

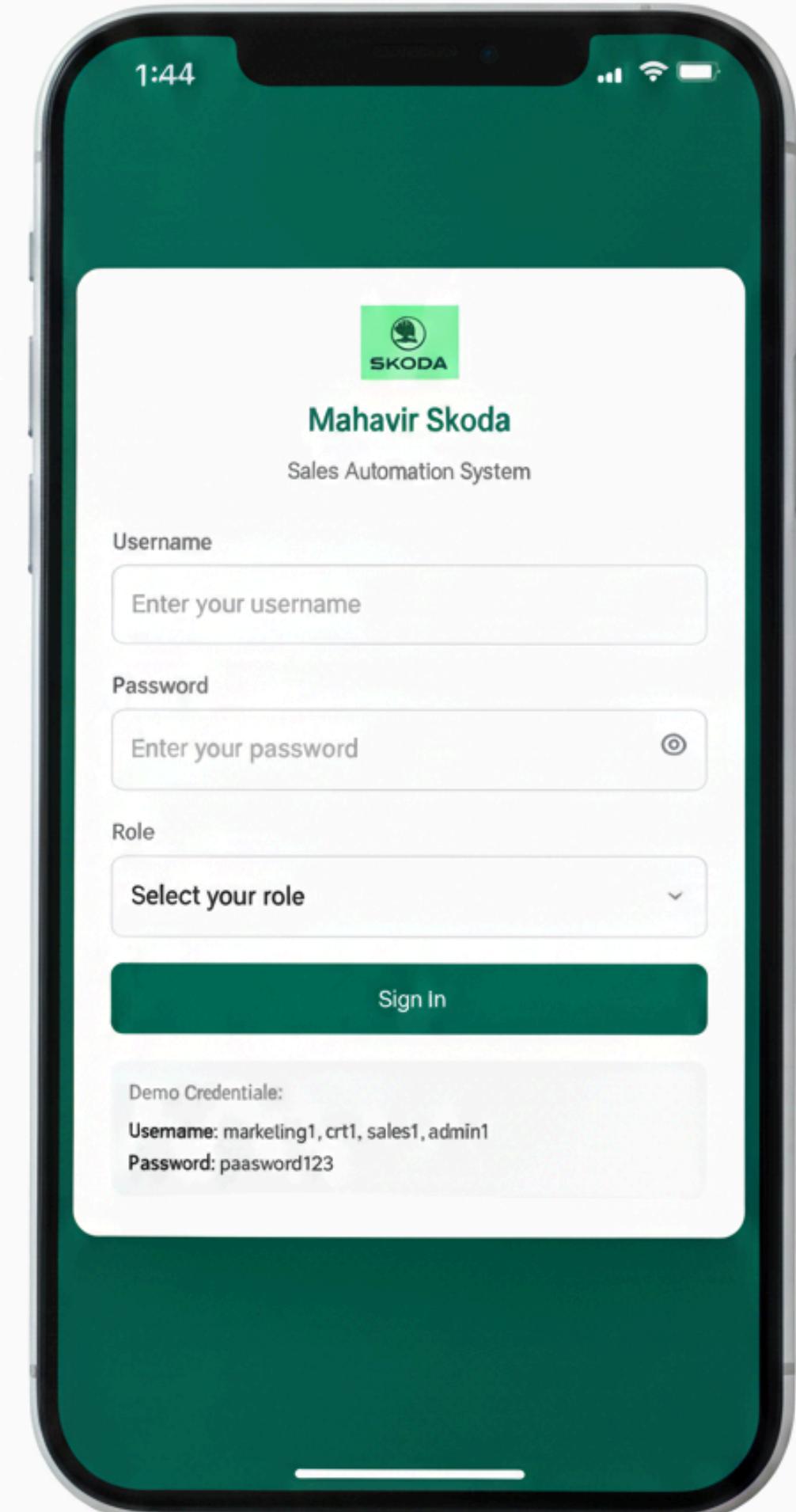
Mahavir Skoda

SKODA SMARTFLOW – AI ENABLED AUTOMATION

“This report explains the real-time data handling, automation process, and analyst responsibilities once the SmartFlow system goes live.”

Prototype Overview – Mahavir Skoda Sales Automation System

- Internal web & mobile application developed for Mahavir Skoda (Mahavir Group) to streamline the end-to-end sales process.
- Centralized platform connecting Marketing, CRT, Sales Executives, and IT Admins under one unified system.
- Role-based login system ensuring secure access for different teams (Marketing / CRT / Sales / Admin).
- Designed using AI-assisted workflows to automate lead capture, scheduling, and customer feedback.
- Integrated with MySQL backend for real-time data storage and management.
- Built-in AI prompt-based summaries to generate customer insights and follow-up scripts automatically.
- Supports calendar scheduling automation through n8n integration for test drives and follow-ups.
- Fully responsive layout designed to work across web browsers and mobile devices.
- Foundation of the entire SmartFlow ecosystem — all team dashboards connect to this authentication layer.



