



*Thakur Educational Trust's (Regd.)*

**THAKUR INSTITUTE OF MANAGEMENT STUDIES,  
CAREER DEVELOPMENT & RESEARCH**

(Approved by AICTE, Govt. of Maharashtra & Affiliated to University of Mumbai)

ISO 9001 : 2015 Certified • MCA Program Accredited by National Board of Accreditation, New Delhi

**MCA DEPARTMENT**

**SUBMITTED BY**

**SAURAV RAJESH SINGH [FY\_MCA\_128]**

**2022-2023**

Under the guidance of

**MS. Thara Chakkingal**

Submitted in partial fulfillment of the requirement for qualifying FY\_MCA Semester-I  
Examination



Thakur Institute of Management Studies,

Career Development & Research

Thakur Village, Kandivali (E),

Mumbai-400101



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### **Project Certificate for MCA Students**

This is to certify that the project is entitled “ Business Tracker”. Undertaken at the “Thakur Institute of Management Studies Career Development & Research” by

Mr. Saurav Rajesh Singh in partial fulfillment of MCA degree (Semester I)

The examination had not been submitted for my other examination and does not form part of any other course that has been undergone by the candidate.

It is further certified that she has completed all required phases of the project.

Signature of External Examiner

Signature of Internal Examiner

Signature of Project Guide

Signature of Head of Department

College Seal

## PREFACE

As part of our MCA curriculum and to gain practical knowledge we are required to make a Mini Project called " Business Tracker" The basic objection behind doing this project is to use our knowledge of programming to develop a working software system. In this project, I have created a web application that helps the different users to identify their target customers by the help of pictorial data.

## ACKNOWLEDGEMENT

I have a great pleasure for representing this project report & titled “Business Tracker”& I grab this opportunity to convey my immense regards towards all the people who have the valuable contribution in the hour of need.

I take this opportunity to thank our director “Mrs. Vinita Gaikwad” of “Thakur Institute Management Studies of Carrier Development & Research. Kandivali(E) for giving me an opportunity to study in this institute & the most needed guidance throughout the course.

I also like to extend my gratitude to “Mira Gohil” Head of the department for their timely & prestigious guidance.

I would also like to thank “Ms. Thara Chakkingal” who provided the guidance & necessary support during each phase of the project.

Saurav Singh

## ABSTRACT

The purpose of this Mini Project is to automate the Existing manual system with the help of computerized equipment and full-fledged computer software, fulfilling their requirements. So that local and major business owners can make better investment decisions.

## INDEX

SR NO.	Module	Content	Page No
1	INTRODUCTION	<ul style="list-style-type: none"><li>• Introduction of project</li><li>• Problem definition</li><li>• Objective of the project</li><li>• Scope of project</li></ul>	7-8
2	System design	<ul style="list-style-type: none"><li>• Existing system</li><li>• Disadvantages of an existing system</li><li>• Proposed system</li><li>• Use cases</li></ul>	9-10
3	Analysis and design	<ul style="list-style-type: none"><li>• Software and hardware requirement</li><li>• GANTT chart</li><li>• FLOW chart / Diagram</li><li>• Module design and organization</li></ul>	11-13
4	Testing and validation	<ul style="list-style-type: none"><li>• Test cases and reports (manual and automation testing )</li></ul>	14-16
5	User manual	<ul style="list-style-type: none"><li>• Explanation of key function</li><li>• Methods of implementation<ul style="list-style-type: none"><li>○ Forms</li><li>○ Output screens</li></ul></li></ul>	17-23
6	Conclusion	<ul style="list-style-type: none"><li>• Project conclusion and future enhancement</li></ul>	24

## **1: INTRODUCTION**

### **1.1 Introduction of the project**

In these past few years, the entire world has gone through a lot especially local and global companies who were not able to sell their products physically that resulted in rapid growth for online businesses. With this sudden growth in online businesses a new question has arisen among the new online business owners which is “How To Know Where To Invest My Money?”.

This question has caused many business owners to close their companies just because they were not aware of their target clients. Other than this online business revolution there is one more issue that has caused losses to local store owners. Which is keeping physical books, it is great if you have a local business but if a person has to go online that business owner will have to deal with a lot of orders.

Which has made it harder and harder to keep track of business provided by different types of adverts on many social media sites. Which has caused many companies to fail in understanding their target clients, which eventually results in loss or worst case Bankrupt.

“BusinessTracker” will solve the problem by letting marketers know a piece of detailed information about their revenue and help them to make the right marketing decisions. “BusinessTracker” will be free to use referral tracking website which will have options to add new channels for making the tracking process more precise and more reliable.

One of the main features of “BusinessTracker” is a pictorial representation which will help a day-to-day user have a more responsive and more user-friendly experience. “BusinessTracker” will have a default channel that will be manually operated to keep a track of clients that are providing business via physical contact. This Default channel will be backed up with a database that will store the entries and then fetch them when the user log’s in again.

