

# PROJECT REPORT

## 1. INTRODUCTION

### 1.1 OVERVIEW

The project aims to develop and implement a CRM system to track the progress and performance of a candidate with internal marks. The system will allow educators and administrators to easily record and access information about the candidate's academic performance, attendance, and engagement. The project will involve the selection and customization of a CRM platform, defining data requirements, setting up the system, training the team, and ongoing monitoring and evaluation.

#### **System Requirements:**

The system requirements for the CRM system include the need to track and record academic performance, attendance, and engagement data. The platform must have features and functionality that can meet these requirements, as well as being customizable to match the specific needs of the project. Additionally, the platform must be able to integrate with other systems if necessary.

#### **Platform Selection and Configuration:**

The process of platform selection and configuration involves evaluating various CRM platforms and selecting the one that best meets the project requirements. Once the platform has been selected, customization and configuration must be done to ensure that it matches the system requirements. It is important to ensure that the platform can be integrated with other systems if needed.

#### **Implementation and Training:**

The implementation and training phase is crucial in ensuring the successful deployment of the CRM system. A detailed implementation plan must be developed, and the system must be set up and tested to ensure its functionality. Team members must be trained on how to use the system effectively to maximize its benefits.

#### **System Monitoring and Evaluation:**

The CRM system must be monitored regularly to ensure its performance is up to standard. System data must be analyzed, and reports generated to assess the system's effectiveness. Any areas for improvement must be identified, and necessary changes made to the system.

## ***1.2 Purpose***

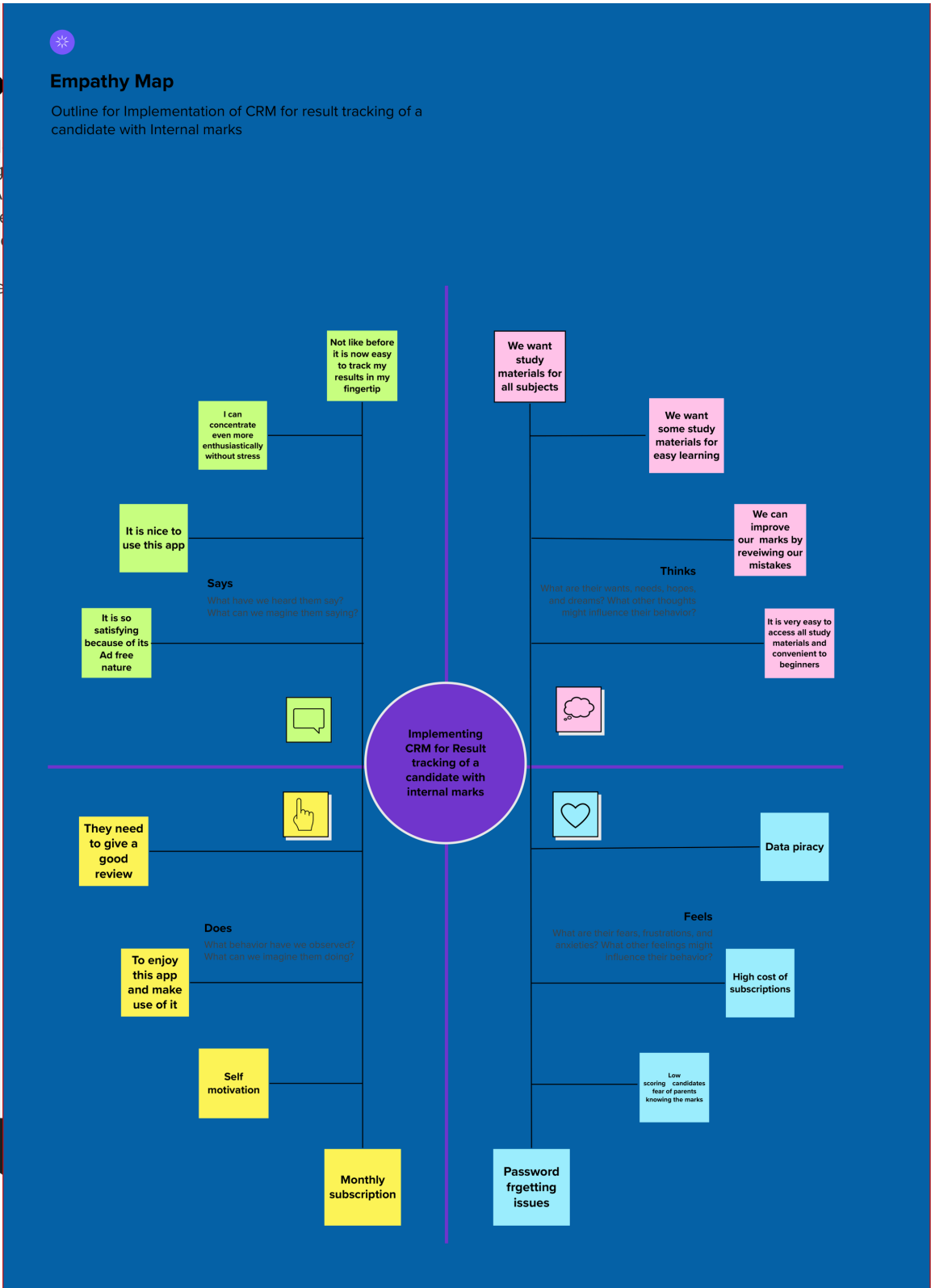
The purpose of this project is to develop and implement a CRM system that can track the progress and performance of candidates with internal marks, improving academic record-keeping, tracking, and decision-making. By leveraging technology, educators and administrators can access candidate data easily and make informed decisions.

