



माधव प्रौद्योगिकी एवं विज्ञान संस्थान, ग्वालियर (म.प्र.), भारत  
MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR (M.P.), INDIA

Deemed to be University  
NAAC ACCREDITED WITH A++ GRADE

**Indsac-Crm**

**Final year Internship Report**

Submitted for the partial fulfilment of the degree of

**Bachelor of Technology**

In

**Engineering Mathematics & Computing**

Submitted By

**Devansh Bhargava**

**(0901MC201020)**

UNDER THE SUPERVISION AND GUIDANCE OF

**Dr. DK Jain**

**(Faculty Coordinator, DEPT. of MAC, MITS, Gwalior)**

**Department of Engineering Mathematics and Computing**

**January-June 2024**

## DECLARATION BY THE CANDIDATE

I hereby declare that the work entitled **Indsac-Crm** is my work, conducted under the supervision of **Mr. Sachin Chaudhary, Java Developer, Indsac Softech** during the session Jan-May 2024. The report submitted by me is a record of bonafide work carried out by me.

I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.



**Devansh Bhargava**  
**(0901MC201020)**  
**4th Year - 8th Semester**  
**Engineering Mathematics & Computing**

**Date: 15th May 2024**

**Place: Gwalior**

---

This is to certify that the above statement made by the candidates is correct to the best of my knowledge and belief.

**Guided By:**

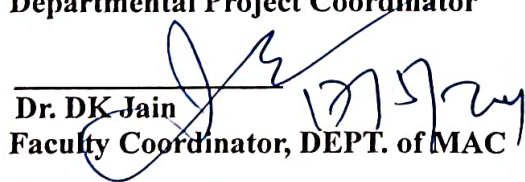
---

**Dr. DK Jain**

**Faculty Coordinator, DEPT. of MAC**

Department of Engineering Mathematics and Computing  
MITS, Gwalior

**Departmental Project Coordinator**


  

---

**Dr. DK Jain**  
**Faculty Coordinator, DEPT. of MAC**

Department of Engineering  
Mathematics & Computing  
MITS, Gwalior

**Approved by HoD**

---

**Dr. Vikas P. Shinde**  
**Professor**


Department of Engineering  
Mathematics & Computing  
MITS, Gwalior

## PLAGIARISM CHECK CERTIFICATE

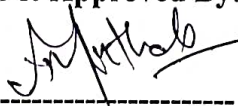
This is to certify that I/we, a student of B.Tech. in **Engineering Mathematics & Computing** have checked my complete report entitled **Indsac-Crm** for similarity/plagiarism using the "Turnitin" software available in the institute.

This is to certify that the similarity in my report is found to be **10%** which is within the specified limit (20%).

The full plagiarism report along with the summary is enclosed.

  
-----  
**Devansh Bhargava**  
(0901MC201020)

**Checked & Approved By:**

  
-----

**Dr. JK Muthale**  
**ASSOCIATE Professor**  
Department of Engineering Mathematics & Computing  
MITS, Gwalior

---

## EXECUTIVE SUMMARY

During my internship at Indsac Softech Pvt Ltd, I engaged in a program designed to empower students with comprehensive knowledge of software technology, complementing their academic pursuits. The primary objective was to furnish them with both theoretical insights and practical experience essential for a Bachelor of Science in Technology, while also familiarizing them with the dynamics of the IT industry. Throughout this immersive experience, I delved into the development of a customer relationship management (CRM) software, aimed at enhancing client/user efficiency and transparency.

The internship provided a holistic understanding of software architecture, encompassing both back-end and front-end functionalities. I acquired proficiency across various coding domains, spanning from database management to graphic design, thus acquiring a diverse skill set crucial for modern software development. Leveraging the acquired knowledge, I embarked on implementing these technologies to construct a tailored software solution for the organization.

Collaboration was integral to the internship experience, as I effectively coordinated with team members, honing my teamwork skills. Additionally, I familiarized myself with project management tools such as Trello and transitioned to utilizing GitHub for streamlined project tracking and version control. Furthermore, I augmented my proficiency in essential software suites like MS Office, Github, VsCode, IntelliJ and Excel, enhancing my overall productivity and organizational capabilities.

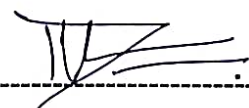
---

## ACKNOWLEDGEMENT

The full semester project has proved to be pivotal to my career. I am thankful to my institute, **Madhav Institute of Technology and Science** to allow me to continue my disciplinary/interdisciplinary project 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 the Dean of Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, the **Department of Engineering Mathematics & Computing**, for allowing me to explore this project. I humbly thank **Dr. Vikas Shinde**, Professor, and Head, Department of Engineering Mathematics & Computing, 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 **Dr. DK Jain**, Faculty Coordinator, DEPT. of MAC, MITS, Gwalior, for his continued support and guidance throughout the project. I am also very thankful to the faculty and staff of the department.



**Devansh Bhargava**

**(0901MC201020)**

## CERTIFICATE OF INTERNSHIP



INDSAC SOFTECH

Date:18-03-2024

TO WHOM IT MAY CONCERN

We confirm that Devansh Bhargava is undertaking an Internship at INDSAC SOFTECH. Devansh Bhargava has been associated with us since 02-01-2024 and will continue until 15-05-2024, as per the agreed terms of the Internship program.

For any further inquiries, please feel free to contact us at [hr@indsac.com](mailto:hr@indsac.com)

Thank you for your attention to this matter.

Yours Sincerely

For INDSAC SOFTECH

A handwritten signature in black ink, appearing to read 'R. Mathew'.

Renny K. Mathew  
Country HR Head India

---

## CONTENT

Table of Contents	
Declaration by the Candidate.....	i
Plagiarism Check Certificate.....	ii
Executive Summary (For Internship)/.....	iii
Acknowledgement.....	iv
Certificate of Internship.....	v
Content.....	vi
Acronyms.....	viii
Nomenclature.....	ix
List of Figures.....	x
Chapter 1: Introduction .....	1
Chapter 2: Literature Survey.....	2
Chapter 3: System Analysis.....	3
Chapter 4: Feature Of our CRM.....	4
Chapter 5: Software Design.....	5
Chapter 6: Testing And Implementation.....	6
Chapter 7: Final Product and Design .....	7
References.....	8
Turnitin Plagiarism Report.....	9
Annexure-1.....	10
Learning Outcomes.....	10
Annexure-2.....	11
Daily Diary.....	11
Annexure-3a.....	12
MPR-1.....	12

---

Annexure-3b.....	13
MPR-2.....	13
Annexure-3c.....	14
MPR-3.....	14
Annexure-4.....	15
MPR-4.....	15

## ACRONYMS

CRM	CUSTOMER RELATIONSHIP MANAGEMENT
JWT	JSON WEB TOKEN
UI	USER INTERFACE
API	APPLICATION PROGRAMMING INTERFACE
CI/CD	CONTINUOUS INTEGRATION/CONTINUOUS DEPLOYMENT
MS	MICROSOFT
VS	VISUAL STUDIO
MERN	MONGODB EXPRESS JS REACTJS NODEJS

## NOMENCLATURE

Customer Relationship Management (CRM):	A system for managing interactions with current and prospective customers. Lead Management, Account Management, Customer Management: Features of the CRM system.
GitHub:	A platform for version control and collaboration.
Trello:	A project management tool.
MS Office, GitHub, VS Code, IntelliJ, Excel:	Software tools used during the internship.
HTML/CSS/JavaScript/ReactJS, NoSQL, GitBash, MongoDB Atlas:	Technologies and tools used in the development of the CRM system.