Whereas for clients coming from adverts or social media posts will be auto-incremented once they make a payment, all the details like name, email, phone no, amount of transaction, time and date of transaction, from which advert that client has come from which will help the marketer to make their further investments in advertisement more logically based on legit and solid stats given by “BusinessTracker”

## **1.2: Problem definition**

For a year or two people who own a business are not able to have the same income that they used to before the pandemic which has lead to many people closing their shops but as we know “Necessity is the mother of all inventions”.

Marketers that use to sell products in their vicinity are now having the power to sell the same in and around the world which is a great option to have, even though the business has become wide but keeping track of that business is the new problem which is arising as the old school method of keeping registers is only making the processing more tedious.

This topic is very important for those who have just started their business and want to get help for properly and systematically invest. With the increase in online business referral marketing is also flourished. This topic has been chosen for this particular reason, to help local marketers invest correctly and get to know about their potential as an online business.

## **1.3: Objective of the project**

The main objective of “BusinessTracker” is to make earning easier for business owners. It is possible with “BusinessTracker” as it tracks all the business provided by clients and provides well-structured statistics of the revenue generated. “BusinessTracker” will help local businesses to get to know where to invest their money to get the most clients. “BusinessTracker” is a tracking web application for local and global businesses to track the business they receive through any means of advertisement or Social Media ads.

## **1.4: scope of the project**

The scope of this project is very high as there is going to be a massive growth with locals to get their businesses online and “BusinessTracker” will be their guide in managing their investments. Which will make normal people who are looking to start a business more confident, which will eventually bring progress in the community and help people become the entrepreneur they dream of.



## **Existing system**

Presently business owners have to go through a tedious task of going through all of their books to get information about their target customers. Otherwise, they have to hire an individual just for analysing the records. This process involves a lot of time and resources. This makes the business owner exhausted.

## **Disadvantages of an existing system**

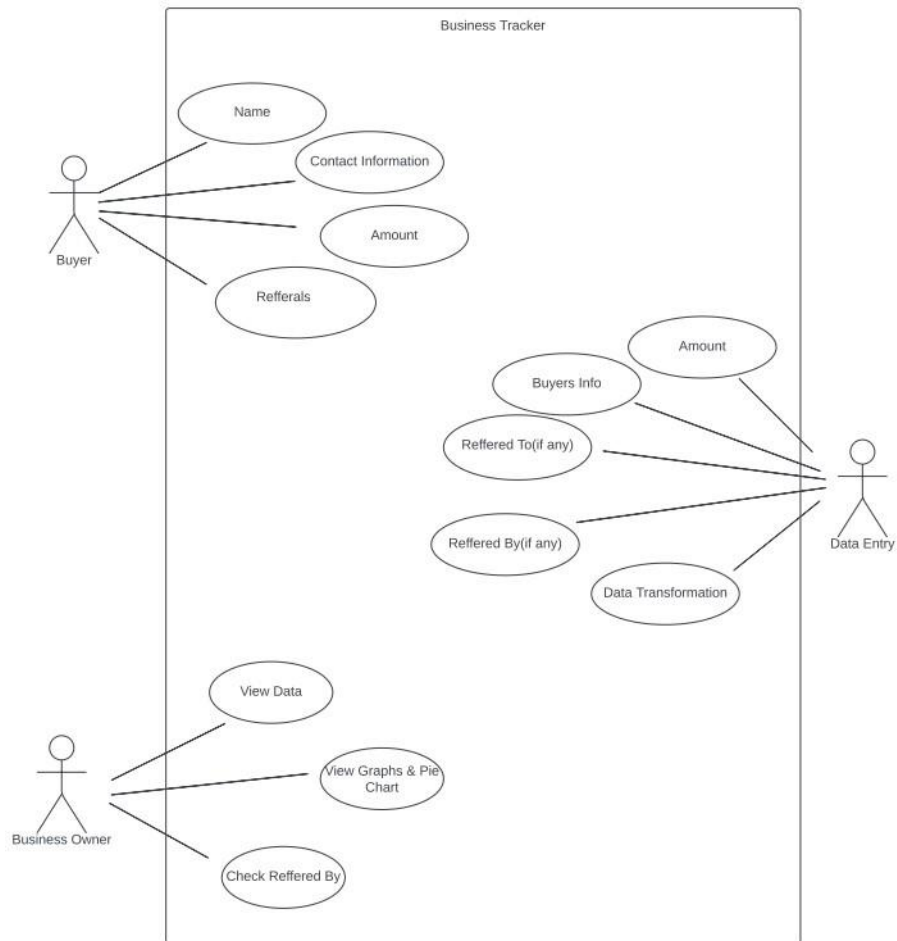
- Physically keeping historical records in one place will lead to storage shortage.
- Selection of a person for a record analysis is done by manually approaching the person and confirming the availability of the person.
- Due to the miss communication records can be tempered or entries can be added faultly.