The project aims to create a more efficient and effective academic environment that better serves the needs of candidates and educators. The CRM system will enable educators and administrators to work collaboratively and communicate effectively, leading to better decision-making and a better academic experience for candidates.

Ultimately, the objective of the project is to improve the academic experience for all stakeholders by enhancing academic record-keeping, tracking of internal marks, and decision-making. The CRM system will leverage technology to create a more efficient and effective academic environment.

## 2. Problem definition and design thinking

### 2.1 Empathy map



2.2 Ideation & Brainstorming Map

1

Define your problem statement

Defining the problem statement is a crucial step in every project as it provides clarity on the specific issue or challenge that needs to be addressed

Type your paragraph...

PROBLEM

How might we track the results of a candidate with internal marks, provides real-time feedback, and enables personalized support from educators?



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

The goal is to generate a large number of ideas and then narrow them to the most promising ones

Type your paragraph...

Team leader: VINOTH R

Ad free	Good Review	Easy tracking
Setting goals	Set tests and reminders for follow-up with contacts	Process of accounts and understanding
reduces the burden of staffs		

Team Member 1: Ramachandiran E

Actionable goals	Easy to handle	Progress improvement
Achieve goals	Create and build workflows	Reducing paperwork and eco friendly

Team member 2: Harish R

Easy access	Concentration in study	Best practice of student
Keep information upto date	Produce quotes and contracts	

Team Member 3: Kalyanasundaram V L

Stay realistic	correct information	Track customer interaction
learning goals	Improvement in competitive skills	

Group ideas

Group ideation is a process in which a team of individuals collaborates to generate a wide range of ideas and solutions to a specific challenge

Type your paragraph...

User Experience

Develop a user friendly interface that enables candidates to easily access their internal marks and feedback

Use social networking features to enable candidates to connect with peers and educators

Incorporate multimedia tools to engage candidates and support their learning

Data Management and Security

Implement security protocols to ensure that candidate's personal information is protected

Create a comprehensive database to store candidate's internal marks, feedback and other relevant information

Educator support and Collaboration

Integrate real time analytics to enable educators to track candidate's performance and progress

Provide a range of support services within the CRM system to address candidates diverse needs

Develop a reporting system that enables educators to generate customized reports on candidate's performance

Enable candidates and educators to communicate and collaborate within the CRM system

Personalisation and Automation

Use predictive analytics to identify candidates who may need additional support or intervention

To provide seamless experience for candidates and educators

Incorporate machine learning algorithms to personalize feedback and support for individual candidates

Adaptability

Develop a roadmap for future updates and enhancements to the CRM system

Ensure that the CRM system is scalable and adaptable to future changes and updates in educational technology

Testing and Improvement

Continuously analyse data on candidate's performance and feedback to identify areas for improvement

