Customer Relationship Management

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Abstract: The objective of this project is to develop a customer relationship management (CRM) system. CRM is one of the systems included in the enterprise resource planning (ERP) system. Through the usage of several modules including analysis, customer service, and others, CRM's main objective is to improve customer connections. The creation of a technology that will help businesses reduce their customer turnover rates is the aim of this project. A lower defection rate leads to a wider client base, which benefits the company more overall. The project offers a number of CRM components. Among the modules available are tools for advertising, client profiling, and customer screening. The user may use customer filtering to eliminate a customer list from the customer database by using the demographic information of the customers. Customer profiling has made it possible for each customer to have a profile, which the user may examine with customer analysis. With the use of promotional tools, users may create brand-new promotions based on items and filter customer lists to advertise the promotions. The performance of the promotion may then be analysed for the viewer to see. Java, a Web server, MySQL, javascript, HTML, and CSS were used to build this CRM.

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

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