

Peer Review of Another Group's Proposal

Group Name: SiteSage

1. State the goal of the project in your own words.

The goal of this project is to build an AI-based system that helps businesses choose the best store locations by predicting potential revenue through data analysis and automation, making site selection faster and more objective.

2. What was the best part of the proposal's technical contribution?

The best part of the proposal's technical contribution is its modular agent design based on the ReAct (Reasoning and Acting) paradigm.

By dividing the site evaluation into *Customer*, *Traffic*, and *Competition* modules that interact sequentially, SiteSage reduces LLM context load, improves reasoning accuracy, and enables explainable, data-driven decisions.

This design makes the system faster, more scalable, and more reliable than traditional site selection methods.

3. What is one suggestion you have (that was not already made in class) that might help the project?

One useful improvement would be to integrate mobility or transaction datasets from open sources such as Google Mobility Reports, OpenStreetMap, or City Data APIs to enhance the accuracy of customer traffic estimation.

This would make the model less dependent on online reviews and better reflect real-world consumer activity.

Additionally, expanding the dataset beyond coffee shops and incorporating time-based traffic patterns (e.g., weekday vs. weekend) could improve generalization across business types and regions.

4. Provide feedback on the quality of the oral presentation - what was good, and what could be improved.

The presentation was well-organized and easy to follow, with clear explanations of the problem, motivation, and system design. The use of visuals, such as the workflow and architecture diagrams, helped make complex ideas more understandable.

However, it could be improved by highlighting key points more clearly — for example, emphasizing the project's core innovation and technical contribution instead of covering too many details evenly. This would make the presentation more focused and memorable.