transport management and scheduling apps for reference features

## Phase 2: Org Setup & Configuration

**Purpose:** Configure Salesforce org for Public Transport CRM to ensure correct users, profiles, roles, and security settings.

### Steps:

1. **Salesforce Edition:** Developer Edition
2. **Company Profile Setup:** Name, Address, Timezone, Locale, Currency
3. **Business Hours & Holidays:** Mon–Sun, 6 AM – 10 PM; include public holidays
4. **Fiscal Year:** Standard
5. **User Setup & Licenses:**
  - Admin: Full access to all CRM data, tickets, and dashboards
  - Ticketing Staff: Manage tickets and assign buses/drivers
  - Driver: View assigned routes and schedules

User Profile Help for this Page

Permission Set Assignments (5) | Permission Set Assignments: Activation Required (0) | Permission Set Group Assignments (0) | Permission Set License Assignments (5+) | Personal Groups (0) | Public Group Membership (0) | Queue Membership (0) | Team (0) | Managers in the Role Hierarchy (0) | OAuth Apps (4) | Third-Party Account Links (0) | Built-in Authenticators (0) | Installed Mobile Apps (0) | Authentication Settings for External Systems (0) | Login History (10+) | User Provisioning Accounts (0)

### User Detail

Edit | Sharing | Change Password | View Summary

Name	Rama satyavathi Gedela	Role	
Alias	ram	User License	Salesforce
Email	ramasatyagedela01@gmail.com [Verified]	Profile	System Administrator
Username	ramasatyagedela01371@agentforce.com	Active	<input checked="" type="checkbox"/>
Nickname	User17599082475188397135 ⓘ	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company	Maharaj Vijayaram Gajapathi Raj College of Engineering	Knowledge User	<input checked="" type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT-07:00) Pacific Daylight Time (America/Los_Angeles)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (United States)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	<a href="#">View</a>
Delegated Approver		Data.com User Type	<a href="#">i</a>
Manager		Accessibility Mode (Classic Only)	<input type="checkbox"/> ⓘ
Receive Approval Request Emails	Only if I am an approver	Debug Mode	<input type="checkbox"/> ⓘ

## 6. Profiles:

- Admin: Full access
- Staff: Edit/View tickets
- Driver: View only assigned tickets/routes

**Roles:** Admin > Ticketing Staff > Driver

6. **Permission Sets:** Assign dashboard and report access for Ticketing Staff

7. **OWD & Sharing Rules:**

- Passengers: Private
- Tickets: Private
- Share tickets with assigned staff or drivers for tracking

8. **Login Access Policies:** Admin can login as any user

9. **Sandbox Usage & Deployment Basics:** Optional for testing workflows and ticket management

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### Phase 3: Data Modeling & Relationships

**Purpose:** Design objects and relationships for passengers, buses, drivers, tickets, and routes.

#### Custom Objects:

- **Passenger:** Name, Contact, Address, City, Email, Age
- **Bus:** Bus Number, Capacity, Assigned Driver, Bus Type, Status, Route, Available Seats
- **Driver:** Name, License, Assigned Bus, Experience Years
- **Ticket:** Ticket Number, Passenger, Bus, Status, Fare, Bus, Seat Number
- **Route:** Route Name, Start Point, End Point, Schedule
- **Feedback :** Bus, Driver, Comments, Passenger, Feedback Date

#### Relationships:

- Passenger ↔ Ticket → Lookup (track tickets per passenger)
- Bus ↔ Ticket → Lookup (track tickets assigned to a bus)
- Driver ↔ Bus → Lookup (track assigned driver)

## Additional Configuration:

- Page Layouts: Display key fields on Ticket, Passenger, Bus, Driver, and Route
- Compact Layouts: Show Name, Ticket Status, Bus Number
- Schema Builder: Visual diagram of objects and relationships

SETUP > OBJECT MANAGER

Passenger

Details

Fields & Relationships

14 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Address	Address__c	Text Area(255)		
Age	Age__c	Number(18, 0)		
City	City__c	Text(16)		
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
First Name	First_Name__c	Text(18)		
ID Proof	ID_Proof__c	Text(16)		
Last Modified By	LastModifiedById	Lookup(User)		
Last Name	Last_Name__c	Text(14)		

SETUP > OBJECT MANAGER

Ticket

Details

Fields & Relationships

13 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bus	Bus__c	Lookup(Bus)		✓
Created By	CreatedById	Lookup(User)		
Fare	Fare__c	Currency(18, 0)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Passenger	Passenger__c	Lookup(Passenger)		✓
Record Type	RecordTypeId	Record Type		✓
Route	Route__c	Lookup(Route)		✓
Seat Number	Seat_Number__c	Text(5)		