---

## LIST OF FIGURES

---

NUMBERS	FIGURE CAPTION	PAGE No.
1	FIG - 5.1.1	PG - 12
2	FIG - 5.2.1	PG - 13
3	FIG - 5.2.2	PG - 13
4	FIG - 5.2.3	PG - 14
5	FIG - 7.1.1	PG - 17
6	FIG - 7.2.1	PG - 17
7	FIG - 7.2.2	PG - 18
8	FIG - 7.3.1	PG - 18
9	FIG - 7.3.2	PG - 19
10	FIG - 7.4	PG - 19

---

## CHAPTER 1: INTRODUCTION

---

### **1.1 Company Overview (Indsac Softech)**

Indsac Softech Based in Bangalore, A software company is dedicated to delivering cutting-edge IT services, leveraging the expertise of our exceptional professionals. Our comprehensive offerings include Cloud-based Solutions, Software Development, Big Data Solutions, Security Solutions, Consulting Services, Outsourcing, and E-Commerce Solutions.

With a focus on innovation and excellence, we strive to cater to diverse technological needs, ensuring our clients receive tailor-made solutions that align with their objectives. Our commitment to staying ahead of industry trends enables us to provide dynamic and efficient services, empowering businesses to thrive in today's digital landscape.

### **1.2 CRM Introduction**

Client Relationship Management (CRM) encompasses the holistic management of all client interactions, spanning from prospecting and sales to ongoing service provision. CRM systems are designed to consolidate these various touchpoints, offering insights and tools to enhance the company/customer relationship.

At its core, CRM is about cultivating and nurturing satisfied, loyal customers, while simultaneously driving profitable growth and bolstering a company's brand equity. Although not a novel concept, CRM has garnered increased attention due to its manifold benefits, particularly in today's competitive market landscape.

As a discipline, CRM focuses on streamlining and optimizing business operations across sales, marketing, customer service, and support functions, with the overarching goal of fostering enduring client relationships.

### **1.3 Objectives of CRM:**

1. Facilitate the acquisition of new consumers by enabling effective outreach and communication.
2. Gain comprehensive insights into clients' preferences and needs.

- 
3. Tailor product and service offerings to align with specific customer requirements.
  4. Efficiently manage and optimize the sales cycle.
  5. Enhance customer retention through improved sales, service, and support experiences.
  6. Identify opportunities for cross-selling and up-selling.

#### **1.4 Scope of CRM:**

The scope of CRM is evolving to encompass various divisions within businesses or expanding across teams to enhance productivity and efficiency. Additional CRM features may include:

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

#### **1.5 E-CRM:**

Electronic Customer Relationship Management (E-CRM) utilizes Internet-based technologies such as emails, websites, chat rooms, and forums to achieve CRM objectives. It leverages digital channels to effectively engage with customers and fulfill CRM goals.

CRM is a meticulously structured and coordinated process that automates marketing, sales, and customer care procedures, ensuring seamless operations and optimal customer experiences.

#### **1.6 Features:**

- Lead Management
- Account Management
- Activities: Tasks, Events, Calls, & Notes
- Customer Management
- Analytics

- 
- Inventory Management
  - Human Resource Management

### **1.7 System Requirements:**

#### **1.7.1 Hardware Requirements:**

Hardware selection is crucial for the proper functioning and longevity of any software program. Considerations such as size and specific needs play a vital role in hardware selection.

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

#### **1.7.2 Software Requirements:**

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

#### **1.7.3 Functional Details:**

- 1) The CRM Software provides separate login interfaces for Users and Admins, each with their own secure password.
- 2) Users can add inventory items, manage employees, and handle leads, among other functionalities.

---

3) Admins have access to user and sub-admin management, along with other administrative functionalities.

#### 1.7.4 Data Storage:

- Customer passwords must be securely stored and never displayed in plaintext in their web browsers. They should always be masked with special characters indicating typed characters.
- Access to the system's backend servers should be restricted to authorized administrators only.
- The back-end databases of the system must be encrypted to ensure data security and integrity.

---

## CHAPTER 2: LITERATURE SURVEY

---

Customer Relationship Management (CRM) has emerged as a critical strategy for businesses to enhance customer satisfaction, retention, and loyalty. This section presents a review of relevant literature that informs the development and implementation of CRM systems, including key concepts, theoretical frameworks, best practices, and empirical studies.

### 1. Conceptual Foundations of CRM:

- CRM is rooted in the idea of building and maintaining strong relationships with customers through personalized interactions and tailored services (Payne & Frow, 2021). It encompasses various activities, including customer acquisition, retention, and relationship enhancement (Buttle, 2019).

### 2. Theoretical Frameworks for CRM:

- Several theoretical frameworks have been proposed to understand the dynamics of customer relationships and guide CRM implementation. These include the Relationship Marketing Theory (Grönroos, 1994), which emphasizes the importance of long-term customer relationships based on trust and mutual value creation.

- Additionally, the Technology Acceptance Model (Davis, 1989) and the Unified Theory of Acceptance and Use of Technology (Venkatesh et al., 2003) offer insights into the factors influencing user acceptance and adoption of CRM systems.

### 3. Best Practices in CRM Implementation:

- Successful CRM implementation requires careful planning, stakeholder involvement, and alignment with organizational goals (Rigby et al., 2002). Best practices include understanding customer needs, selecting appropriate technology platforms, and providing comprehensive training to employees (Greenberg, 2018).

### 4. Empirical Studies on CRM Effectiveness:

- Numerous empirical studies have investigated the impact of CRM on various business outcomes, such as customer satisfaction, loyalty, and financial performance. For example, a

---

study by Reinartz et al. (2004) found a positive relationship between CRM adoption and customer retention in the telecommunications industry.

- Similarly, a meta-analysis by Kumar et al. (2018) revealed that firms with effective CRM systems tend to outperform their competitors in terms of customer loyalty and profitability.

#### **5. Challenges and Limitations of CRM:**

- Despite its benefits, CRM implementation can face challenges related to data integration, privacy concerns, and resistance from employees (Chen & Popovich, 2003). Addressing these challenges requires a strategic approach and ongoing organizational support.