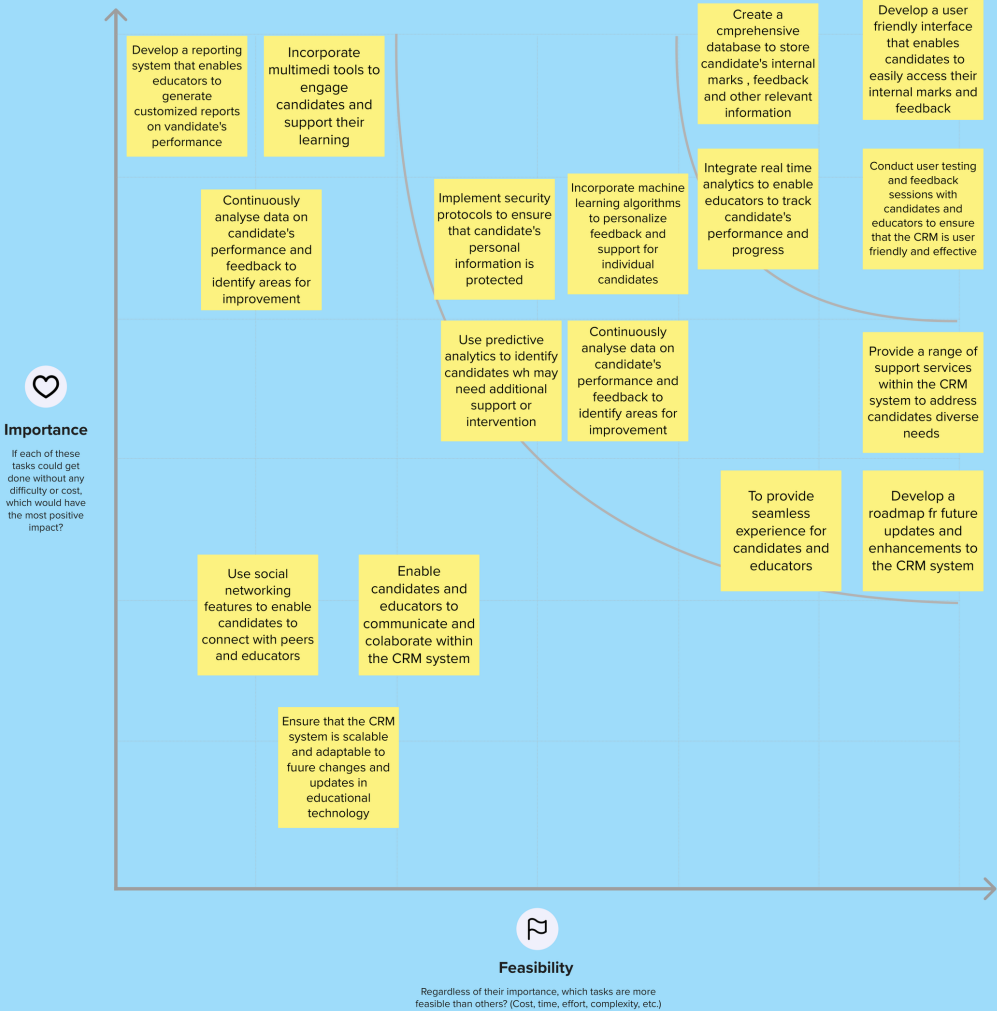
Conduct user testing and feedback sessions with candidates and educators to ensure that the CRM is user friendly and effective

4

Prioritize

Prioritizing the ideas given by the team members based on how good they are economically and environmentally feasible.

Type your paragraph...



