Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

Collect what each stakeholder expects:

- **Students** → Want to see their grades, attendance, and receive reminders.
- **Parents/Guardians** → Need alerts if performance/attendance is low.
- **Faculty/Mentors** → Need dashboards to identify at-risk students.
- **Admin/Management** → Want overall reports on retention, performance trends, and intervention success.

2. Stakeholder Analysis

Identify who is involved and their role:

- **Management** → High influence, need strategic insights.
- **Faculty** → High interest, need real-time alerts & interventions.
- **Students** → Direct beneficiaries, need transparent dashboards.
- **Parents** → Expect timely communication and performance updates.

3. Business Process Mapping

Understand current vs. future workflow:

- **Current Process** → Scattered data in Excel → Delayed reports → Late feedback to students.
- **Future Process (Salesforce)** → Centralized CRM → Auto risk scoring → Instant alerts to students, parents, and faculty.

4. Industry-Specific Use Case Analysis

Compare with how the industry works today:

- **Universities using Salesforce** → Mainly for admissions, engagement, and alumni relations.
- **Gap Identified** → Lack of strong early intervention systems for struggling students.

- **Proposed Solution** → Predictive analytics + proactive alerts to improve retention and academic success.

5. AppExchange Exploration

Evaluate existing Salesforce apps:

- **EDA (Education Data Architecture)** → Handles student data but no predictive analytics.
- **Attendance Trackers** → Good for logging attendance but no intervention workflows.
- **Messaging Apps** → Support communication but not linked to performance risks.
- **Proposed Solution** → Unified CRM that integrates data, prediction, and alerts in one system.