

# Student Admission Management System

Lakshmi Maskawar

Department of Science and Technology,

G. H. Raisoni Skill Tech University, Nagpur, Maharashtra, India

## Abstract

The Student Admission Management System is a system that helps schools and colleges manage student admissions. It is based on Salesforce. This system makes it easier and faster to handle admissions with the help of a computer program. Old admission systems use paper records. These can be slow. Cause errors. The Student Admission Management System uses Salesforce to keep track of student inquiries. It helps follow up with them. It also makes reports to help with decisions.

- The system uses Salesforce tools like Leads, Accounts and Contacts.
- It also uses tools like Course to keep data in order.
- Automation is used to send reminders and notifications. This way no student inquiry is forgotten.
- Reports and dashboards show trends in admissions. They show where inquiries come from and which courses are popular.

By using the Student Admission Management System, schools and colleges can work efficiently. They can reduce the work that needs to be done. They can also communicate better with students who're interested, in attending. The project shows how cloud-based technologies can improve admission management. The Student Admission Management System provides solutions that can grow with organizations. The Student Admission Management System helps schools and colleges make the admission process smoother. It uses Salesforce to achieve this. The Student Admission Management System keeps track of student inquiries. It makes sure they are not missed. It also helps schools and colleges make decisions with the help of the Student Admission Management System.

**KEYWORDS:** *Salesforce CRM, Student Admission System, Lead Management, Automation, Salesforce Flow, Cloud Computing, CRM Analytics, Admission Tracking*

## 1. Introduction

In today's world schools and colleges get a lot of questions from students every year. It's really important to handle these questions so that students feel supported and the admission process goes smoothly. Many schools still use old methods like spreadsheets, emails or paper records to keep track of student questions and admissions. These old ways often cause problems like missing data, missed follow-ups, delayed responses and difficulty in tracking students. By using Salesforce schools can change their admission processes into an automated system. The Student Admission Management System uses Salesforce to make the admission process smoother and more automated. This system captures student questions manages follow-ups tracks admission progress and converts students into enrolled

candidates using Salesforce tools like Leads, Accounts and Contacts.

- A custom tool like Course helps store. Manage information about programs.

This ensures that every question is addressed promptly and that the admission team stays in touch with students. The Student Admission Management System also has some features. By using automation, centralized data storage and analytical tools within the Salesforce ecosystem the system shows how technology can effectively support educational management processes. The Student Admission Management System helps schools to manage student admissions effectively. It provides an automated system for managing student questions, admissions and enrollment. The system also helps schools to make informed decisions related to marketing and admission planning. The Student Admission Management System is a tool for schools and colleges. It helps them to improve their admission processes and provide an experience, for students.

## 1) Proposed AI-Based Solution

Although our main system uses Salesforce CRM we can add AI features to make decisions and automate tasks. We can use Salesforce AI tools like Einstein Analytics to make the admission process even better. The AI solution can look at admission data to find patterns in student applications and course choices. Machine learning can help figure out which leads are more likely to become admissions. This helps schools focus on the candidates and get more admissions. Also AI can suggest courses to students based on what they like their school background and what they've enrolled in before. AI chatbots can answer students questions, about admissions away. These AI additions make our system smarter faster and better at handling admissions.

## Motivation

Educational institutions have a lot of problems when they do admission work by hand. They usually keep information in spreadsheets or on paper, which makes it hard to keep track of people who're interested in attending and to follow up with students. The reason we want to make the Student Admission Management System is to have one place where everything's easy to manage. When we automate things we do not have to worry about missing people who're interested and we can talk to potential students on time. Salesforce CRM has a lot of tools like automation flows and reports and dashboards that make things work better. Another reason we want to do this is to help institutions make decisions based on facts. When administrators can see what is happening in time they can look at trends in admissions and see which courses are popular and plan what they will teach in the future. The Student Admission Management System is very important, for this.

## 2) Related Work

People have done a lot of research on using CRM systems and cloud computing in schools. They found out that using Salesforce can really help manage relationships with students and make the school run smoothly. Cloud computing is also a way to store and look at lots of data from schools. It gives us a space to put all our information and we can get to it easily. Some other studies have shown that using platforms can make administrative tasks easier. For example admission management systems that use CRM technology can reduce the amount of work people have to do by hand and help schools talk to students better. The system we are talking about uses these ideas. Creates a special CRM solution with Salesforce that is just, for managing student enquiries and admissions. The system is built on the idea of using CRM systems and cloud computing in education management. The new system uses Salesforce to manage student enquiries and admissions. It is based on the concepts of CRM systems and cloud computing.