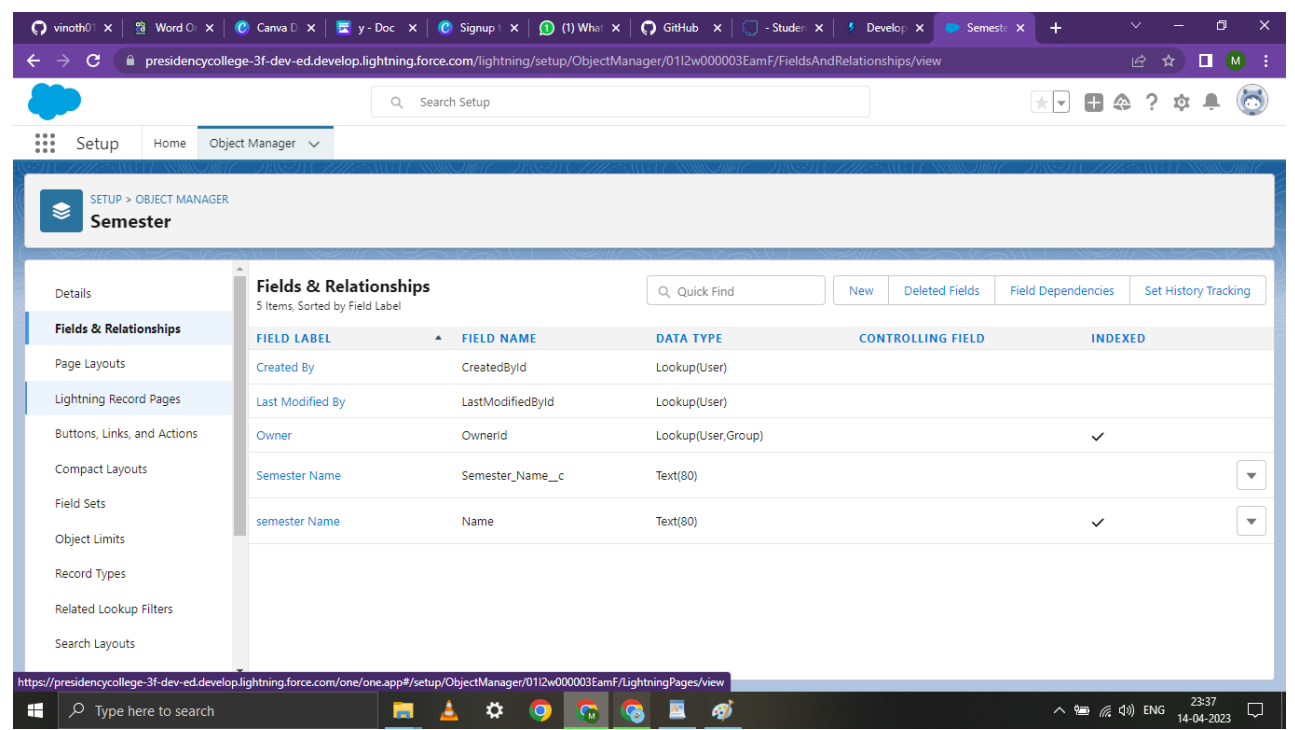
### 3. RESULT

#### 3.1 Data Model:

Candidate	Field Label	Data Type
	Candidate Name	Text(80)
	Candidate ID	Text(80)
	Semester Name	Text(80)
	Marks	Text(80)
Semester	Field Label	Data Type
	Semester Name	Text(80)
Course Details	Field Label	Data Type
	Course Name	Text(80)
	Course ID	Text(80)
Lecture Details	Field Label	Data Type
	Lecturer Name	Text(80)
	Lecturer Role	Text(80)
	Course ID	Text(80)
Internal Results	Field Label	Data Type
	Candidate ID	Text(80)
	Course ID	Text(80)
	Marks	Text(80)

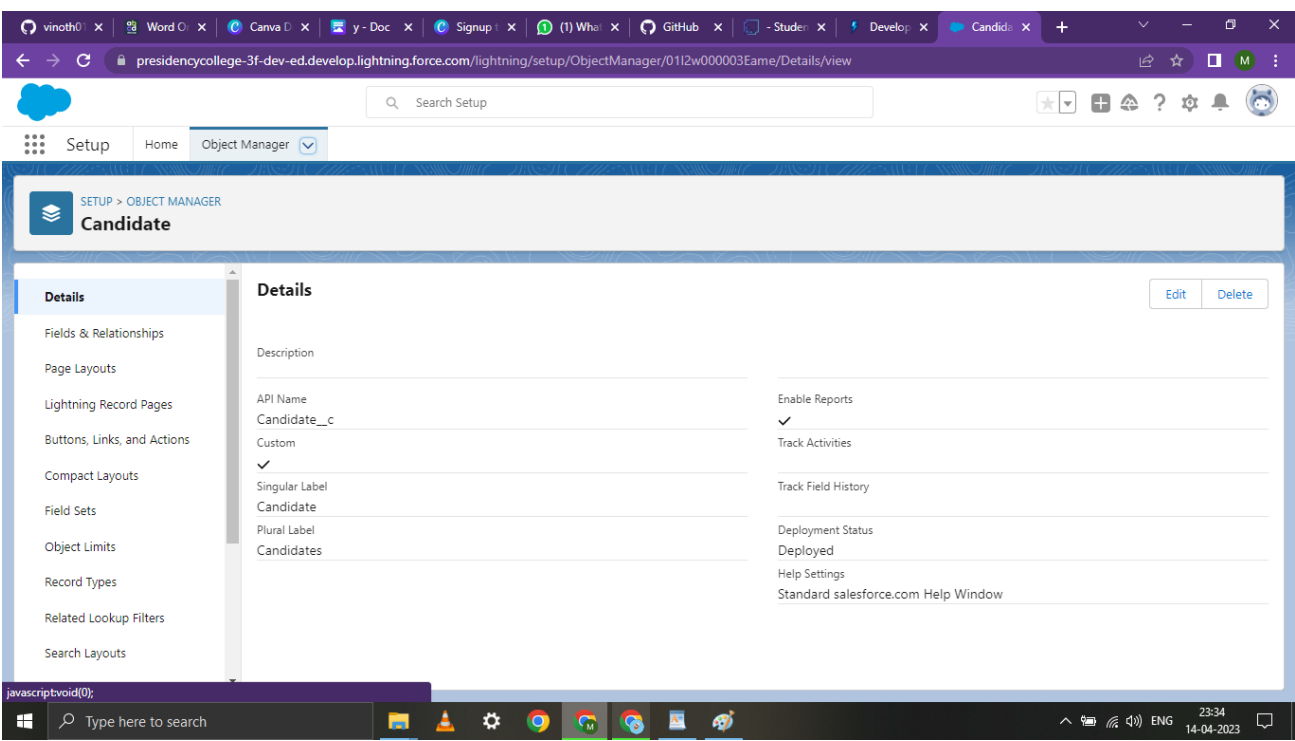
### 3.2 Activity & Screenshot

#### Semester



\*created some fields and relationships for the object semester

#### Candidate



\*created some fields and relationships for the object candidate



## Course Details

vinoth0

Word

Canva

y - Doc

Signup

(1) What

GitHub

- Studer

Develop

Course

presidencycollege-3f-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003Ear6/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Course details