## **Proposed System**

In today's competitive world "BusinessTracker" understand marketers are busy. But creating an on-brand experience is important. That's where "BusinessTracker" comes in, this website can help marketers to smartly put money where their target clients belong. With "BusinessTracker" you can find which kind of advertisement is helping your business and invest accordingly. This Website will make managing transactions and finding a target audience easier.

"BusinessTracker" will help the business community without any charges whatsoever, The main motivation behind "BusinessTracker" was to give back something to the community which can be achieved. "BusinessTracker" will mainly focus on the growth of the local business with some priority for the big businesses.

## Use case diagram



## **2 Analysis & Design**

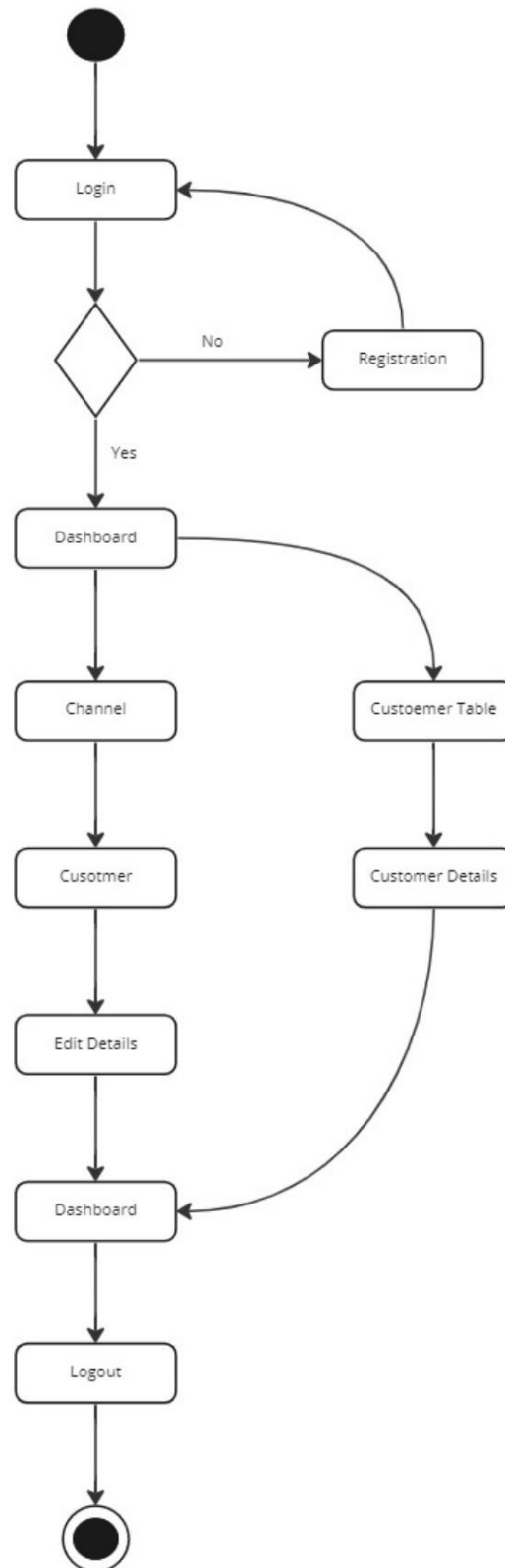
### **1.1 Software/Hardware requirements specification**

- **Software Requirements**
  - Sublime
  - Xamp
  - Any web browser with javascript support
- **Hardware requirements**
  - Laptop/Desktop
  - Internet Connection
  - RAM:Min 4GB
  - Processor:core i3 or higher
  - OS:Windows,Mac OS,Linux

## 1.2 GANTT Chart



## Activity Diagram



### 3 Testing & Validation

#### Test Cases & Reports

**Test Case ID: 1**

**Test Case Name: Login**

Step No.	Action	Expected System Response	Validations
1.	User clicks on login link	Login page opens	-
2.	User enters username and password	Allow insertion of data in the fields	-
3.	User clicks on login button	Username and password are matched with the values in the database	1. Check if username and password pair is correct. 2. Check if the person is customer or admin.

**Test Case ID: 2**

**Test Case Name:** Insert new channel

Step No.	Action	Expected System Response	Validations
1.	Admin clicks on channels button	Insert channel page opens	-
2.	Admin enters the necessary fields	Allow insertion of data in the fields	-
3.	Admin clicks on insert button	Record is saved in the database	1. Check if the fields are not empty 2. Product id is auto-generated

**Test Case ID: 3**

**Test Case Name:** Insert a new customer

Step No.	Action	Expected System Response	Validations
1.	User clicks on channel created	Customer Registration page opens	-
2.	user enters the necessary fields	Allow insertion of data in the fields	-
3.	user clicks on Add button	Record is inserted in the database	<i>1. Check if the fields are not empty 2. Customer id is auto-generated 3. Check if customer name contains only alphabets 4. Check if customer address is alpha-numeric 5. Check if contact no. contains only digits 6. Check if email id is valid one</i>



## **4 User Manual**

### **5.1 Explanation of key functions**

- Register  
The business owner can register here.
- Add Channel  
After logging in the user can add channels of income.
- Add Customer  
After adding a new channel user can add customer details in the channels.
- Submit  
User can submit these entries.
- View Entries  
User can view entries in a sorted manner for better understanding.