## 3) Research Methodology

The research method for creating the Student Admission Management System involves steps.

### The steps include analyzing requirements.

- Then comes system design.
- Next is implementation.
- Finally evaluation.

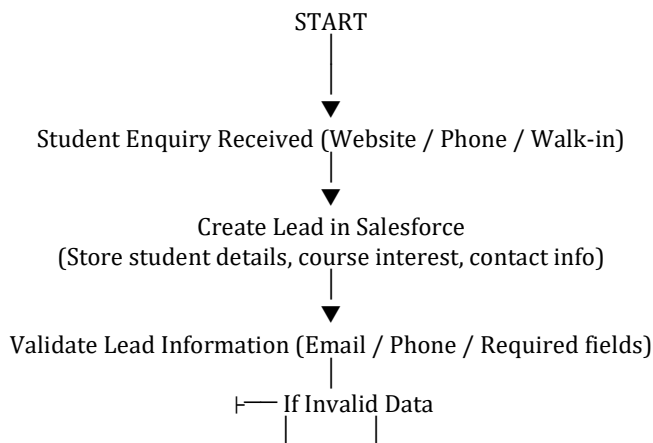
The project is about finding out the difficulties that educational institutions face in managing admissions. The goal is to develop a solution using Salesforce CRM technology to solve these problems. To understand what staff and admission teams need user research was done. Based on these needs the system architecture was designed. The design uses Salesforce objects, automation tools and reporting features. The development process is structured. It follows a software development lifecycle. This ensures the system is efficient. It is also scalable and easy to use. The system helps educational institutions manage admissions better. It uses Salesforce CRM technology to achieve this. The technology is useful, for managing admissions. It makes the process more efficient.

## Phases of Student Admission Management System Project Development

### 1. Requirement Analysis Phase

In this part we figured out what the admission management system needs to do. We talked to the staff and they told us about their daily work and the problems they face.

Related flow



The main things we found out that the system needs to do are:

- Manage questions from students
- Keep track of how admissionsre going
- Automatically send reminders
- Make reports, about admissions

These things helped us decide how the system should be built and what parts it should have. The admission management system is what we are trying to improve so we kept the admission management system in mind when we were doing all of this. The admission management system needs to be able to do all of these things.

### 2. System Design Phase

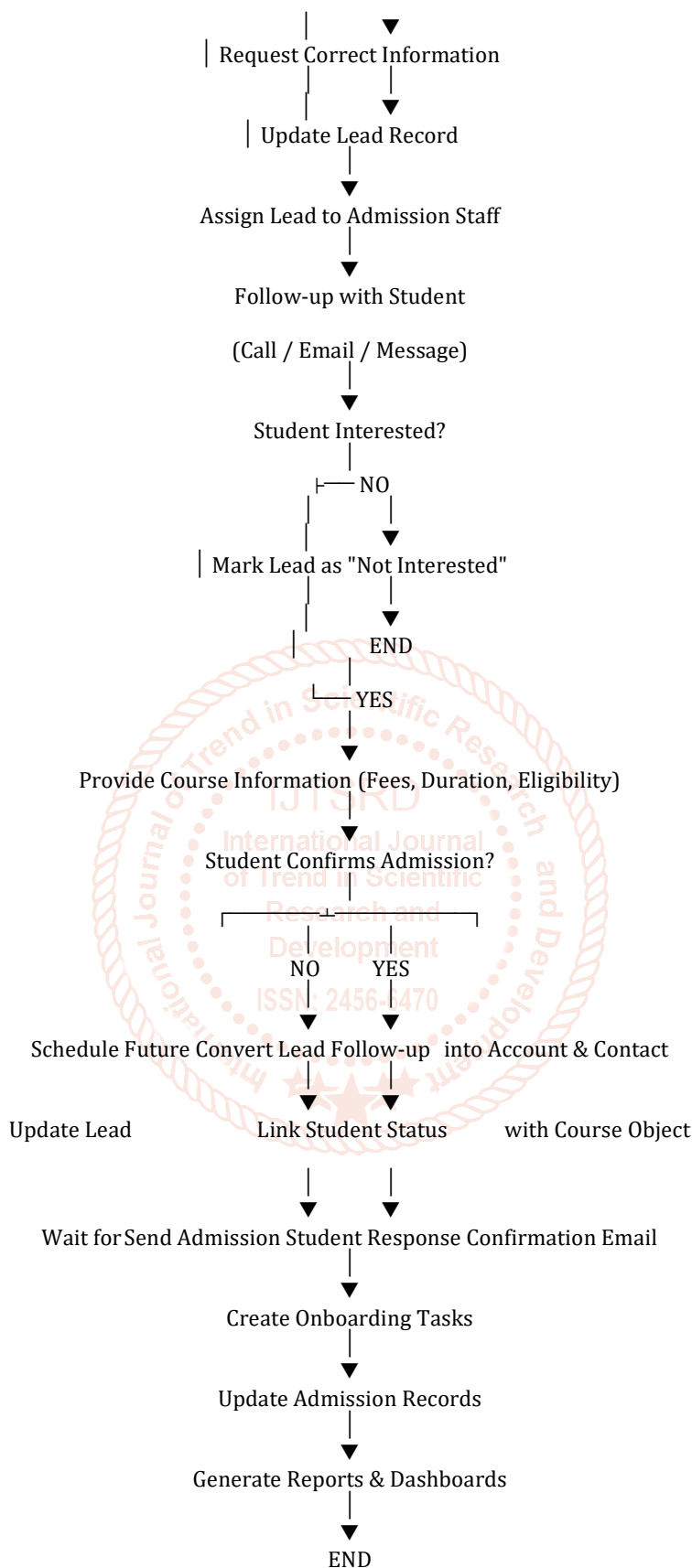
During the system design phase we developed the architecture of the Salesforce application. The system was designed using Salesforce objects like Leads, Accounts and Contacts along with a custom Course object. We defined data relationships between objects to keep records structured. User interfaces were designed using Salesforce Lightning components to make it simple and easy for users. We also planned automation workflows and reporting mechanisms during this phase. The goal was to make sure everything works smoothly and provides insights. The Salesforce application was set up to use these features. The design phase helped us create a foundation, for the application.

