

Video verse

Major project report submitted in partial fulfilment of the
requirement for the degree of Bachelor of Technology

in

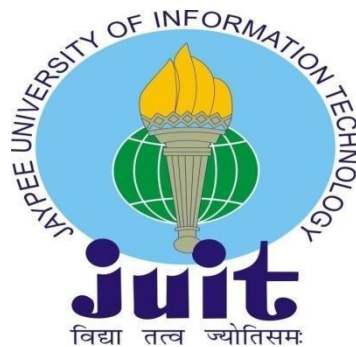
Computer Science and Engineering

By

Vishal Nadda(191420)

UNDER THE SUPERVISION OF

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Declaration

I hereby declare that the work presented in this report entitled “**Video Order Application**” in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering/Information Technology** submitted in the department of Computer Science & Engineering and Information Technology, Jaypee University of Information Technology Waknaghat is an authentic record of my own work carried out over a period from January 2023 to May 2023 under the supervision of Dr RAKESH KANJI, Assistant Professor (SG), Department of Computer Science and Engineering.

I also authenticate that I have carried out the above mentioned project work under the proficiency stream Data Science.

The matter embodied in the report has not been submitted for the award of any other degree or diploma.

VISHAL NADDA 191420

This is to certify that the above statement made by the candidate is true to the best of my Knowledge.

Dr. RAKESH KANJI

Assistant Professor (SG)

Department of Computer Science and Engineering

Dated: 9th November, 2022

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Finally, I must acknowledge with due respect the constant support and patients of my parents.

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ABSTRACT

Over the last couple of years as Natural Language Processing developed immensely, new state of the art language models have pushed the boundaries in all types of benchmark tasks. In this thesis three different extractive summarization models and three different keyword extraction methods were tested and evaluated based on two different quantitative measures and human evaluation to extract information from text.

In this paper different techniques for keyword extraction are presented. Keyword extraction is very useful as it helps us to quickly find the relevant text from a large amount of data. It is used in the computer science field basically in information retrieval and can be used in text summarization, indexing etc. This paper also presents the keyword extraction used to extract the keywords from social networking sites such as twitter. Different parameters for the evaluation could be considered such as precision, entropy etc. Further literature of different keyword extraction is being done. In addition, applications related to keywords are also discussed.

This master thesis has shown that extractive summarization models with a Transformer based text representation are best at capturing the context in a text. Based on the quantitative results and the company's needs, Text rank with a Transformer-based embedding was chosen as the final extractive summarization model. For Keywords extraction was the best overall model YAKE! Based on the quantitative measure and human validation.

Keywords: Unsupervised learning, Natural Language Processing, Text Summarization, Keyword Extraction, K-means, YAKE! BERT.

TABLE OF CONTENT

Declaration.....	i
Plagiarism Certificate.....	ii
Acknowledgement.....	iii
Abstract.....	iv
Table of Content.....	v
List of Abbreviations.....	vi
List of Figure.....	vii
List of Table.....	vii
Chapter 1: INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Statement	2
1.3 Objectives	3
1.4 Methodology.....	5
Chapter 2: LITERATURE SURVEY	8
Chapter 3: SYSTEM DEVELOPMENT	21
Chapter 4: PERFORMANCE ANALYSIS	36
Chapter 5: CONCLUSIONS.....	42
References	43

List of Abbreviations

Abbreviation	Full Form
SF	Salesforce
Rpt	Reports
Psets	Permission sets
CRM	Customer Relationship Management
Dash	Dashboard
PRF	Profiles
AMO	Automatic Order
PaaS	Platform as Service

List of Figure

Fig. 1: Page Layout

Fig. 2: Contact space info

Fig. 3: Users

Fig. 4: Data Model

Fig. 5: Purchase order

Fig. 6: Inventory

Fig. 7: Order Details

Fig. 8: Report

Fig. 9: Dashboard

List of Table

Table 1: Literature Survey

Chapter 01: INTRODUCTION

1.1 Introduction:

We would like to introduce you to our ground-breaking Video verse for Salesforce, a potent solution that may streamline and improve the order management process.

Our application was created using the Salesforce platform, which is a popular corporate tool for managing customer connections. The Video Order Application is a game-changer in the order management industry since it gives clients a novel and interesting way to view items and services.

Businesses may quickly and simply make and manage orders for their clients using our programme, which also allows for the processing of orders, shipping tracking, and other features. The programme may be modified to meet the unique requirements of any company.

Businesses may easily include video material into the sales process thanks to the smooth and simple user interface of the Video Order Application. Businesses may exhibit their goods and services in a more dynamic and compelling way by using videos, which will enhance client engagement and sales.

Businesses may track inventory levels in real-time and build up automated workflows to manage inventory using the application's strong inventory management tools. This guarantees that firms can prevent stock outs and overstocking by constantly being in control of their inventory levels.

Additionally, the Video Order Application is very customizable and is simple to combine with other Salesforce capabilities, such customer care and marketing automation, making it simpler for companies to manage their video order processes. Customer relationships and provide their clients a smooth experience.

As a result, the Video Order Application is a highly beneficial tool that may assist companies in streamlining their sales procedure and enhancing client interaction. The Video Order Application is a must-have for any company trying to optimize their order management process because of its customisable features, inventory control skills, and capacity to include video footage.

1.2 Problem Statement

The Video Order Application for Salesforce is designed to assist organisations in overcoming order management and customer interaction difficulties. These difficulties include depending on manual order processing, ineffective inventory management, low levels of client involvement, ineffective sales procedures, and insufficient technological application.

Businesses that use the Video Order Application may automate order processing, increase the accuracy of their inventory management, and communicate with their consumers more efficiently. Businesses may offer a smooth experience to their clients because of the application's interaction with other Salesforce capabilities, which increases client happiness and loyalty.

The need for organisations to modernise their order management procedures and customer interaction strategies is at the heart of the issue statement for the Video Order Application for Salesforce. Businesses may overcome these obstacles, streamline their processes, and have more success in a highly competitive market by adopting innovative technologies like the Video Order Application.

Businesses who use the Video Order Application for Salesforce get a number of significant advantages, including:

1. Simplified order administration: By automating the order management procedure, the Video Order Application lowers the risk of human mistake and the necessity for manual processing. As a result, orders are filled more quickly, and customers are happier.

2. Optimal Inventory Management: The programme offers precise and real-time inventory management, enabling companies to prevent stockouts and overstocking. This makes sure that companies can quickly complete client requests and cut down on losses from excess inventory.

3. Enhanced Customer Engagement: By offering tailored experiences and facilitating greater communication, the Video Order Application enables businesses to successfully interact with their consumers. Increased client happiness, loyalty, and repeat business result from this.

4. Efficient and Effective Sales Processes: The application streamlines the sales process, making it more efficient and effective. This increases revenue and has a beneficial influence on the bottom line.

5. Seamless Integration with Salesforce: The Video Order Application interacts effortlessly with other Salesforce capabilities, allowing businesses to provide their customers with a unified experience. This connectivity also gives organisations access to a variety of data and insights, allowing them to make more educated decisions.

Overall, the primary advantages of the Video Order Application for Salesforce are increased operational efficiency, customer interaction, and revenue growth. Businesses that use this programme may stay competitive in a fast-paced industry while also providing a better experience for their consumers.

1.3 Objective

The Video Order Application for Salesforce's goal is to give organisations a powerful solution that helps speed their order management process, optimise inventory management, boost customer interaction, and improve their sales process. The application's ultimate purpose is to assist businesses in increasing their bottom line and remaining competitive in the market.

The Video Order Application's major goal is to automate the order management

process. Businesses may decrease the possibility of mistakes, speed up order fulfilment, and ultimately enhance customer happiness by automating this process. This is accomplished by allowing firms to handle orders automatically, decreasing the need for manual involvement.

Another goal of the Video Order Application is to enable effective inventory management. Inventory management that is accurate and real-time is crucial for organisations to avoid stockouts or overstocking. The tool gives companies a comprehensive picture of their inventory levels, allowing them to make educated decisions and optimize their inventory levels. This results in faster order fulfilment and less inventory losses.

