Final Internship Report
Internship as a Business Analyst and Product Manager at SELISE Digital Platforms

by

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A report submitted to the Department of Computer Science and Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science

Department of Computer Science and Engineering
Brac University
May 2022

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Declaration

It is hereby declared that

1. The Internship Report submitted is my own original work while completing the degree at Brac University.
2. The Internship Report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The Internship Report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Approval

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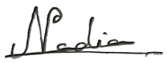

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Abstract

In this era of eCommerce and online shopping, every company needs to have an operational digital work process. The operation is usually completed by a Front End and Back End support. Therefore, only having a static eCommerce website is not enough, we need to have a back-end ERP system to manage and arrange all the orders provided by the customers. As a result, on behalf of SELISE, I was responsible for making an ERP system for one of our clients.

The purpose of this document is to deliver my experience and knowledge working at SELISE Digital Platforms as a Business Analyst Product manager for my CSE400 internship course. I'm working on making an ERP system for a coffee brand known as ViCAFE, from Switzerland. To have smooth operational work, and processing orders to deliver them to the end customer, ViCAFE is in need of an ERP system.

Dedication

I want to dedicate all my efforts and challenges in my academic life to Rick Astley for his classic song; Never Gonna Give You Up.

Acknowledgement

I wish to acknowledge the help provided by Dr. Md. Golam Rabiul Alam (Associate Professor, Dept. of Computer Science and Engineering, Brac University) in the early stage of my internship report writing. I would also like to show my deep appreciation to Anika Tasnim (Head of Digital Production, SELISE Digital Platforms) who was always there to support me if I face any difficulties throughout my internship period. Furthermore, my family and friends were always there to support me. Without their support, it would not have been possible to complete my internship and graduation.

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Chapter 1

Introduction

1.1 About Internship

An internship provides a fresh perspective of the real-world workplace and the overall scenario of the industry. The students get the opportunity to get firsthand experience by being exposed to the core infrastructures. Following this, at Brac University students get the opportunity to do an internship after completing 72 credits.

Me being always eager to gain firsthand experience, I took this opportunity to do my internship at SELISE Digital Platform as a Business Analyst and Product Manager. SELISE is a fast-growing digital platform developer with innovation, consulting and IT delivery centers across Europe, the Middle East, and Asia.

1.2 About This Report

This report will work as my final thesis report of my internship and would be included in the CSE400 course. In this report, I've written about SELISE Digital Platforms, how it works, the office culture, and what my job role is. This report will give a detailed overview of my work and responsibilities at SELISE Digital Platforms.

1.3 Objectives

This report will provide the following information:

1.3.1 Aim

The report will be representing what I have learned during my internship and the knowledge from my experience at SELISE Digital Platforms.

1.3.2 Specific Goals

The specific goals have been mentioned below:

- Company profiles overview
- Work culture and environment

- SELISE Digital Platform's services
- My learnings throughout the internship
- Work responsibilities in my role

1.4 Methodology

The report has been prepared based on the experiences I've gained from SELISE Digital Platforms, and what I've learned from my internship. Most of the data has been collected from my personal experience, additionally from the official website of SELISE Digital Platforms. Following is the list:

1.4.1 Primary Data

- Personal experiences
- Resources collected from teammates at SELISE Digital Platforms

1.4.2 Other Data

- SELISE Digital Platforms official website (selise.ch)
- Desktop research

Chapter 2

Company Profile

2.1 Overview

SELISE is a software firm engaged in the creation of digital platforms from strategy to execution. Their understanding of information technology and the internet helps them enhance business performance across industries. They serve Insurers, Retailers, Telcos, Advisors, Sports Clubs, Civil Engineers, and many more.

