# Phase 1 – Problem Understanding & Industry Analysis

## 1. Project Title

Smart Student Management CRM – College & Training Institute Solution

## 2. Problem Statement

In most colleges and training institutes, student data management is still handled manually. Admissions, attendance, fee payments, and placement tracking are maintained in spreadsheets or offline registers.  
- This causes delays, duplicate records, and data loss.  
- Faculty and admin staff face difficulties in tracking student performance.  
- Placement tracking and recruiter communication are inefficient and poorly documented.

## 3. Objectives

The main objectives of this project are to:  
- Automate the admissions process (leads → students).  
- Digitally manage course enrollment and attendance.  
- Maintain fee payment status and send reminders.  
- Track placement activities (companies, interviews, offers).  
- Provide reports and dashboards (Admissions, Attendance, Placements).

## 4. Stakeholder Analysis

- Admin → Controls the entire system (users, reports, fee management).  
- Faculty → Manages students, courses, and attendance.  
- Students → Can view their courses, attendance, and fee status.  
- Placement Officer → Manages company details, interview schedules, and placement results.

## 5. Business Process Mapping

1. Admissions Process: Lead capture from website forms → Salesforce Lead → Convert to Student record.  
2. Course Management: Assign students to courses.  
3. Attendance Management: Faculty enters daily attendance; reports are generated automatically.  
4. Fee Tracking: Maintain fee records and send reminders for pending payments.  
5. Placement Management: Track student applications, interview schedules, and final results.

## 6. Industry-Specific Use Case Analysis

- In the education sector, most institutes still rely on manual or Excel-based record keeping.  
- Salesforce CRM can provide a centralized data management system.  
- This will improve student engagement, streamline processes, and increase placement success rates.

## 7. AppExchange Exploration (Future Scope)

- Education Cloud apps (for higher education and training institutes).  
- Document Management apps (for fee receipts, certificates, transcripts).  
- Messaging/WhatsApp integration for automated student communication.