The Video Order Application intends to improve client involvement as well. Many organisations fail to properly communicate with their consumers, resulting in poor customer experience and loyalty. Businesses may interact with their consumers through personalised experiences and increased communication thanks to the application. This results in higher client satisfaction and repeat business.

Improved sales procedures are another primary goal of the Video Order Application. The programme makes the sales process more efficient and productive by streamlining it. This increases revenue and has a beneficial influence on the bottom line. Businesses may focus on other vital areas of their operations, such as customer interaction and product development, by automating the sales process.

Another goal of the Video Order Application is seamless interaction with other Salesforce functionalities. Businesses may build a unified experience for their customers by integrating with other Salesforce capabilities. This integration also provides access to a wealth of data and insights, enabling businesses to make better-informed decisions. Businesses may use the application to enhance their operations and boost income by leveraging these insights.

The ultimate goal of the Video Order Application is to assist businesses in

improving their bottom line and remaining competitive in the market. Businesses may boost income, decrease expenses, and provide a better experience for their consumers by simplifying their order management process, optimising inventory management, improving client interaction, and upgrading their sales process.

Finally, the goal of the Video Order Application for Salesforce is to give organisations a strong solution that helps handle order management difficulties while also improving overall operational efficiency. By adopting this technology, businesses may stay competitive in a fast-paced market, create deeper customer connections, and eventually boost their revenue.

1.4 Methodology

The technique for designing the Video Order Application for Salesforce included various steps that intended to assure the application's effective installation. The methods employed is described in full below:

1. Investigation and analysis: The initial stage of the process entailed investigating and analysing existing market trends, as well as potential consumers' wants and requirements. This entailed recognising the main issues that organisations experience while managing orders and connecting with consumers. The research and analysis step also includes an assessment of current Salesforce capabilities to find the most effective strategy to connect the Video Order Application with the platform.
2. Design: After the research and analysis stages were completed, the design stage commenced. This entailed gaining a thorough grasp of the application's user needs as well as the features and functionality required to meet those objectives.
3. Evolution: The development step began with the design document in hand. This step involves the creation of the Video Order Application. The Salesforce platform, as well as different development tools, were utilised by the

development team to construct the application's features and capabilities.

Several revisions and testing were performed during the development process to verify that the application matched the criteria and was simple to use.

4. Integration: Following the completion of the Video Order Application construction, the following stage was integration. This entailed connecting the application with the Salesforce platform to ensure that it interacted with other Salesforce functionalities seamlessly. Testing and validation were part of the integration process to ensure that the application operated as expected and was reliable.

5. Testing: Following the completion of the integration, the testing step commenced. This entailed thoroughly testing the Video Order Application to ensure that it functioned properly and that all features and functionality performed as planned. Functional testing, system testing, and user acceptability testing were all part of the testing process.

6. Deployment: Following the completion of testing, the following stage was deployment. This entailed uploading the Video Order Application to the Salesforce platform. The deployment procedure was meticulously prepared to cause as little disturbance to the current Salesforce environment as possible.

7. Maintenance and Support: The methodology's final stage was maintenance and support. This entailed providing continuing application support, such as bug patches, updates, and upgrades. Monitoring the application's performance and user comments to find areas for improvement was also part of the maintenance and support stage.

To summarise, the technique used to create the Video Order Application for Salesforce used a methodical and iterative approach to assure the application's success. Research and analysis, design, development, integration, testing, deployment, and maintenance and support were all part of the technique.

The application's features and capabilities mirror the methodology's effectiveness, allowing businesses to speed their order management process, optimize inventory management, boost customer involvement, and enhance the sales process.

1.5 Organization

The project report is organised in a standard format and is organised as follows:

Chapter 1: Introduction - Provides a summary of the research topic, including background, research questions, aims, and study importance.

Chapter 2: Literature examination - Conducts a thorough examination of available literature on the project issue. The literature review analyses prior research studies, theories, and frameworks relating to the issue and finds gaps in the literature that the present study attempts to fill.

Chapter 3: System Development- Describes the project's research and research design. This chapter describes the study's data gathering procedures, data processing methodologies, data analysis, and assessment methods.

Chapter 4: outcomes and Analysis - Presents and analyses the outcomes of the experiments carried out. This chapter offers a full analysis of the acquired data, a description of the experimental setup, and an evaluation of the findings produced from the different signal processing and feature engineering approaches.

Chapter 5: Conclusion - Provides a summary of the research findings, examines the study's relevance, and explains the research's contributions. This chapter also discusses the study's weaknesses and makes recommendations for further research.

Chapter 02: LITERATURE SURVEY

Table 1 : Literature Survey

Author(s)	Year	Methodology Limitations
Younghwan Pan, Sixue Wu, Zhaoyang Dai	08 July 2022	Selection, Data Collection, Analysis, Comparative Sample size, subjective responses, demographic
José Antonio Gil-Gómez, Herminio Gil-Gomez, Raul Oltra-Badenes	27 Oct 2020	Analysis, Findings. Impact of CRM on performance indicators through a combination of data collection, analysis, and statistical modeling. bias. Generalizability of findings to broader populations.

Peddyreddy Swathi	29 Nov 2022	A comprehensive review methodology encompassing Potential bias in evaluating features based on subjective
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		system criteria. documentation, platform exploration, and feature evaluation.
Rohit Ukarande, Yogesh ch andra Puranik	June 2018	Review on Salesforce involved comprehensive research, analysis, and documentation of the platform's architecture, Limited access to proprietary information and internal development processes.

2.1 Models

Depending on their particular demands and goals, organisations can choose from a variety of cloud models. These approaches offer various degrees of resource allocation, scalability, and control. The public cloud, private cloud, hybrid cloud, and community cloud are the four popular cloud models that will be covered in this article.

1. **Public Cloud:** In the public cloud model, numerous organisations share resources and services that are offered by outside cloud service providers. It provides excellent scalability, affordability, and usability.

Organisations, however, have little control over the infrastructure and could run into security and privacy issues.

2. **Private Cloud:** A private cloud is maintained either on-site or by a third-party provider and is devoted to a single organisation. Comparatively speaking, it provides more protection, customisation, and control than the public cloud. Private clouds are appropriate for businesses with stringent data privacy regulations or particular compliance demands. They can, however, cost more to set up and maintain.

3. **Hybrid Cloud:** This concept of the cloud contains aspects of both public and private clouds. By combining on-premises infrastructure with public cloud services, it enables organisations to take use of the advantages of both environments. With hybrid clouds, you can store sensitive data on private infrastructure and use the public cloud for other applications while still having flexibility, scalability, and adaptability. Although it might be challenging, managing data and apps in hybrid settings is complex.

4. **Community Cloud:** Community clouds are shared infrastructure settings that are especially designed for a collection of organisations with shared objectives, such cooperative initiatives or industry-specific regulatory needs. It makes it possible for community members to share costs, resources, and data. As opposed to public clouds, community clouds preserve a higher level of control

and security while fostering cooperation and information exchange.

To select the most appropriate cloud model or a mix of models that are in line with their business objectives, organisations must carefully analyse their unique demands, compliance requirements, and financial limits. Each cloud model has strengths and drawbacks.

2.2 Experience Cloud

Previously known as Community Cloud, Salesforce Experience Cloud is a Salesforce offers a robust platform that enables businesses to build interactive and personalised digital experiences for their clients, partners, and employees. both stakeholders and workers. It enables organisations to create safe and scalable online communities, portals, and self-service portals that stimulate engagement with constituents and knowledge exchange. We will examine the main characteristics, advantages, and use cases of Salesforce Experience Cloud in this post.

At its foundation, Salesforce Experience Cloud gives businesses the ability to design branded digital experiences that are specific to the wants and needs of their target market. It offers a comprehensive collection of tools and skills to personalise information, develop and alter user interfaces, and increase interaction. Organisations may create a central hub using Experience Cloud where users can access pertinent information, communicate with others, and carry out numerous tasks all inside a single, user-friendly interface.

Making personalized experiences is one of Salesforce Experience Cloud's core capabilities. Salesforce's robust CRM features may be used by businesses to customize information, suggestions, and interactions based on user profiles, preferences, and behaviours. Personalization enables customers to have a genuinely customised experience that suits their unique needs. It can range from straightforward content recommendations to intricate business procedures and workflows.