### 3. Implementation Phase

The implementation phase was about building the system inside Salesforce. We created custom fields to hold student details like what course they're interested in their educational background and when they want to start. We used Salesforce Flow to automate things. This included setting up reminders sending emails to confirm admissions and making to-do lists, for the team. We also set up reports and dashboards to help us see admission data and trends clearly. This helped us understand what was happening with admissions. The reports and dashboards made it easy to spot patterns and changes.

### 4. Testing Phase

Testing was done to make sure the system works right and meets all needs. We ran tests to check if creating leads converting leads, automation flows and generating reports all work properly. We did two kinds of testing: testing and user acceptance testing. People who will use the system gave us feedback. We used it to make the system easier to use and work better.



**Data Preprocessing and Analysis**

Data preparation is a step in any system that handles information because the information we get from different places may have mistakes or missing parts. In the Student Admission Management System we need to make sure the information about students who are asking about admission and the admission information itself is correct and easy to

use. If we do this step correctly the information will be quality we can use machines to help with tasks and we can make good decisions based on the Student Admission Management System data. The Student Admission Management System needs data to work properly so data preparation is very important, for the Student Admission Management System.

**1. Collecting Information :** The first thing we do in the Student Admission Management System is collect information about students who want to join. We get this information from places like online forms, school websites, phone calls, emails or when people come to visit us.

We put all this information into the Salesforce system using something called the Lead object. This is where we store things like the students name, how to get in touch with them what course they are interested in what they studied before and when they want to start. It is really important that we get all this information correct because it is the starting point, for the admission process. We need to get it so that everything else goes smoothly for the Student Admission Management System.

**2. Data Cleaning :** Data cleaning is about finding and fixing mistakes in the data we have collected. When we collect data for admission some records might have information be missing details or have wrongly formatted fields like phone numbers or email addresses. We use rules to check data and tools to find duplicates, in Salesforce to solve these problems. If data entries are wrong or not complete we. Fix them by hand or mark them for checking. This process makes sure our database stays correct and trustworthy. That way we do not get confused when we communicate or follow up with people. Data cleaning helps us to have data. We need data for our communication.

### **3. Data Transformation :**

For instance when we deal with student information things like course preferences, admission status and where students heard about us are sorted into categories. We also clean up text by making sure course names and enquiry descriptions are written in a way. This makes sure all the student information is stored in a format that helps the Salesforce system run smoothly and makes it easier to get information out of the Salesforce system.

- When we transform data it helps us get insights and make decisions about student information. For example with the transformed data we can easily see which courses are most popular or which sources bring in the enquiries from students. This in turn helps us improve our services and provide an experience for students. We can also use the transformed data to make decisions about how to serve students.
- By standardizing data we lay the groundwork for analysis and reporting of student information. This is crucial for using data to drive our decisions and actions regarding students. Data transformation is key to getting insights and making decisions about student information. It helps us improve our services and provide an experience, for students.

