MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

Final Year Internship Report

on

FULL STACK DEVELOPMENT

at

Praedico Global Research Pvt. Ltd.

Submitted By:

Triambkesh Agrawal

(0901CS181113)

Faculty Mentor:

Mr. Amit Kumar Manjwar

Assistant Professor

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE
GWALIOR - 474005 (MP) est. 1957

MAY-JUNE 2022

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

FULL STACK DEVELOPMENT

A final year internship report submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF TECHNOLOGY

in

COMPUTER SCIENCE AND ENGINEERING

Submitted by:

Triambkesh Agrawal

(0901CS181113)

Internship Faculty Mentor:

Priyank Gupta, CTO

Submitted to:

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MAY-JUNE 2022

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Ref.: PGR-2022/I-505

Date: 11th – May - 2022

CERTIFICATE OF INTERNSHIP

This certificate is awarded to

Mr./Miss. TRIAMBKESH AGRAWAL

In appreciation for your accomplishments in the company as an intern

(Position titled-***"MERN Stack Developer"***)

at **Praedico Global Research Pvt. Ltd.,**

from **Jan 10th, 2022 to May 10th, 2022**.

We take this opportunity to wish you a long, happy and successful career.

Authorized Signatory
Praedico Global Research Pvt. Ltd.

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

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CERTIFICATE

This is certified that **Triambkesh Agrawal** (0901CS181113) has submitted the Internship report titled **Full Stack Development** of the work he has done under the mentorship of Prof. Amit Kumar Manjwar, in partial fulfilment of the requirement for the award of degree of Bachelor of Technology in Computer Science and Engineering from Madhav Institute of Technology and Science, Gwalior.

27/05/22

Prof. Amit Kumar Manjwar
Faculty Mentor
Assistant Professor
Computer Science and Engineering

27/05/22

Dr. Manish Dixit
Professor and Head,
Computer Science and Engineering

Dr. Manish Dixit
Professor & HOD
Department of CSE
M.I.T.S. GWALIOR

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

DECLARATION

I hereby declare that the work being presented in this Internship report, for the partial fulfilment of requirement for the award of the degree of Bachelor of Technology in CSE at Madhav Institute of Technology & Science, Gwalior is an authenticated and original record of my work under the mentorship of **Mr. Amit Kumar Manjwar, Assistant Prof.**, Department of CSE.

I declare that the information included in this report has not been submitted elsewhere for the granting of any degree or certificate.

Date: 27, May 2022

Triambkesh Agrawal

(0901CS181113)
IV Year,
Computer Science and Engineering

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

ACKNOWLEDGEMENT

The full semester internship has proved to be pivotal to my career. I am thankful to my institute, **Madhav Institute of Technology and Science, Gwalior** to allow me to continue my disciplinary/interdisciplinary internship as a curriculum requirement, under the provisions of the Flexible Curriculum Scheme (based on the AICTE Model Curriculum 2018), approved by the Academic Council of the institute. I extend my gratitude to the Director of the institute, **Dr. R. K. Pandit** and Dean Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, **Department of Computer Science and Engineering, for allowing** me to explore this internship. I humbly thank **Dr. Manish Dixit**, Professor and Head, Department of Computer Science and Engineering, for his continued support during the course of this engagement, which eased the process and formalities involved.

I am sincerely thankful to my faculty mentors. I am grateful to the guidance of **Mr. Amit Kumar Manjwar**, Assistant Prof., Department of Computer Science and Engineering, for his continued support and close mentoring throughout the internship. I am also very thankful to the faculty and staff of the department.

Triambkesh Agrawal
(0901CS181113)
IV Year,
Computer Science and Engineering

ABSTRACT

I carried out my internship at Praedico Global Research Pvt Ltd. It offers internship opportunities to the students in need of education about software technology. The goal of the programme is to provide students with the necessary equipment to get a Bachelor of Science in Technology, as well as to provide them with a practical component of the theoretical work they have been studying at university and to help them comprehend the operations in the IT industry. In this internship I learned how to create a software on customer relationship management (CRM) to help clients/users to work in a more efficient and transparent way. I understood how a back- end and Front-End of a software works. I leaned a wide variety of coding niches, from databases to graphic designs. I learned about few technologies regarding web development in the training period. After that, I implemented it to build a software for the company. I learned how to work in a team and coordinated with the team members. I learned about the basic features of project management tools such as Trello and Jira. Also worked on MS Office and Excel.

Keywords – CRM, Jira, Graphic Design

सार

मैंने प्रेडिको ग्लोबल रिसर्च प्राइवेट लिमिटेड में अपनी इंटर्नशिप पूरी की। यह सॉफ्टवेयर प्रौद्योगिकी के बारे में शिक्षा की आवश्यकता वाले छात्रों को इंटर्नशिप के अवसर प्रदान करता है। कार्यक्रम का उद्देश्य विश्वविद्यालय में अध्ययन किए गए सैद्धांतिक कार्य के व्यावहारिक पहलू को प्राप्त करने और आईटी क्षेत्र में संचालन को समझने और छात्रों को अनुभव प्राप्त करने में सक्षम बनाने के लिए प्रौद्योगिकी में स्नातक डिग्री के पुरस्कार के लिए मुख्य उपकरण को पूरा करना है। विभिन्न कार्यों में। इस इंटर्नशिप में मैंने सीखा कि ग्राहकों/उपयोगकर्ताओं को अधिक कुशल और पारदर्शी तरीके से काम करने में मदद करने के लिए ग्राहक संबंध प्रबंधन पर एक सॉफ्टवेयर कैसे बनाया जाता है। मैं समझ गया कि एक सॉफ्टवेयर का बैक-एंड और फ्रंट-एंड कैसे काम करता है। मैंने डेटाबेस से लेकर ग्राफिक डिज़ाइन तक, कई तरह के कोडिंग निचे को झुका दिया। मैंने प्रशिक्षण अवधि में वेब विकास के संबंध में कुछ तकनीकों के बारे में सीखा। उसके बाद, मैंने इसे कंपनी के लिए एक सॉफ्टवेयर बनाने के लिए लागू किया। मैंने सीखा कि कैसे एक टीम में काम करना है और टीम के सदस्यों के साथ समन्वय करना है। मैंने प्रोजेक्ट मैनेजमेंट टूल्स जैसे ट्रेलो और जीरा की बुनियादी विशेषताओं के बारे में सीखा। एमएस ऑफिस और एक्सेल में भी काम किया।