The capacity of Experience Cloud to promote user cooperation and communication is another key aspect. Online communities may be built by organisations so that users can interact, exchange ideas, ask questions, and work together on projects. Users get access to pertinent materials, may participate in conversations, and can offer insightful commentary. This collaborative setting lessens the workload on support personnel by encouraging participation, information exchange, and innovation. The burden on support teams by enabling self-service and peer-to-peer support. Additionally, Salesforce Experience Cloud provides strong content management capabilities. Rich and interesting content may be produced and published by organisations in the form of articles, knowledge bases, FAQs, and manuals. The material may be categorised, labelled with pertinent keywords, and made easily searchable to enable users to locate the data they want fast.

As a result, users will always receive the most pertinent and helpful material based on their positions, preferences, and requirements. material may also be customised to specific user groups.

Experience Cloud offers sophisticated access control and security capabilities in addition to content management. To guarantee that users have access to the appropriate data and capabilities based on their roles and responsibilities, organisations can set roles, permissions, and data visibility rules. Additionally, the platform offers single sign-on (SSO), which enables users to easily enter the community using their current credentials.

Salesforce Experience Cloud effectively connects with other Salesforce products and third-party apps, enhancing its capabilities and giving users a unified experience. Organisations, for example, may combine Salesforce Experience Cloud with Salesforce Sales Cloud to allow customers to access their account information, place orders, and monitor their interactions. Customers may submit and monitor support problems straight from the community thanks to integration with Service Cloud. The platform also offers connectivity with external systems, allowing organisations to extract data from

several sources and present users with a comprehensive and coherent experience.

Salesforce Experience Cloud has several advantages. For starters, it improves the entire customer experience by offering a self-service portal where clients can obtain information, seek help, and engage with other customers. This decreases reliance on traditional support channels, boosts consumer happiness, and boosts brand loyalty. Experience Cloud also encourages partner cooperation by establishing specialised partner portals via which partners may access sales and marketing tools, collaborate on deals, and connect with the organisation. This strengthens partner connections, shortens sales cycles, and allows for seamless channel management.

Employees may use Experience Cloud as an internal centre to access corporate news, policies, training resources, and collaboration tools.

This improves staff engagement, information exchange, and productivity, resulting in organisational success.

Salesforce Experience Cloud is extensively used in a variety of sectors and use cases. It has been deployed successfully in customer support groups.

2.3 Schema Builder

Salesforce Schema Builder is a sophisticated tool that allows administrators and developers to graphically define and edit the data model for your Salesforce org. It gives a graphical representation of the system's objects, connections, and fields, making the data structure easier to grasp and manage. In this post, we will look at the capabilities and benefits of Schema Builder, as well as how it can be used to develop and edit the schema in Salesforce.

Schema Builder, at its heart, provides a visual interface via which users can create, change, and remove objects, fields, and relationships inside their Salesforce org. Users may simply add objects and fields to the schema and

construct relationships between them using the tool's drag-and-drop feature. This eliminates the need for manual coding or sophisticated configuration, allowing it to be used by individuals with less technical understanding.

The ability to define custom objects and fields is a significant feature of Schema Builder. Users can develop custom objects to store and manage data tailored to the needs of their organisation. Users may build custom fields with various data kinds within each object, such as text, numeric, picklist, date, and more. Additionally, the tool allows advanced field features, including formula fields, roll-up summary fields, and lookup relationships. Schema Builder also gives an easy method to create connections between things. The drag-and-drop interface allows users to define one-to-many, many-to-one, and many-to-many connections. The tool enables relationship names, cardinality, and other relationship attributes can be specified by users. These connections are critical for organising and linking data across objects, allowing for fast data retrieval and reporting.

Another important feature of Schema Builder is the ability to see and comprehend the Salesforce org's current schema. Users can investigate the object hierarchy, connections, and fields inside the org to acquire a thorough grasp of the data model. This is very beneficial when working with complicated organisations or attempting to comprehend how distinct objects and fields are connected to one another.

Objects and fields can also be modified and deleted using Schema Builder. Users may simply edit the schema by adding and deleting fields, changing field attributes, and amending relationships. These changes may be previewed before being implemented, ensuring that administrators understand the implications of their changes. This adaptability enables organisations to modify their data model to changing business requirements while still maintaining a streamlined and efficient architecture.

One of the primary advantages of utilising Schema Builder is the increased

productivity and efficiency it provides. The visual interface makes developing and altering the data model easier, avoiding the need for manual code or complex configuration. This enables administrators and developers to easily iterate and modify the schema, accelerating the development process and reducing time-to-market for new functionalities. Schema Builder also encourages greater collaboration and communication among users.

Participants in the data modelling process. The visual depiction of the schema facilitates team members' understanding and discussion of the schema. The structure of data. It enhances alignment between business users and technical teams by providing consistent language for communicating data-related requirements. This can result in more accurate and efficient data modelling decisions, resulting in a better-designed schema that matches the demands of the organisation.

Furthermore, Schema Builder works in tandem with other Salesforce products and functionalities. Changes performed in Schema Builder are replicated across the platform, including data import/export, reporting and dashboards, and custom application development. This guarantees uniformity and coherence throughout the Salesforce org and eliminates the need for manual synchronization or data management. Finally, Schema Builder is a sophisticated Salesforce tool that streamlines the process of developing and upgrading data models. Its visual interface, drag-and-drop capabilities, and simple features allow users to create, change, and remove objects, fields, and connections without having to write any code.

2.4 Flows

Flows in Salesforce are powerful tools that allow organizations to automate and expedite business processes by leading users through a series of screens or stages to gather data, conduct actions, and make decisions. Flows give a visual interface for developing and implementing these automated processes, enabling a flexible and straightforward approach to construct dynamic workflows. In this

post, we will look at the capabilities, advantages, and use cases of flows in Salesforce.

A flow in Salesforce is essentially a sequence of screens or actions that guides users through a predetermined business process. These panels might be intended to gather data from users, show information, or conduct activities based on user interaction. Flows can include features such as screens, fields, variables, choices, loops, and assignments. Interactive workflows. One of the most significant advantages of adopting flows is their capacity to automate repetitive chores and procedures. Businesses may decrease human work and assure consistency in their processes by designing a flow. Flows may save time and improve efficiency by automating operations like data entry, record changes, email notifications, and approvals.

Flows are very adaptable and may be adapted to unique company needs. Using a drag-and-drop interface, administrators and developers may construct processes that are accessible to users with no coding skills. The flow builder includes a number of components and parts that may be combined and modified to construct complex and dynamic processes.

Flows' ability to interface with other Salesforce components and external systems is another essential feature. Flows may interact with Salesforce objects, records, and fields to manipulate and retrieve data. They can also run Apex code, make calls to other services, and execute database tasks. Flows may use this integration feature to coordinate large business processes that span various systems and applications.

In Salesforce, flows may be used for a variety of purposes. They may be used to build guided data input procedures in which users are provided with a sequence of screens in order to collect information in a systematic manner. A flow, for example, can be structured to capture client information during lead qualifying, ensuring that all essential data is obtained before transforming the lead into an opportunity.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity.

Flows may also be utilized to create interactive consumer or staff onboarding experiences. Businesses may create a seamless and engaging onboarding experience by building a flow that directs users through a succession of displays. Flows can gather data, deliver instructional content, and conduct actions like user creation and access provisioning.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity.

Flows can also be used to validate data and update records. Flows may check data entered by users, execute computations, and enforce data integrity standards by including decision components and record changes. This contributes to the accuracy and consistency of data inside the Salesforce organisation. Salesforce Lightning Flow, a more powerful toolkit for constructing complicated and highly customised flows, is available in addition to the regular flow builder.

Lightning Flow adds features like screen variants, dynamic selections, and enhanced debugging. It enables developers to construct more complicated processes that address specific business requirements.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity.