### **4. Data Analysis**

Data analysis is part of the Student Admission Management System. It helps schools and colleges understand how students apply and what they like. This analysis also shows if the admission process is working well. By checking the data administrators can learn things. These insights help them make plans and decisions. They get to know the Student Admission Management System The system uses Salesforce tools to analyze and show student enquiry and admission data. It helps administrators see the data, in a format. They

can use this information to make the admission process better. The Student Admission Management System provides insights. The data analysis also helps them find areas that need improvement. Administrators use the Student Admission Management System to make changes.

➤ **Descriptive Analysis:** The Student Admission Management System uses analysis to look at the basic information from the data it collects. This helps people understand things like how many students are asking about the school how many actually sign up and which courses are the most popular.

Administrators can use Salesforce reports to get a summary of things like how many students asked about the school during a time how many of those students actually signed up and which courses have the most students. The Student Admission Management System and Salesforce reports work together to give a picture of what is going on with admissions.

This helps the people in charge keep an eye on how the school's doing and make good decisions, about the Student Admission Management System.

➤ **Correlation Analysis:** Correlation analysis is a way to find connections between things in the data. It is really helpful to see how things are related to each other. In this project correlation analysis shows how various factors affect the choices people make about admission. The project looks at things like how people find out about a school and how many actually join. It also looks at how popular a course's what the students educational backgrounds are. By finding these connections schools can see which ways of marketing work for them. They can also see which courses are most popular among students. Correlation analysis helps them understand what works and what does not work. Schools can then use this information to make decisions, about what to do next. Correlation analysis is a tool for schools to have.

➤ **Feature Selection:** When we are looking at the Student Admission Management System we need to find the important things in the data that really matter. We collect a lot of information but not all of it is useful for getting results. The things that are really important are things like what course the student's interested in, where they heard about us if they were admitted or not how often we follow up with them and what their academic background is like. If we look at these things we can get a better understanding of what is going on and make reports that have the information we need to make good decisions, about the Student Admission Management System. This helps us use the Student Admission Management System in a way.

➤ **Visualization:** The thing about visualization is that it helps us show the data we have looked at in a way like with pictures or graphs. In Salesforce we use reports and dashboards to show what is going on with admissions at our school.

**For example** we can use a bar chart to see how many people are admitted to each course. This is really useful. We can use a pie chart to see where all the people who ask about our school come from. We can also use a line graph to see what is happening with admissions over time. Visualization is really helpful because it lets administrators see what is going on with the admissions data without getting confused. The

admissions data is clear and easy to understand. Visualization helps administrators make decisions because they have the right information about admissions, at the right time. Visualization of admissions data is very important.

## 5. Outcome

When we look at the outcome of data analysis we get a lot of information about student behavior and course demand and admission trends. This information, about student behavior and course demand and admission trends really helps institutions make their admission strategies better and also improves the enrollment rates of the institutions.

### Proposed Algorithm

The system is going to use an algorithm that deals with student enquiries and turns them into admissions that are confirmed.

**Step 1:** We will make a record of the student enquiry as a Lead.

**Step 2:** We will keep all the details of the enquiry like the course the student's interested, in and how to get in touch with them.

**Step 3:** We will give the staff who handle admissions some tasks to follow up on.

**Step 4:** We will use Salesforce Flow to send reminders

**Step 5:** When the admission is confirmed we will change the Lead into an Account and a Contact.

**Step 6:** We will connect the student to the course they have chosen.

**Step 7:** We will make reports and dashboards to look at the student enquiries and admissions.

### Proposed Solution

The proposed solution is a student admission system built on Salesforce. It helps schools and colleges manage student admissions easily. The system starts by collecting inquiries from students as leads. It then tracks their progress. Turns them into confirmed students. This is done using Salesforce tools like Leads, Accounts and Contacts. A custom Course object is also used. The system uses automation tools like Salesforce Flow. These tools send reminders to follow up with students. They also generate emails to confirm admissions. Tasks are created for staff to complete. They show how many students are applying. They also show which courses are popular. This solution reduces the work that staff have to do. It makes sure data is accurate. It helps schools and colleges make decisions based on facts. The system uses Salesforce objects and automation tools. These tools streamline the admission process. They make it easier for schools and colleges to manage admissions. The student admission system is efficient and effective. It helps educational institutions manage admissions, with ease.