SETUP > OBJECT MANAGER

Bus

Details

Fields & Relationships

13 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Available Seats	Available_Seats__c	Number(18, 0)		
Bus Code	Bus_Code__c	Text(10) (External ID)		✓
Bus ID	Name	Text(80)		✓
Bus Number	Bus_Number__c	Text(10)		
Bus Type	Bus_Type__c	Picklist		
Capacity	Capacity__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
Driver	Driver__c	Lookup(Driver)		✓
Last Modified By	LastModifiedById	Lookup(User)		

SETUP > OBJECT MANAGER

Driver

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Scoping Rules

Object Access

Fields & Relationships

10 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Assigned Bus	Assigned_Bus__c	Lookup(Bus)		✓
Contact Number	Contact_Number__c	Phone		
Created By	CreatedById	Lookup(User)		
Driver ID	Name	Text(80)		✓
Experience Years	Experience_Years__c	Number(18, 0)		
Last Modified By	LastModifiedById	Lookup(User)		
License Number	License_Number__c	Text(18)		
Name	Name__c	Text(20)		
Owner	OwnerId	Lookup(User,Group)		✓

SETUP > OBJECT MANAGER

Feedback

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

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Object Limits

Record Types

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Object Access

Fields & Relationships

13 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bus	Bus__c	Lookup(Bus)		✓
Comments	Comments__c	Long Text Area(32768)		
Created By	CreatedById	Lookup(User)		
Driver	Driver__c	Lookup(Driver)		✓
Feedback Date	Feedback_Date__c	Date		
Feedback ID	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Passenger	Passenger__c	Lookup(Passenger)		✓

SETUP > OBJECT MANAGER

Route

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Scoping Rules

Object Access

Fields & Relationships

11 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

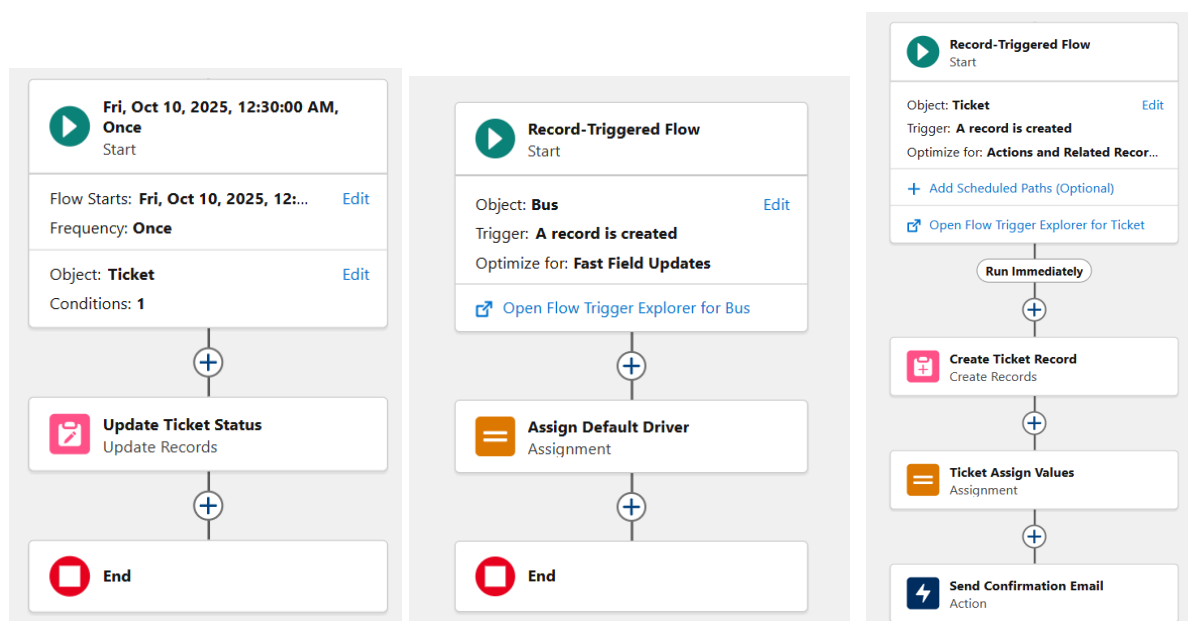
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Assigned Bus	Assigned_Bus__c	Lookup(Bus)		✓
Created By	CreatedById	Lookup(User)		
Distance km	Distance_km__c	Number(10, 2)		
End Point	End_Point__c	Text(10)		
Estimated Time	Estimated_Time__c	Text(6)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Record Type	RecordTypeId	Record Type		✓
Route Code	Route_Code__c	Text(14) (External ID)		✓

