

UNIVERSITI TEKNOLOGI MARA

DEVELOPING A FORECASTING MODULE USING
NEURAL NETWORK IN CRM SYSTEM: A CASE
STUDY AT SYNCHRO WEB TECHNOLOGY

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ABSTRACT

The use of Neural Network technology nowadays is become popular in such many application area. This thesis will be focused on the case studies of Synchronweb Technology Sdn. Bhd on their Customer Relationship Management System (CRM System). The CRM system will be enhanced on the forecasting module. The forecasting module is to forecast the monthly income for that company or in other word the collection of invoices for current month. It is developed using Matlab software and Neural Network tools which integrated inside the Matlab software. The methodology of doing this is Rational Unified Process (RUP). RUP process consists of 4 phases which are Inception phase, Elaboration Phase, Construction phase and Transition phase. The output from the forecasting is to forecast the next month revenue based on the regression analysis graph and need a calculation. The comparison of the accuracy and the output is recorded inside the Accuracy table. Other than that, the output from the program will be represented using dashboard. The dashboard include is train data (actual revenue) and forecast data. The dashboard helps the CRM system functionality and become beneficial to give a full picture on company health.

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