Salesforce TCS Lastmile Capstone Project

Problem Statement

Educational institutions often struggle to track student performance effectively due to scattered academic and attendance data. This results in missed early warning signs, higher dropout risks, and delayed interventions. To address this, a centralized Student Success Dashboard in Salesforce with TCS Lastmile is proposed.

Overview

This project addresses the challenge faced by educational institutions in tracking student performance and providing timely interventions. Currently, academic records, attendance, and engagement data are scattered across multiple systems, making it difficult for faculty to identify at-risk students early.

The proposed solution is a Salesforce-based Student Success Dashboard integrated with TCS Lastmile, which will:

Provide a 360° view of each student's academic journey.

Use predictive analytics to identify students at risk of poor performance or dropout.

Automate alerts and interventions for faculty, students, and parents.

Improve student retention, engagement, and overall learning outcomes.

This project demonstrates how CRM and intelligent automation can transform the education sector by enabling data-driven decision-making and proactive student support.

Objectives

- To design a Salesforce-based Student Success Dashboard that consolidates academic, attendance, and engagement data.

- To implement predictive analytics for identifying at-risk students and enabling early interventions.

- To automate alerts and communication workflows for faculty, students, and parents using TCS Lastmile.

- To enhance student retention, engagement, and institutional efficiency through data-driven insights.