## Phase 4: Process Automation (Admin)

**Purpose:** Automate ticket booking, notifications, and feedback workflows.

### Examples:

1. **Validation Rules:** Ensure tickets cannot be booked if bus is full
2. **Workflow / Process Builder:**
  - Notify Admin/Staff when a ticket is booked, canceled, or delayed
  - Auto-assign default bus if none selected
3. **Flow Builder:**
  - Auto-generate occupancy reports per route
  - Automate passenger notifications for tickets and cancellations
4. **Email Alerts / Custom Notifications:**
  - Notify passengers of ticket confirmation, cancellations, or delays
  - Notify staff when action is required (overbooked or canceled tickets)



## Phase 5: Apex Programming (Developer)

**Purpose:** Use Apex for advanced automation for ticketing and bus occupancy.

### Examples:

- **Triggers:**
  - Ticket Insert → Update bus occupancy automatically
  - Ticket Cancellation → Notify staff
- **Helper Classes:**
  - Calculate occupancy per bus
  - Determine overbooked buses
- **Batch / Queueable Apex:** Bulk update ticket records and send notifications
- **Test Classes:** Validate triggers and helper classes for Salesforce deployment

```
PreventDuplicateSeatBooking.apxt
Code Coverage: None API Version: 64
1 trigger PreventDuplicateSeatBooking on Ticket__c (before insert, before update) {
2
3     // Step 1: Collect Bus + Route + Seat
4     Set<String> newSeatKeys = new Set<String>();
5     Set<Id> busIds = new Set<Id>();
6     Set<Id> routeIds = new Set<Id>();
7     Set<String> seatNumbers = new Set<String>();
8
9     for(Ticket__c t : Trigger.new){
10         if(t.Bus__c != null && t.Route__c != null && t.Seat_Number__c != null){
11             String key = t.Bus__c + '-' + t.Route__c + '-' + t.Seat_Number__c;
12             newSeatKeys.add(key);
13
14             busIds.add(t.Bus__c);
15             routeIds.add(t.Route__c);
16             seatNumbers.add(t.Seat_Number__c);
17         }
18     }
19 }
```

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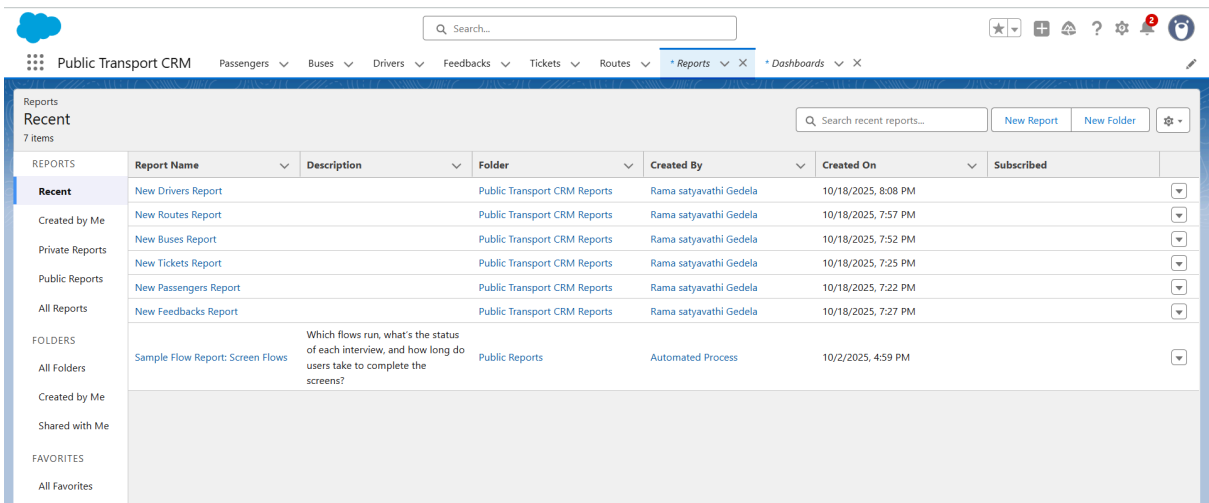
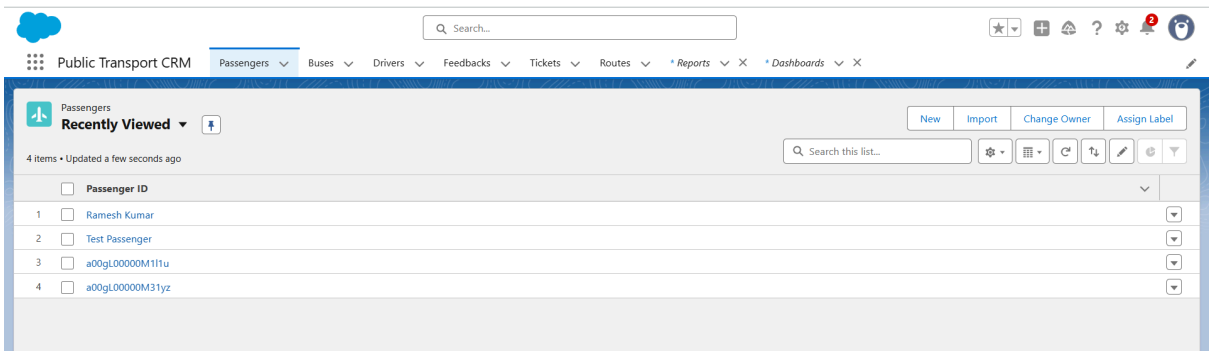
## Phase 6: User Interface Development