2.2 SELISE Leadership Team

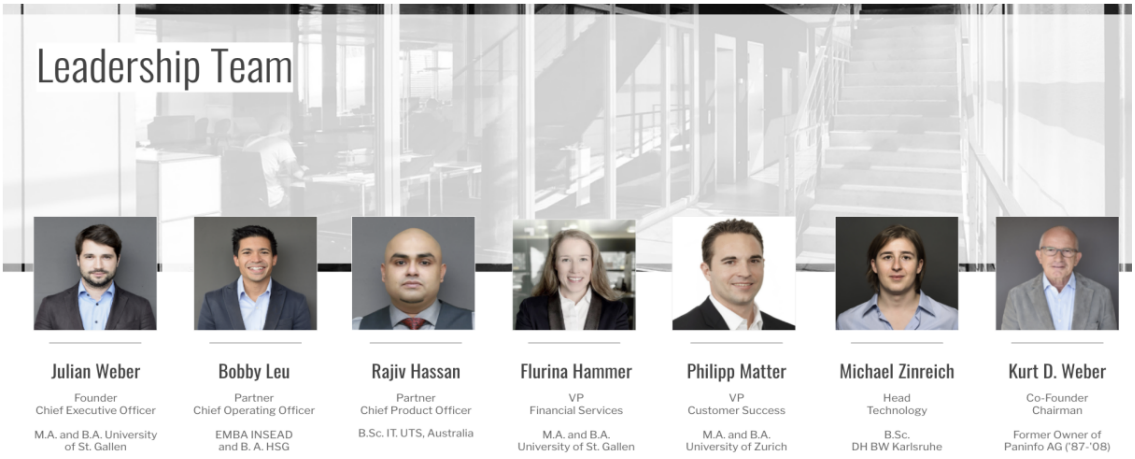

Figure 2.1: SELISE Leadership Team

2.3 SELISE Organizational Chart

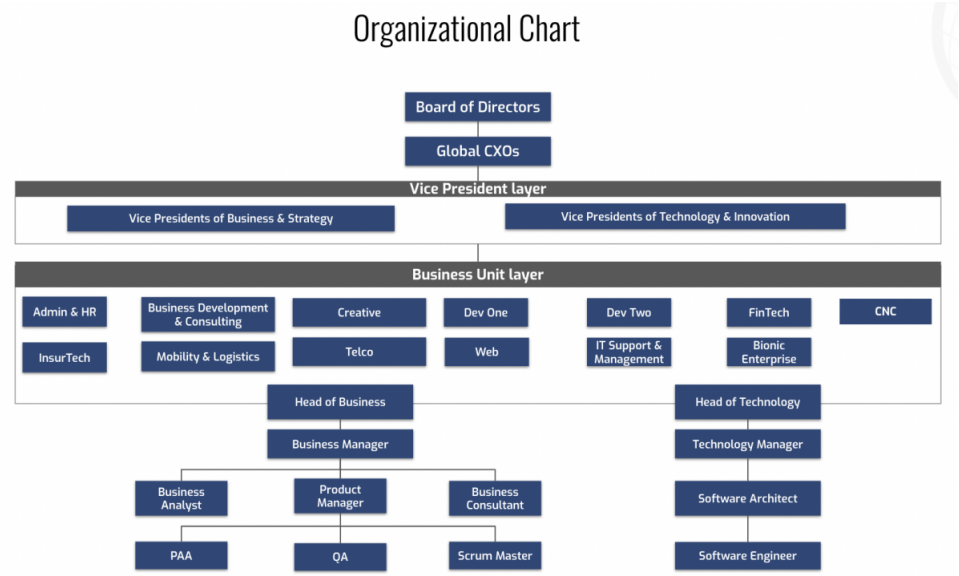

Figure 2.2: SELISE Organizational Chart

2.4 SELISE Office Locations

Figure 2.3: SELISE Office Location

2.5 SELISE Portfolio

Following are some successful projects completed by SELISE Digital Platforms:

2.5.1 Swiss Life Select Network

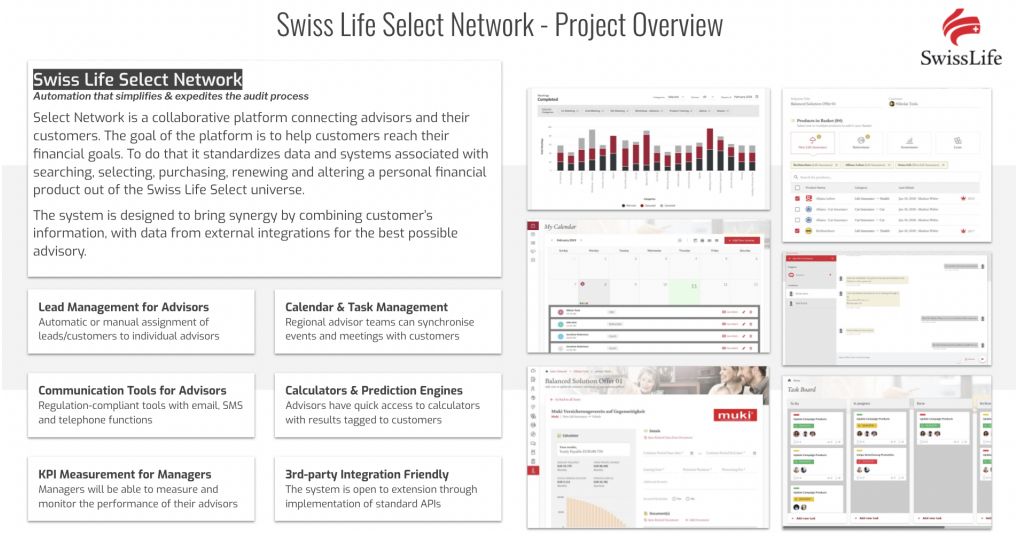

Figure 2.4: Swiss Life Select Network

2.5.2 Generali Baugarantie

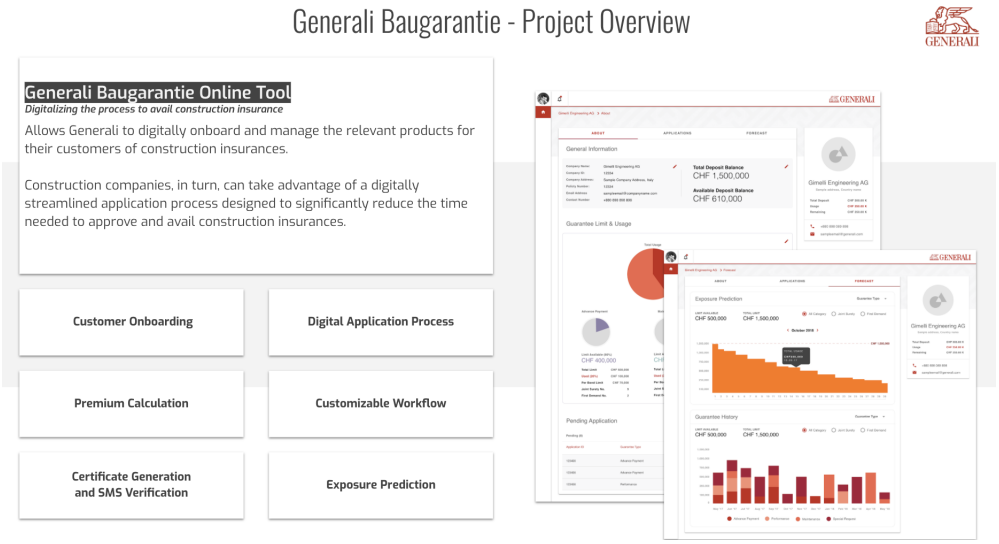

Figure 2.5: Generali Baugarantie

2.5.3 Acquisition and Retention Cloud - ARC by SELISE

Figure 2.6: Acquisition and Retention Cloud - ARC by SELISE

2.6 Strategic Pillars of SELISE

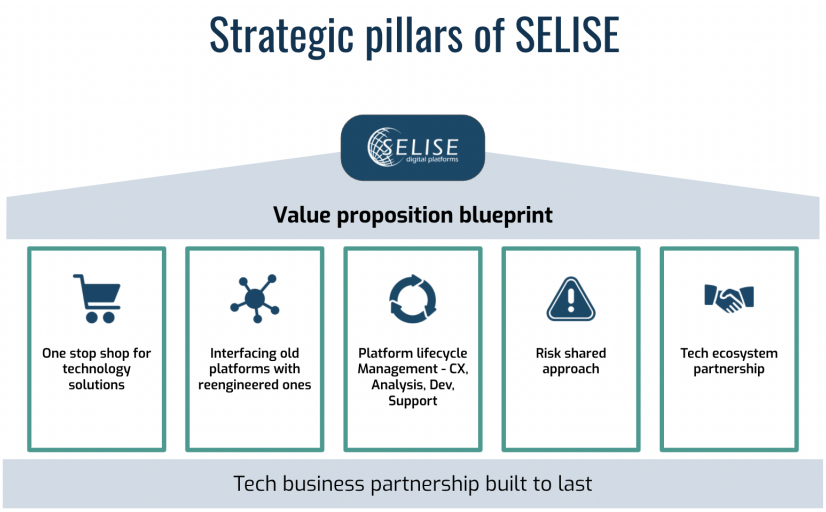

Figure 2.7: Strategic Pillars of SELISE

2.7 SELISE Clients

Figure 2.8: SELISE Clients

2.8 SELISE Value Proposition

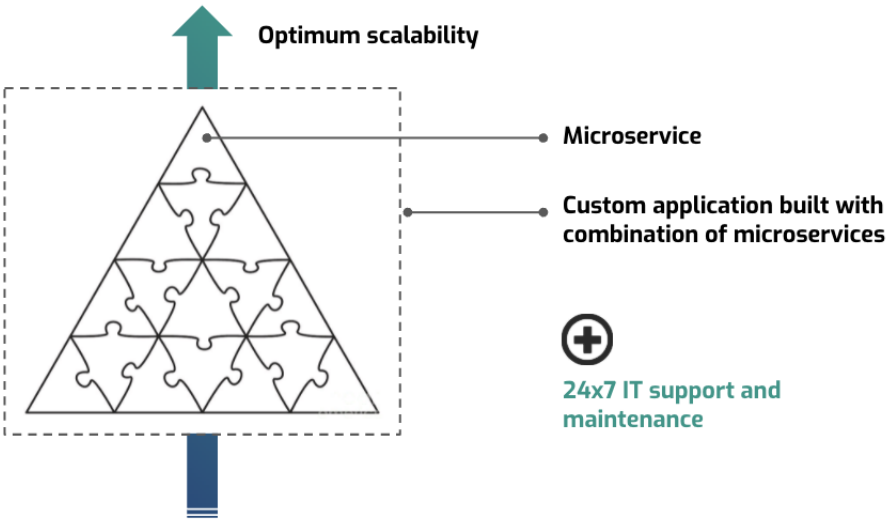

Figure 2.9: SELISE Value Proposition

2.9 SELISE Technology and Framework

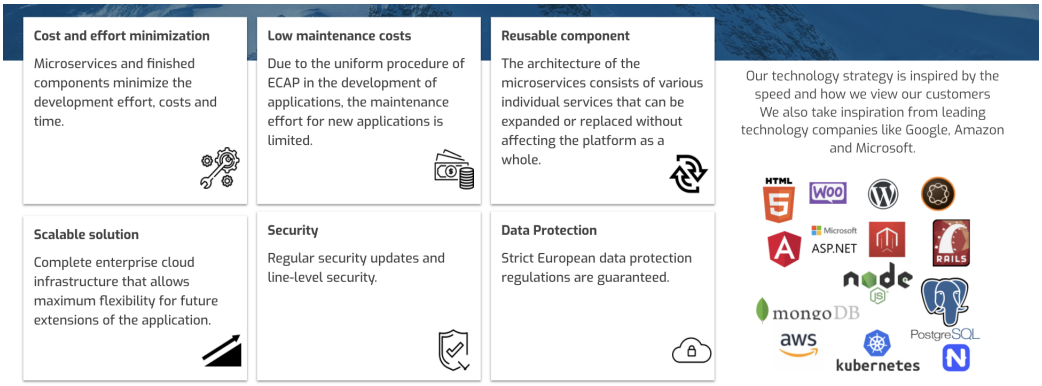

Figure 2.10: SELISE Technology and Framework

Chapter 3

My Hands-on Experience at SELISE

3.1 Overview

SELISE Digital Platforms has a very modern onboarding process that starts with introductory training for new joiners. I joined as a Business Analyst and Product Manager and followed the same general route. My internship here at SELISE would also be part of my undergraduate program in Computer Science at Brac University. This is being evaluated with my CSE400 course. SELISE has 14 teams in total, and I'm working with the WEB Team. The team has in total of about 60 members, and all of them are very talented individuals. In this report, I've shared a couple of screenshots of the software and projects that I've worked on.