#### **5.1.2 Method of implementation**

**Step 1:**The user has to open browser and enter the url for accessing the page

**Step 2:** A home page will be displayed where user has to enter credentials

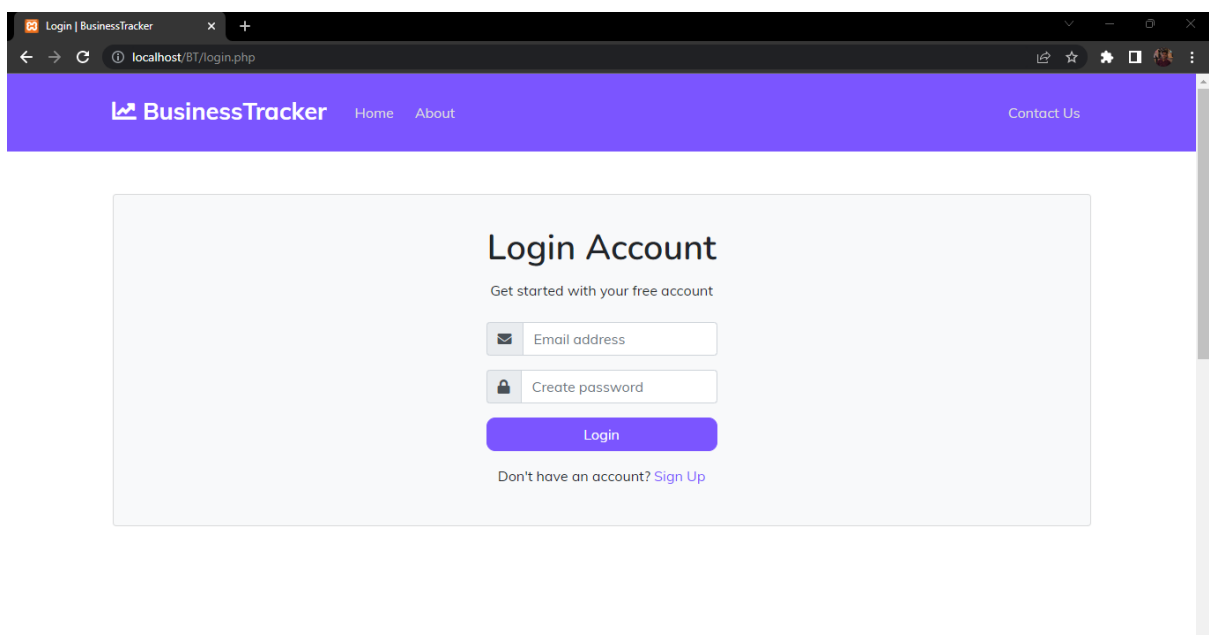
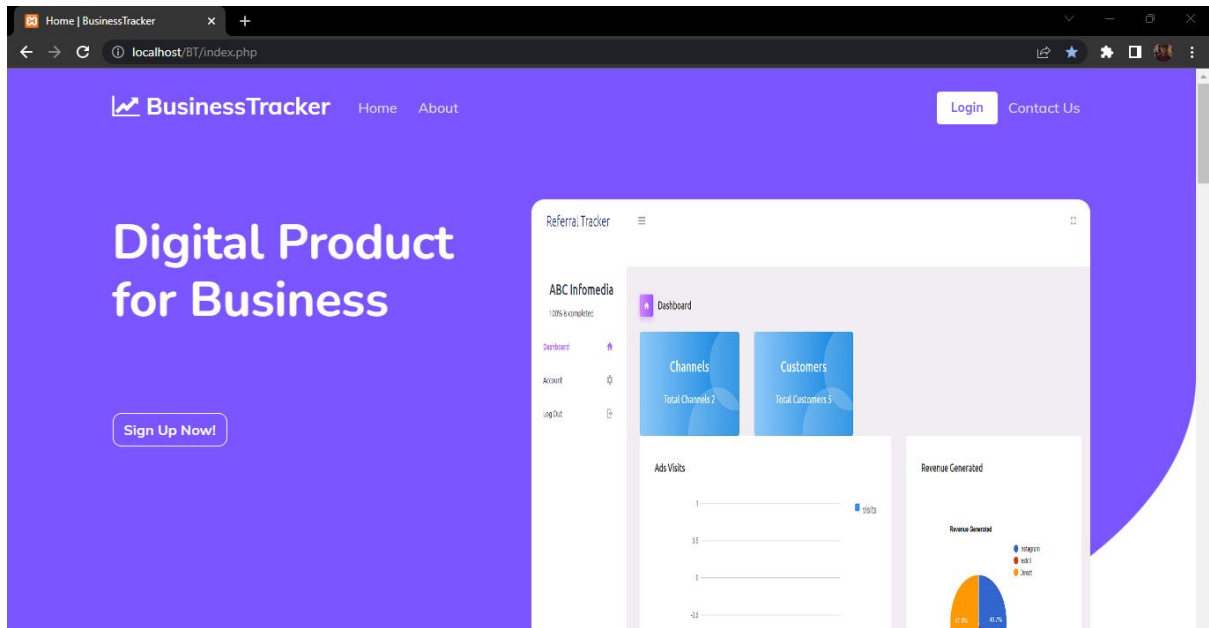
**Step 3:** Here the business owner has to create a channel with a specific name and enter the users details for that specific channel.