---

## CHAPTER 3: SYSTEM ANALYSIS

---

### 3.1 Requirement Identification

- **Understanding the Current System:** Our journey commenced with a meticulous examination of the existing system, delving deep into its architecture, functionalities, and operational intricacies. Through this comprehensive analysis, we aimed to unearth insights into how the system operates in real-world scenarios. We meticulously gathered pertinent data, leaving no stone unturned to ensure a holistic understanding of its strengths and limitations. This initial phase laid the cornerstone for our subsequent endeavors in system enhancement.
- **Identifying Challenges and Weaknesses:** Our scrutiny of the current system uncovered a myriad of challenges and weaknesses that hindered its optimal performance. Among these were glaring deficiencies such as the absence of robust security features, reliance on outdated technology stacks, and a discernible sluggishness in overall system responsiveness. These shortcomings not only undermined the system's efficiency but also posed significant risks to data integrity and user experience. Recognizing the imperative for a transformative overhaul, we embarked on a mission to address these deficiencies head-on.
- **Requirement Gathering and Analysis:** Armed with a profound understanding of the current system's intricacies and shortcomings, we transitioned into the crucial phase of requirement gathering. This stage was characterized by a meticulous exploration of the functionalities and features essential for the envisioned system. Our goal was to meticulously delineate the requirements, catering to the diverse needs of both administrators and end-users alike. From comprehensive inventory management tools to robust HR services, every aspect of system functionality was meticulously analyzed and prioritized. This exhaustive process ensured that the proposed system would not only rectify the shortcomings of its predecessor but also emerge as a beacon of efficiency and innovation in its own right.

### 3.2 Feasibility Study

- **Assessing Technical Feasibility:** In this critical phase, we embarked on a comprehensive evaluation of various technical aspects crucial for the successful

---

implementation of the proposed system. Our analysis delved into intricate considerations such as system responsiveness, scalability to accommodate future growth, and robust data security measures. We meticulously examined the compatibility of the proposed system with the existing technology infrastructure, ensuring seamless integration and optimal performance. Furthermore, we scrutinized factors such as hardware and software requirements, network capabilities, and database management systems to ascertain the system's technical feasibility. Additionally, thorough testing and prototyping were conducted to validate the system's technical capabilities and identify any potential challenges or limitations that may arise during implementation.

- **Evaluating Economic Feasibility:** Our assessment of economic feasibility involved a comprehensive analysis of the financial implications associated with the development and deployment of the proposed system. We meticulously evaluated various cost factors, including initial setup costs, ongoing maintenance expenses, and potential return on investment. By conducting thorough cost-benefit analyses and forecasting long-term financial projections, we gauged the system's economic viability and its potential to deliver tangible benefits to the organization. Furthermore, we explored potential cost-saving opportunities, such as leveraging existing infrastructure and resources, to optimize the system's cost-effectiveness. Additionally, we considered alternative financing options and explored potential revenue streams to mitigate financial risks and ensure sustainable long-term operation of the system.
- **Analyzing Behavioral Feasibility:** In assessing behavioral feasibility, our focus extended beyond technical and financial considerations to encompass the human element of system adoption and utilization. We conducted comprehensive user surveys, interviews, and usability testing to gain insights into user attitudes, preferences, and expectations regarding the proposed system. By understanding user behaviors and preferences, we aimed to design a system interface that is intuitive, user-friendly, and aligns with user workflows and preferences. Moreover, we evaluated organizational readiness and receptiveness to change, identifying potential barriers to adoption and devising strategies to address them effectively. Furthermore, ongoing stakeholder engagement and communication were prioritized to foster user acceptance and support throughout the implementation process. Through these efforts, we aimed to ensure that the proposed system is not only technically and economically

---

feasible but also operationally practical and user-centric, thereby maximizing its potential for successful implementation and adoption.

### 3.3 Project Module's Defined

#### 1. Admin Module:

- Allows to add users
- Allows to add admins

#### 2. User Module:

- Manage Inventory, Leads, Customers etc.
- HR Management
- Employee Management
- Payroll
- Leave Management
- Attendance Monitoring
- Store Management
- Internal Peripheral Stock Management
- Data Export into portable .xlsx format
- SMS/Email Management
- Bulk SMS / Email
- Groups for SMS
- Templates
- About The Company and Latest Updates

---

## CHAPTER 4: FEATURES OF OUR CRM MODEL

---

### 4.1 Core CRM Features

- **Contact Management:** Efficient contact management is pivotal for any successful CRM strategy. This feature empowers users to categorize contacts into segmented groups, facilitating organized and targeted communication. By leveraging this functionality, businesses can gather invaluable customer data, enabling them to refine marketing strategies and tailor product offerings to specific customer segments. Furthermore, it enhances the personalization of interactions, fostering stronger customer relationships and loyalty.
- **Task Management:** Seamless task management is essential for ensuring prompt and efficient customer service. By integrating task management functionalities into CRM systems, businesses can streamline internal processes and optimize resource allocation. This feature enables the automated assignment and tracking of tasks among employees, ensuring that customer requests are promptly addressed and resolved. Additionally, it facilitates better coordination among team members by assigning tasks based on factors such as skill set, availability, and location, thereby enhancing overall productivity and customer satisfaction.
- **Lead Management:** Effective lead management is critical for driving sales growth and maximizing revenue opportunities. This feature facilitates the systematic handling of leads throughout the sales pipeline, from initial identification to conversion into potential customers. By employing lead management tools, businesses can streamline the lead qualification process, enabling them to prioritize and nurture high-potential leads effectively. This automation minimizes manual entry tasks, allowing sales teams to focus their efforts on engaging with prospects and closing deals, thereby enhancing overall sales efficiency and effectiveness.

### 4.2 Common CRM Features

- **Sales Process Automation:** Sales process automation is a cornerstone feature within CRM systems, revolutionizing and streamlining various sales operations to ensure standardized and efficient business processes. With customizable applications tailored

---

to specific organizational requirements, businesses can automate repetitive tasks, reducing human error and expediting the sales cycle. This feature significantly enhances the lead-to-customer conversion ratio, empowering businesses to capitalize on revenue opportunities more effectively.

- **Opportunity Management:** Opportunity management plays a pivotal role in effectively nurturing potential revenue-generating contacts or accounts. By systematically tracking and managing opportunities throughout the sales funnel, businesses can optimize their sales processes and capitalize on valuable selling opportunities. This feature provides invaluable insights and information essential for guiding prospects through the sales journey and facilitating successful conversions.
- **Quote and Order Management:** Quote and order management functionalities streamline the process of generating quotes and processing orders, enhancing overall sales efficiency and customer satisfaction. CRM systems automate and centralize this process, enabling sales teams to create and manage quotes with ease. By improving order processing capabilities and providing visibility into sales transactions, businesses can strengthen relationships with customers and drive revenue growth.
- **Account Management:** Account management functionality within CRM software enables businesses to capture, organize, and maintain vital information related to companies, divisions, or households. By effectively managing relationships and interactions with key accounts, businesses can foster long-term customer loyalty and maximize revenue opportunities.
- **Campaign Management:** Campaign management features empower businesses to orchestrate and execute targeted marketing campaigns with precision and efficiency. By automating campaign workflows and tracking performance metrics, CRM systems enable businesses to optimize marketing efforts and drive engagement with their target audience. This feature enhances marketing effectiveness and ROI, ultimately contributing to business growth and success.