**Purpose:** Create a user-friendly interface for different roles.

**Steps:**

- Create Public Transport App in Lightning App Builder
- Add Tabs: Passengers, Tickets, Buses, Drivers, Routes, Reports, Dashboards
- Customize Record Pages for Ticket, Passenger, and Bus objects
- Home Page Layouts: Dashboard showing tickets, occupancy, and driver workloads
- Optional LWC: Real-time bus status, ticket search, route overview



**Phase 7: Integration & External Access**

**Purpose:** Connect Salesforce with external systems for notifications and ticketing.

- **Named Credentials:** Connect with payment gateways and notification services
- **Platform Events:** Notify staff and drivers when ticket status changes
- **Remote Site Settings:** Allow external API access for notifications and route updates

The screenshot shows the Workbench REST Explorer interface. The top navigation bar includes 'workbench', 'info', 'queries', 'data', 'migration', and 'utilities'. Below the navigation bar, the text 'REST Explorer' is displayed, followed by the user's name 'RAMA SATYAVATHI GEDELA AT MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING ON API 61.0'. A red banner prompts the user to 'Try the Salesforce APIs for Postman.' Below this, a message says 'Choose an HTTP method to perform on the REST API service URI below:'. The 'POST' method is selected. The URI is '/services/data/v61.0/subjects/Passenger\_\_c/'. The 'Request Body' is a JSON object: { "Name": "Ramesh Kumar", "Email\_\_c": "ramesh.kumar@gmail.com", "Phone\_\_c": "9876543210", "Address\_\_c": "Hyderabad" }. The 'Execute' button is visible. Below the request, the response is shown: { "id": "a00gL000000YHdMQAX", "success": true, "errors": [] }.

workbench info queries data migration utilities

REST Explorer RAMA SATYAVATHI GEDELA AT MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING ON API 61.0

Try the Salesforce APIs for Postman.

Choose an HTTP method to perform on the REST API service URI below:

☐ GET ☒ POST ☐ PUT ☐ PATCH ☐ DELETE ☐ HEAD Headers Reset Up

/services/data/v61.0/subjects/Passenger\_\_c/ Execute

Request Body

```
{
  "Name": "Ramesh Kumar",
  "Email__c": "ramesh.kumar@gmail.com",
  "Phone__c": "9876543210",
  "Address__c": "Hyderabad"
}
```