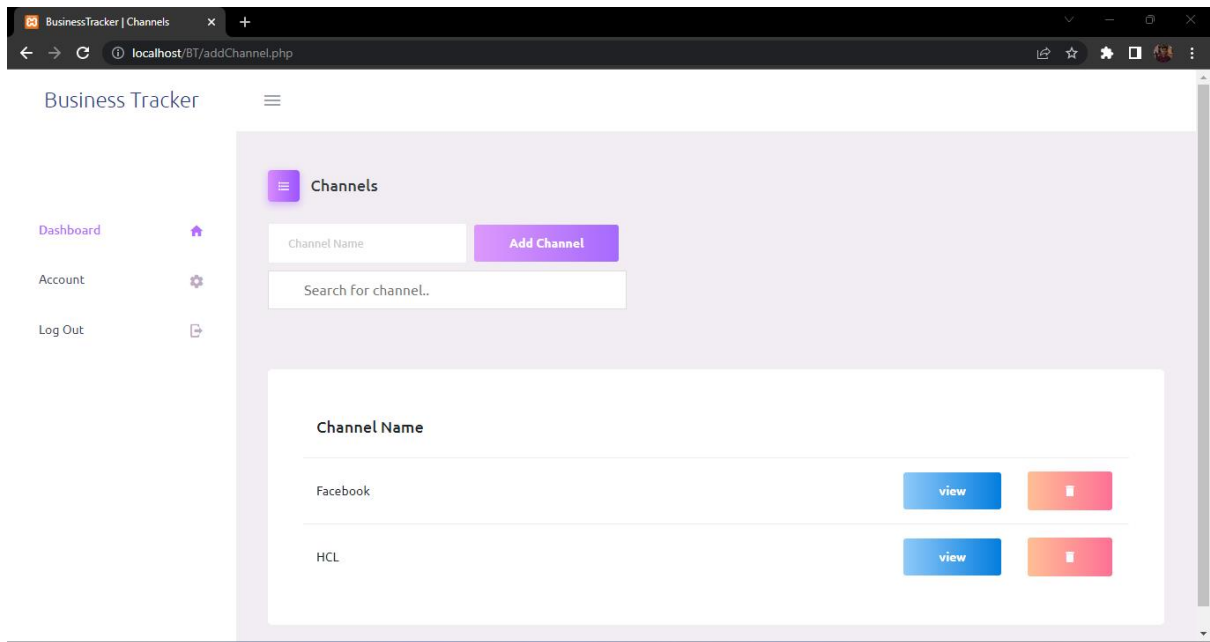
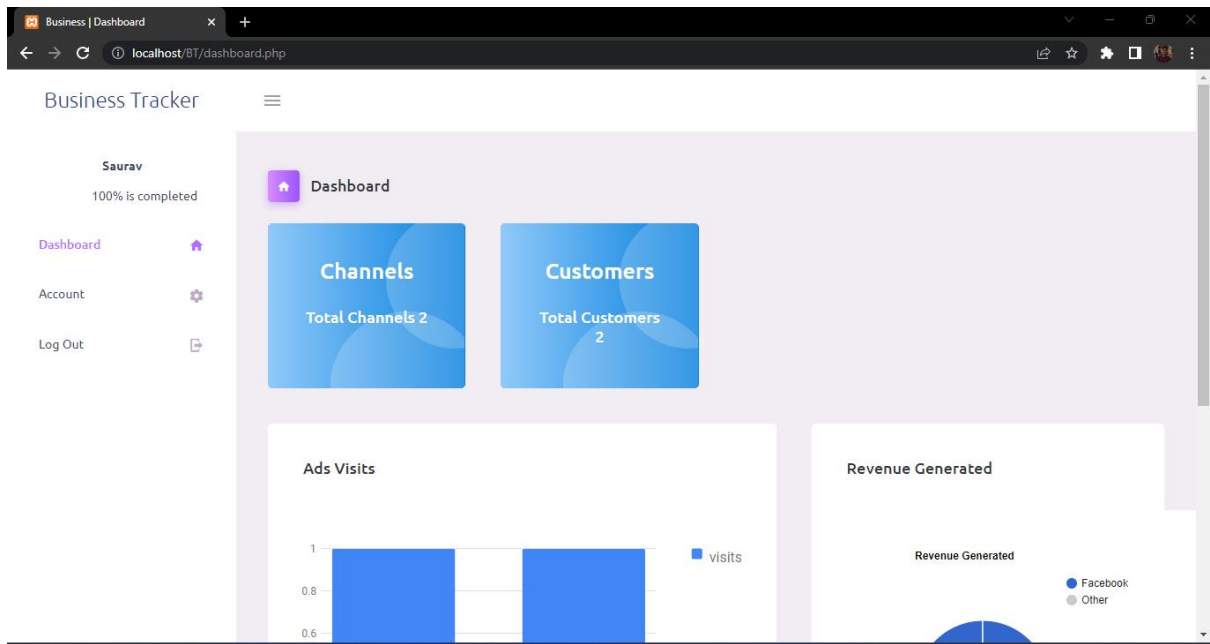
**Step 4:**The user then will be able to see those entries in a more detailed format