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Fields & Relationships

6 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Course detail Name	Name	Text(80)		✓
Course ID	Course_ID__c	Text(80)		
Course Name	Course_Name__c	Text(80)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

23:36 14-04-2023

\*created some fields and relationships for the object course details

## Lecture Details

vinoth0

Word

Canva

y - Doc

Signup

(1) What

GitHub

- Studer

Develop

Lecture

presidencycollege-3f-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003EarQ/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Lecturer details

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

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Related Lookup Filters

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Fields & Relationships

7 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

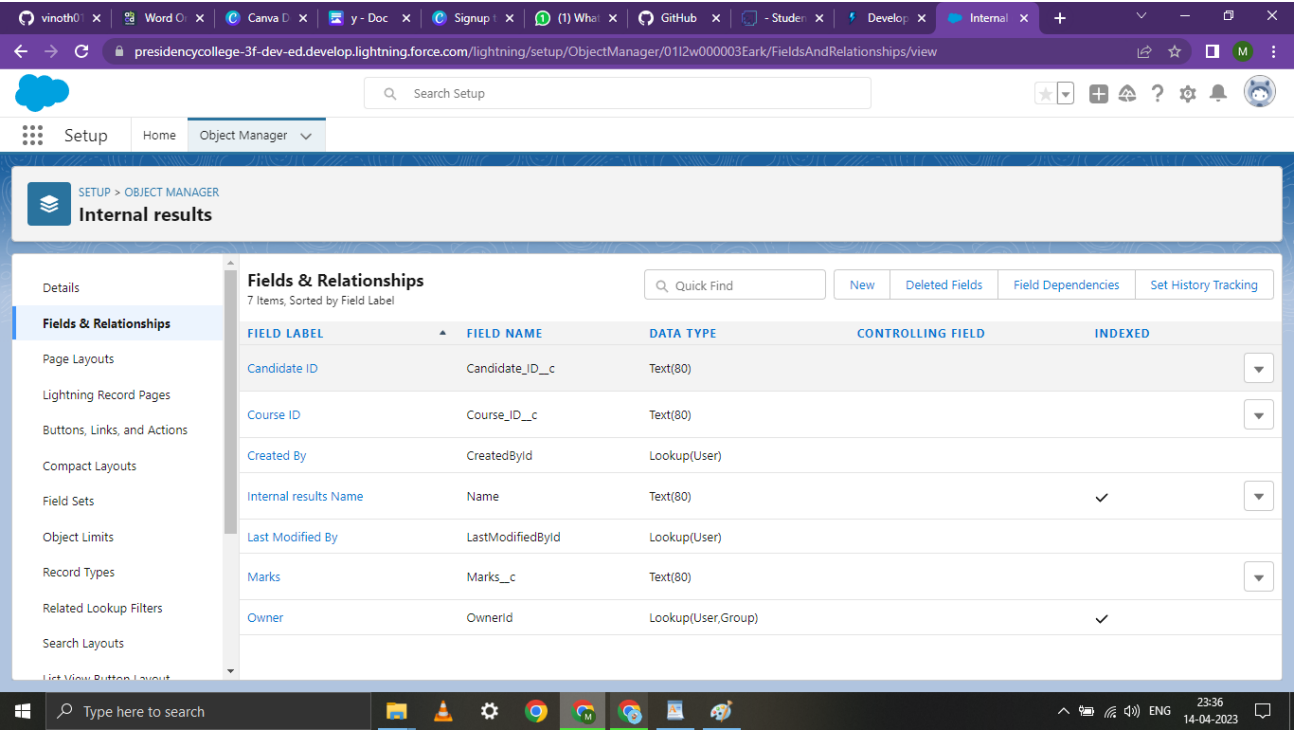
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Course ID	Course_ID__c	Text(80)		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Lecturer details Name	Name	Text(80)		✓
Lecturer Name	Lecturer_Name__c	Text(80)		
Lecturer Role	Lecturer_Role__c	Text(80)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