Finally, Salesforce flows provide a robust and adaptable option for automating

and optimizing company operations. They provide a visual interface and drag-and-drop capabilities to administrators and developers, allowing them to design dynamic processes without considerable code. Flows automate repetitive activities, link with other Salesforce components and other systems, and may be used for a variety of purposes. Businesses can boost productivity, increase data quality, and provide seamless user experiences by utilising flows.

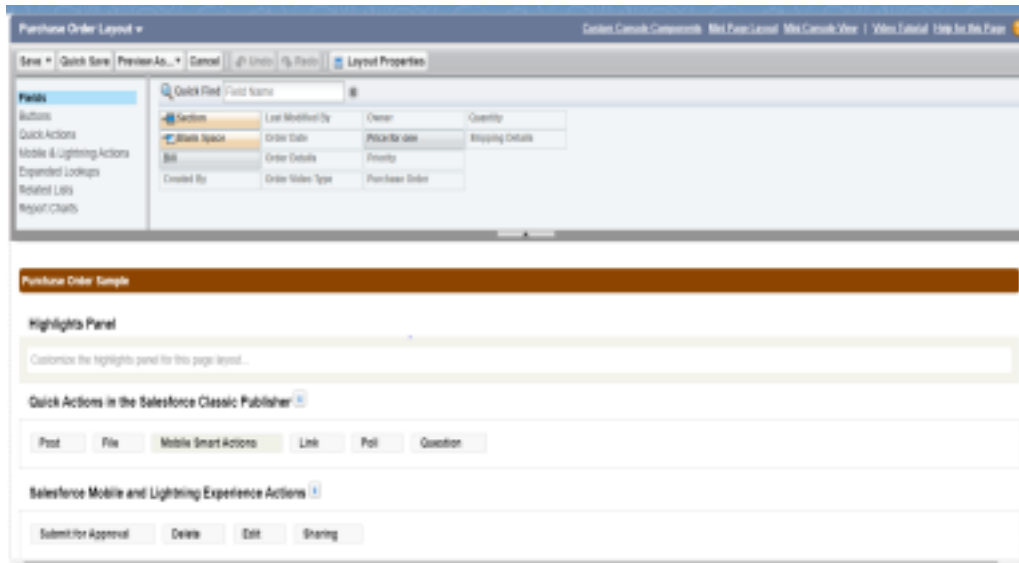


Fig-1 PageLayout

2.5 Profiles

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity.

Profiles in Salesforce are critical in setting the amount of access and permissions that users have within the system. A profile is a set of settings and permissions in Salesforce that determine what a user can see, change, and do. It is an important part of user management and security. In this post, we will look into Salesforce profiles, their important characteristics, and how they are used to regulate user access and data security.

Salesforce profiles are used to specify the default permissions for a certain group of users. They specify which objects, fields, tabs, and functionality people have access to inside the system. Each Salesforce user is granted a profile, which serves as a roadmap for their work. level of access and permissions. The profile settings can be customized based on the role, responsibility, and needs of the users.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity. Profile settings can be customized based on the role, responsibility, and needs of the users.

The ability to regulate object-level permissions is an important aspect of profiles. Administrators can restrict users' ability to create, view, modify, or delete records for specified objects. They can also limit access to certain fields inside objects, ensuring that users only see and change relevant data.

Object-level permissions provide you fine-grained control over data access and security.

Administrators can also regulate tab visibility for users through profiles. In Salesforce, tabs indicate several functional areas such as Accounts, Contacts, Opportunities, and Reports. Administrators can use profiles to control which tabs are shown and available to users. This simplifies the user interface and guarantees that users only see the tabs that are relevant to their job tasks.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity. Furthermore, profiles govern user rights for many Salesforce activities. Permissions for generating and modifying reports, controlling dashboards,

exporting data, performing processes, and more are included.

Administrators can activate or deny these permissions based on the needs of the users and the organization's security requirements.

Another critical feature of profiles is the ability to restrict access to Apex classes and Visualforce pages. Apex is a programming language used in Salesforce to create custom functionality, whereas Visualforce is a framework used to create custom user interfaces. Administrators may manage whether users can run Apex code or visit Visualforce pages by granting suitable rights to profiles, ensuring that only authorised users can undertake sophisticated development activities.

Flows may be used to automate approval procedures as well. Flows can route records for review and approval based on defined criteria by adding decision components and approval phases. This reduces the need for manual intervention and expedites the approval process, increasing overall productivity.

Profiles can be tailored to match the particular needs of various user roles within an organisation. Salesforce has a variety of basic profiles, such as System Administrator, basic User, and Read Only, that may be customized. Administrators can clone these basic profiles and modify the rights and settings as necessary. This enables a more personalised approach to user access and permissions management.

Salesforce permits the development of custom profiles in addition to regular profiles. Organisations can use custom profiles to establish distinct sets of permissions for certain user groups or departments. This adaptability enables finer-grained management of user access and guarantees that users have the right amount of permissions based on their jobs and responsibilities.

Overall, Salesforce profiles play a key role in managing user access and maintaining data security. They act as the system's building blocks for controlling access to objects, tab visibility, and functional capabilities. Administrators may establish a safe and productive environment where users

have the right amount of access to carry out their job tasks efficiently while safeguarding sensitive data by customising profiles. In Salesforce, profiles are a crucial part of user management. They assist organisations in maintaining the security and integrity of their data.

Chapter 03: SYSTEM DEVELOPMENT

3.1 Cloud

The way that organisations use their IT infrastructure and services has changed dramatically thanks to cloud computing. Businesses no longer need to rely on on-premises gear and software since cloud computing allows them to remotely manage, store, and process their data and applications. One of the top platforms used by enterprises for cloud-based customer relationship management (CRM) services is Salesforce. The Salesforce platform was developed using a multi-tenant design, allowing various companies to utilize it while maintaining the security and privacy of their data. Salesforce provides a range of goods and services, including the Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, and Community Cloud, that may be tailored to a business's particular requirements.

The advantages of Salesforce's cloud-based platform include scalability, security, and accessibility from any device with an internet connection. Users may access data and apps from any location in the world, which is advantageous for scattered and remote teams. Depending on their needs and expectations, organisations may swiftly scale up or down thanks to the platform's flexibility.

The multi-tenant design of Salesforce guarantees that each company's data is kept private, lowering the possibility of unauthorised access and data breaches. Data and applications are securely protected by the platform's security features, which include two-factor authentication, encryption, and role-based access control.

Businesses always utilise the most recent software with the most up-to-date security features and bug fixes thanks to Salesforce's automated upgrades. The platform gives organisations better data analytics capabilities, allowing them to examine client interactions, sales, and marketing campaigns to decide on their

sales and marketing plans with knowledge. Additionally, Salesforce has several software system interfaces, which streamline processes and boost productivity.

The CRM industry has changed as a result of Salesforce's cloud-based strategy, making it more accessible to companies of all sizes and sectors. The platform is a well-liked option for organisations all around the world because of its simplicity, scalability, and adaptability. Due to the platform's success, a thriving ecosystem of integrations and third-party apps has emerged, enhancing its features and presenting new opportunities for use.

In summary, Salesforce's cloud-based platform offers companies a number of advantages, including accessibility, scalability, security, recurring upgrades, and data analytics capabilities. Businesses may simplify operations, increase productivity, and make wise decisions regarding their sales and marketing plans because of its simplicity of use and connectivity with other software systems. Businesses all around the world like Salesforce because of its success in the CRM sector.

3.2 SalesForce Platform

Salesforce is a cloud-based platform for managing client relationships that seeks to help organisations manage their key activities, including sales, marketing, and customer service. Due to the platform's high degree of adaptability and multi-tenant design, numerous companies may utilize it without risking the security and privacy of their customer data. Depending on the needs of the organisation, Salesforce offers a variety of products and services, including Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, and Community Cloud.

Salesforce's flagship product, Sales Cloud, assists companies in efficiently managing their sales operations, including lead and opportunity tracking, pipeline management, and sales team collaboration. By offering tools for tracking customer questions and support cases, assigning inquiries to the appropriate agents, and automating routine support activities, Service Cloud is

made to assist businesses provide outstanding customer service.