कीवर्ड - सीआरएम, जीरा, ग्राफिक डिजाइन

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LIST OF ABBREVIATIONS

Abbreviation	Description
E-CRM	Electronic customer relationship management
MERN	MongoDB, Express.js, React.js, Node.js
CRM	Client Relationship Management
HR	Human Resources
NoSQL	No Structured Query Language

Chapter 1: OVERVIEW

1.1 Introduction

Client relationship management (CRM) is the process through which a company manages all aspects of the client relationship, including prospecting, sales, and service. CRM systems attempt to give insight into and enhance the company/customer relationship by combining all of these aspects of customer contact into one picture.

CRM is all about acquiring, developing, and maintaining happy, loyal customers while also achieving profitable growth and delivering economic value to a company's brand. CRM is not a new idea; it is an age-old practise that is gaining traction owing to the advantages it offers, especially in today's market.

CRM is a discipline that focuses on automating and improving business operations in the areas of sales, marketing, customer service, and support that deal with maintaining client relationships.

1.2 Objectives of CRM:

1. Allow the business to find, contact, and acquire new consumers.
2. Gains a better grasp of the clients' desires and requirements.
3. Defines the suitable product and service offering, matching it to the customer's specific demands.
4. Manages and optimises the sales cycle for the company.
5. Increases customer retention through enhanced sales, service, and support.
6. Cross-selling and up-selling opportunities are identified.

➢ Scope of CRM:

CRM functionality is expanding to include different divisions of business or just spreading across teams to increase productivity and efficiency.

Some additional CRM features are:

- Management of products, pricing, and catalogues
- Professional services project and contract management
- Human resource management
- Management of service and field engineers.

E-CRM:

E-CRM (electronic customer relationship management) is the use of Internet-based technologies including emails, websites, chat rooms, forums, and other channels to fulfil CRM goals.

CRM is a very well structured and coordinated process that automates marketing, sales, and customer care procedures.

An efficient E-CRM improves the efficiency of operations, improves customer interactions, and allows companies to adapt goods and services to meet the demands of individual consumers.

1.3 Features

- Lead Management
- Account management
- Activities - tasks, events, calls & notes
- Customer management
- Analytics
- Inventory management
- Human Resource management

1.4 System Requirements

1.4.1 Hardware Requirements

Hardware selection is critical to the existence and correct operation of any programme. Size and needs are other crucial considerations when choosing hardware.

- Processor - Intel CORE i3 or above
- RAM - 4.0 GB or above
- Hard Disk Drive (Any)

1.4.2 Software Requirements

1. Windows / Linux Based Web Browser
2. HTML/ CSS/ JavaScript
3. NoSQL
4. GitBash
5. VS Code
6. MongoDB Atlas

1.4.3 Functional Details

1) The CRM Software provides login for the User and the Admin using their own password respectively.
2) It allows user to add inventory items, add employees, manage leads etc.
3) It allows admin to manage users and sub-admins, along with rest of the functionalities.

1.4.4 Data Storage

- A customer's password must never be shown in their web browser. It must be always reproduced with special characters that indicate typed characters at all times.
- Only authorised administrators should have access to the system's backend servers.
- The back-end databases of the system must be encrypted.

SYSTEM REQUIREMENTS

	INTERNET EXPLORER	FIREFOX	OPERA	CHROME
PROCESSOR windows	233 MHz	PENTIUM 4	PENTIUM II	PENTIUM 4
PROCESSOR MAC		INTEL	INTEL	INTEL
MIN RAM	64 MB (XP)		128 MB	128 MB
RECOMMENDED RAM	512 MB	512 MB	256 MB	
MIN DISK SPACE	150 MB (XP), 70 (VISTA)		20 MB	100 MB
REC DISK SPACE	70 MB	200 MB	100 MB	
REC. DISK SPACE 64-BIT	120 MB			
WINDOWS	WINDOWS XP	WINDOWS XP SP2 (FF 13)	WINDOWS 2000	WINDOWS XP SP2
OS X		MAC OS X 10.5	MAC OS X 10.5	MAC OS X 10.5
LINUX		ANY RECENT	ANY RECENT	UBUNTU 10.04

Fig 1.1

Chapter 2: System Analysis

2.1 Requirement identification

- **Study of existing System**

We began by gathering all relevant data and understanding the present system's operation. We saw the limitations of the system, which prompted us to create a new one. We were able to get a rudimentary understanding of the current system using this information. We attempted to put those thoughts into implementation in order to construct the suggested system. The most crucial thing is to properly research the system. We are looking at both the present and planned systems in order to understand the benefits and drawbacks of each.