## CHAPTER 5: SOFTWARE DESIGN

### 5.1 System Flow Chart:

A system flow chart serves as a visual roadmap, illustrating the sequential flow of processes within a system. It provides a graphical representation of the relationship between the major components or steps of the system. However, it's important to note that flow chart diagrams typically focus on depicting the primary parts or steps of the system, excluding minor components.

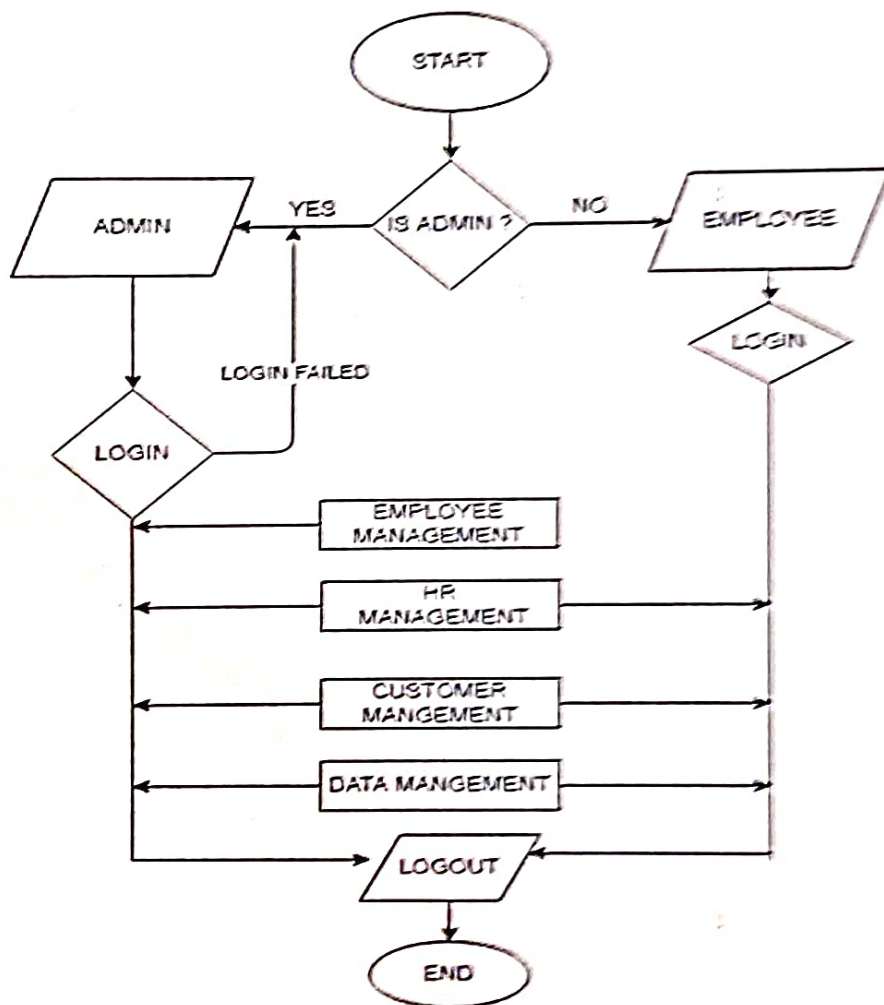


Fig 5.1.1 General Flow Chart Of CRM System

## 5.2 PostMan Collection

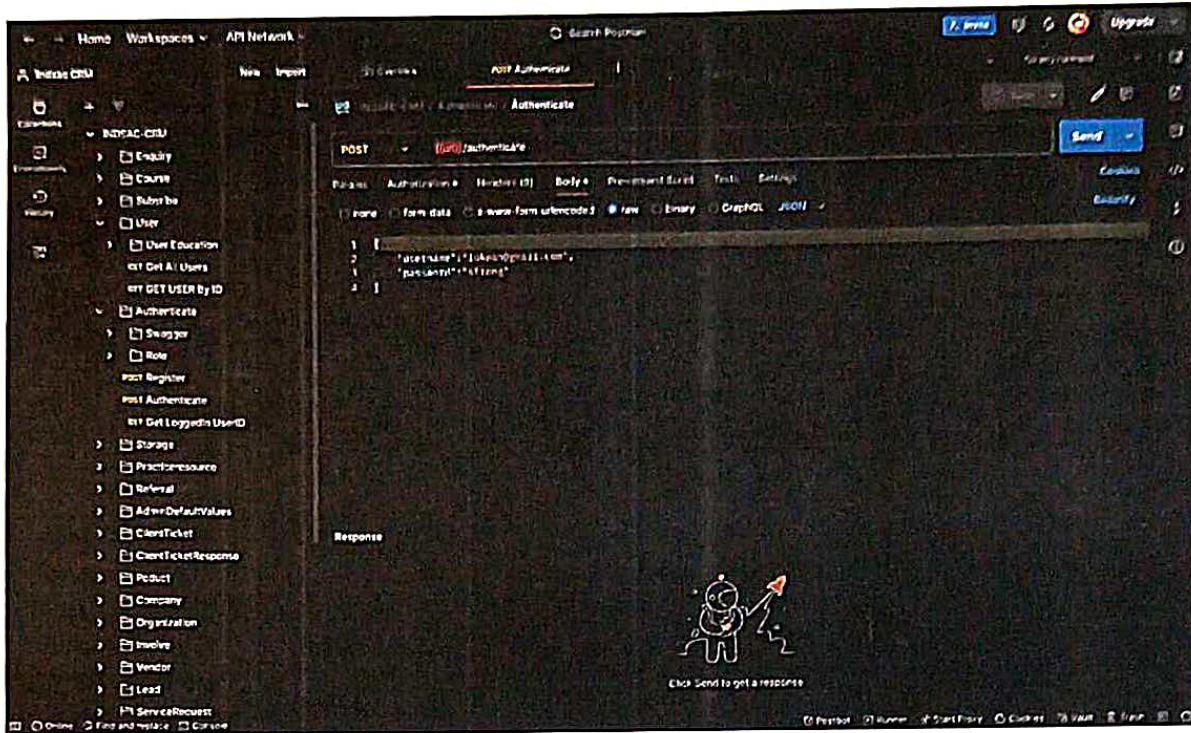


Fig 5.2.1 Indsac CRM Collection

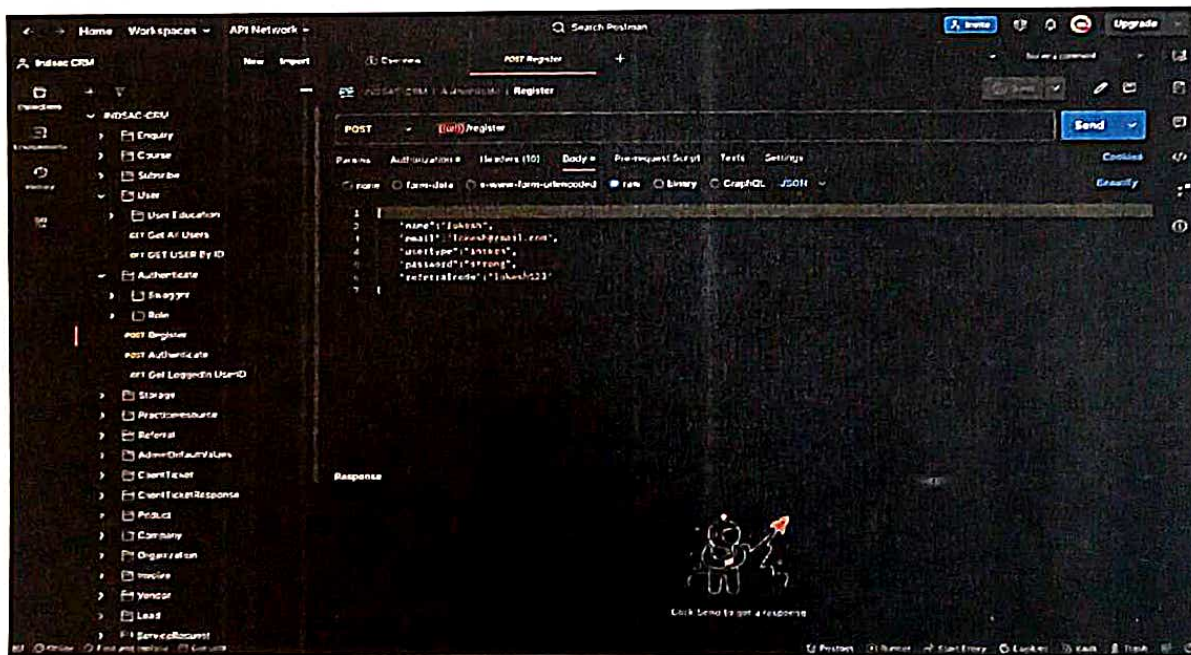


Fig 5.2.2



Fig 5.2.3

---

## CHAPTER 6: TESTING AND EVALUATION

---

### 6.1 Testing and Implementation:

#### 6.1.1 Importance of Testing:

- **Software Testing:** Software testing holds immense importance in the development lifecycle as it ensures the delivery of a high-quality product devoid of defects. It is a critical phase where every module or functionality is rigorously examined to detect and rectify any potential errors. The ultimate goal is to guarantee that the final product meets the specified requirements and functions seamlessly, enhancing user satisfaction and trust.
- **Software Implementation:** The implementation phase of a project is pivotal as it ensures that all components operate effectively within their environment. This phase encompasses various tasks, including requirement analysis, installation, configuration, customization, testing, and user training. Successful implementation validates the system's readiness for deployment, mitigating potential issues and ensuring smooth user adoption.

### 6.2 Testing:

- **Unit Testing:** Unit testing involves the evaluation of individual program units to verify their functionality against predefined specifications. It is typically conducted manually, allowing developers to assess the performance of each module independently. By scrutinizing each unit, developers can identify and address any discrepancies, ensuring the integrity and reliability of the overall application.
- **Integration Testing:** Integration testing focuses on testing the interactions between different modules within the system. This phase aims to uncover potential issues that may arise when integrating various components. By systematically integrating and testing modules against each other, developers can ensure seamless interoperability and identify any integration-related issues early in the development process.
- **Validation Testing:** Validation testing evaluates whether the software complies with specified behavioral and performance specifications. It verifies that the software functions in a manner that users can comprehend and interact with effectively.

---

Through validation testing, developers validate the connectivity and data transfer between different modules, ensuring that the system operates as intended and meets user expectations.