Expand All | Collapse All | Show Raw Response

✦ id: a00gL000000YHdMQAX  
✦ success: true  
✦ errors

The screenshot shows the Workbench REST Explorer interface. The top navigation bar includes 'workbench', 'info', 'queries', 'data', 'migration', and 'utilities'. Below the navigation bar, the text 'REST Explorer' is displayed, followed by the user's name 'RAMA SATYAVATHI GEDELA AT MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING ON API 61.0'. A red banner prompts the user to 'Try the Salesforce APIs for Postman.' Below this, a message says 'Choose an HTTP method to perform on the REST API service URI below:'. The 'GET' method is selected. The URI is '/services/data/v61.0/subjects/Passenger\_\_c/a00gL000000YHdMQAX'. The 'Execute' button is visible. Below the request, the response is shown: { "attributes": { "Id": "a00gL000000YHdMQAX", "OwnerId": "005gL000000983zdQAA", "IsDeleted": false, "Name": "Ramesh Kumar", "RecordTypeId": "012gL000000mY9VQAU", "CreatedDate": "2025-10-19T07:41:43.000+0000", "CreatedBy": "005gL000000983zdQAA", "LastModifiedDate": "2025-10-19T07:41:43.000+0000", "LastModifiedBy": "005gL000000983zdQAA", "SystemModstamp": "2025-10-19T07:41:43.000+0000", "LastActivityDate": null, "LastViewedDate": "2025-10-19T07:41:43.000+0000", "LastReferencedDate": "2025-10-19T07:41:43.000+0000", "First\_Name\_\_c": null, "Last\_Name\_\_c": null, "Email\_\_c": "ramesh.kumar@gmail.com", "Phone\_\_c": "9876543210", "City\_\_c": null, "ID\_Proof\_\_c": null, "Age\_\_c": null, "Address\_\_c": "Hyderabad", "Passenger\_Code\_\_c": null } }.

workbench info queries data migration utilities

REST Explorer RAMA SATYAVATHI GEDELA AT MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING ON API 61.0

Try the Salesforce APIs for Postman.

Choose an HTTP method to perform on the REST API service URI below:

☒ GET ☐ POST ☐ PUT ☐ PATCH ☐ DELETE ☐ HEAD Headers Reset Up

/services/data/v61.0/subjects/Passenger\_\_c/a00gL000000YHdMQAX Execute

Expand All | Collapse All | Show Raw Response

attributes

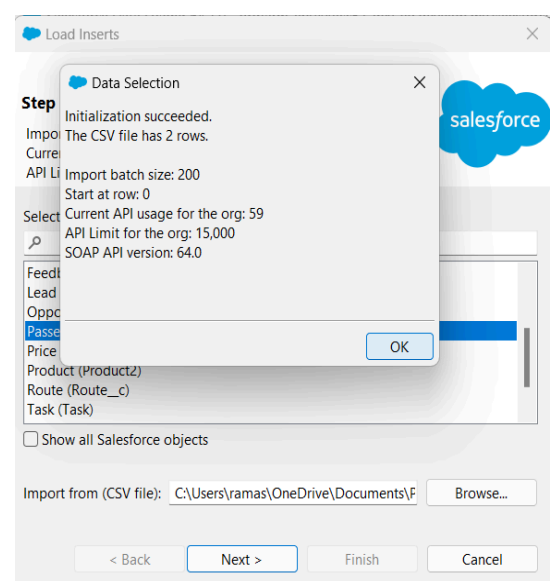
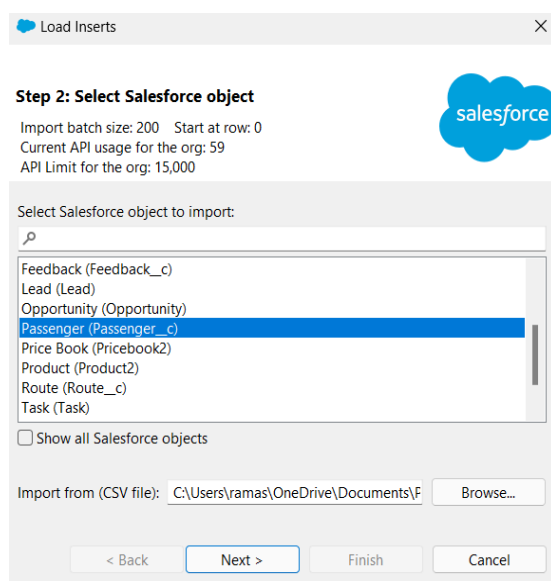
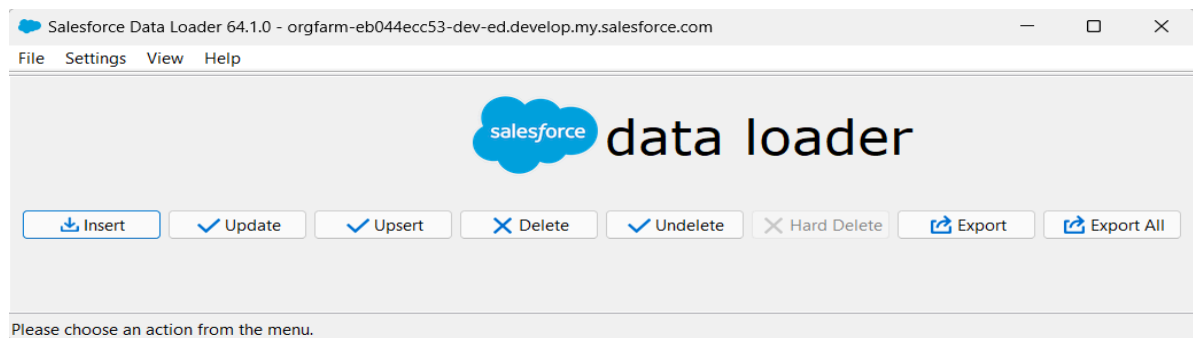
- ✦ Id: a00gL000000YHdMQAX
- ✦ OwnerId: 005gL000000983zdQAA
- ✦ IsDeleted: false
- ✦ Name: Ramesh Kumar
- ✦ RecordTypeId: 012gL000000mY9VQAU
- ✦ CreatedDate: 2025-10-19T07:41:43.000+0000
- ✦ CreatedBy: 005gL000000983zdQAA
- ✦ LastModifiedDate: 2025-10-19T07:41:43.000+0000
- ✦ LastModifiedBy: 005gL000000983zdQAA
- ✦ SystemModstamp: 2025-10-19T07:41:43.000+0000
- ✦ LastActivityDate: null
- ✦ LastViewedDate: 2025-10-19T07:41:43.000+0000
- ✦ LastReferencedDate: 2025-10-19T07:41:43.000+0000
- ✦ First\_Name\_\_c: null
- ✦ Last\_Name\_\_c: null
- ✦ Email\_\_c: ramesh.kumar@gmail.com
- ✦ Phone\_\_c: 9876543210
- ✦ City\_\_c: null
- ✦ ID\_Proof\_\_c: null
- ✦ Age\_\_c: null
- ✦ Address\_\_c: Hyderabad
- ✦ Passenger\_Code\_\_c: null