- **Problems and Weakness of existing System**

- Existing system was made on HTML PHP which lacked in security features, SPA, less reliability, slow accessibility , less reliable , out dated technology, slow database response

- **Requirement Elicitation-**

- To implement the proposed system, these are the basic needs, which are required to develop the system:

1. Admin Module:

a. Allows to add users
b. Allows to add admins

2. User Module:

a. Manage Inventory, Leads, Customers etc.

b. HR Management

- Employee Management
- Payroll
- Leave Management
- Attendance Monitoring

c. Store Management

- Internal Peripheral Stock Management

d. Data Export into portable .xlsx format

e. SMS/Email Management

- Bulk SMS / Email
- Groups for SMS
- Templates

f. About The Company and Latest Updates

2.2 Feasibility Study: -

Preliminary investigation examines project feasibility, the likelihood the system will be useful to the organization. The main objective of the feasibility study is to test the Technical, Operational and Economical feasibility for adding new modules and debugging old running system. All system is feasible if they are unlimited resources and infinite time. The following feasibility study was undertaken for the proposed system:

- **Technical feasibility:**

  The following are some of the technical issues that are often addressed during the feasibility stage of an inquiry.:

  1) Is the technology required to carry out the suggestions?

  2) Will the proposed system, regardless of the number or location of users, offer appropriate response to inquiries?

  3) Is the system upgradeable if it is developed?

  4) Is there any technological assurance of accuracy, dependability, accessibility, and data security?

- **Economic feasibility:**

  The system shall be financially sustainable. There is no additional hardware or software required. Because the interface for this system was created utilising existing resources and technology, it has a low cost and is economically viable.There are many factors that contribute to the project's economic viability.

  1) This is an extremely crucial factor to consider while creating a project. We chose the technology with the lowest feasible cost in mind.

  2) Overall, we estimate that the advantages to the organisation that the proposed system would provide will more than offset the system's start-up expenses and ongoing operating costs. As a result, this project is financially viable.

- **Behavioral Feasibility:**

  The phrase "behavioural feasibility" is used to describe people's attitudes regarding certain topics. It also investigates how individuals behave to certain situations. We may state that the system is operationally practicable if it fits the needs of the clients and the administrator. The suggested system will be helpful only if it can be created and implemented into a system that meets the project's needs and has appropriate user support. Only then will the offered initiatives be advantageous to the customer. When they test the project's operational viability to execute this system, various significant issues may develop, including the following:

  - Is there sufficient support from their management team for the users? Ans. Yes, there have sufficient support from the management team for the client. We are providing some services to the user which will be beneficial for the client and it will attract the client. Some services will be like this: we will be providing technical and maintenance support till the 1 year, where we will help during this period if client face problems or bugs in the project. We will provide free hosting and domain to the user, with which they will be able to implement the project without any extra cost.
  - Will the system be beneficial, if it will be developed and implemented? If client implement this project in future, so it is beneficial for the client's business purpose, because most of the users wants all facilities in single platform, like: online study,

online internship and quiz of reasoning-ability for job preparation. This web-portal will meet all these user's requirements in one platform?

Various tasks performed by the operational feasibility for users:

- Checking that the project is user friendly or not.
- Its user interface should be basic enough that anybody can operate it.
- The proposed system will improve the total performance.
- The proposed system will provide a better requirement analysis for different users.

In the proposed system, we are planning to develop a system which interface will user friendly and interactive. In this website, User can easily interact with the host through the easy mechanism of the website. This website will also help the company to improve their performance and overall monitoring of company processes and it will save some bugs for the company.

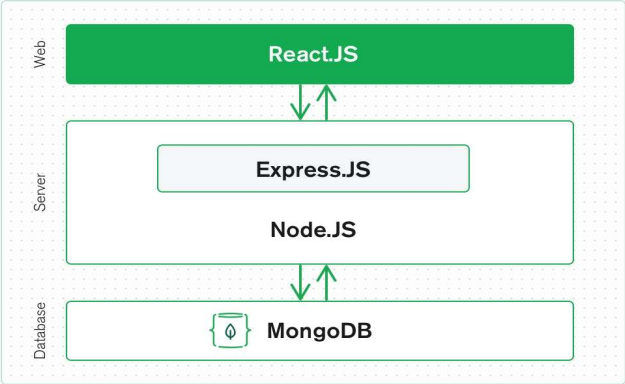

Fig 2.2.1

Chapter 3: Software Design

3.1 System Flow Chart: -

The system flow diagram is a visual representation of all processed in sequential order. The System flow chart diagram is a graphical representation of the relation between all the major parts or step of the system. Flow chart diagram cannot include minor parts of the system.

