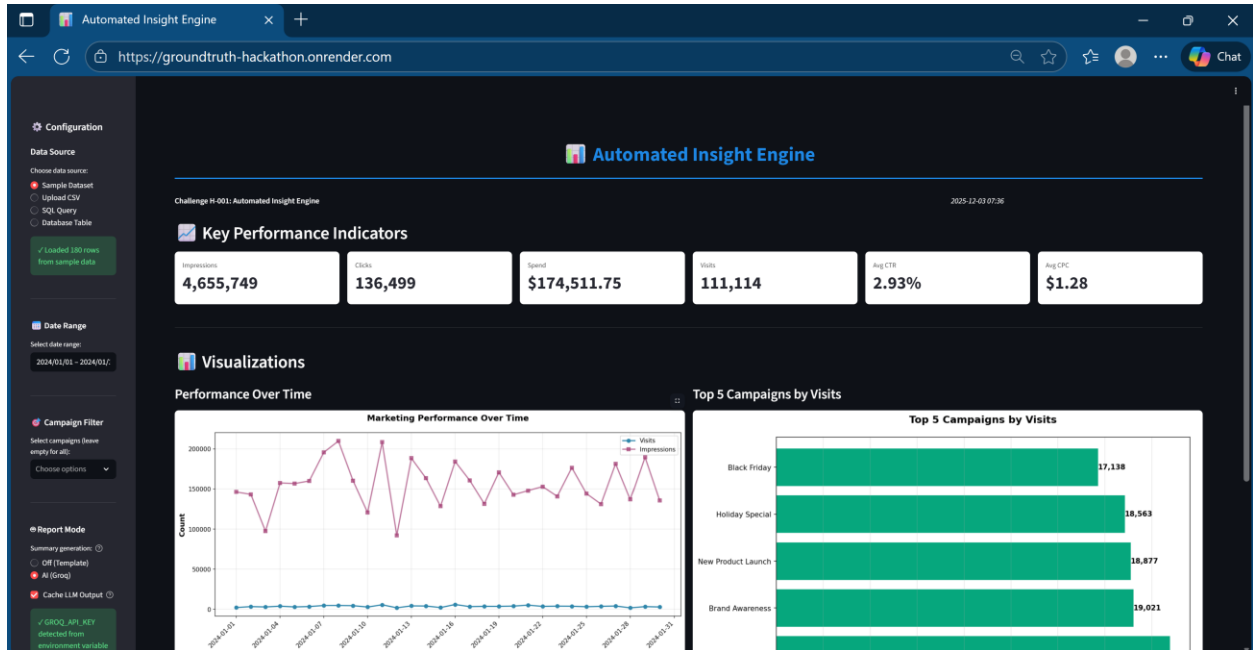


## Challenge H-001: Automated Insight Engine

### Implementation Summary with Screenshots

Tharun Subramanian C

<https://groundtruth-hackathon.onrender.com/>



## Data Import Options

The system supports multiple data ingestion methods, including:

- Built-in sample dataset (CSV)
- User-uploaded custom CSV files
- SQL query input
- External database connections
- Preset query templates for faster access

## Data Filtering & Configuration

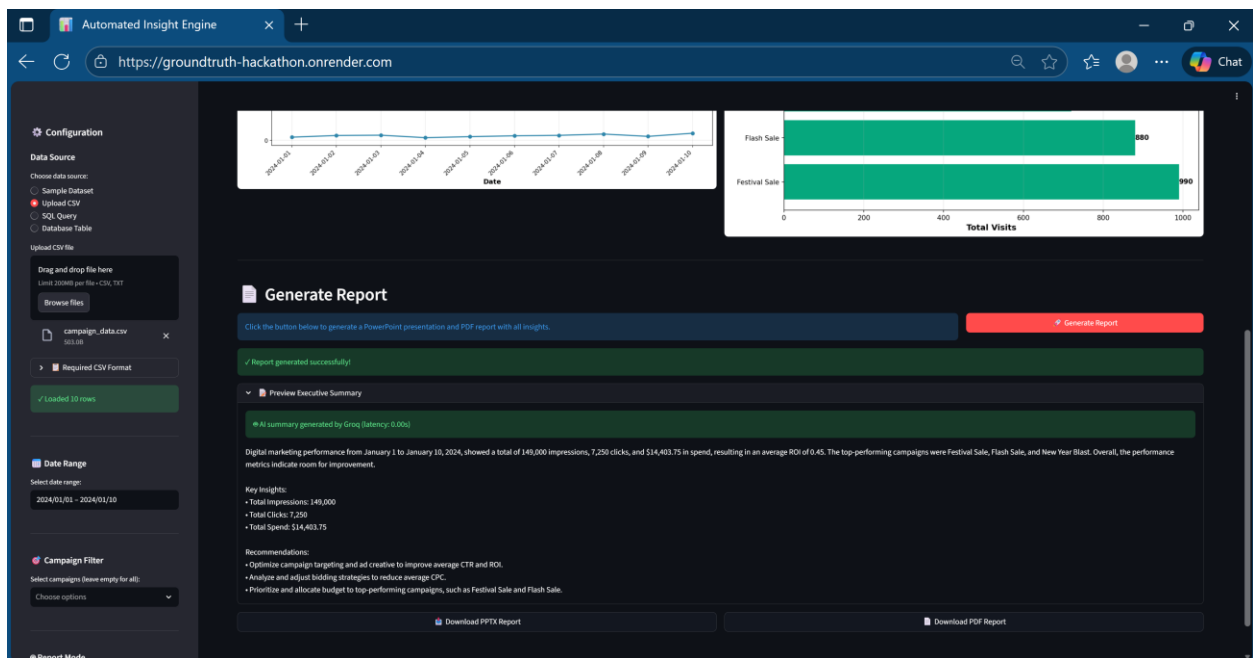
Users can refine the analysis by applying filters such as:

- Campaign selection
- Custom date range
- Option to enable or disable AI-generated summaries

## Interactive Metrics & Visualizations

Once the data is imported, the application automatically displays:

- Key Performance Indicators (KPIs)
- Time-series trends
- Comparative visualizations for top campaigns and channels



## AI-Enhanced Report Generation

The **Generate Report** feature produces a comprehensive summary powered by Groq LLM, offering:

- Key insights extracted from the data
- Actionable recommendations
- Executive-level narrative tailored to campaign performance

## Report Export Options

Users can download the final output in multiple formats:

- **PowerPoint (PPTX)**
- **PDF**