Requested in 0.176 sec  
Workbench 62.0.0

## Phase 8: Data Management & Deployment

**Purpose:** Manage and migrate data securely.

1. **Data Import Wizard:** Upload sample passengers, tickets, buses for testing
2. **Data Loader:** Bulk import or update large datasets
3. **Duplicate Rules:** Prevent duplicate passenger or ticket records
4. **Change Sets / Deployment:** Move configurations from Sandbox → Production
5. **Export / Backup:** Monthly backup of passengers, tickets, buses, and routes



Load Inserts

Step 2b: (Optional) relate using lookup field

Relationships of Passenger\_c are listed below. Select a related object and its lookup field if the CSV refers to the related object using the selected lookup field.

Relationship : Related Object

Owner : User - Id

RecordType : RecordType - Id

< Back

Next >

Finish

Cancel

Mapping Dialog

Match the Salesforce object fields to your CSV column headers.

Clear Mapping

Auto-Match Fields to Columns

Field Name/Relationship

Field Label

Field Data Type

Owner:User-Id

Owner ID (User ID)

Lookup (User)

Owner-Id

Owner ID

Lookup (Group, Us

RecordType:RecordType-Id

Record Type ID (Record Type ID)

Lookup (RecordTy

RecordType-Id

Record Type ID

Lookup (RecordTy

Drag the Salesforce object fields down to the column mapping.

To remove a mapping, select a row and click Delete key on the keyboard.

CSV Column Header

Field Name/Relationship

Name

Name

Email\_c

Email\_c

Phone\_c

Phone\_c

Address\_c

Address\_c

Passenger\_r.Passenger\_Code\_c

Passenger\_Code\_c

OK

Save Mapping

Cancel

Mapping Dialog

Match the Salesforce object fields to your CSV column headers.

Clear Mapping

Auto-Match Fields to Columns

Field Name/Relationship

Field Label

Field Data Type

Owner:User-Id

Owner ID (User ID)

Lookup (User)

Owner-Id

Owner ID

Lookup (Group, Us

RecordType:RecordType-Id

Record Type ID (Record Type ID)

Lookup (RecordTy

RecordType-Id

Record Type ID

Lookup (RecordTy

Drag the Salesforce object fields down to the column mapping.

To remove a mapping, select a row and click Delete key on the keyboard.

CSV Column Header

Field Name/Relationship

Name

Name

Email\_c

Email\_c

Phone\_c

Phone\_c

Address\_c

Address\_c

Passenger\_r.Passenger\_Code\_c

Passenger\_Code\_c

OK

Save Mapping

Cancel

Load Inserts

Step 4: Finish

Import batch size: 200 Start at row: 0

Current API usage for the org: 59

API Limit for the org: 15,000

Results Folder:

C:\Users\ramas\OneDrive\Documents\Salesforce

Browse...