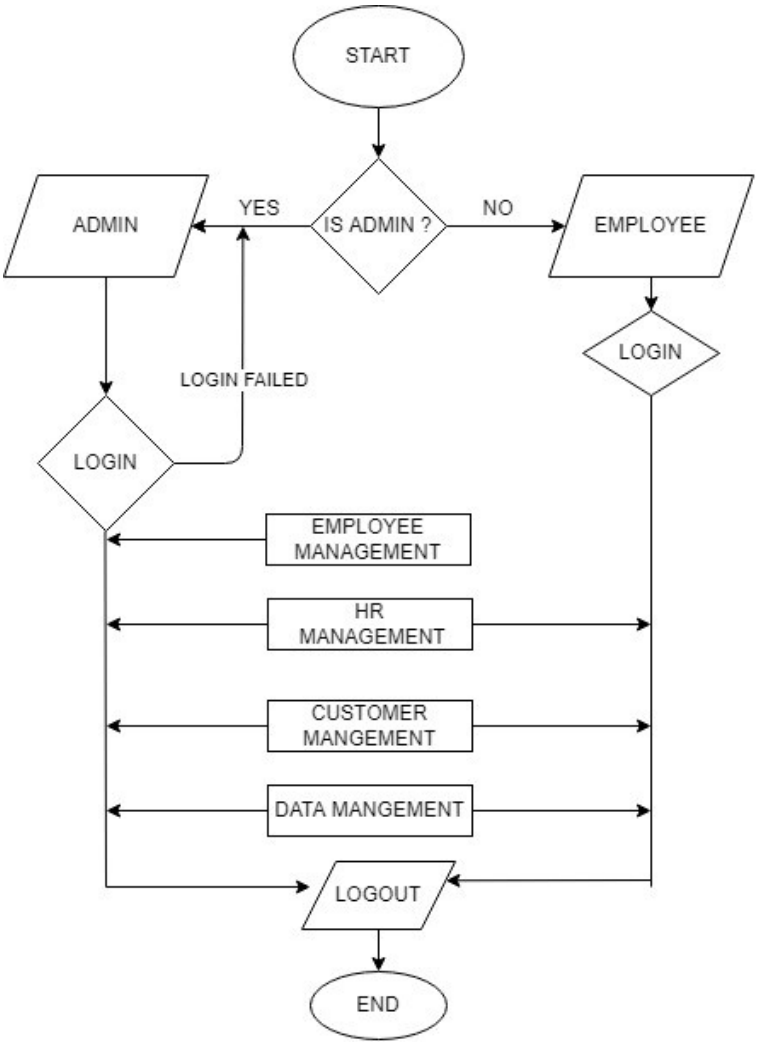

Fig 3.1.1

3.2 Database Schema:

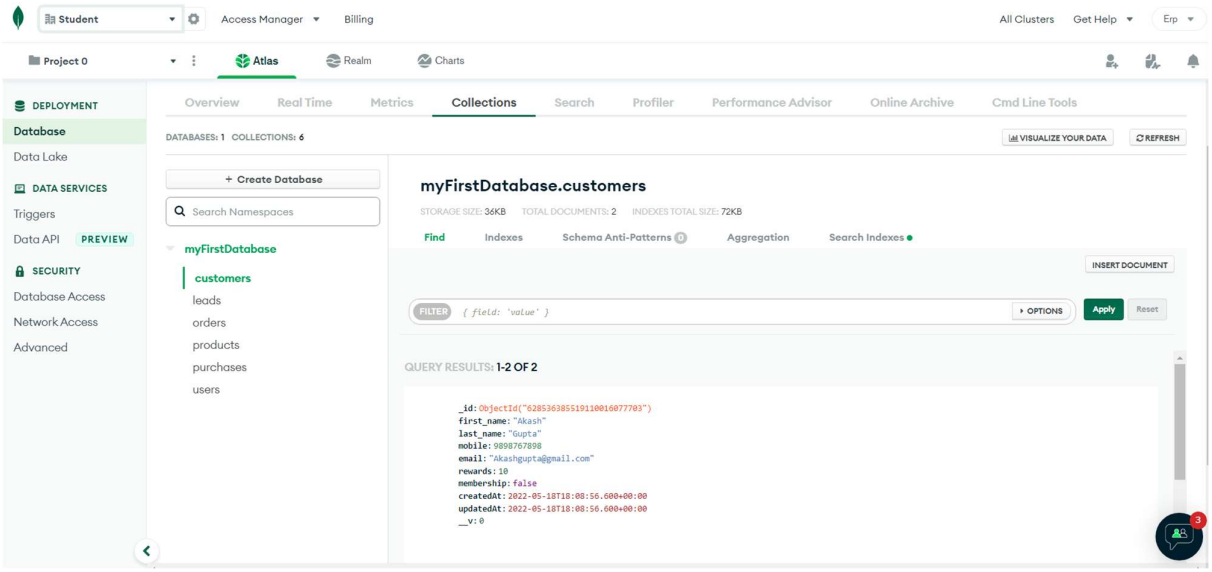

Fig 3.2.1

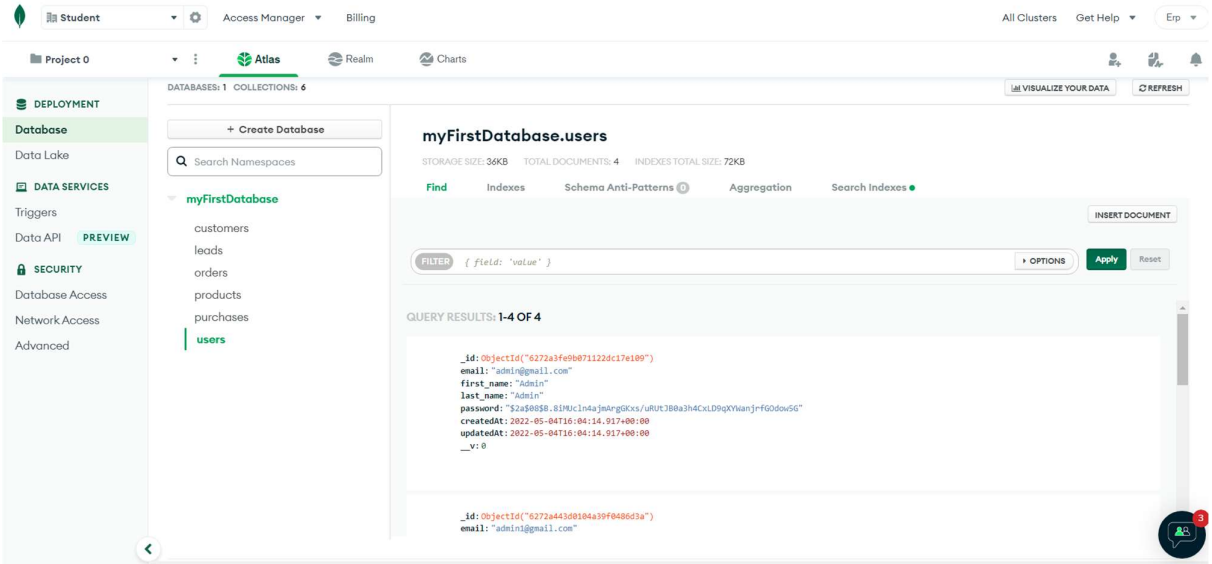

Fig 3.2.2

3.3 Testing and Implementation:

3.3.1 Importance of Code: -

- **What is the importance of software testing?**

  Project testing is important or better to use the word critical for a project because nobody likes a software with defects.
  So when this web-portal will be complete then we have to ensure that every module (features or functionalities) is free from error. That's why project testing is important part of a project.

- **What is the importance of software implementation?**

  In the project implementation phase, this phase ensures some parameters like something operating properly in its environment, including analysing requirements, installation, configuration, customization, execution, testing, system integrations, user training, and delivery and change management. If all of these things operate well, then your project is properly set up; otherwise, users may have issues while using it. This is why software implementation is such a crucial aspect of any projects.

3.3.2 Testing: -

Testing is a process, to evaluate the functionality of a software application with an intent to find whether the developed software met the specified requirements or not and to identify the defects to ensure that the product is defect-free in order to produce the quality product.

So here we are using three testing approaches to check that the developed system met the specified requirements or not.