With tools for email marketing, social media management, advertising, and analytics to gauge the success of campaigns, Marketing Cloud is dedicated to assisting organisations in managing their marketing initiatives. Through the provision of tools for managing online storefronts, order administration, and payments, Commerce Cloud assists enterprises in selling goods online. Community Cloud is made to assist businesses in establishing online communities by setting up social networks for clients, partners, and staff members as well as discussion forums and knowledge bases.

Another remarkable aspect of Salesforce is its network of external interfaces and apps. More than 4,000 apps are available on the Salesforce AppExchange, which may be linked with Salesforce to increase its capabilities.

These programmers can assist firms in automating extra procedures like project management, human resources, and accountancy.

To assist people and organizations in properly using the platform, Salesforce offers training and certification programmed. Interactive instructional and practice activities are available through the Salesforce Trailhead program me, an online learning tool.

Finally, Salesforce is a strong platform that can assist companies in streamlining their processes and enhancing customer interaction. Salesforce is a flexible solution that can be customized to match the specific requirements of each organisation thanks to its scalable products and services as well as its network of third-party apps and interfaces.

	Name	Account Name	Title	Phone	Email	Contact Demographic
1	<input type="checkbox"/> Deval Nadda					Thadd
2	<input type="checkbox"/> out.21					Thadd
3	<input type="checkbox"/> Rulash Dhal					Thadd
4	<input type="checkbox"/> Rulash Singh					Thadd
5	<input type="checkbox"/> New out 1					Thadd
6	<input type="checkbox"/> YDRA g					Thadd
7	<input type="checkbox"/> YDRA Nadda					Thadd
8	<input type="checkbox"/> Vial Nadda					Thadd
9	<input type="checkbox"/> Vial Nadda					Thadd

Fig-2 Contact info

3.3 CRM Tool

For organisations to manage their interactions with customers, leads, and prospects, the use of a customer relationship management (CRM) technology is essential.

One of the most effective tools for managing customer contacts, sales procedures, marketing initiatives, and customer support is Salesforce's CRM platform. The benefits of employing a CRM tool in Salesforce for sales operations will be covered in this article.

The Salesforce CRM application offers a centralized location for tracking leads, prospects, and deals, which helps firms manage their sales operations efficiently. Using the tool, businesses may track sales trends, keep tabs on performance, and project income from sales. The ability to automate procedures is one of the main advantages of utilising Salesforce's CRM solution for sales activities. The platform's automation technologies can aid companies in streamlining operations. their sales processes and reduce manual data entry, such as automating lead assignment, lead nurturing, and deal closing.

The CRM platform from Salesforce also has collaboration tools that let sales

teams share information, work on deals together, and come up with joint sales strategies. The platform offers a variety of collaborative tools, including Chatter, to boost team productivity, team communication, and sales effectiveness.

Additionally, the CRM solution from Salesforce has analytics features that let organisations examine their sales data and come to wise judgements. With the help of the platform's reporting and analytics capabilities, sales teams can measure sales success, keep an eye on sales trends, and pinpoint areas where they can improve. Sales teams can visualise their sales data and make data-driven choices with the help of the platform's sales dashboards and reports.

Additionally, Salesforce's CRM solution is adaptable, allowing organisations to modify the platform to suit their own requirements. The platform offers a number of customization features, including custom fields, objects, and workflows, to boost sales force productivity and efficiency.

Additionally, Salesforce's CRM technology is scalable, allowing it to develop alongside growing enterprises. Due to the platform's scalability, firms may successfully manage their sales processes as they expand thanks to technologies like Sales Cloud. This guarantees that companies may utilise the platform even as they grow their operations.

In conclusion, Salesforce's CRM platform has several advantages for companies looking to successfully manage their sales operations. The automation, collaboration, analytics, customisation, and scalability features of the platform assist sales teams in enhancing their sales performance, boosting productivity, and generating money. Businesses may automate their sales processes, decrease human data input, and make data-driven choices by utilising the CRM tool from Salesforce. As a result, companies can concentrate on forging connections with clients, completing sales, and increasing income.

3.4 Objects

Title: Developing a Salesforce Advanced Video Order Management Application.

Introduction:

Businesses that deal in video products and services nowadays need effective order management systems to simplify their operations in the digital age.

A solid base is provided by Salesforce, a top customer relationship management (CRM) platform, for building an all-encompassing video order application. Businesses may improve their video order operations and guarantee a flawless client experience by integrating services like contact management, buy orders, payments, inventory monitoring, and supplier management. Each of these elements will be thoroughly discussed in this article, along with information on how each one may be used in a video ordering application.

1. Contact Management: Maintaining customer connections and ensuring correct communication depend on effective contact management. Salesforce provides the Contact object to store and manage customer information within the video order application.

Businesses may include fields for capturing crucial information such client name, email address, phone number, billing and shipping addresses, as well as any other facts pertinent to the business, by customising the Contact object. Additionally, creating a connection between the Video Order and Contact objects enables companies to easily link orders with certain clients. Businesses may assure data correctness, enforce necessary fields or unique email addresses, and eliminate mistakes during order generation by using validation rules.

2. Acquire Orders: Businesses that acquire video goods from providers must

effectively handle their purchase orders. To track and manage orders placed with suppliers, firms can construct a custom object called Purchase Order in Salesforce.

Fields like the Purchase Order Number, Supplier Name, Order Date, Expected Delivery Date, and any other pertinent details particular to the company's procurement procedure may be found in the Purchase Order object. Purchase orders may be seamlessly associated with the corresponding video orders by creating a lookup relationship between the Purchase Order and Video Order objects. Businesses may preserve data integrity and avoid mistakes during the generation of purchase orders by utilising validation criteria.

3. Payments: For financial transparency and order fulfilment, accurate tracking and handling of payments are essential. Businesses can construct a new object called Payment within the video order application to keep track of payment information for each video order. Fields like Payment Date, Payment Method, Amount, and Payment Status may be found in the Payment object. Businesses may associate payments with the related video orders by creating a lookup relationship between the Payment and Video Order objects. Workflow rules and process builders are examples of automation technologies that may be used to automate tasks like updating the payment status when a payment is received and giving real-time visibility into order fulfilment.

4. Inventory tracking: Businesses that want to quickly meet client orders must effectively manage their video inventory. Businesses may use the built-in product object in Salesforce or a custom object named Inventory to track and manage their inventory. Fields like Video Title, Quantity in Stock, Reorder Point, Supplier Name, and any other fields particular to the business's inventory management needs may be included in the Inventory object.

Businesses are able to keep track of the video titles requested and their availability in real-time by creating a link between the Video Order and Inventory objects. Businesses may enforce inventory quantity checks and adjust stock levels accordingly by using validation rules or triggers, guaranteeing

proper inventory management.

5. Supplier Management: For businesses to guarantee a steady supply of goods, solid connections with their suppliers are essential. Businesses can construct a custom object called Supplier within the video order application to store and manage supplier data. Fields like Supplier Name, Contact Person, Email Address, Phone Number, and any other pertinent information may be found in the Supplier object. Suppliers may be easily associated with the corresponding orders and items by creating connections between the Inventory, Purchase Order, and Supplier objects. Businesses may easily present supplier information on pertinent pages or reports by using linked lists or custom report kinds, guaranteeing transparency and effective supplier management.

Conclusion:

By including supplier management, inventory monitoring, payment processing, buy order processing, and contact management into a video order application in salesforce.



<input type="checkbox"/>	Edit	Login	Shop Customer	city	abhi@abcd@gmail.com	Customer
<input type="checkbox"/>	Edit	Login	Shop Team	city	abhi@abcd@gmail.com	RPT Sales & Marketing
<input type="checkbox"/>	Edit	Login	Shop Supplier	city	abhi@abcd@gmail.com	Channel Sales Team

Fig-3 Users

3.5 Relationships

Title: Using Relationships to Build an Advanced Video Order Management Application in Salesforce

Introduction:

Building an application that takes use of connections is essential for guaranteeing seamless data integration and effective processes in the area of video order management. A complete video order application may be made using the powerful relationship management features offered by Salesforce, a

top customer relationship management (CRM) platform. This article will explore the many kinds of connections that Salesforce has to offer and show how they may be used in a video order application to improve data communication and speed up procedures.