3.2 Getting Familiar with Company Work Process

SELISE is a hybrid company, following that we mostly work from home. As a result, being in meetings and staying updated on everything throughout the company and projects is very important for all of us. As a result, we always start our day by having a morning meeting.

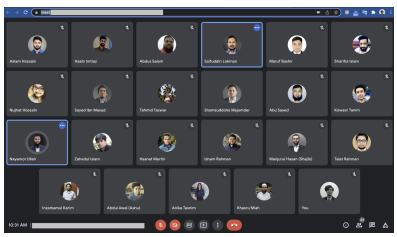

Figure 3.1: Google Meet Morning Standup

3.2.1 Maintaining Online Attendance by using internal software

SELISE has a custom build software that is used to maintain employee attendance.

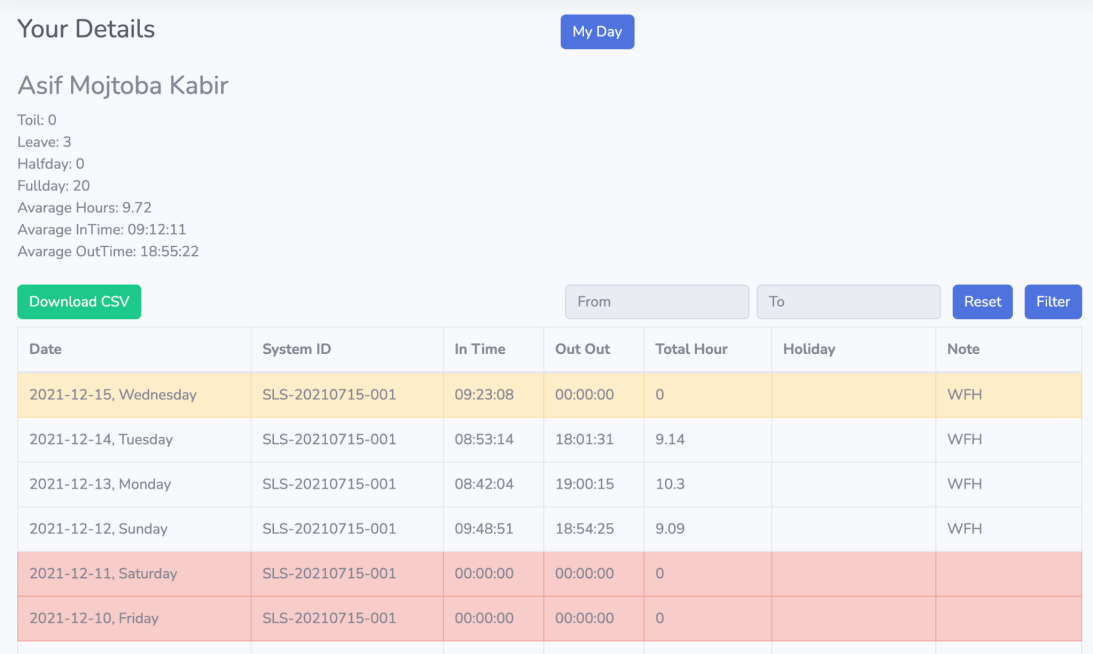

Figure 3.2: Online Attendance Portal

3.2.2 Following up with teammates on Google Hangouts

We use Google Hangouts to communicate with each other at SELISE.

3.2.3 Using Trello to keep track of works

We use Trello to keep track of our ongoing projects and tasks.

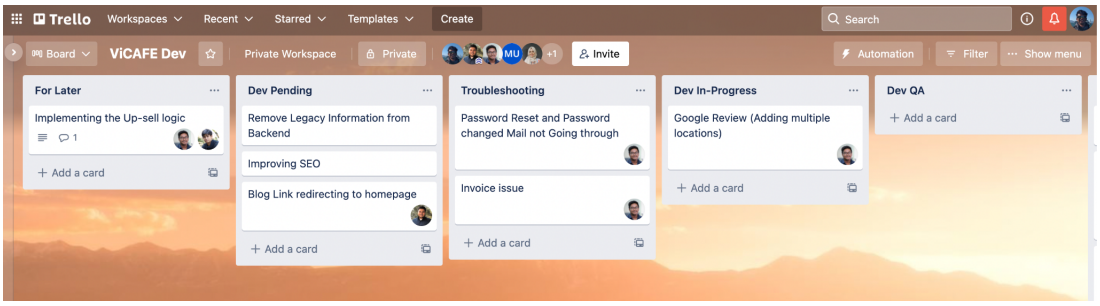

Figure 3.3: Trello Board

3.2.4 Using Google G-Suite for official communication and Meeting Plans

We use the Google G-Suite account for sending official emails and creating events on Google Calendar. Our email ID ends with the selise.ch domain.