## CHAPTER 7: FINAL PRODUCT AND DESIGN

### 7.1 Login Page

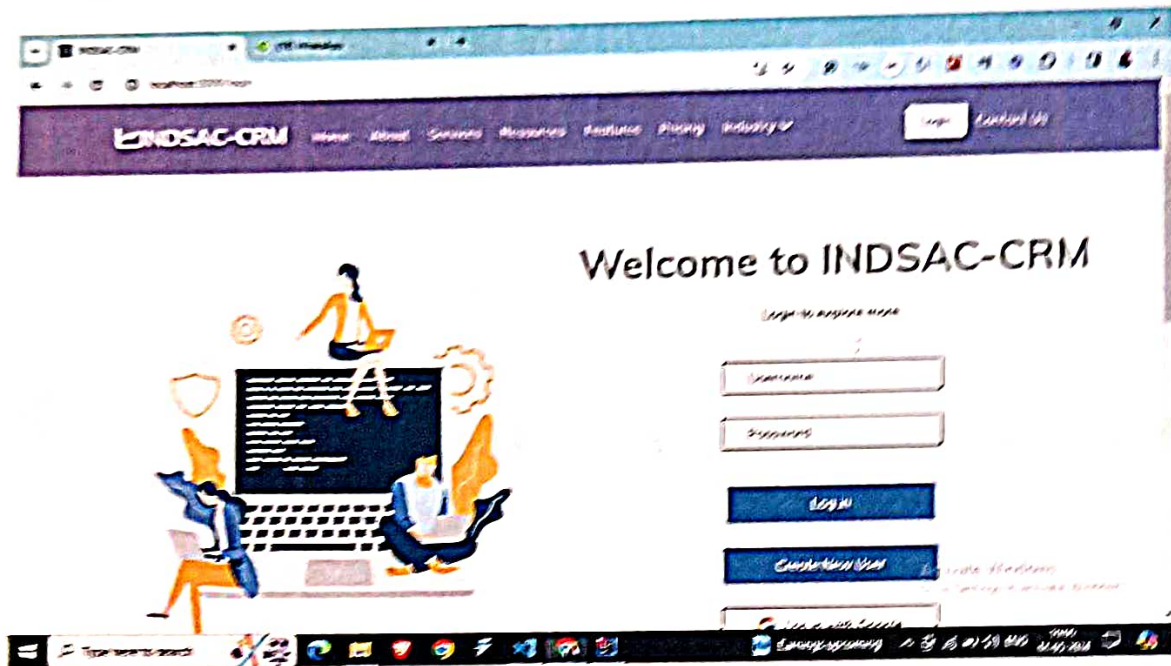


Fig 7.1.1

### 7.2 Customer Dashboard

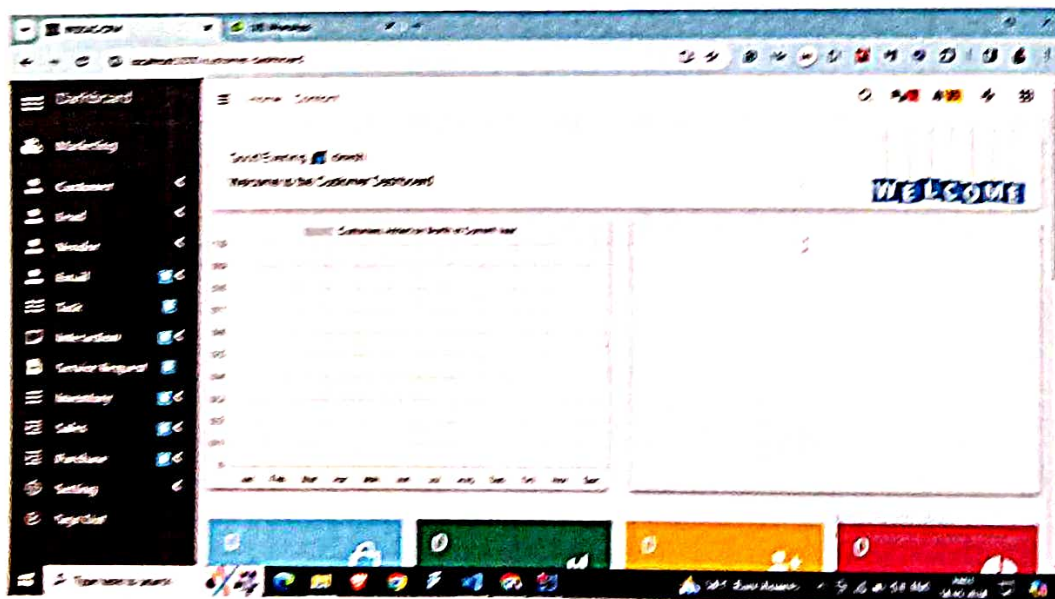


Fig 7.2.1

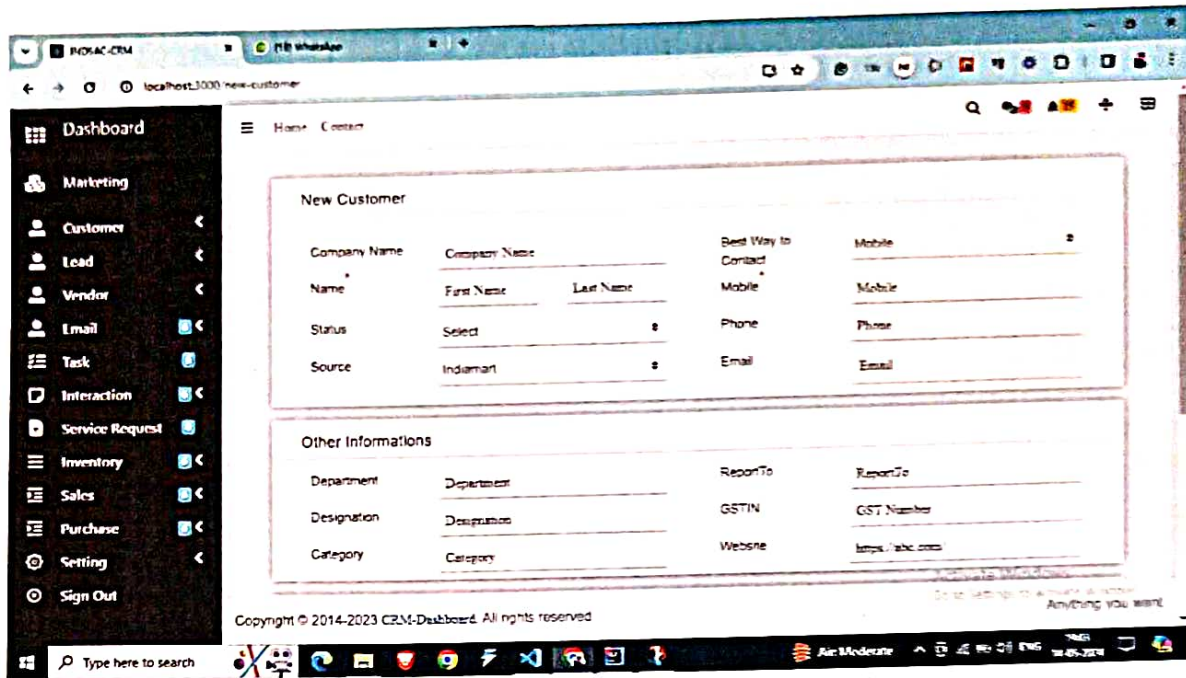


Fig 7.2.2 Creating New Customer

### 7.3 Lead Dashboard

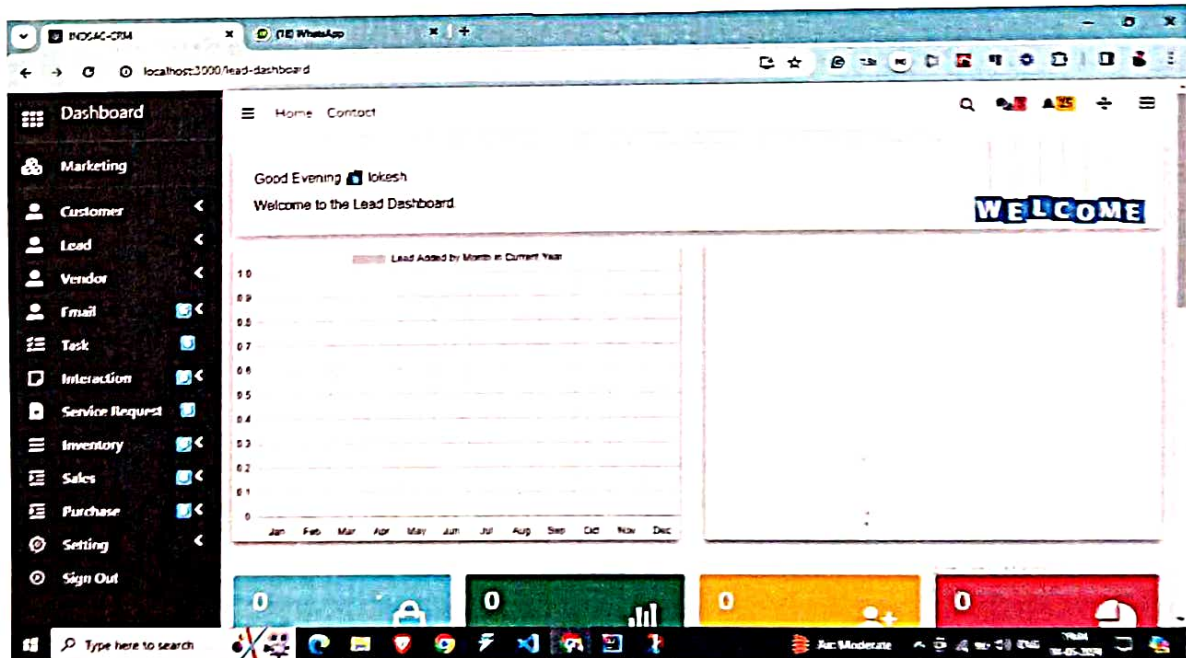


Fig 7.3.1

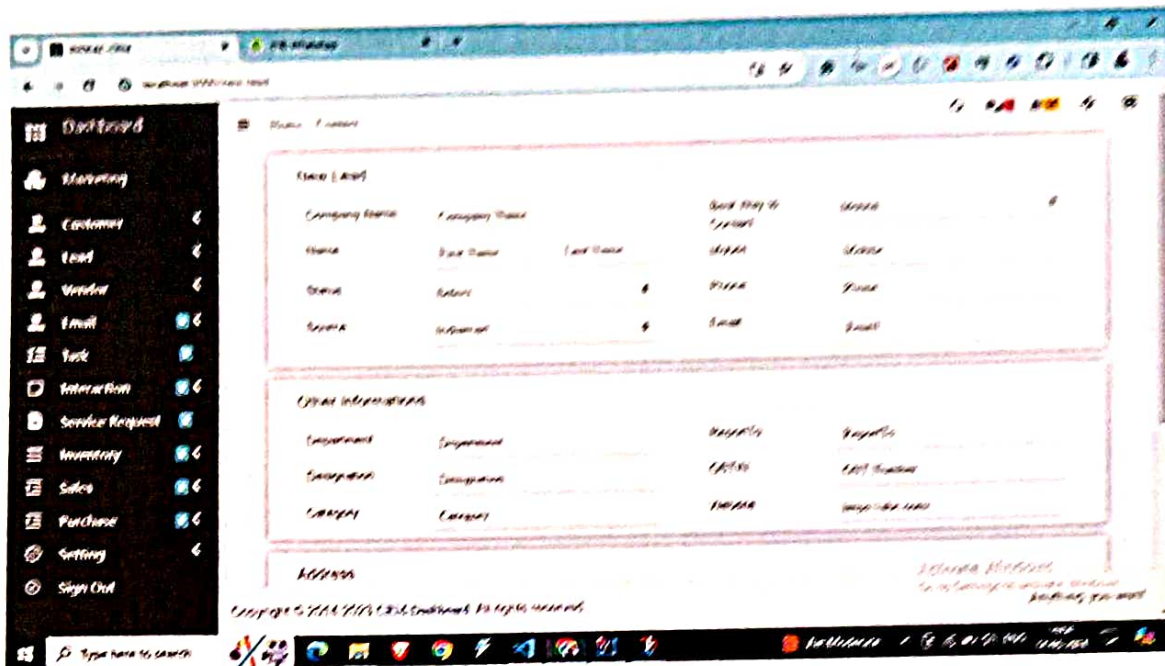


Fig 7.3.2 Creating New Lead

## 7.4 Task Editor

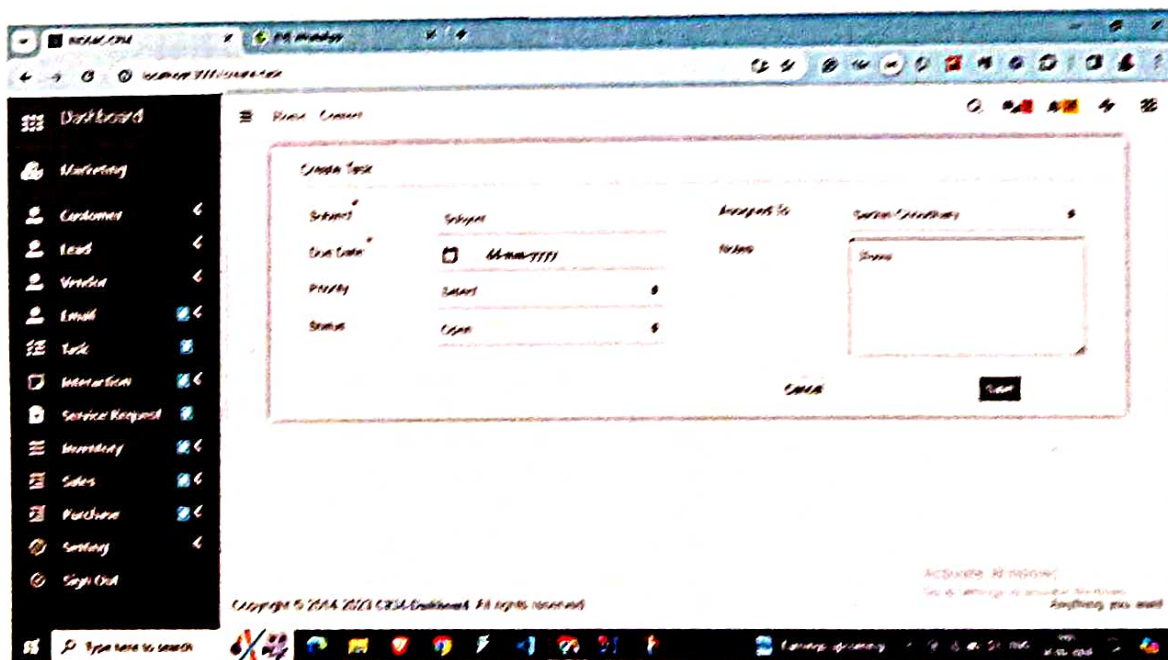


Fig 7.4 Creating a Task

---

## REFERENCES

---

1. Smith, A. (2022). "Optimizing Customer Relationship Management: A Case Study of Company XYZ" [Report]. University of Business Studies, Chicago, IL.
2. Johnson, R., & Lee, C. (2022). "Implementing a Customer-Centric CRM System: Strategies and Outcomes" [Technical Report]. Tech Solutions Inc., San Francisco, CA.
3. Garcia, M., & Patel, S. (2024). "Enhancing Customer Engagement Through CRM: A Practical Approach" [White Paper]. Marketing Innovations Ltd., London, UK.