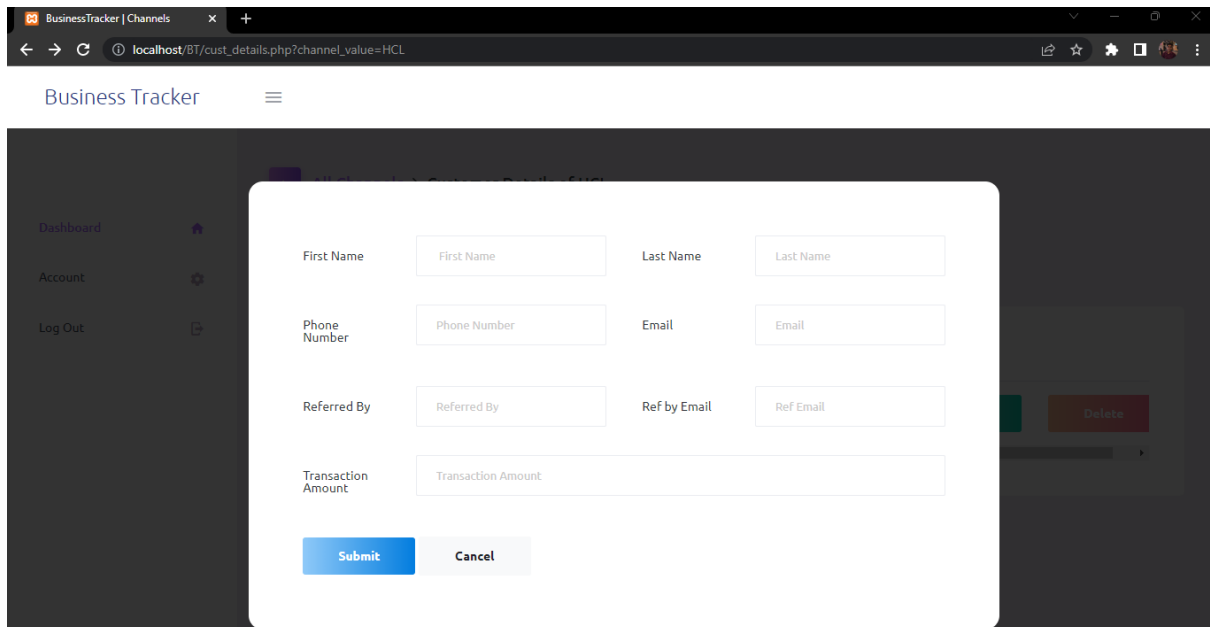
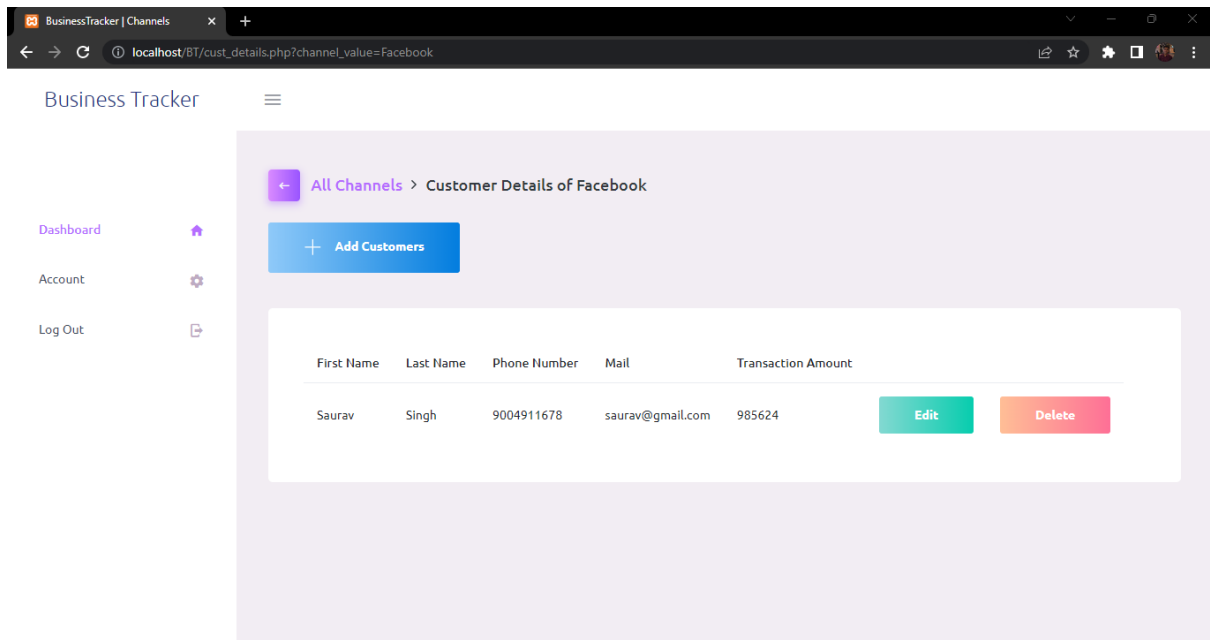
**Step 5:**The user can also use the Graph and Pie chart function to get a better understanding of the entries.