3.2.5 Using Google Sheet for tracking Account Plan

We use the Google Sheet to keep track of ongoing projects, and I spend a lot of time on this software following my job responsibilities. Photo attached (confidential information has been blurred)

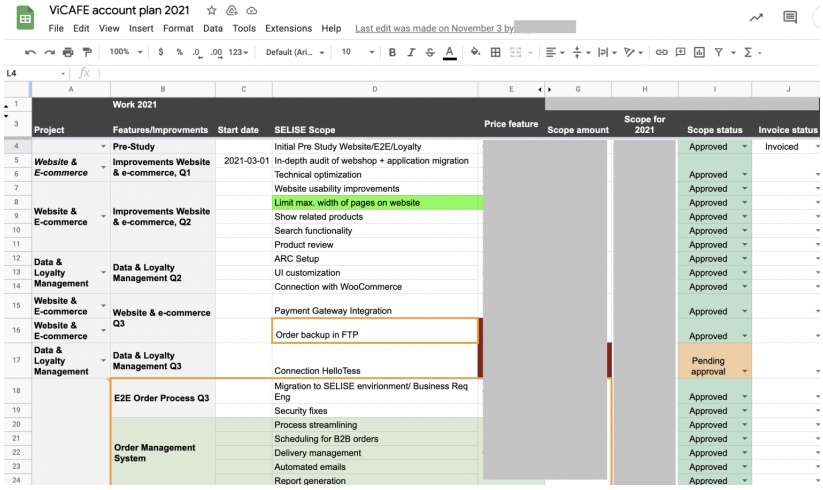

Figure 3.4: Google Sheet

3.2.6 Using Figma to work with UX Engineers

I used the Figma software to collaborate with our UX engineers and Design team.

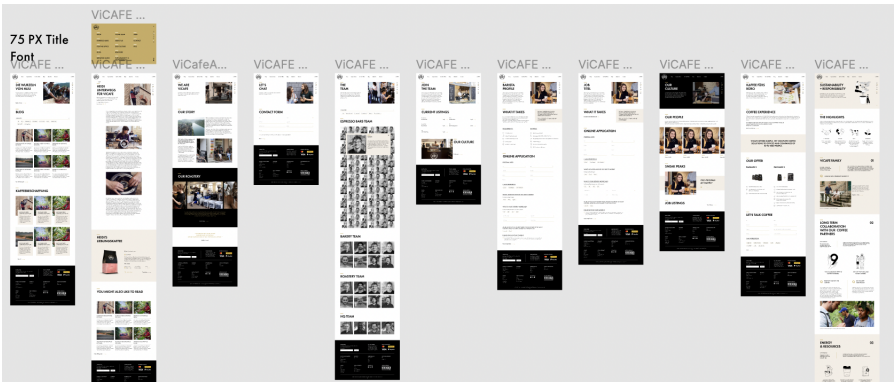

Figure 3.5: Figma Board

Chapter 4

My Contribution

4.1 Project Overview

I helped SELISE to develop an omnichannel ecosystem where all orders are placed from the E-shop and all the customers will log in to the E-shop, but their role would be defined by the App. For users (internal employees of ViCAFE), they will be added to the ERP App by an invitation system. The Business customer (B2B) roles would be created on the ERP App and based on that role the customer will be interacting with the E-Shop. Any other customer not specified by the ERP App will be treated as an individual customer. Additionally, all the product details are only to be added to the App and later would be shown on the E-Shop. Meanwhile, a potential new POS system by SELISE could also be connected with the APP for reporting purposes. Following the omnichannel ecosystem, the Loyalty App Users and E-shop Customers both would be able to log in using the WordPress OAuth Server; as a result, all individual Customers would be using the same authentication.

4.2 Objectives

- Developing an interconnected ERP system i.e. ViCAFE App for ensuring a smooth operational journey of product management, order management, user and customer management, comprehensive reporting, etc.
- The overall ecosystem would have three individual processes mentioned below:
    1. E-Shop
    2. App
    3. Integration

4.3 Overall ecosystem overview diagram

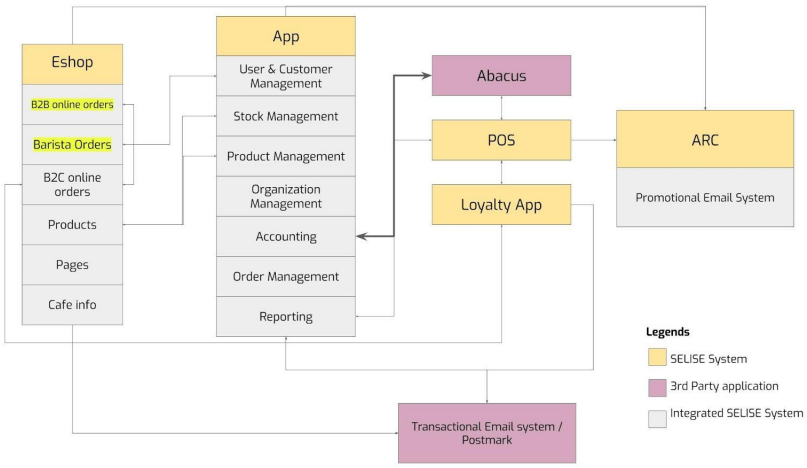

Figure 4.1: Ecosystem Overview

Note: User and Customer data would be stored in the central database of ViCAFE, and by default, WordPress complies with GDPR. Additionally, any kind of silos would be avoided by an end-point connected API.