4. Nguyen, T. H., & Kim, H. S. (2023). "CRM System Development: A Study of Best Practices and Implementation Challenges" [Research Report]. Institute of Technology, Ho Chi Minh City, Vietnam.
5. Chen, L., Smith, T., & Brown, K. (2023). *Improving Customer Service with CRM: A Case Study of Retail Company ABC* [White Paper]. Customer Solutions Group, Dallas, TX.

# TURNITIN PLAGIARISM REPORT

Similarity Report

PAPER NAME

Devansh Bhargava Final Report.pdf

WORD COUNT

3506 Words

CHARACTER COUNT

24802 Characters

PAGE COUNT

32 Pages

FILE SIZE

2.7MB

SUBMISSION DATE

May 16, 2024 11:51 PM GMT+5:30

REPORT DATE

May 16, 2024 11:51 PM GMT+5:30

● **10% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 7% Internet database
- 1% Publications database
- Crossref database
- Crossref Posted Content database
- 2% Submitted Works database

● **Excluded from Similarity Report**

- Bibliographic material

Summary

LEARNING OUTCOMES

1. Analyzed the essential characteristics of effective software systems through the development of a comprehensive CRM solution.
2. Evaluated the components necessary for an optimal development process to construct robust software systems.
3. Implemented various tools and methodologies to successfully complete the software CRM project.
4. Demonstrated proficiency in handling and marketing services to clients/users through the developed software.
5. Aligned organizational strategies with customer needs to foster long-term customer loyalty.
6. Enhanced understanding of the interplay between software development, customer satisfaction, and business strategy.
7. Cultivated skills in project management, problem-solving, and decision-making within a software development context.
8. Gained insights into the importance of customer-centric approaches in software design and implementation.
9. Developed the ability to adapt and innovate in response to changing technological and market demands.
10. Acquired practical experience in software development lifecycle and its application in real-world scenarios.