MARKETING TEAM

Marketing Team Dashboard – Lead Capture & Event Integration

- Designed for event-based and digital lead collection (Auto Expo, mall carnivals, campaigns, referrals).
- Allows the marketing team to add new leads instantly with customer details, vehicle interest, and source event.
- Dashboard provides a real-time view of total leads, handed-over leads, and top vehicle interests (e.g., Kushaq, Slavia).
- Integrated search and filter options for tracking leads by vehicle, date, or event.
- Once a lead is entered, automation instantly assigns it to a CRT member through an n8n-triggered workflow.
- Removes manual Excel updates and ensures every captured lead enters the centralized MySQL database.
- Enables follow-up scheduling directly from the dashboard to maintain timely communication with customers.
- Built for speed and accuracy — reduces manual effort and improves lead handover efficiency.

The screenshot shows a user interface for a marketing dashboard. At the top right, there's a green circular icon with a white 'M' and a small square icon with a white 'S'. The header reads "Mahavir Skoda" and "Welcome back, Rajesh Kumar!". Below the header, it says "Marketing Team Dashboard - Mahavir Skoda Sales Automation System". On the left, there are two buttons: a green one labeled "+ Add New Lead" and a grey one labeled "Schedule Follow-up". The main area has three large cards: 1) "Total Leads" with a person icon, showing 30 leads. 2) "Handed to CRT" with a right-pointing arrow icon, showing 8 leads. 3) "Most Interest" with a car icon, showing "Kushaq". Below these cards is a section titled "Lead Capture" with a green "+ Add New Lead" button. At the bottom, there are sections for "Recent Leads" (with a search bar), "All Vehicles" (with a dropdown menu), and tabs for "Customer", "Contact", and "Vehicle".

CUSTOMER RELATIONS TEAM

Customer Relations Team – Lead Follow-Up & AI Summary Dashboard

- Designed for the Customer Relations Team (CRT) to manage leads handed over from Marketing.
- Displays assigned leads, processed leads, and AI summaries generated — providing a complete overview of daily activity.
- CRT can view full customer details (name, contact, vehicle interest, event source, etc.) directly from the dashboard.

The screenshot shows the Mahavir Skoda Sales Automation System dashboard. At the top, it displays a welcome message: "Welcome back, Priya Sharma!" and the system name: "CRT Dashboard - Mahavir Skoda Sales Automation System". On the left sidebar, there are two main menu items: "Dashboard" (highlighted in green) and "Leads". The main content area has three primary sections: "Assigned Leads" (8 leads), "Processed Today" (5 leads), and "AI Summaries" (12 summaries). Below these, there is a "Schedule Follow-up" button. The "Assigned Leads" section shows a card for "Sneha Reddy" with the phone number "+91 9800000001" and email "sneha.reddy@email.com". The card also notes "Mall Exhibition" as the source and "Interested in Slavia, first car buyer" as the vehicle interest. The "Lead Management" section provides detailed information for the same lead, including the name "Sneha Reddy", phone "+91 9800000001", email "sneha.reddy@email.com", vehicle interest "Slavia", and source "Mall Exhibition".