< Back

Next >

Finish

Cancel

Load Inserts

Step

Import

Progress

Load

Operation Finished

The operation has fully completed. There were 2 successful inserts and 0 errors.

View Successes

View Errors

OK

Processed 2 of 2 records with 2 successes and 0 errors.

Cancel

## Phase 9: Reporting, Dashboards & Security Review

**Purpose:** Track tickets, occupancy, and operational efficiency.

### Reports:

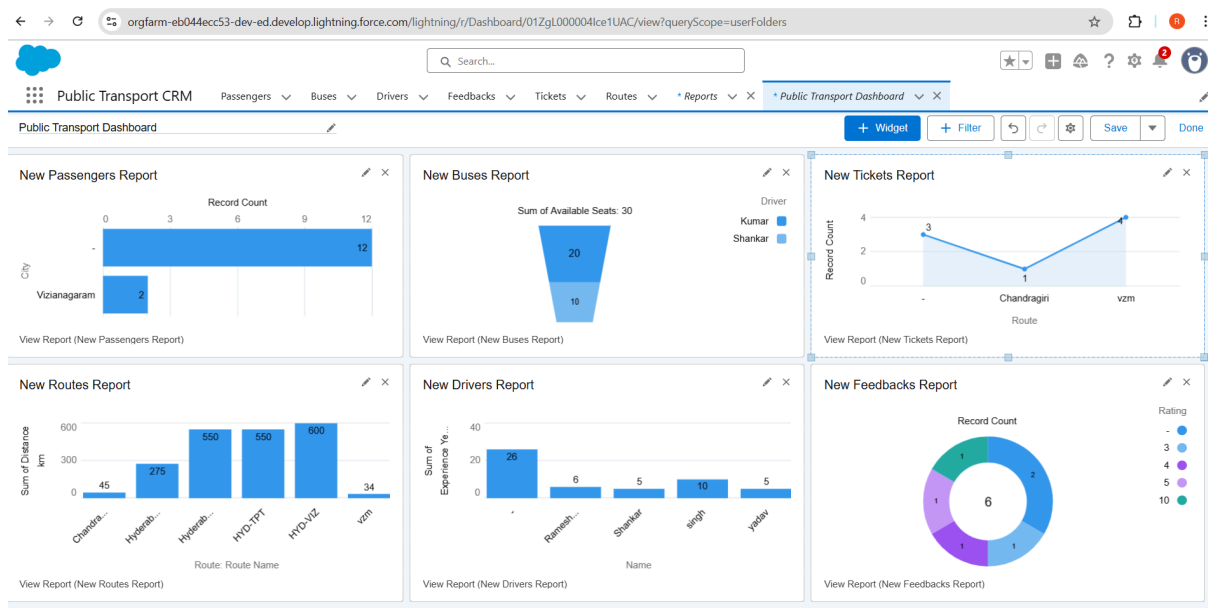
- Tickets per Bus / Route
- Passenger Feedback Summary
- Daily / Monthly Occupancy

### Dashboards:

- **Ticket Sales by Route** → Bar Chart
- **Feedback Summary** → Donut Chart
- **Passenger Distribution** → Number/Bar Chart
- **Buses per Driver** → Column Chart
- **Ticket Trend by Route** → Line Chart

### Security:

- Field-Level Security for sensitive data (Passenger Info, Contact)
- Role-Based Sharing Rules: Admin > Staff > Driver
- Audit Trail for all ticket and passenger updates