1. Master-Detail Relationship: In Salesforce, a parent-child link between two objects is possible thanks to the Master-Detail relationship, in which a child record cannot exist without a parent record. A Master-Detail connection between the Video Order and Line Item objects can be created in the context of a video order application.

The master object would be the Video Order, which would include facts on the customer, the progress of the order, and the overall cost. The Line Item object would stand in for each of the ordered individual video items, collecting information such as the video's title, quantity, and cost. Businesses may guarantee data consistency and enforce referential integrity within the application by using a Master-Detail relationship.

2. Lookup connection: A Lookup connection, like a foreign key relationship in a database, facilitates the association between two items. A Lookup relationship may be created between the Video Order and Contact objects in a video order application.

This enables firms to easily access consumer information throughout the order management process by connecting video orders with specific customer relationships. Purchase orders and their associated suppliers can be connected by creating lookup connections between the Purchase Order and Supplier objects.

3. Junction Object: A custom object used to link two items in a many-to-many connection is called a junction object. To handle the connection between the Video Order and Inventory objects in the context of a video order application, a Junction object may be built. This enables firms to concurrently manage the inventory levels of each video title and correlate numerous video titles with a

single order. Fields like Order ID and Inventory ID would be present in the Junction object, which would build the connection between the Video Order and Inventory objects. This connection model makes correct order fulfilment and effective inventory management possible.

4. Hierarchical Relationship: Another feature offered by Salesforce is the hierarchical relationship, which is largely used to manage organisational hierarchies. The management of user roles and permissions inside the system can benefit from this relationship type even if it might not immediately relate to a video order application. Businesses may guarantee appropriate access levels and data visibility based on the user's position in the organisational hierarchy by building hierarchical connections between users.

5. Relationship to an External Object:

The External Object relationship provided by Salesforce enables interaction with external data sources like databases and online services. Despite this relationship type can be used to include external data, such as video availability from a third-party provider or supplier information from an external system, even if it may not immediately relate to a video order application's main operation. Businesses may easily access and use external data within the video order application by setting up an External Object relationship, giving them a thorough view of pertinent data.

For a system to be linked and effective, relationships inside a video order application in Salesforce must be leveraged. Businesses may create seamless linkages between items, guarantee data integrity, and improve process automation by using Master-Detail relationships, Lookup relationships, Junction objects, and other relationship kinds. Businesses can create a robust video order application that maximises efficiency and improves the customer experience thanks to Salesforce's relationship management capabilities, which include the ability to link video orders to queue items, associate orders with customer contacts, manage inventory, and integrate external data sources.

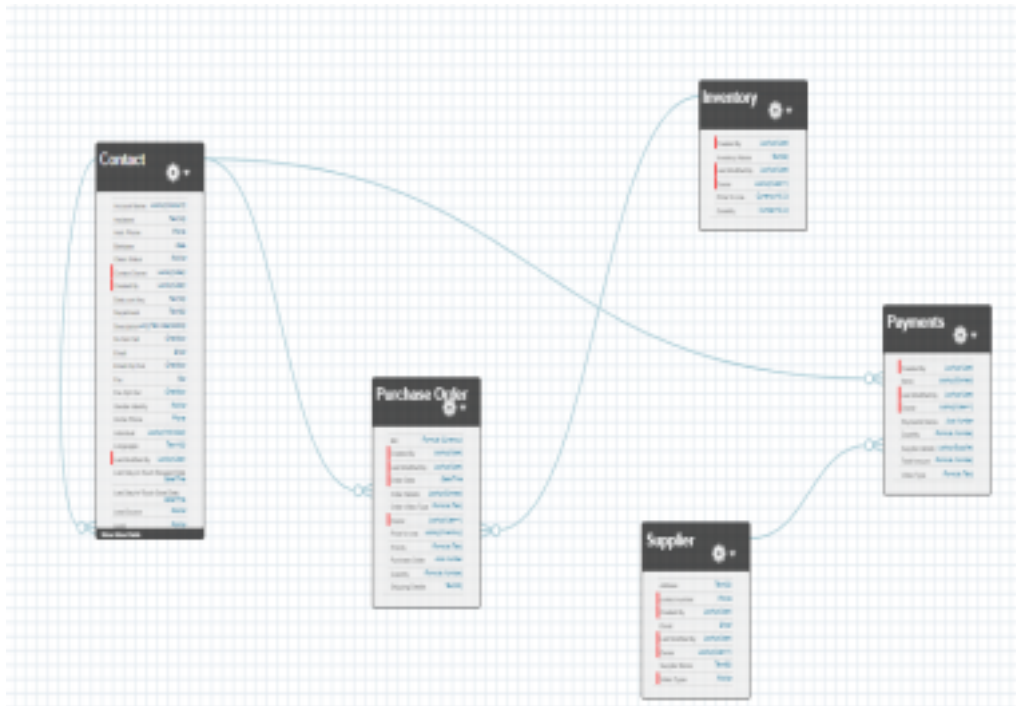


Fig-4 Data Model

3.6 Profiles

The customer, supplier, and salesperson profiles in my video order application are briefly described here.

1. Client Profile: The target audience for the customer profile is people or businesses who buy videos for their own or clientele's requirements. To explore available video titles, make purchases, and maintain their account information, customers use the video order application. Customers generally have read and write access to the appropriate objects and fields in the application when using this profile. They may browse and change their contact information, order new videos, check the progress of their orders, and review previous ones. In order to increase customer happiness, the customer profile emphasises the provision of a user-friendly interface and a personalised experience.

2. Supplier Profile: The supplier profile is exclusive to the suppliers or vendors who sell video goods to your company. The video order application is used by suppliers to monitor their product inventories, complete buy orders, and modify their contact details. They have access to particular portions of the application

relating to inventory management, processing of purchase orders, and contact with the buying team thanks to the supplier profile. Suppliers often have read-only and write-access to inventory-related assets, including the ability to change purchase orders, add new video titles, and update stock levels.

This profile facilitates direct collaboration and contact with suppliers, streamlining the procurement process.

3. Salesperson Profile: The internal sales staff, which is in charge of overseeing client interactions and generating sales, is the target audience for this profile. To access client information, complete orders, and monitor their sales success, salespeople communicate using the video order application. They have full access to all client-related objects and fields, giving them the ability to see and modify customer contact information, examine purchase history, and offer specialised help. The salesperson profile also gives users access to statistics and dashboards that offer insightful data on client preferences, sales trends, and revenue analysis. The sales staff is given the tools they need by this profile to efficiently manage client contacts and contribute to the expansion of the company.

3.7 Working of application

The video order application project's flow may be broken down into a number of stages, starting with the first client encounter and continuing through order fulfilment and beyond. An summary of the project's usual flow is provided below:

1. Customer Communication and Order Entry: Customers can use the video order application through a specialised customer portal or a website.

Customers may explore the list of available video titles, look at the details and prices, and add the films they want to their basket. They provide their contact details, choose a delivery method, and then place the order. The Contact object is used to collect and store client data, while the Video Order object is used to

hold order information.

2. Salesperson Review and Processing: Salespeople who have a dedicated profile may visit a dashboard to monitor freshly placed orders and get alerts. They go over the order information, get in touch with the customer if required, and make sure that each video title is in stock.

Salespeople can connect with the customer and amend the order data if any alterations or clarifications are required. After reviewing and approving the order, the salesman starts processing it.

3. Purchase Order Creation and Supplier Interaction: The salesperson uses the Purchase Order object to construct a purchase order based on the confirmed video order. The purchase order contains information on the provider, the names of the videos, the quantity, the anticipated delivery dates, and the cost.

The video order is connected to the purchase order, creating the connection between the two items. The purchase order sends alerts to the relevant supplier, giving them the details they need to complete the order.

4. Supplier Order Fulfilment: Suppliers that have a dedicated profile can use a portal to examine the purchase orders that have been allocated to them and get alerts. They go through the order's specifics, confirm stock, and start the fulfillment procedure.

Suppliers provide pertinent information to the purchase order, such as delivery information and tracking numbers. The purchase order includes updates from the supplier and informs the salesperson and client about them.