### Main Parts of the System

1. Finding the Right Freelancer
2. Suggesting Projects to Freelancer
3. Helping with Bids
4. Stopping Fraud

**1. Finding the Right Freelancer :**The system is really useful because it finds the freelancers for you. It looks at what they're good at and what they have done before.

The system also checks what the project needs. This way the system helps identify freelancers by analyzing their skills and experience and the project requirements. The system makes it easy to find the person, for the job by checking the project requirements and the freelancers skills and experience.

- 2. Suggesting Projects to Freelancer :**When you look at a freelancers profile and what they are good at the system suggests projects that're a good fit for them. The system finds projects that match the freelancers capabilities. This way the freelancer can work on projects that're right, for the freelancer.
- 3. Helping with Bids:** The system helps freelancers to submit bids. It gives them project details and advice. This way they can make their bids more competitive. It provides guidance on how to do this. The system is really helpful, for freelancers. They get project details from it. They use these details to make their bids.
- 4. Stopping Fraud:** We have things in place to keep an eye out for things that do not seem right and to stop people from doing things with our money.

### Steps of Data Preprocessing:

Data preparation is a step in any system that handles information because the information we get from different places may have mistakes or missing parts. In the Student Admission Management System we need to make sure the information about students who are asking about admission and the admission information itself is correct and easy to use. If we do this step correctly the information will be quality we can use machines to help with tasks and we can make good decisions based on the Student Admission Management System data. The Student Admission Management System needs data to work properly so data preparation is very important, for the Student Admission Management System.

**The main steps involved in data preprocessing are described below.**

#### 1. Data Collection

The first thing we do in the Student Admission Management System is collect information about students who want to join. We get this information from places like online forms, school websites, phone calls, emails or when people come to visit us.

We put all this information into the Salesforce system using something called the Lead object. This is where we store things like the students name, how to get in touch with them what course they are interested in what they studied before and when they want to start. It is really important that we get all this information correct because it is the starting point, for the admission process. We need to get it so that everything else goes smoothly for the Student Admission Management System.

#### 2. Data Cleaning

Data cleaning is about finding and fixing mistakes in the data we have collected. When we collect data for admission some records might have information be missing details or have wrongly formatted fields like phone numbers or email addresses. We use rules to check data and tools to find duplicates, in Salesforce to solve these problems. If data entries are wrong or not complete we. Fix them by hand or mark them for checking. This process makes sure our

database stays correct and trustworthy. That way we do not get confused when we communicate or follow up with people. Data cleaning helps us to have data. We need data for our communication.

### 3. Data Transformation

For instance when we deal with student information things like course preferences, admission status and where students heard about us are sorted into categories. We also clean up text by making sure course names and enquiry descriptions are written in a way. This makes sure all the student information is stored in a format that helps the Salesforce system run smoothly and makes it easier to get information out of the Salesforce system.

- When we transform data it helps us get insights and make decisions about student information. For example with the transformed data we can easily see which courses are most popular or which sources bring in the enquiries from students. This in turn helps us improve our services and provide an experience for students. We can also use the transformed data to make decisions about how to serve students.
- By standardizing data we lay the groundwork for analysis and reporting of student information. This is crucial for using data to drive our decisions and actions regarding students. Data transformation is key to getting insights and making decisions about student information. It helps us improve our services and provide an experience, for students.

### 4. Data Integration

The Student Admission Management System is a place where we put all the student enquiry data together in one spot. We

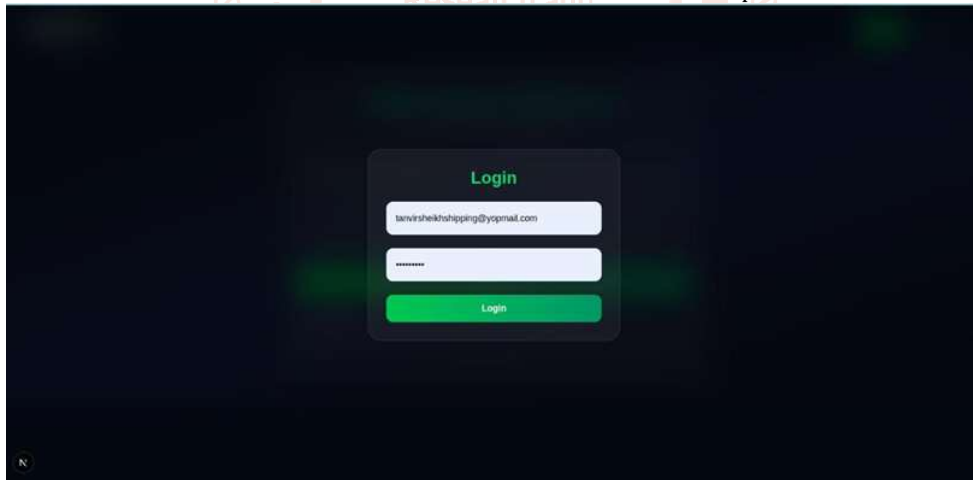
get this data from places like online forms, emails and when people come to ask us things directly. We take all this student enquiry data. Put it into Salesforce. This helps us keep track of everything in an organized way, which makes it easier to manage admissions for students. The Student Admission Management System is really helpful, for this.

