Customer Relationship Management

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Abstract: *Creating a Customer Relationship Management (CRM) system is the goal of this project. Enterprise Resource Planning (ERP) System includes a number of systems, including CRM. CRM's primary goal is to strengthen customer relationships through the use of several modules like analysis, customer service, and others. The goal of this project is to create a system that will assist businesses in lowering their customer churn rates. Since a larger client base results from a lower defection rate, the business will benefit more as a result.Several CRM components are provided in this project. Customer screening, client profiling, and promotion tools are among the modules offered. Using the demographic data of the customers, the user can utilise customer filtering to remove a customer list from the customer database. Each customer now has a profile thanks to customer profiling, and the user can view this profile together with customer analysis. Promotional tools let users build new promotions based on products and filter customer lists to spread the word about the promotions. The viewer can then view an analysis of the promotion's performance. This CRM was created using JAVA, a Web server, Mysql, javascript, HTML, and CSS*

Keywords: Convolutional Neural Network, Deep Learning, Dataset, Depression.

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DOI: 10.48175/IJARSCT-10254

ISSN
2581-9429
IJARSCT

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