23:36 14-04-2023

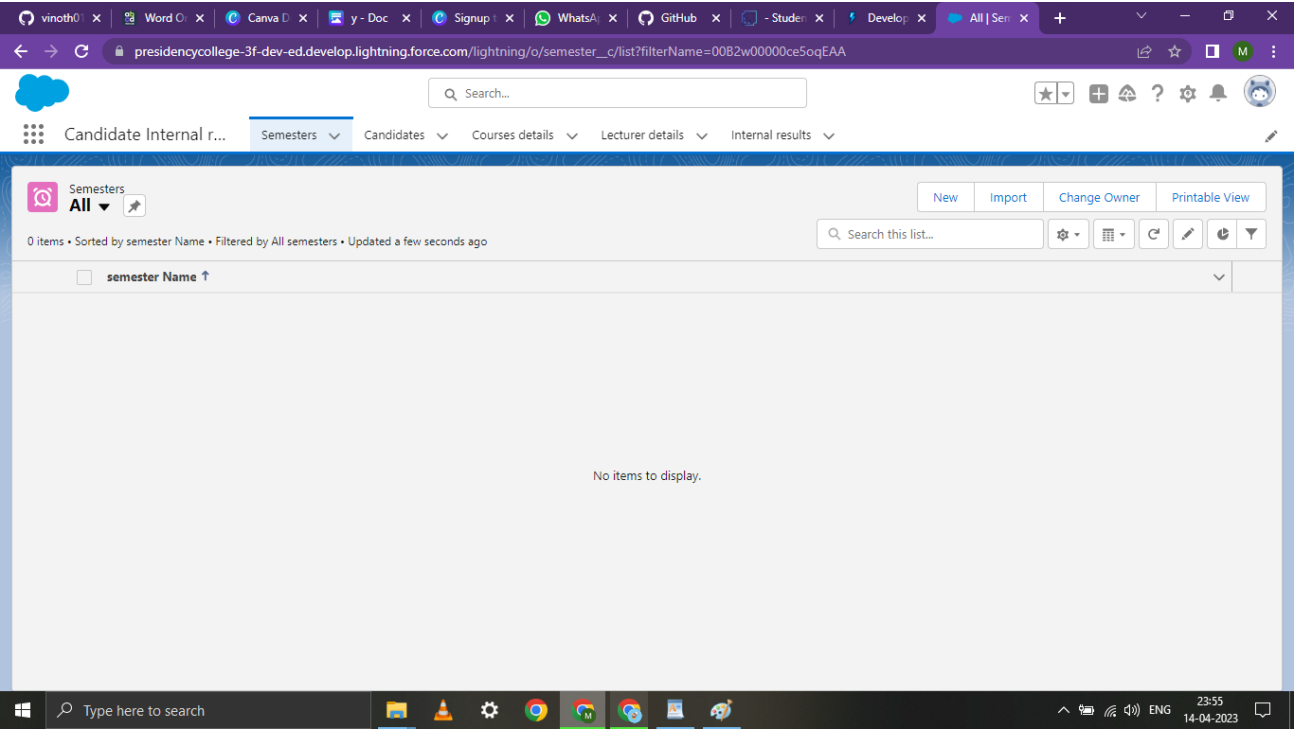
\*created some fields and relationships for the object lecture details

# Internal Results



\*created some fields and relationships for the object internal results

# Lightning App



\*picture after the creation of lightning app

## Users

The screenshot displays the Salesforce Lightning Setup interface for the 'All Users' section. The top navigation bar includes the Salesforce logo and a search bar. The left sidebar contains a 'Setup' menu with options like Home, Object Manager, and Users. The main content area is titled 'All Users' and provides instructions on how to manage users. Below the instructions, there is a table listing the current users in the system.

Action	Full Name	Alias	Username	Role	Active	Profile
<a href="#">Edit</a>	Chatter Expert	Chatter	ghattv00g2w00000rpe5eqa.xlrvv0eg46@chatter.salesforce.com		✓	Chatter Free User
<a href="#">Edit</a>	B_VINOTH	VR	cloud@1.com		✓	System Administrator
<a href="#">Edit</a>	User_Integration	integ	integration@00g2w00000rpe5eqa.com		✓	Analytics Cloud Integration User
<a href="#">Edit</a>	User_Security	seg	inrptsssecurity@00g2w00000rpe5eqa.com		✓	Analytics Cloud Security User
<a href="#">Edit</a>	VINOTH	vine	vinothra@ndhiran2002@gmail.com		✓	Custom Sales Profile

The table includes buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users' at the top and bottom. The bottom of the page shows a search bar and a timestamp of 00:51 on 15-04-2023.