**Output Screens :**

# Landing Page







BusinessTracker | Channels

localhost/BT/cust\_details.php?channel\_value=HCL

Business Tracker

Dashboard

Account

Log Out

All Channels > Customer Details of HCL

+ Add Customers

First Name	Last Name	Phone Number	Mail	Transaction Amount		
Pranav	Singh	9999999999	pranav.r.singh@oracle.com	659	Edit	Delete
Akhilesh	Rai	8899445566	akhilesh@gmail.com	90000	Edit	Delete

Business | Dashboard

localhost/BT/dashboard.php

Business Tracker

Log Out

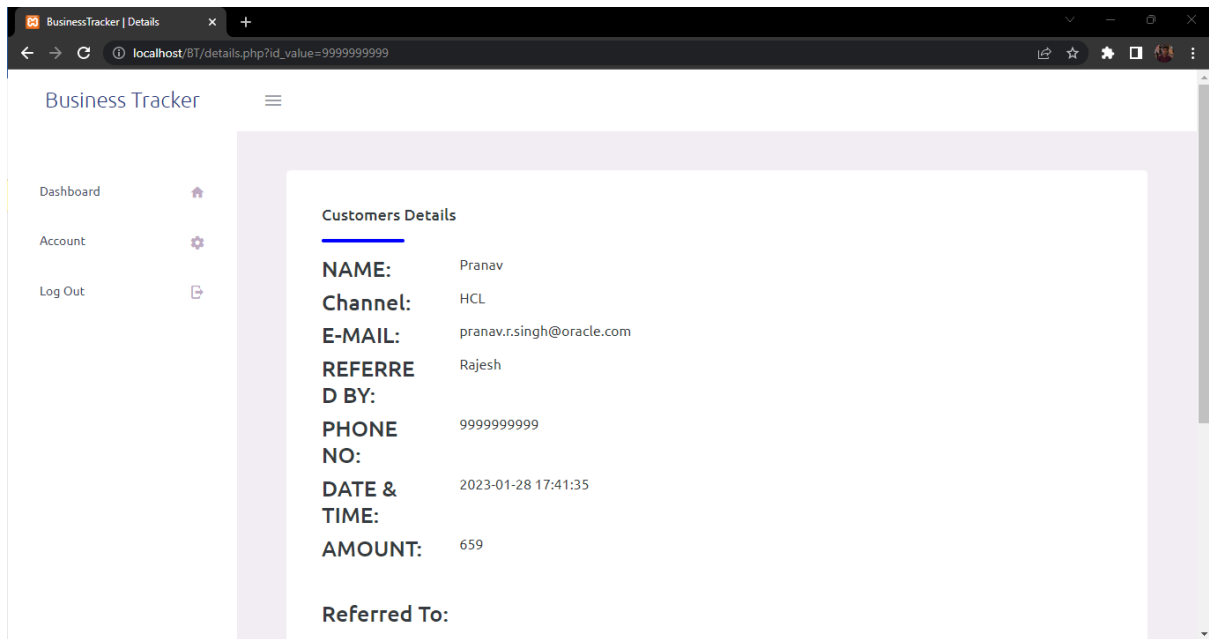
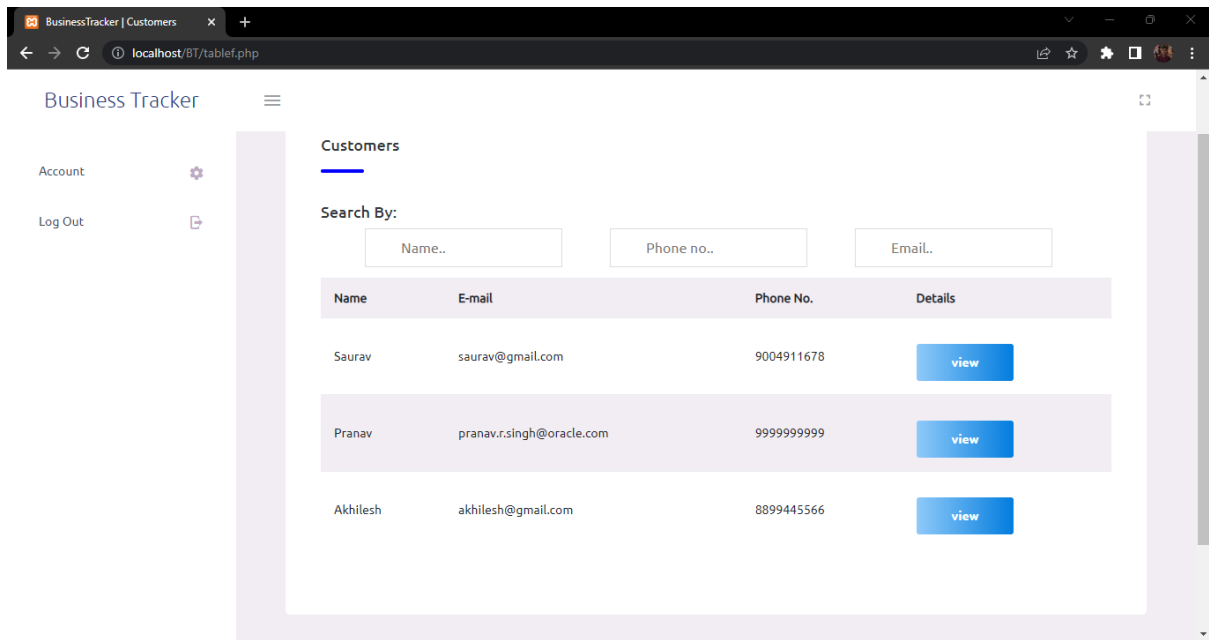
3