5. Payment Processing: Customers are given payment choices and informed on the status of their orders. Either online or offline, customers make payments using the designated payment method. The salesperson links the corresponding video order to the updated payment status in the Payment object.

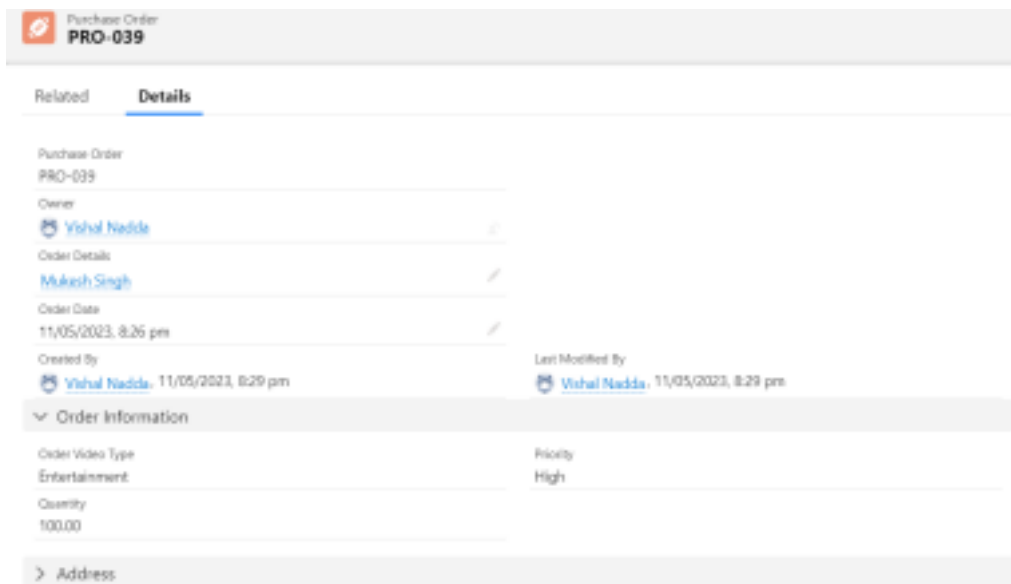


Fig-5 Purchase Order

6. Order Shipment and Delivery: - The salesperson updates the order status to indicate shipment after the payment is received and the purchase order is completed. When available, the client is informed about the shipment and given access to tracking data. The salesperson can check the progress of the purchase and speak with the client about any issues with shipments.

7. Order completion and customer feedback: - The salesperson updates the order status to indicate completion when the customer receives the video order.

A consumer could be asked for feedback or to write a review of the goods and services they got. The salesperson may get client feedback and base actions on what is learned from it.

A seamless and effective video order management process is made possible by the use of pertinent objects and relationships, such as Contact, Video Order, Purchase Order, Payment, and Supplier, across the full project flow.

The internal sales staff in charge of overseeing client contacts and generating sales is the target audience for the salesperson profile. To access client information, complete orders, and monitor their sales success, salespeople communicate using the video order application. They can see and update client

contact information, go through purchase history, and offer specialised help thanks to their extensive access to customer-related objects and fields. The salesperson profile also gives users access to statistics and dashboards that offer insightful data on client preferences, sales trends, and revenue analysis.

The sales staff will be more successful thanks to this profile. Manage customer interactions and contribute to the growth of the business.

They have full access to all client-related objects and fields, giving them the ability to see and modify customer contact information, examine purchase history, and offer specialised help. The salesperson profile also gives users access to statistics and dashboards that offer insightful data on client preferences, sales trends, and revenue analysis. The sales staff is given the tools they need by this profile to handle client contacts well and help the company develop.

Chapter 04: PERFORMANCE ANALYSIS

4.1 Application Responsiveness:

The video order application project has placed a high priority on application responsiveness from the beginning. The goal is to build a highly responsive, effective application that offers consumers a smooth ordering experience from the very beginning of development. The design team gives building a mobile-responsive interface, assuring quick reaction times, and optimising page load times top priority. The programme can handle high traffic levels at peak times without sacrificing its performance by taking these aspects into account from the outset. Throughout the project, ongoing monitoring and analysis are done to spot any performance bottlenecks or areas that might use improvement. The objective is to create an application that users would find not just visually beautiful but also incredibly responsive, increasing user happiness and a successful video order application project overall.

<input type="checkbox"/>	Inventory Name ↑	Quantity	Price for one
<input type="checkbox"/>	1 Educational	50	₹200.00
<input type="checkbox"/>	2 Entertainment	20	₹200.00
<input type="checkbox"/>	3 Films	50	₹200.00
<input type="checkbox"/>	4 Music	20	₹400.00
<input type="checkbox"/>	5 Music	100	₹200.00

Fig-6 Inventory

4.2 User-friendly

The user experience was given top priority while creating the video order application on the Salesforce platform in order to improve it. To do this, a number of tactics and features were used:

1. Simple and intuitive user interface: The application's simple and clear user interface makes it easy for users to browse between areas and complete tasks without getting lost. A user-friendly interface has labels that are easy to read, information that is organised logically, and controls that are simple to operate.
2. Order Placement Process Simplified: The order placement procedure was simplified and made more effective. Users are assisted through the ordering process with concise instructions and a small number of form fields. Smart defaults and pre-populated data are used to speed up the ordering process and improve usability.
3. Visual Product Catalogue: The style used to show the video catalogue was both aesthetically pleasing and user-friendly. High-quality graphics, succinct summaries, and pertinent metadata are displayed with videos to aid viewers in making judgements. Users may locate certain films fast using intuitive search and filtering options depending on their interests.
4. Personalised suggestions: The programme makes use of Salesforce's AI capabilities to provide consumers personalised video suggestions based on their prior purchases, browsing patterns, and interests. The programme improves the user experience by customising the video recommendations to each user's preferences.
5. Order Tracking and Notifications: Users may track and get notifications about their orders in real-time. Their orders' progress, including updates on processing, shipping, and delivery, may be easily tracked. The programme is made more user-friendly by proactive alerts like order confirmation emails and shipment updates that keep users informed about their video orders.
6. Mobile Responsiveness: The video order application is made to be

mobile-responsive, guaranteeing users accessing the application from smartphones or tablets will have a flawless experience. A consistent and user-friendly experience is offered across devices thanks to the layout and functionality' adaptation to various screen sizes and orientations.

7. Contextual Help and Support: The programme has contextual help and support capabilities to help users as needed. This includes in-app instructions, tooltips, and readily available help materials. Users may obtain answers and solve problems on their own in a user-friendly environment thanks to clear instructions and self-service choices.

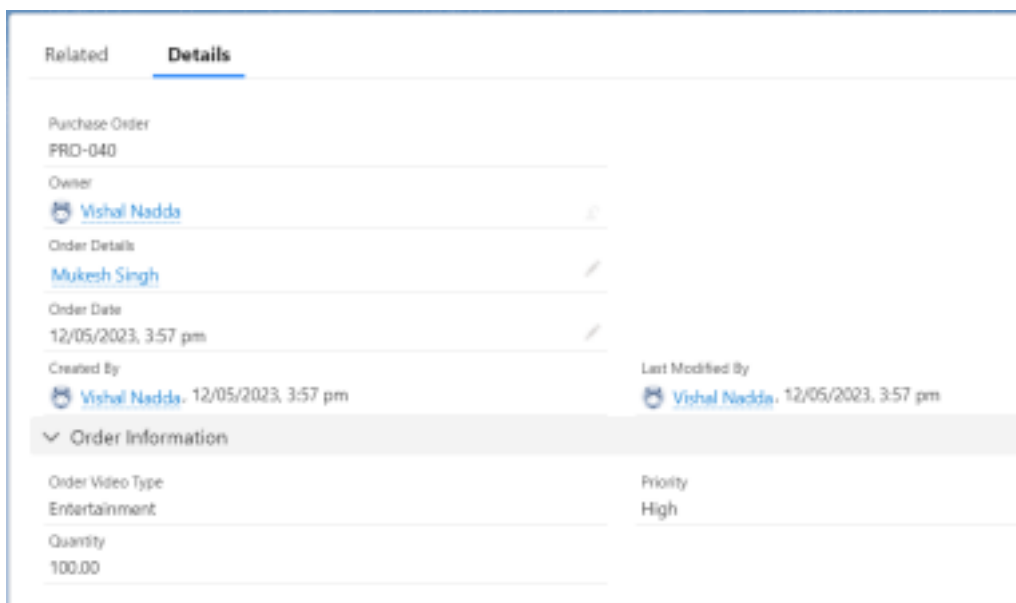


Fig-7 Order Details

8. Continuous development and Feedback: User feedback is actively solicited to help developers improve the application's usability and discover areas for development. Through surveys, ratings, and reviews, user input is gathered, enabling ongoing optimisation based on user requirements and preferences.