## DAILY DIARY

Week	Duration Start date – End date (DD/MM/YY) - (DD/MM/YY)	Progress of Internship/ Project
Week - 1	01/01/24 – 07/01/24	Initial Introduction to the Project and Organisation
Week - 2	08/01/24 – 14/01/24	Creating the JWT Authentication
Week - 3	15/01/24 – 21/01/24	Designing the Admin Module of the CRM
Week - 4	22/01/24 - 28/01/24	Creating the API's Related to the CRM
Week - 5	29/01/24 – 04/02/24	Working over the Customer Dashboard
Week - 6	05/02/24 – 11/02/24	Working over the Lead Dashboard
Week - 7	12/02/24 – 18/02/24	Working over the Vendor Dashboard
Week - 8	19/02/24 – 25/02/24	Exploring the Real Time Chat Interface
Week - 9	26/02/24 – 03/03/24	Designing the UI for the Real Time Chatting
Week-10	04/03/24 – 10/03/24	Creating the Backend for Chatting interface
Week - 11	11/03/24 – 17/03/24	Working over the Backend of Bulk Upload
Week - 12	18/03/24 – 24/03/24	Creating the UI for the Bulk Upload
Week - 13	25/03/24 – 31/03/24	Creating the Api for sending the Custom made Email
Week - 14	01/04/24 – 07/04/24	Creating the Forms for collecting the data for sending Email
Week - 15	08/04/24 – 14/04/24	Creation of Employment management system
Week - 16	15/04/24 – 21/04/24	Working over the Automatted Attendance System
Week - 18	22/04/24 – 28/04/24	Exploring the CI-CD Pipelines for Website
Week - 19	29/04/24 – 05/05/24	Ending of Our Project and Internship

## MPR-1

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR  
(A Govt. Aided UGC Autonomous Institute Affiliated to RGPV Bhopal)  
NAAC Accredited with A++ Grade

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY/COMPANY MENTOR

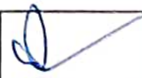
Name of Student	Devansh Bhargava		Enrollment No.	0901MCE21023	
Department	Mathematics & Computing		Sem.	3 (Session: Jan-June 24)	
Industry/Organization	Indsac Softech		Date/Duration	02/01/24-31/05/24	
Criterion	Poor	Average	Good	Very Good	Excellent
Functionality/Timely completion of assigned work			Good		
Learning capacity/Knowledge up gradation					Excellent
Performance/Quality of work				Very Good	
Behaviour/Discipline/Team work				Very Good	
Sincerity/Hard work			Good		
Comment on nature of work done/Area/Topic	Working on REACTJS technology in CRM application				
<u>OVERALL GRADE (Any one)</u>	<u>EXCELLENT</u>				
<u>Name of Industry/Company Mentor</u>	Indsac Softech / Mr. Sachin Chaudhary				
<u>Signature of Industry/Company Mentor</u>	<u>Sachin</u>				
Receiving Date	24-02-2024	Name of Faculty Mentor	Dr. D. K. Jain	Sign	

## MPR-2

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR  
(A Govt. Aided UGC Autonomous Institute Affiliated to RGPV Bhopal)  
NAAC Accredited with A++ Grade

## FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY/COMPANY MENTOR

Name of Student	Devansh Bhargava		Enrollment No.	0901MC201020	
Department	Mathematics & Computing		Sem.	8 (session: Jan-June 24)	
Industry/Organization	Indsac Softech		Date/Duration	02/01/2024 -02/05/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work				Very Good	
Learning capacity/Knowledge up gradation					Excellent
Performance/Quality of work				Very Good	
Behaviour/Discipline/Team work				Very Good	
Sincerity/Hard work					Excellent
Comment on nature of work done/Area/Topic	Working on the Frontend Side of the CRM application of the INDSAC Softech and also some logics related to the backend				
<b>OVERALL GRADE (Any one)</b>	<b>EXCELLENT</b>				
<b>Name of Industry/Company Mentor</b>	Indsac Softech / Mr. Sachin Chaudhary				
<b>Signature of Industry/Company Mentor</b>	<u>Sachin</u>				


Receiving Date	04-03-2024	Name of Faculty Mentor	Dr. D. K. Jain	Sign	
----------------	------------	------------------------	----------------	------	---

## MPR-3

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**  
(A Govt. Aided UGC Autonomous Institute Affiliated to RGPV Bhopal)  
NAAC Accredited with A++ Grade

**FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY/COMPANY MENTOR**

Name of Student	Devansh Bhargava		Enrollment No.	0901MC201020	
Department	Mathematics & Computing		Sem.	8 (session: Jan-June 24)	
Industry/Organization	Indsac Softech		Date/Durrtion	02/01/2024 -02/05/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work				Very Good	
Learning capacity/Knowledge up gradation					Excellent
Performance/Quality of work					Excellent
Behaviour/Discipline/Team work				Very Good	
Sincerity/Hard work					Excellent
Comment on nature of work done/Area/Topic	Working on the Frontend Side and Backend side of the CRM application of the INDSAC Softech, Also designing some of the pages of the application				
<b><u>OVERALL GRADE (Any one)</u></b>	<b><u>EXCELLENT</u></b>				
<b><u>Name of Industry/Company Mentor</u></b>	<b><u>Indsac Softech / Mr, Sachin Chaudhary</u></b>				
<b><u>Signature of Industry/Company Mentor</u></b>	<u>Sachin</u>				

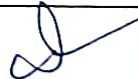
Receiving Date	24-03-2024	Name of Faculty Mentor	Dr. D. K. Jain	Sign	
----------------	------------	------------------------	----------------	------	---

## MPR-4

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR  
(A Govt. Aided UGC Autonomous Institute Affiliated to RGPV Bhopal)  
NAAC Accredited with A++ Grade

FORTNIGHTLY PROGRESS REPORT (FPR) FROM INDUSTRY/COMPANY MENTOR

Name of Student	Devansh Bhargava	Enrollment No.	0901MC201020		
Department	Mathematics & Computing	Sem.	8 (session: Jan-June 24)		
Industry/Organization	Indsac Softech	Date/Duration	02/01/2024 -02/05/2024		
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work				Very Good	
Learning capacity/Knowledge up gradation					Excellent
Performance/Quality of work					Excellent
Behaviour/Discipline/Team work					Excellent
Sincerity/Hard work					Excellent
Comment on nature of work done/Area/Topic	Working on the Frontend Side and Backend side of the CRM application of the INDSAC Softech, Also designing some of the pages of the application				
<u>OVERALL GRADE (Any one)</u>	<u>EXCELLENT</u>				
<u>Name of Industry/Company Mentor</u>	<u>Indsac Softech / Mr. Sachin Chaudhary</u>				
<u>Signature of Industry/Company Mentor</u>	<u>Sachin</u>				

Receiving Date	30-04-2024	Name of Faculty Mentor	Dr. D. K. Jain	Sign	
----------------	------------	------------------------	----------------	------	---