4.4 Components of ERP App Solution

1. E-Shop
   (a) Customer Management
   (b) Price Management
   (c) Product Information
2. App
   (a) User and Customer Management
   (b) Stock Management
   (c) Product Management
   (d) Organization Management
   (e) Accounting
   (f) Order Management
   (g) Reporting
3. Integration
   (a) ARC for lead collection and promotions
   (b) Abacus for Accounting

4.5 E-Shop

SELISE will develop an omnichannel ecosystem where all types of orders will be taken on an extension of the ViCAFE WooCommerce site. Different categories of Customers (B2B, Espresso Bars, etc.) will be able to enter the website with their own log-in credentials, and then will be able to place orders, as well as find their order invoices. The orders will then be processed in the App section.

4.5.1 Customer Management

All the Customers will be maintained by a central system (WordPress OAuth Server) following the core role, responsibilities, and requirements. It will be developed in a manner such that there will be provisions to enhance the authorization with social logins in future releases.
This overview is divided into a number of sections below:

- Different categories of Customers (Roastery, B2B, Espresso Bars, etc.) will be able to enter the website with their own login, and then will be able to place orders.
- The orders will then be processed in the App section

4.5.2 Price Management

The prices of each product can be customized based on individual customer categories. For example, the price of "Finca Los Nogales" could be CHF 20.50 for regular customers but could be shown as CHF 16.50 to B2B Customers. Additionally, there would be options to set a default price for individual Customer categories; and, individual prices for individual B2B customers could also be maintained, if necessary.

The prices will be defined from the App while uploading or editing the products from the Product Add section. Furthermore, whenever a price would be updated on the App, it would also automatically be visible on the E-Shop.

4.5.3 Product Information

All Product information for every customer category will be retrieved from the App section. For example, additional product information for Espresso Bars, i.e. cups, napkins, etc. will be available only for the customers of Espresso Bars.

4.6 App/ERP

SELISE will develop the App in adherence to the overall operations of the ecosystem. All the products and user and customer roles would be managed by the App. Additionally, other features like reporting, Invoice Generation, Organization Management, Stock Management, etc. would also be maintained by the App/ERP.

4.6.1 User and Customer Management

This is divided into a number of sections below:

1. Login
   (a) G-Suite Login Authentication
   (b) Predefined Credentials
2. Based on specific user and customer roles, different levels of permissions
3. Can specify the channels of the customers (B2B, Espresso Bars, etc.)

4.6.2 Stock Management

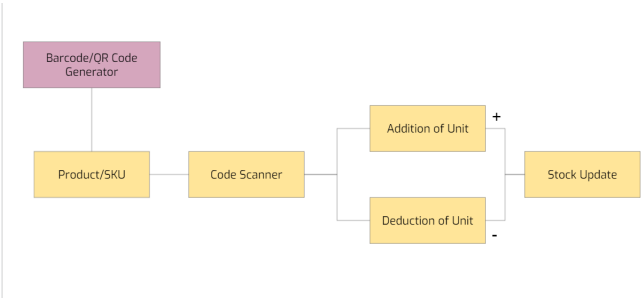

Figure 4.2: Stock Management Diagram

This is divided into a number of sections below:

- Barcode / QR code will be generated for all products via barcode generator (external)
- Add or subtract products by scanning the barcode
- Products will be added/deducted automatically after scanning, the stock quantity will be updated accordingly, and it can be tracked later

Points to be noted:

- An individual stock limit could be set for each channel, which will get triggered when the product number reaches that point. As a result, product availability could be managed centrally on the App
- There would be a “critical levels” alert feature available based on the specified product amount, if needed
- It will be developed in a manner such that there will be provisions to enhance the product categories i.e. Finished Goods, Raw Materials, Work-in-progress Goods, Maintenance, Repair and Operating Goods (MRO) in future releases

4.6.3 Product Management

This is divided into the sections below:

- Add new products to the App
- Add barcode serial for products (if available)
- Add separate prices for different channels/customers for every product
- Add and view all product details

4.6.4 Organization Management

This is divided into the sections below:

- Add contacts and organizations, with their information
- Add multiple contact addresses for an organization 4.6.5 Accounting

4.6.5 Accounting

This is divided into the sections below:

- View and print all invoices
- Connection to Abacus

4.6.6 Order Management

This is divided into the sections below:

- Print all open orders - generating PDF for daily roasting
- Print / Mark as Delivered / other options for multiple open orders
- Filter and search orders

Orders are placed at the E-Shop and accumulated in the ERP App. The orders are all processed in the ERP App, and after successful execution, the customer will be able to track order progress in the E-Shop.

It will be developed in a manner that there will be provisions for automated orders for B2B subscriptions in future releases.

4.6.7 Reporting

This is divided into the sections below:

- Quantities sold per month
- Total quantities for the year
- Quantities sold per channel

- Total quantities for the year per channel
- Quantities sold per product
- Monthly sales vs. projection
- Monthly product sales breakdown
- XML export
- Order reports

4.7 Integrations

SELISE will ensure uninterrupted integration with multiple platforms for a smooth operational flow.

4.7.1 ARC for Lead Collection and Promotions

ARC (an internal tool created by SELISE) will be incorporated into the ERP system to track customer behavior and create leads for promotional activities by ViCAFE.

4.7.2 Abacus for Accounting

This is divided into the sections below:

- Downloading XML file from the ViCAFE App with the relevant data for bookkeeping in Abacus
- The integration will also work for canceled and refunded invoices

4.8 Design

Design of some pages for the ERP has been provided below. These are wireframes, and in the future will be converted to the final UI and the production design will be updated.