The goal of the video order application on the Salesforce platform is to deliver a smooth and simple user experience by using these user-friendly features and techniques. By making it simple for customers to explore, choose, and buy films, this eventually raises client happiness and application usage.

4.3 Reports and dashboards

Our video order application's reporting and analysis system is essential for delivering insightful information and promoting data-driven decision-making. We have built a strong reporting infrastructure using Salesforce that enables us to harvest, analyse, and show pertinent data pertaining to many elements of our application and company operations.

1. Data gathering and fusion: Our reporting and analysis system's base is built on the seamless collection and fusion of data from many sources. We have created effective data structures and linkages using Salesforce's data modelling capabilities, assuring the precise collection and preservation of crucial information. This comprises information from orders placed by customers, inventory control, communications with suppliers, payments, and customer reviews.

2. Custom Report creation: We used Salesforce's report builder and custom report creation capabilities to satisfy our particular reporting needs. Using these capabilities, we can combine data from many items and apply filters, grouping, and sorting choices to generate reports that are specifically suited to our particular business needs. A user-friendly interface makes it simple to establish report criteria, choose which fields to display, and alter report layouts so that data is presented in a useful and practical manner.

Total Records
5

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Vishal Naidu	Pyramid Construction Inc.	-	Customer - Channel	-	27/03/2023
2	-	Vishal Naidu	Dickerson plc	KS	Customer - Channel	-	27/03/2023
3	-	Vishal Naidu	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	27/03/2023
4	-	Vishal Naidu	Express Logistics and Transport	OR	Customer - Channel	Cold	27/03/2023
5	-	Vishal Naidu	United Oil & Gas Corp.	NY	Customer - Direct	Hot	27/03/2023

Fig-8 Report

3. Key Performance Indicators (KPIs): To assess the efficacy and efficiency of our video order application, our reporting and analysis system places a strong emphasis on monitoring and analysing key performance indicators (KPIs). We obtain insight into our performance by establishing and tracking KPIs including order processing time, customer satisfaction scores, sales performance,

inventory turnover, and revenue indicators. Valuable insights into our business performance. These KPIs enable us to identify trends, spot opportunities, and address areas requiring improvement.

4. Interactive Dashboards: Using Salesforce's dashboard builder, we have created interactive dashboards to present a comprehensive and aesthetically pleasing perspective of our business performance. These dashboards provide an overview of important metrics and statistics in a simple, user-friendly manner. Charts, graphs, and gauges let us rapidly evaluate the effectiveness of our application, spot trends, and track the development of our objectives.

5. Trend analytical and Forecasting: Our analytical system includes trend analysis and forecasting capabilities in addition to basic reports. We can find patterns, seasonality, and trends that affect the performance of our video order application by looking at past data. This gives us the ability to predict and forecast events with accuracy, which helps with inventory management, resource allocation, and decision-making for future business expansion.

6. Scheduled and Automated Reports: Our system has the capability to plan and automate the development and dissemination of reports, ensuring timely access to pertinent information. Key stakeholders may now automatically get frequent updates and insights, including salespeople, managers, and executives. Establishing report deadlines and recipients will expedite information distribution and boost operational effectiveness as a whole.

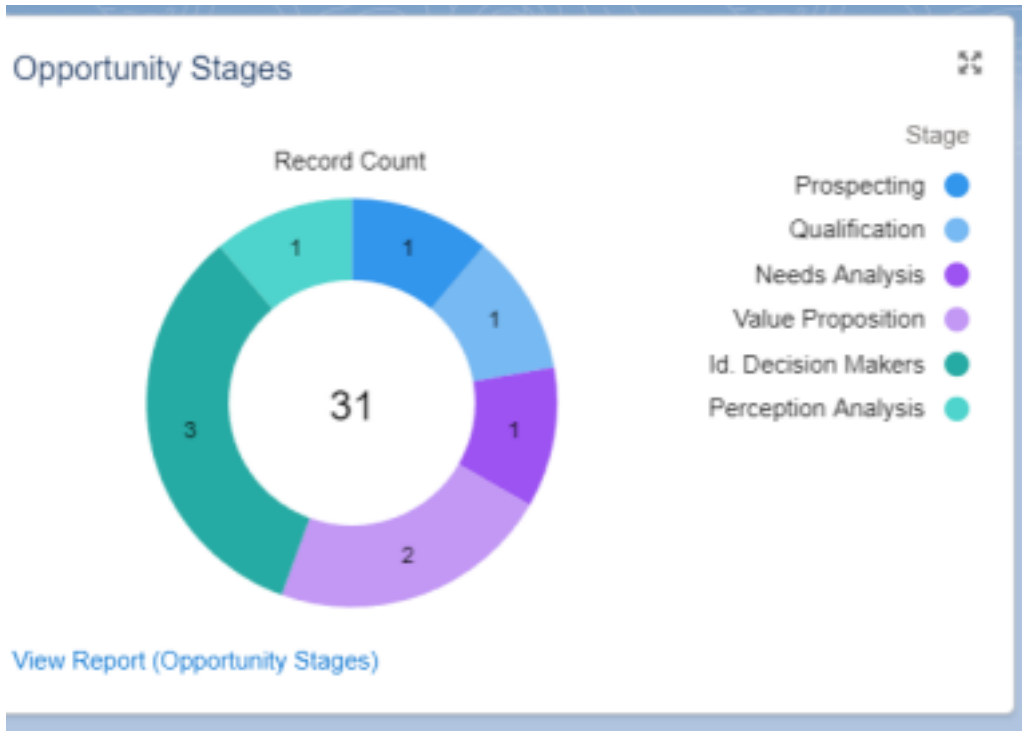


Fig-9 Dashboard

7. Ad Hoc Reporting and Data Exploration: Our analysis and report system is flexible enough to support ad hoc reporting and data exploration. Authorised users may build custom queries, apply filters, and drill down into certain data sets with Salesforce's ad hoc reporting features to address particular business problems. Users are able to learn more about issues and find trends or abnormalities that may require further investigation.

8. Data Visualisation and narrative: We use data visualisation strategies and narrative components to increase the impact and usefulness of our reports. Charts, graphs, and heatmaps are examples of visual representations that make it simpler to quickly understand complicated data sets. Moreover, we make an effort to deliver our reports in a narrative fashion so that the data stimulates practical insights, tells a cohesive story, and aids in decision-making.

Chapter 05: CONCLUSIONS

5.1 Discussion on the Results Achieved

We have been able to optimize several elements of our business by utilising data-driven decision making through the application's reporting and analysis system, which has given us insightful information. Our growth plans have been backed by the application's flexibility and scalability, and our strategic objectives have been driven by the insightful data gathered. Overall, the video order application has proven to be a useful tool for our organisation, driving performance and producing favourable results.

5.2 Application of the Project

The video order application streamlines the ordering procedure, improves customer satisfaction, streamlines inventory control, and produces data-driven insights. It promotes sales growth, enhances operational effectiveness, and cultivates beneficial connections with clients and suppliers. This program is a useful tool for overseeing video orders and promoting company growth.

5.3 Future Work

As we move forward, we will be concentrating on a number of important areas for the video order application. First, we want to improve the application's user interface by putting in place a more user-friendly and intuitive design, assuring simple navigation and a better overall user experience. Additionally, in order to understand consumer behaviour, purchase patterns, and market trends better, we intend to integrate sophisticated analytics capabilities. To protect client information, we will also give top priority to upgrading data security procedures and adhering to privacy laws.

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