### 5. Feature Selection

When we are looking at the Student Admission Management System we need to find the important things in the data that really matter. We collect a lot of information but not all of it is useful for getting results. The things that are really important are things like what course the student's interested in, where they heard about us if they were admitted or not how often we follow up with them and what their academic background is like. If we look at these things we can get a better understanding of what is going on and make reports that have the information we need to make good decisions, about the Student Admission Management System. This helps us use the Student Admission Management System in a way.

### RESULT EVOLUTION AND ANALYSIS

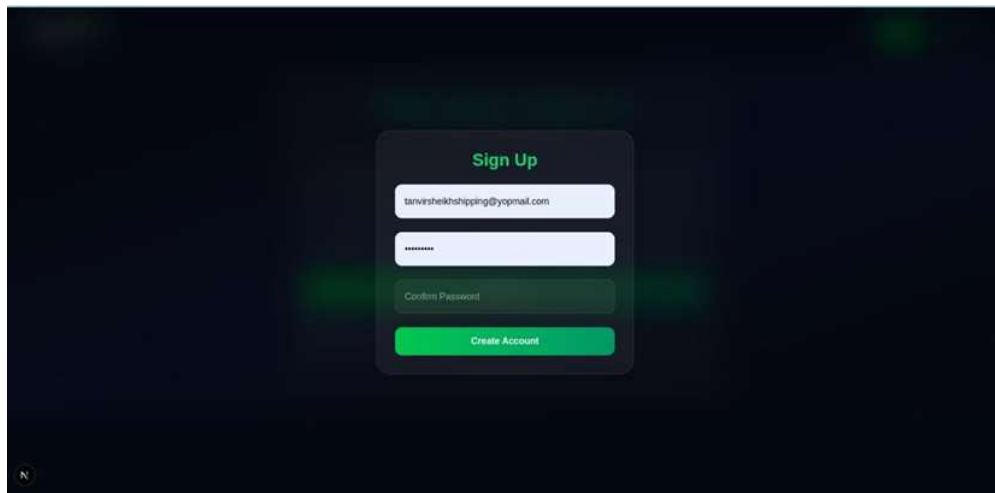
The Student Admission Management System gives us results that show it really helps with student enquiries and tracking admissions. It also sends out follow-ups on its own. We get reports and dashboards from the Student Admission Management System that help us look at trends in admissions and which courses are popular. The Student Admission Management System also shows us how many students actually join after applying. This information, from the Student Admission Management System helps institutions make decisions based on what the data says and make the admission process better.



**Figure 1: User Login Interface of the System**

The image shows the Login Page of the Student Admission Management System. This is where people who are already signed up can put in their information to get into the system. The page has spaces for the users email address and password. After that there is a Login button that checks who the user is and lets them into the system dashboard.