## Phase 10: Final Presentation & Demo Day

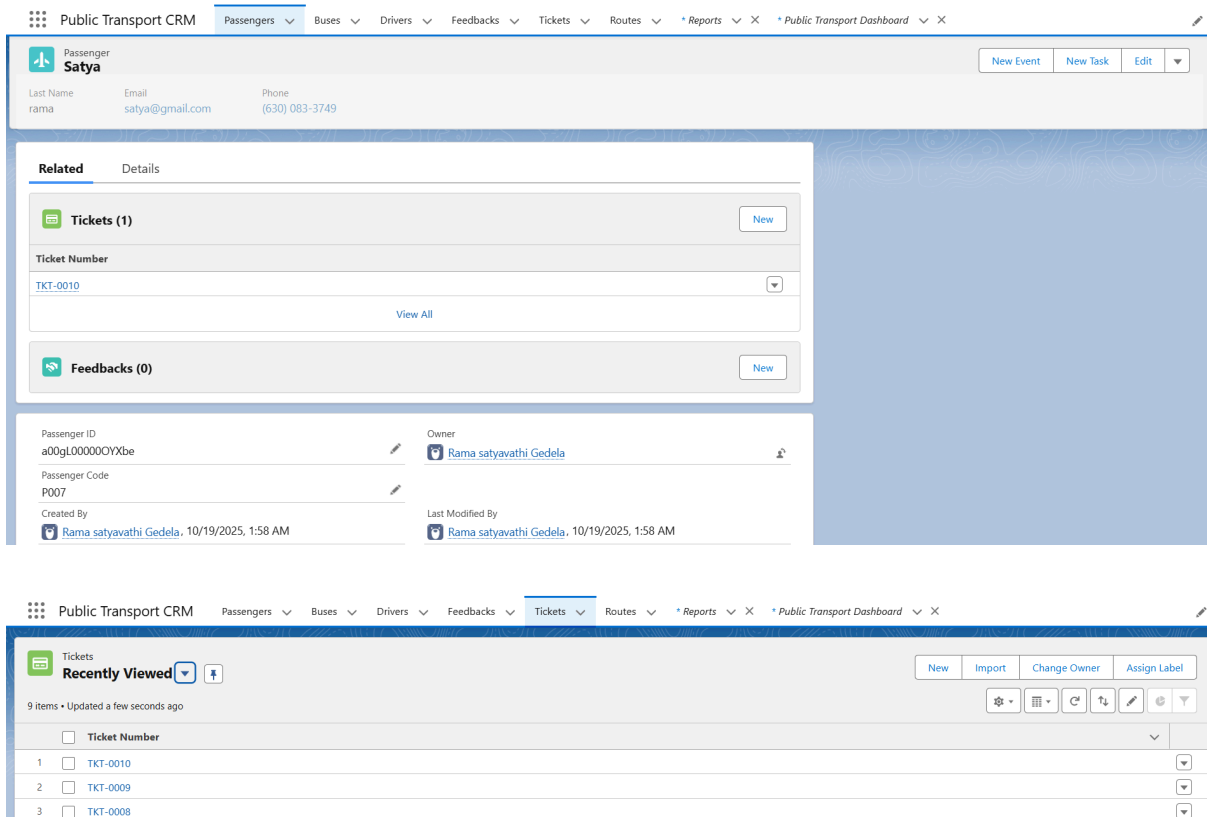
**Purpose:** Showcase the project and its features.

### Demo Walkthrough:

1. Create new Passenger
2. Assign Ticket → Bus & Driver
3. Update Ticket Status (Booked / Cancelled)
4. Show Dashboards: Tickets, Occupancy, Staff Workload

The screenshot shows the 'New Passenger: Regular Passenger' form in the Public Transport CRM. The form is divided into two columns. The left column contains fields for First Name (Satya), City (Vizag), Email (satya@gmail.com), Age (19), Address (Vzm), and Passenger Code (9007). The right column contains fields for Last Name (rama), ID Proof (1235), and Phone (6300833749). A legend indicates that fields with an asterisk (\*) are required information. The form has 'Cancel', 'Save & New', and 'Save' buttons at the bottom. On the left sidebar, there is a 'Passengers' section with a 'Recently Viewed' list containing 4 items, updated 2 minutes ago. The list includes a checkbox for 'Passenger ID' and a list of passengers: Ramesh Kumar, Test Passenger, a00gL0000M111u, and a00gL0000M31yz.

The screenshot shows the Public Transport CRM dashboard. The top navigation bar includes a search bar and a menu with options: Passengers, Buses, Drivers, Feedbacks, Tickets, Routes, Reports, and Public. The 'Buses' section is active, showing a bus named 'AP10BP1111'. Below the bus name, there are fields for Bus Type (AC), Capacity (50), and Route (Chandragiri). The 'Related' section is expanded, showing a list of tickets (4) with a 'New' button. The list of tickets includes TKT-0004, TKT-0005, TKT-0006, and TKT-0010. A 'View All' link is at the bottom of the list.



**Feedback Collection:** Gather input from mentors or stakeholders

**Handoff Documentation:** Include screenshots, reports, and GitHub repository

**Portfolio Showcase:** Add project to LinkedIn, resume, or portfolio

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## Conclusion

The **Public Transport CRM** centralizes operations, automates ticketing, and provides dashboards for actionable insights. It reduces errors, improves passenger satisfaction, and optimizes bus and route management.

## Future Enhancements:

- AI-based route optimization and bus allocation
  - Chatbot for ticket queries and booking
  - Predictive analysis for occupancy and revenue
-