4.8.1 Home/Dashboard

Figure 4.3: Home/Dashboard UI

4.8.2 User Management

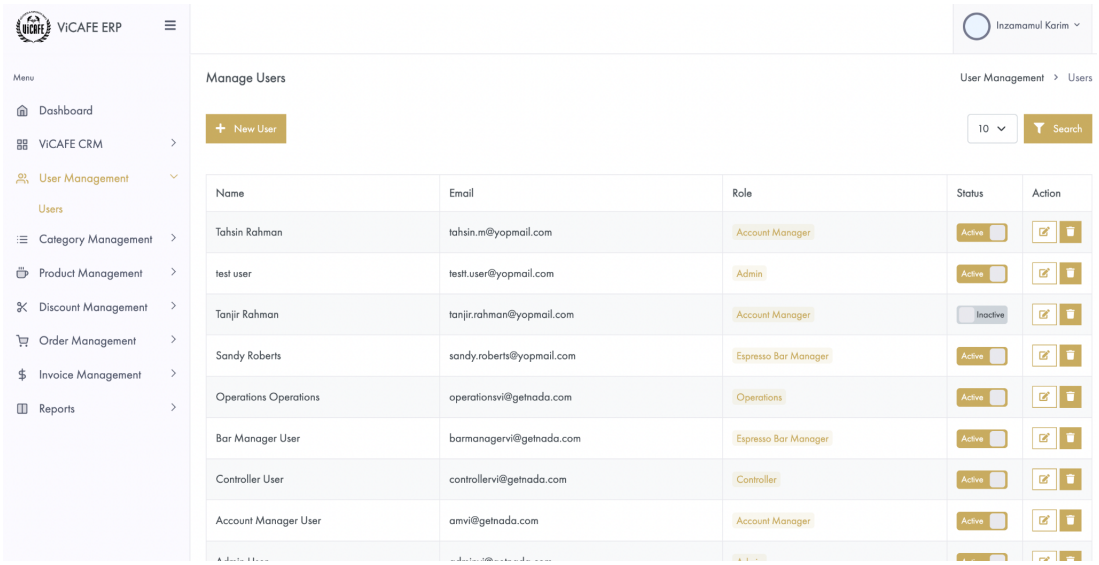

Figure 4.4: User Management UI

4.8.3 Product Management

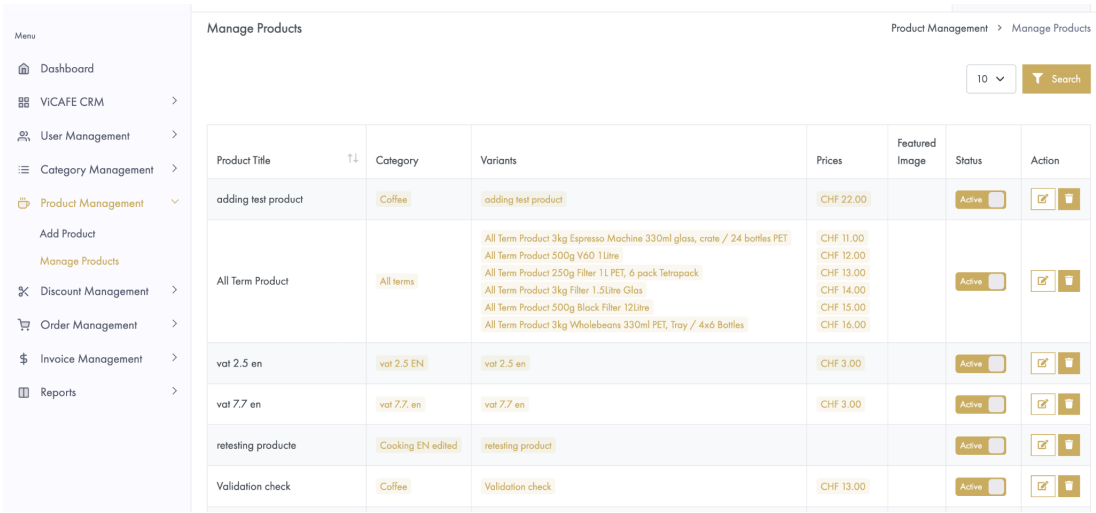

Figure 4.5: Product Management UI

4.8.4 Order Management

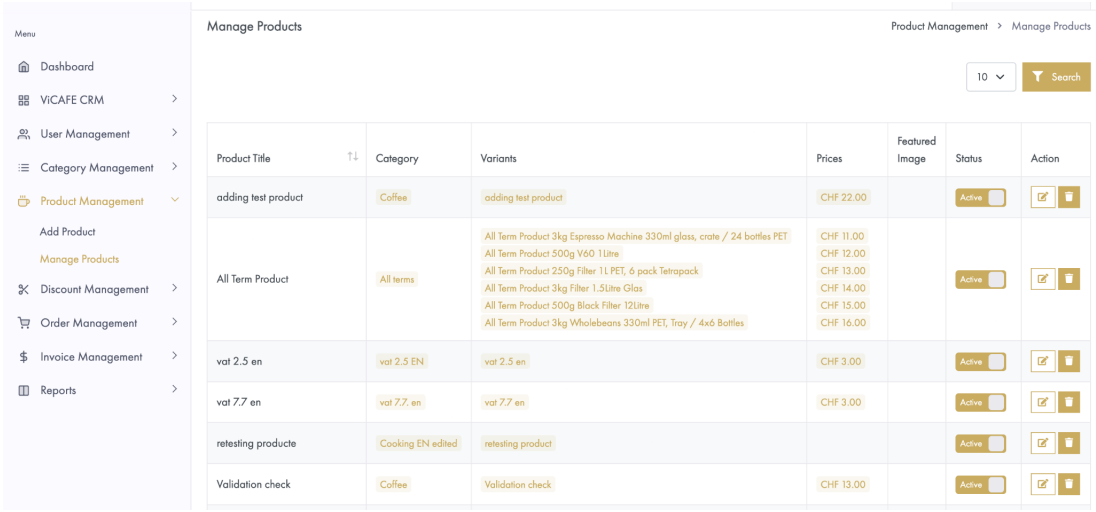

Figure 4.6: Order Management UI

4.8.5 Invoice Management

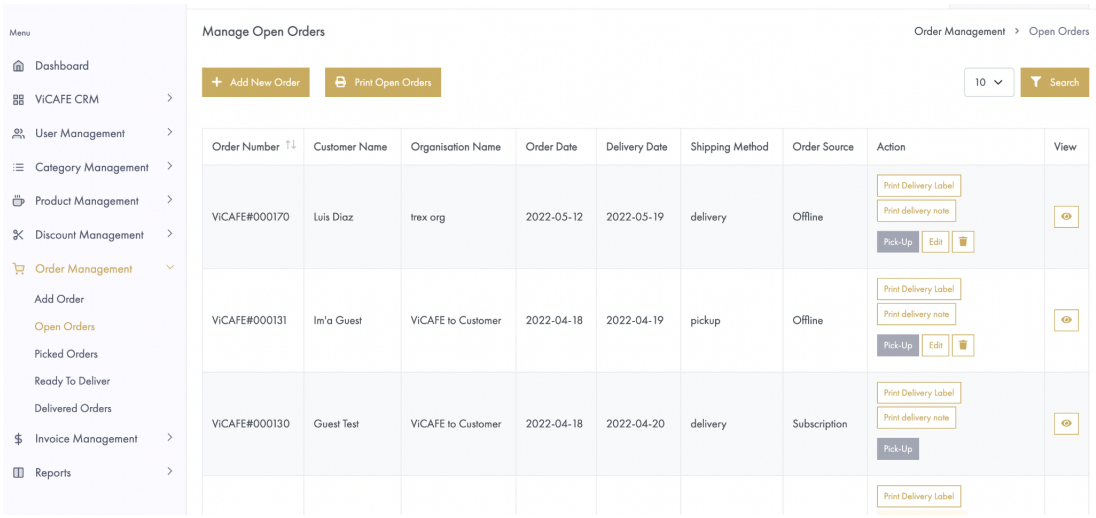

Figure 4.7: Invoice Management UI

4.9 Challenges

One of the major challenges I faced throughout this project was the lack of communication between the client and management. It was sometimes very difficult to get in touch with the client regarding any issues. However, setting deadlines helped me a lot. For example, whenever I was sending an email, I used to mention by when they need to send me a reply, as a result, they didn't feel like I'm forcing them for feedback, however, there is a mentioned deadline.

Chapter 5

Growth

5.1 Professional Growth

5.1.1 International Team Culture

Before joining SELISE I had never worked with any international team, as a result, it was a great opportunity for me to work with a team with the versatility of work experience and cultural background.

5.1.2 Professional Communication

I got to learn about professional communication etiquette, and learning how to write emails properly was one of the best points I would like to mention.

5.1.3 Soft Skills

Throughout my journey, I had to give several presentations to my stakeholders, seniors, and team members. As a result, it helped me to gain and improve my communication, soft skills, and confidence.

5.2 Technical skills

5.2.1 Google Workspace

Learned to use Google G-suite properly. Gained experience in working with Calendar, Drive, Docs, Sheets, Slides, Meet, and many more.

5.2.2 Figma