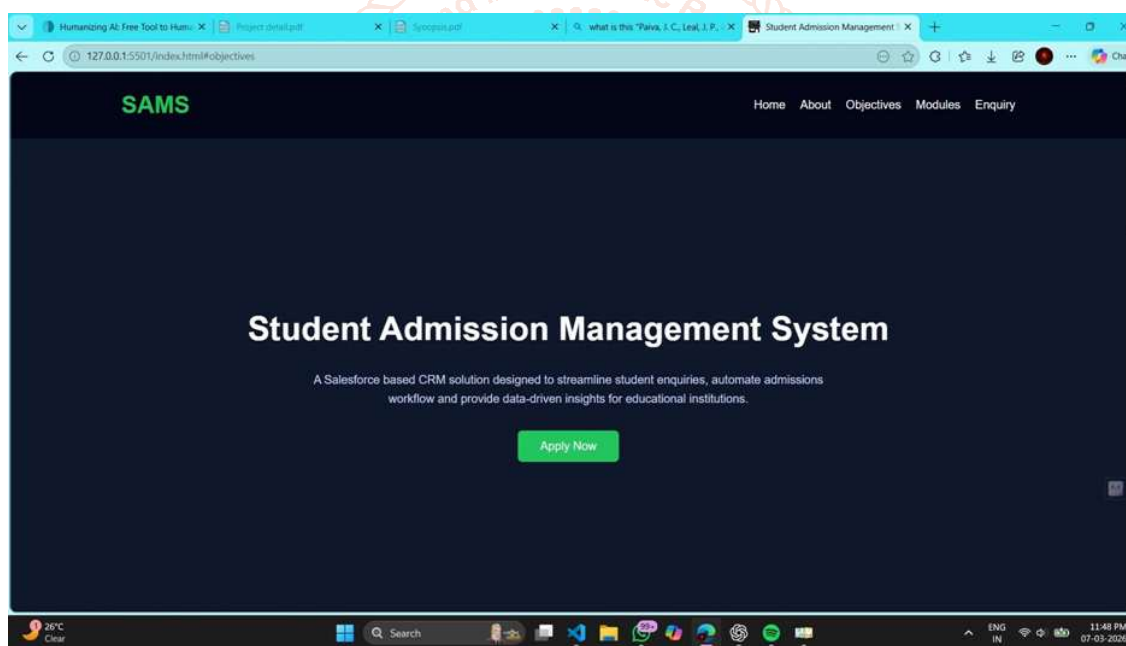
The way it looks is modern and easy to use. The background is dark. The login part is in the middle, which makes it easier to see and use. This is good because only the right people, like administrators or the people who handle admissions can get in and take care of student enquiries and admissions in the Student Admission Management System. The Student Admission Management System has a system to make sure that only authorized users can get in.



**Figure 2: User Registration (Sign Up) Interface**

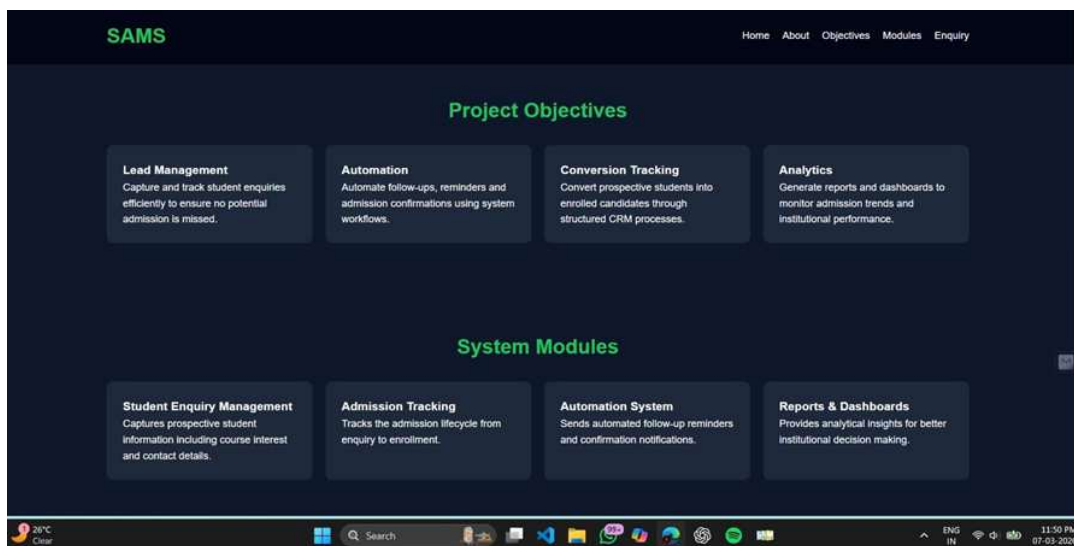
The picture shows the Sign-Up or Registration Page of the Student Admission Management System. This is where new users can make an account so they can use the system. The form has spaces for users to put in their email address, password and the password again to make sure everything is correct.

When users have put in all the information they can click the Create Account button to sign up for the system. The system checks that the password and the password again are the same before it lets users make an account. The Student Admission Management System Sign-Up or Registration Page is really important because it helps new users join the system in a way and take care of things related to admission.