1. **Unit Testing:**

   This is the testing process, which we can do manually because in this testing program is a tested individually using live record, to see whether that program produce satisfied output as the company or not. In this testing, we checked the individual modules of the project will be working properly or not. i.e. we tested each and every unit of the application separately in developer's environment.

2. **Integration Testing:**

   In integration testing, system consists different modules, where in each module can arise problems during the testing. Integration testing should be developed from the system specification. Firstly, a minimum configuration must be integrated and then tested. In our project we have done testing for integration. We may integrate all modules in our project and then test each module against each other as if we were a user. Each module is tested by myself and our development team when a visitor visits our web-portal to see how they will respond when they see our web-portal.

3. **Validation Testing:**

   Validation testing ensures that software complies with all behavioural and performance specifications. Validation may be defined in a variety of ways, but a basic definition is that validation is successful when software functions in a way that the

consumer can understand. In this testing we had tested the connectivity or data transfer between a couple of units tested modules.

Chapter 4: Final Analysis and Design

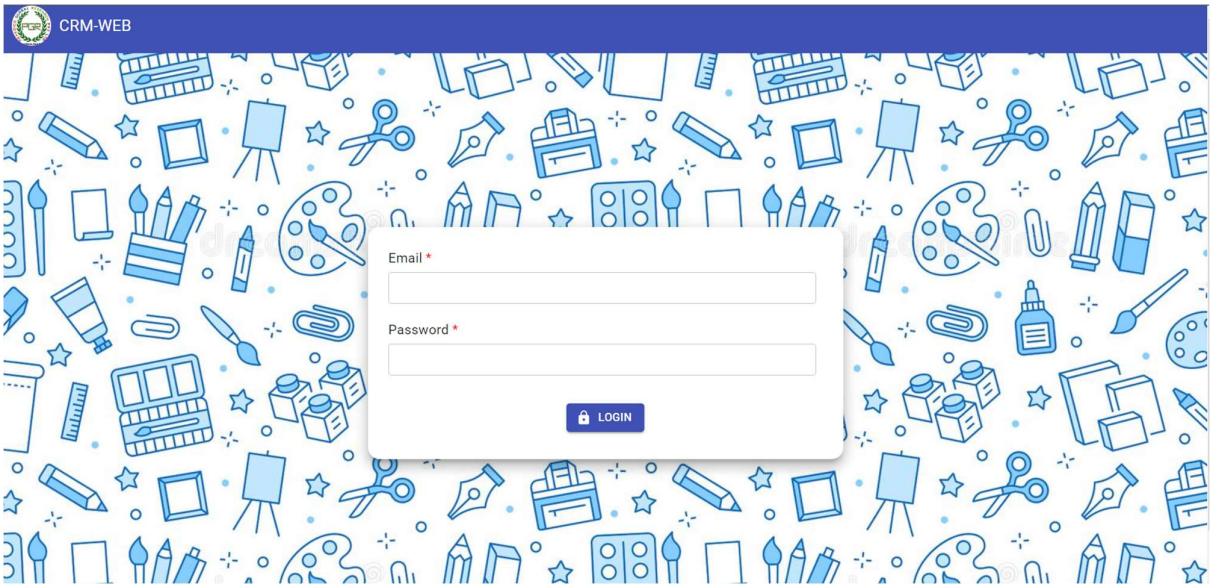

Fig 4.1 LOGIN PANEL

- This is the Login page of the software.