Increased my knowledge of Figma via prototyping, wireframing, and working

5.2.3 Trello

Increased my knowledge of Trello via managing projects, timelines, and bug reports.

5.2.4 Programming Languages

Since I've worked closely with the development team, I gain more experience in programming languages, how they work and what are the dependencies or challenges.

5.3 Interpersonal Growth

5.3.1 Negotiation

I've learned to negotiate properly with my stakeholders regarding time and resources allocations, task prioritization, and deadlines.

5.3.2 Learn to say "No"

I got to know that it is very important to know when to say "No". There will always be work pressure and tight deadlines. However, I need to communicate with my team members, seniors, and stakeholders properly, and say "No" if anything is nearly impossible or may hamper both my personal and professional life. SELISE always appreciates proper communication and stays transparent.

Chapter 6

Conclusion

While working on this project, I've learned and gained first hands-on experience with so many new things and projects. Being SELISE one of the renowned companies in Bangladesh and worldwide, I get to work with people from different backgrounds and skills. Working with an international team helped me to understand the overall industry culture better and sincerely. Working on this project helped me to understand the lectures and contents I've read in my theory classes. Now, I'm getting the chance to implement my knowledge into this practical life. I'm learning about project management, using tools like Jira, Trello, Slack and Notion. Additionally, gaining knowledge about PHP Laravel, and other programming languages. I got to know the many sections of software development, project management, product life cycles, user experience, and many more. The journey here was highly interactive and informative for me.