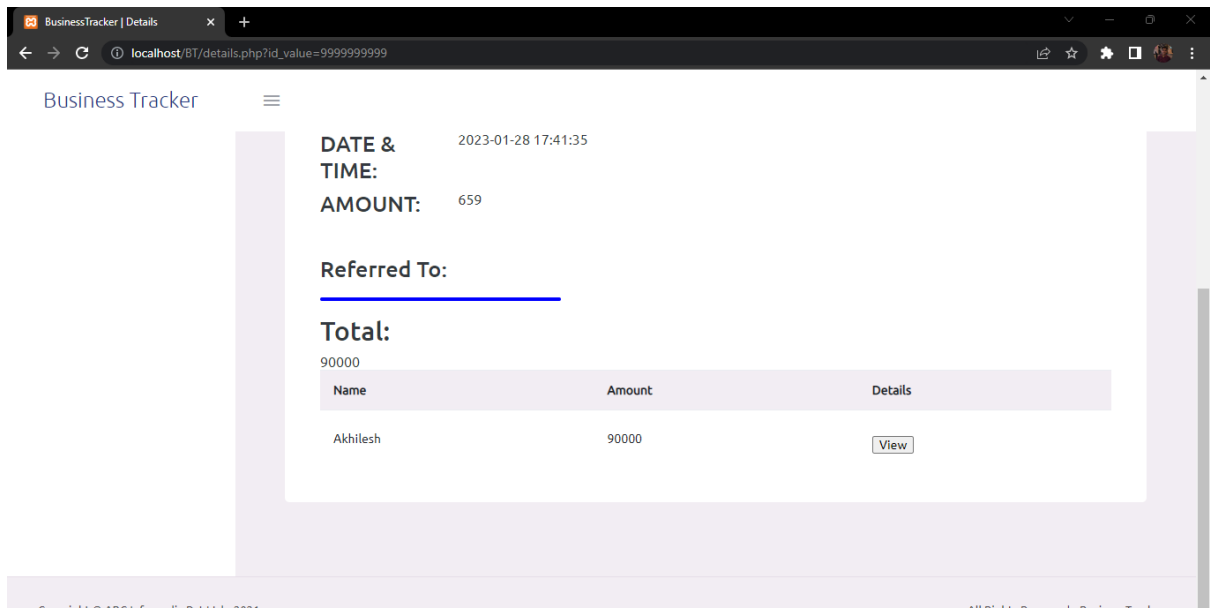
Ads Visits

Channel Name	visits
Facebook	1
HCL	2

Revenue Generated

Channel	Revenue Generated
Facebook	91.6%
HCL	8.4%





## **Conclusion**

### **Project Conclusion and Future Enhancements**

This website will make a big difference when it comes to tracking and knowing about how to invest smartly as it not only have a manual entry feature, it also has an Auto-incremented database feature which will make the tedious work of filling registers easier. As a Project “BusinessTracker” has the potential to help and guide many presents and upcoming new online business owners to get that edge over their competition.

A major future enhancement this web application needs is automated data entries and user login/signup with google.