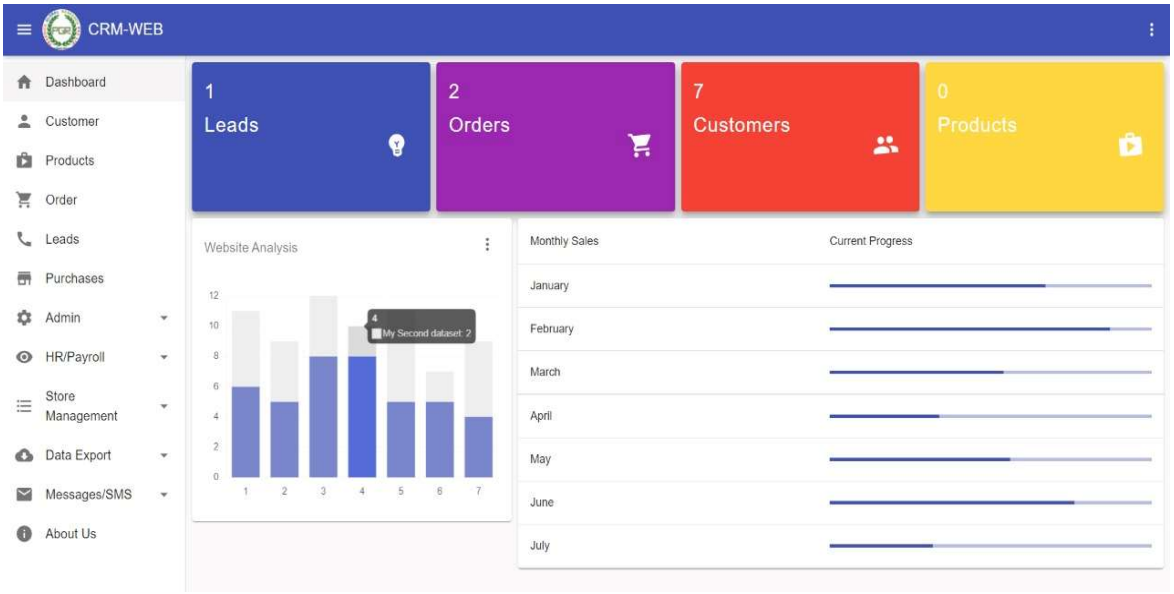

Fig 4.2 DASHBOARD

- This is the first page you see as you login on to the software. It displays List of orders, customers, products etc.

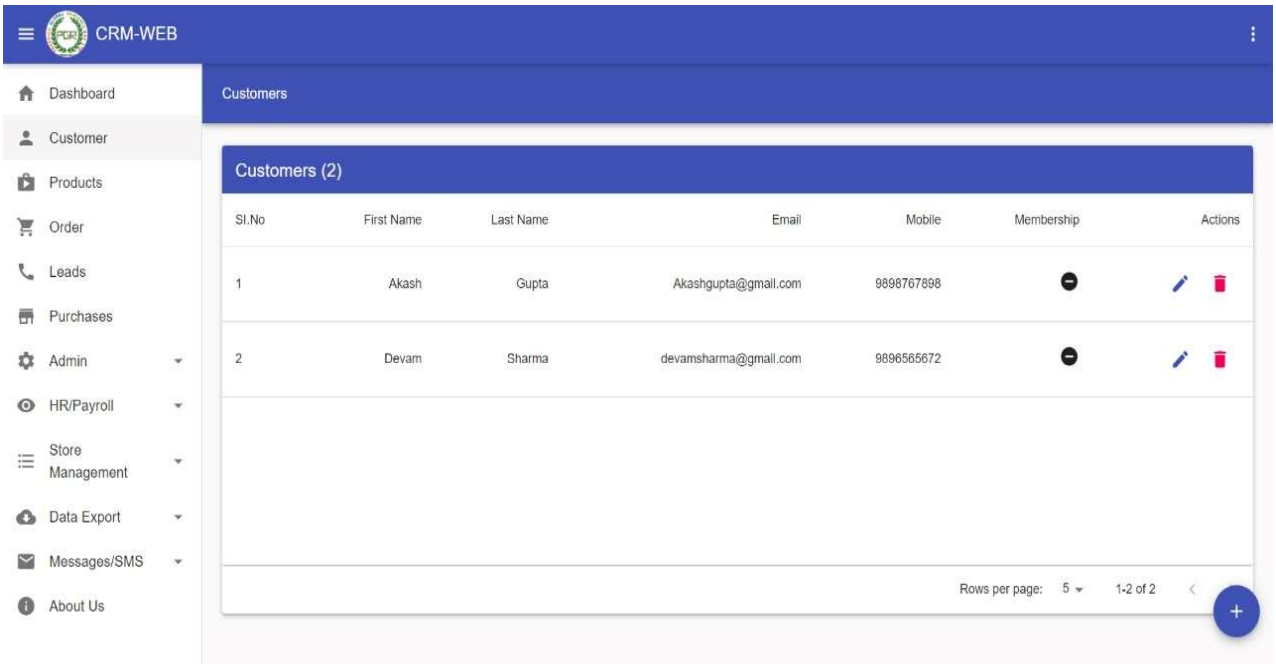

Fig 4.3 CUSTOMER INFO

- The Customer panel in the dashboard allows you to add/edit customer information such as, Name, email etc.