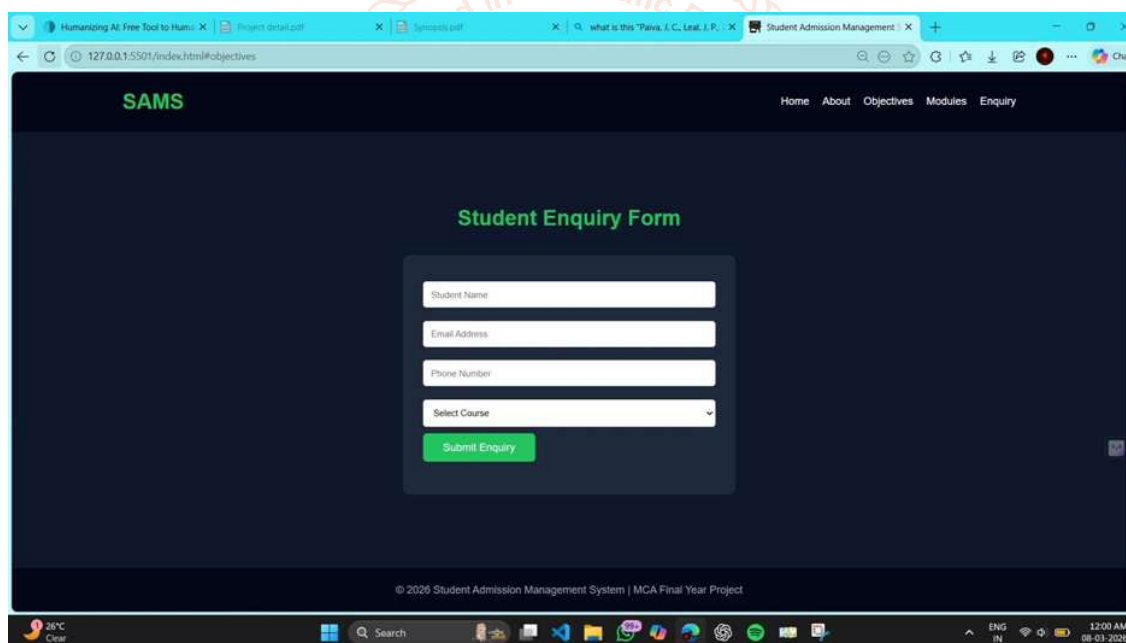
**Figure 3: Student Admission Management System – Homepage**

The Student Admission Management System built with Salesforce CRM is a tool for handling student admissions. It helps manage everything from start to finish in one place. This system brings together enquiry management, automation and data analysis in the cloud. As a result it makes operations smoother and data more accurate. Here is an image of the homepage of the Student Admission Management System web app. The navigation bar at the top has a theme and has options like Home, About, Objectives, Modules and Enquiry. In the middle of the page you see the title "Student Admission Management System". It also has a description that says it is a Salesforce-based CRM solution. This solution helps educational institutions handle student enquiries, automate admissions and make decisions based on data. There is a "Apply Now" button to start the admission process. The system has features like reminders and email notifications. These ensure that no prospective student is missed. It also provides reports and dashboards. These help institutions track admission trends and make decisions. The project shows how Salesforce CRM can be used in management. It also highlights how it can grow with technologies, like AI and predictive analytics. The Student Admission Management System and Salesforce CRM are helpful tools. They make the admission process efficient and data-driven.



**Figure 4: Project Objectives and System Modules Page**

This image shows what the Student Admission Management System is about and what it can do. The page talks about the goals of the Student Admission Management System like managing people who are interested, in the school automating tasks tracking how many people actually join the school and looking at numbers to see how things are going. The Student Admission Management System has a main parts, including managing when students ask about the school tracking who is admitted automating some tasks and making reports and charts. All these parts of the Student Admission Management System are meant to help the school manage admissions and make decisions.



**Fig : 5 :Student Enquiry Form – Student Admission Management System (SAMS)**

This picture is of the Student Enquiry Form page on the Student Admission Management System. The Student Enquiry Form is where people who want to be students can send in their questions. They have to fill in some details like their Student Name and Email Address and Phone Number and what Course they want to do. When they have filled in all the details they need to they can click the Submit Enquiry button to send it in. The Student Admission Management System is really helpful for schools because it lets them get and manage all the questions from people who want to be students in a way. This makes the admission process easier, for the Student Admission Management System.

**Conclusion**

The Student Admission Management System that is made using Salesforce CRM is a way to manage the entire process of admitting students. It does this by combining things like handling questions from students automating tasks and looking at data in one place on the internet. This makes the whole process work better and makes sure the information is correct.

The system has features like reminders to follow up with students and sending them emails. This means that no student who is interested in applying will be forgotten. The system also has reports and charts that let schools see what is happening with admissions and make decisions based on information.

This project shows how Salesforce CRM can be used in a way to manage schools. It also shows that it can be used with

technologies, like artificial intelligence and predictive analytics to make it even better. The Student Admission Management System is an example of how Salesforce CRM can help schools manage admissions.

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