

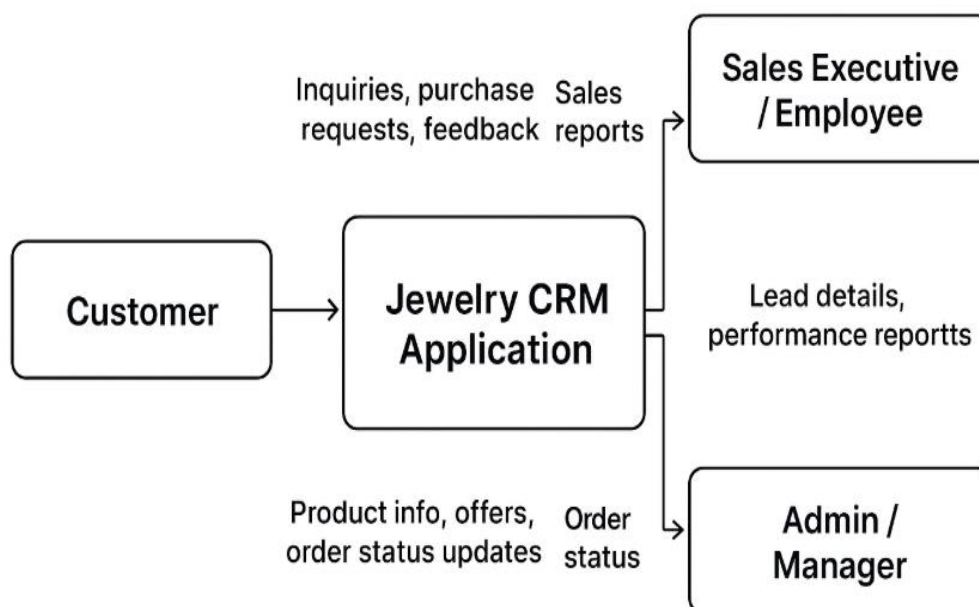
DATA FLOW DIAGRAM & USER STORIES

Date	23 OCTOBER 2025
Team ID	NM2025TMID06397
Project Name	CRM Application for Jewelry Management
Maximum Marks	4 Marks

Data Flow :

customers share their personal details, inquiries, and jewelry preferences through the system. This data flows into the Customer Management Module, which stores and updates customer information in the Customer Database. The system then uses this data to provide personalized jewelry recommendations, promotional offers, and purchase history details back to the customers.

When a customer places an order, the information flows to the Sales and Order Management Module, which verifies product availability by accessing the Inventory Database. The module processes the order, generates an invoice, updates the stock levels, and records the transaction details in the Orders Database. Once the payment is confirmed, the CRM sends an order confirmation and delivery status update back to the customer.



User Stories:

User Role	User Stories	Description	Acceptance Criteria
Customer	As a customer, I want to browse jewelry collections so that I can explore designs and make a purchase decision.	Customers can view jewelry items by category, material, or price.	The customer can view all products with images, descriptions, and prices.
Customer	As a customer, I want to register and log in securely so that I can manage my orders and preferences.	Customers should be able to create an account with email/phone verification.	The system should allow account creation, login, and password recovery.
Customer	As a customer, I want to place and track orders so that I can know the delivery status of my jewelry.	Order placement links with stock availability and payment confirmation.	Customers receive an order confirmation and tracking details.
Sales Executive / Employee	As a sales executive, I want to manage customer inquiries so that I can follow up and convert leads.	The CRM system logs all inquiries and assigns them to sales executives.	Leads appear in the dashboard, and status can be updated (new, in-progress, closed).
Sales Executive / Employee	As a sales executive, I want to generate sales reports so that I can analyze my performance.	The system generates reports on daily/weekly/monthly sales.	Reports show sales amount, customer names, and conversion rates.
Sales Executive / Employee	As a sales executive, I want to update order or payment status so that customers can be informed promptly.	Executives can mark payments as received and update delivery details.	The system reflects updated status for the admin and the customer.

Admin / Manager	As an admin, I want to add and manage jewelry items so that the catalog remains updated.	Admins can add, edit, or delete jewelry items and their details.	Changes reflect in the customer-facing product list instantly.
Admin / Manager	As an admin, I want to manage user roles and access permissions so that data security is maintained.	Admin defines which roles can access which modules (customer, employee, admin).	Unauthorized users cannot access restricted data or settings.
Admin / Manager	As an admin, I want to view analytics and reports so that I can track overall business performance.	The analytics dashboard shows total sales, active customers, and lead conversions.	Reports are filterable by date, category, and sales executive.