\*picture after the creation of example user called VINOTH

## Reports

Word Onl... x Canva Doc x y - Doc x WhatsApp x GitHub x - Student x Recently V x New Cand x

presidencycollege-3f-dev-ed.develop.lightning.force.com/lightning/r/Report/0002w00000ESwuREAT/view?queryScope=userFolders

Search...

Candidate Internal r... Semesters Candidates Courses details Lecturer details Internal results New Candidates Report 1 Dashboards

Report: Candidates  
New Candidates Report 1

Enable Field Editing Add Chart Edit

Total Records 4 Total Marks 309.00

Candidate: Candidate Name	Candidate Name	GURU M	HARISH R	MUGILAN M	RAMAN A	Total
<input type="checkbox"/> GURU M	Sum of Marks Record Count	50.00 1	0.00 0	0.00 0	0.00 0	50.00 1
<input type="checkbox"/> HARISH R	Sum of Marks Record Count	0.00 0	99.00 1	0.00 0	0.00 0	99.00 1
<input type="checkbox"/> MUGILAN M	Sum of Marks Record Count	0.00 0	0.00 0	70.00 1	0.00 0	70.00 1
<input type="checkbox"/> RAMAN A	Sum of Marks Record Count	0.00 0	0.00 0	0.00 0	90.00 1	90.00 1

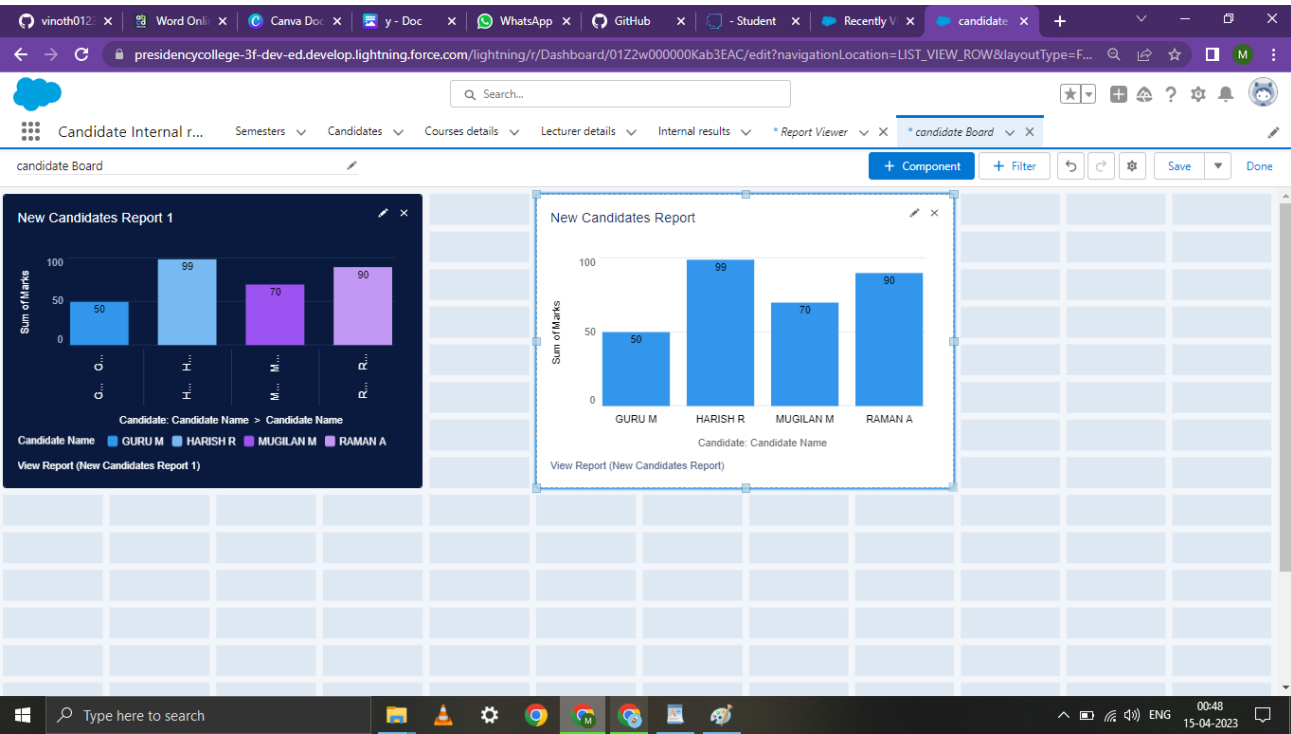
Details (4 Rows) Click an intersection in the table above to filter details.