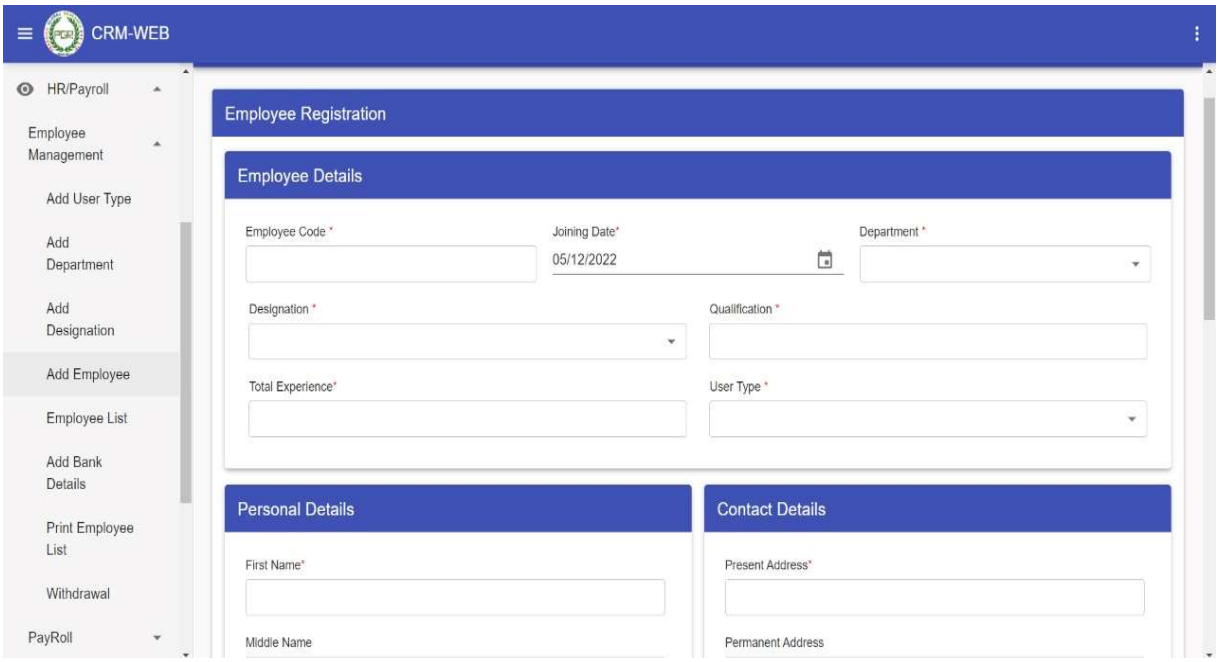

Fig 4.4 NEW EMPLOYEE ADDITION

- This page allows the company to register new employees in the database.

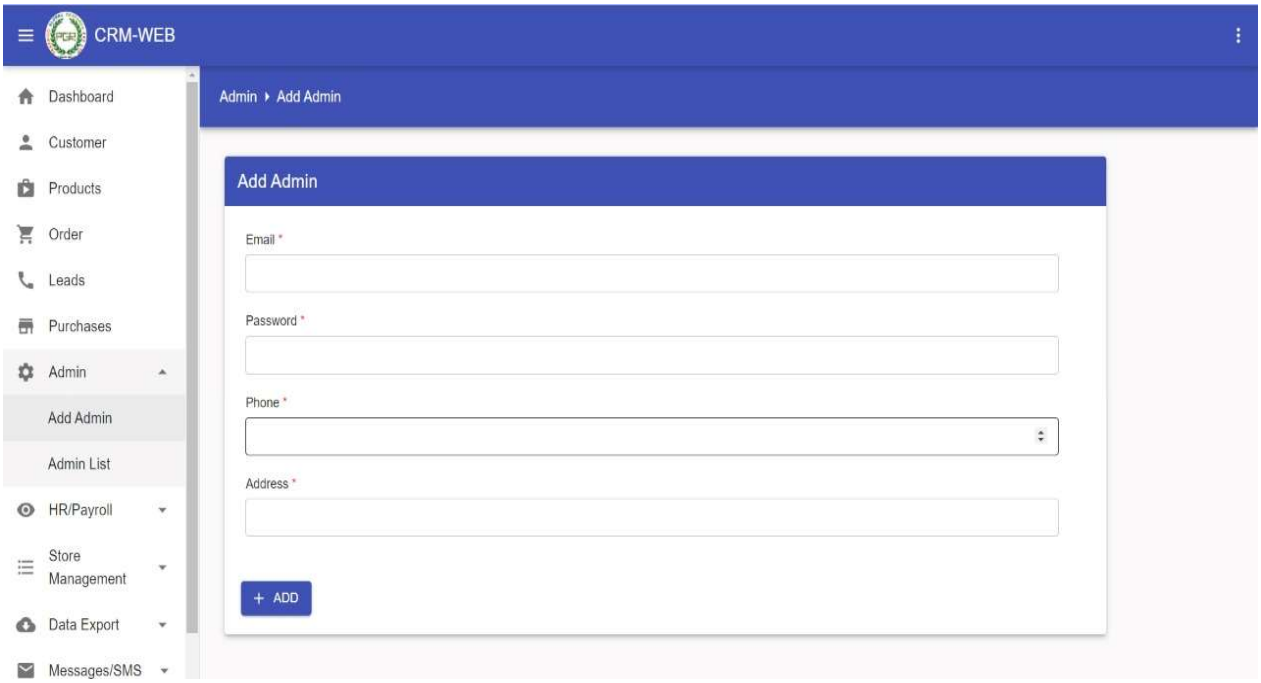

Fig 4.5 NEW ADMIN CREATION

- The Admin panel on the dashboard helps edit Admin information and keep a list of all the Admin/sub-admins.