	Marks
1	50.00
2	99.00
3	70.00
4	90.00
5	309.00

Row Counts Detail Rows Grand Total Stacked Summaries

\*some tabulated example columns and rows for report section

# Dashboard



\*an example for candidate marks and their name bar graph for dashboards

## Trailhead Profile Public URL

Team Lead – <https://trailblazer.me/id/vinothharvy26>

Team Member 1- <https://trailblazer.me/id/harish85>

Team Member 2- <https://trailblazer.me/id/kalvl>

Team Member 3- <https://trailblazer.me/id/ramae5>

# Project Report Template

## *ADVANTAGES & DISADVANTAGES*

### **ADVANTAGES**

1)Improved academic record-keeping: The CRM system will provide educators and administrators with quick and easy access to candidate data, improving academic record-keeping processes.

2)Better tracking of internal marks: The system will allow for better tracking of internal marks, enabling educators and administrators to identify areas where candidates may require additional support.

3)Informed decision-making: The system will provide educators and administrators with valuable insights, enabling them to make informed decisions about candidate performance and progress.

4)Enhanced communication and collaboration: The CRM system will improve communication and collaboration between educators and administrators, leading to better decision-making and a more effective academic environment.

5)Improved academic experience for candidates: Ultimately, the implementation of a CRM system will create a more efficient and effective academic environment, improving the academic experience for candidates.

## DISADVANTAGES

1)Implementation costs: Implementing a CRM system can be costly, requiring significant investment in hardware, software, and staff training.

2)Data security risks: Storing candidate data on a CRM system can pose data security risks, requiring measures to be put in place to ensure data is kept secure.

3)Potential for technical issues: Technical issues with the system can occur, leading to disruptions in academic record-keeping and decision-making processes.

4)Resistance to change: Educators and administrators may be resistant to change, requiring a significant effort to ensure that they are fully on board with the implementation of the CRM system.

5)Dependence on technology: The CRM system is dependent on technology, meaning that disruptions to technology can lead to disruptions in academic record-keeping and decision-making processes.

## APPLICATIONS

1)Academic record-keeping: The CRM system can be used to track and maintain accurate academic records for candidates, making it easier for educators and administrators to access relevant information about a candidate's academic performance and progress.

2)Progress tracking: The system can be used to track a candidate's progress through the academic program, identifying areas where additional support may be needed and helping educators and administrators to make informed decisions about candidate development.

3)Performance analysis: The CRM system can be used to analyze candidate performance, identifying trends and patterns in academic achievement and providing educators and administrators with valuable insights into candidate performance and progress.

4)Communication and collaboration: The system can be used to facilitate communication and collaboration between educators and administrators, helping them to work together more effectively towards common goals.

5)Decision-making support: The CRM system can provide educators and administrators with valuable data and insights, helping them to make informed decisions about candidate development, academic program planning, and resource allocation.

6)Candidate support: The CRM system can be used to support candidates, providing them with personalized feedback on their academic performance, identifying areas where additional support may be needed, and helping to develop individualized academic plans.

7)Resource management: The system can be used to manage resources more effectively, helping educators and administrators to allocate resources more efficiently and effectively to support candidate development and academic program delivery.

## CONCLUSION

In conclusion, the implementation of a CRM system for result tracking of a candidate with internal marks has the potential to greatly enhance the academic environment by providing educators and administrators with access to valuable data and insights, improving communication and collaboration, and supporting informed decision-making. While there are potential challenges and disadvantages to implementing such a system, the benefits of doing so are clear. With careful planning, investment, and training, a CRM system can be a powerful tool for improving academic record-keeping, tracking, and decision-making, ultimately leading to a better academic experience for all stakeholders.

## FUTURE SCOPE

1)Increased collaboration: The integration of a CRM system with other academic systems can increase collaboration between educators, administrators, and candidates, enabling them to work together more efficiently and effectively.

2)Predictive modeling: Predictive modeling algorithms can be used to identify candidates who may be at risk of academic failure or dropping out, enabling educators and

administrators to provide targeted support and interventions.

3)Enhanced student engagement: The use of mobile apps and other innovative technologies can enhance student engagement by providing candidates with real-time access to their academic records and performance data, enabling them to track their progress and stay motivated.

4)Adaptive learning: The integration of a CRM system with adaptive learning technologies can enable educators to tailor academic programs and learning resources to the specific needs and preferences of individual candidates, improving their learning outcomes.

5)Blockchain integration: The integration of blockchain technology can enhance the security and transparency of academic records, ensuring that candidate data is stored securely and is tamper-proof.

6)Personalized learning: The integration of a CRM system with personalized learning technologies can enable educators to create customized learning paths for individual candidates, based on their interests, abilities, and learning style.

7)Augmented Reality (AR) and Virtual Reality (VR) integration: The integration of AR and VR technologies can create immersive learning experiences for candidates, enabling them to visualize complex concepts and theories more easily and interact with learning resources in a more engaging way.