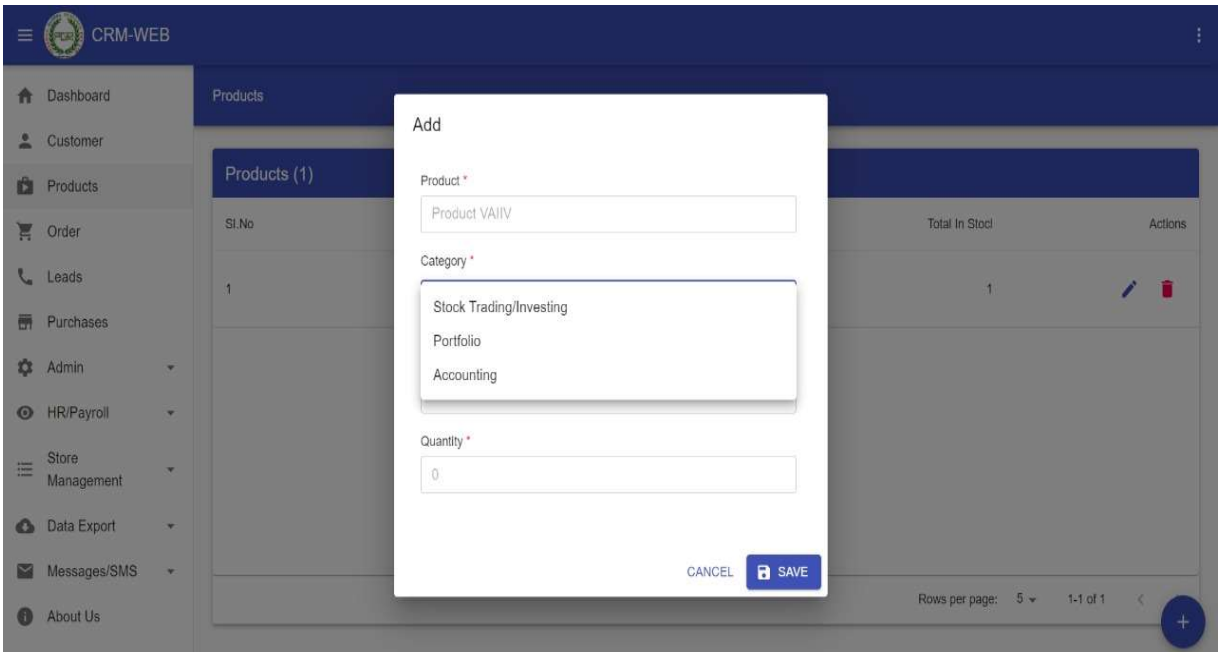

Fig 4.6 ITEM CATEGORY

- Categorisation of the products/orders into different categories.

CONCLUSION

In conclusion, we successfully completed our software CRM with the help of various tools. We investigated the characteristics of a good software system, and considered what a development process would need to include to build such a software. This software provides more convenient way of handling and marketing services to the client/users. It helps a company to align it's strategy with the needs of the customer in order to best meet those needs and thus ensuring long-term customer loyalty.

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- Learn HTML and CSS faster (Mark Myers)

FPR-1

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Triambk Resh Agrawal 0901CS181113		Department	CSE	
Industry/Organization	Paradeico Global Research		Date/Duration	11-02-2022	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work				✓	
Learning capacity/Knowledge up gradation				✓	
Performance/Quality of work			✓		
Behaviour/Discipline/Team work				✓	
Sincerity/Hard work			✓		
Comment on nature of work done/Area/Topic	Client Mgt for PLR using MERN				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT** ✓				
Name of Industry Mentor	Priyank Gupta				
Signature of Industry Mentor	Priyank				

Receiving Date		**Name of Faculty Mentor**		**Sign**	

FPR 2

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Trimbkesh Agrawal 0901CS181113		Department	CSE	
Industry/Organization	Praedico Global Research		Date/Duration	12/02/22 – 27/02/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/Team work					✓
Sincerity/Hard work				✓	
Comment on nature of work done/Area/Topic	Plan Creation and Brainstorming for CRM upgradation on MERN				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT** ✓				
Name of Industry Mentor	Priyank Gupta				
Signature of Industry Mentor	Priyank				

Receiving Date		**Name of Faculty Mentor**		**Sign**	

FPR 3

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Trishnikesh Agrawal 0901CS181113		Department	CSE	
Industry/Organization	Predico Global Research PVT LTD		Date/Duration	28/02/22 - 15/03/22	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge up gradation					✓
Performance/Quality of work				✓	
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Working on User panel CRM				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT**				
Name of Industry Mentor	Priyanka Gupta				
Signature of Industry Mentor	Priyanka				

Receiving Date		**Name of Faculty Mentor**		**Sign**	

FPR 4

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Trimbkesh Agrawal 0901CS181113		Department	CSE	
Industry/Organization	Praedico Global Research		Date/Duration	15/03/2022 – 29/03/2022	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge up gradation				✓	
Performance/Quality of work				✓	
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Working on User Panel for CRM				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT** ✓				
Name of Industry Mentor	Priyank Gupta				
Signature of Industry Mentor	Priyank				

Receiving Date		**Name of Faculty Mentor**		**Sign**	

FPR 5

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	TRIAMBKESH AGRAWAL		Department	CSE	
Industry/Organization	Fraudico global Research		Date/Duration	12/04/2022	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge up gradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Working on Admin Panel of CRM				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT** ✓				
Name of Industry Mentor	Priyanka Gupta				
Signature of Industry Mentor					

Receiving Date		**Name of Faculty Mentor**		**Sign**	

FPR 6

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY MENTOR

Name of student	Trilokesh Agrawal 0901CS181113		Department	CSE	
Industry/Organization	Praedico Global Research Pvt LTD		Date/Duration	28/04/2022	
Criterion	**Poor**	**Average**	**Good**	**Very Good**	**Excellent**
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge up gradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Working on CRM				
OVERALL GRADE (Any one)	**POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT** ✓ (Excellent)				
Name of Industry Mentor	Priyank Gupta				
Signature of Industry Mentor	Priyank (signature)				

Receiving Date		**Name of Faculty Mentor**		**Sign**	