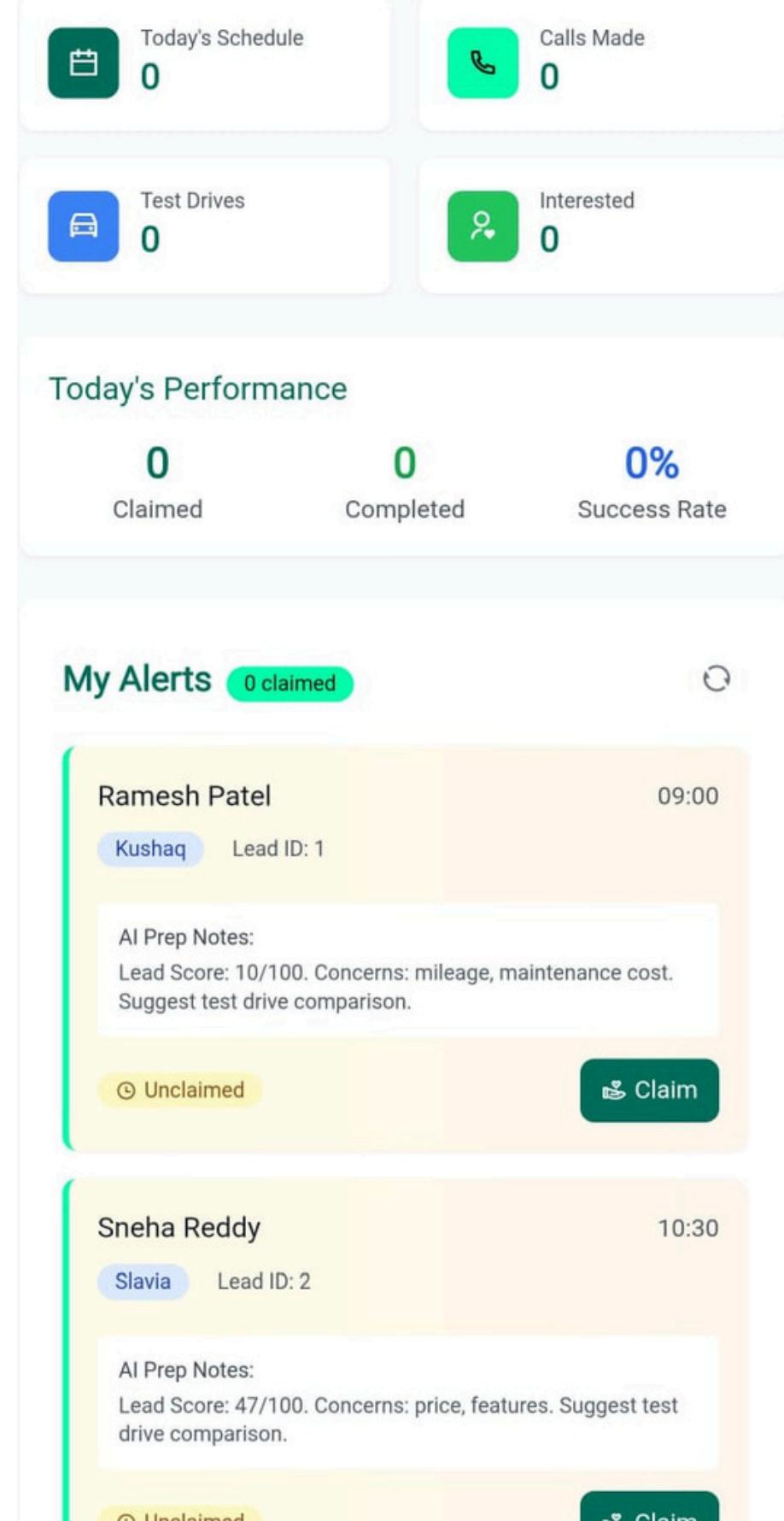
- Includes a “Schedule Follow-up” option to fix customer callbacks or showroom visit timings.
- Integrates AI Summary Generator — automatically analyzes customer notes and creates follow-up scripts.
- The AI output helps CRT agents respond with personalized communication and consistent tone.
- All lead updates are instantly written back to the MySQL database, maintaining data accuracy.
- Real-time status tracking ensures no lead is missed and every customer interaction is logged digitally.

SALES EXECUTIVES

Sales Executives – AI Alerts & Daily Performance Automation

- Designed for Sales Executives to manage all assigned leads, schedules, and test drives efficiently.
- Dashboard shows real-time metrics — today's schedule, calls made, test drives, and success rate.
- Automatically generates AI Prep Notes for each lead — highlighting customer concerns, interests, and follow-up suggestions.
- Uses AI-based Lead Scoring (0–100) to help prioritize high-potential customers first.
- Sales reps can “Claim” new leads directly from the dashboard, reducing dependency on manual allocation.
- Integration with n8n calendar automation triggers reminders for scheduled test drives and follow-ups.
- Converts the CRT’s AI summaries into ready-to-use sales pitch notes — improving response time and conversion quality.
- Designed to track daily performance metrics, helping managers monitor efficiency and customer handling.

Welcome back, Amit Singh!
Sales Executive Dashboard - Mahavir Skoda Sales Automation System



IT ADMIN

IT Admin – System Monitoring & Analytics Control

- The IT Admin Dashboard is designed for real-time monitoring of system health and automation performance.
- Displays API Status, Database Connection, Active Jobs, and User Activity in one interface.
- Built-in Sales Performance Dashboard tracks total leads, conversion rate, sales cycle, and YTD revenue.
- Includes Lead Source Heatmap — helps identify which marketing channels bring the most conversions.
- Integrated Database Query Interface allows admins to run SQL queries directly within the app.
- Supports AI-based query assistance (placeholder button for “Generate AI Analysis”) for pattern discovery.
- Provides User Management Panel to view user status and last login, ensuring access control and accountability.
- Acts as the nerve center of the system, maintaining backend integrity and ensuring seamless data synchronization.

The dashboard is divided into several sections:

- Welcome back, Suresh Reddy!**: Greeting message and dashboard title.
- API Status**: Shows "Online".
- Database**: Shows "Connected".
- Job Queue**: Shows "3 Active".
- Active Users**: Shows "12".
- Sales Performance Dashboard**: Includes filters for Date Range (Last 30 days), Vehicle (All Vehicles), and Source (All Sources). Key metrics: Total Leads (30), Conversion Rate (0.0%), Avg. Sales Cycle (18 days), and Revenue YTD (₹2.4 Cr).
- Lead Source Performance Heatmap**: A heatmap showing lead sources over five months (Jan to May). Data summary:

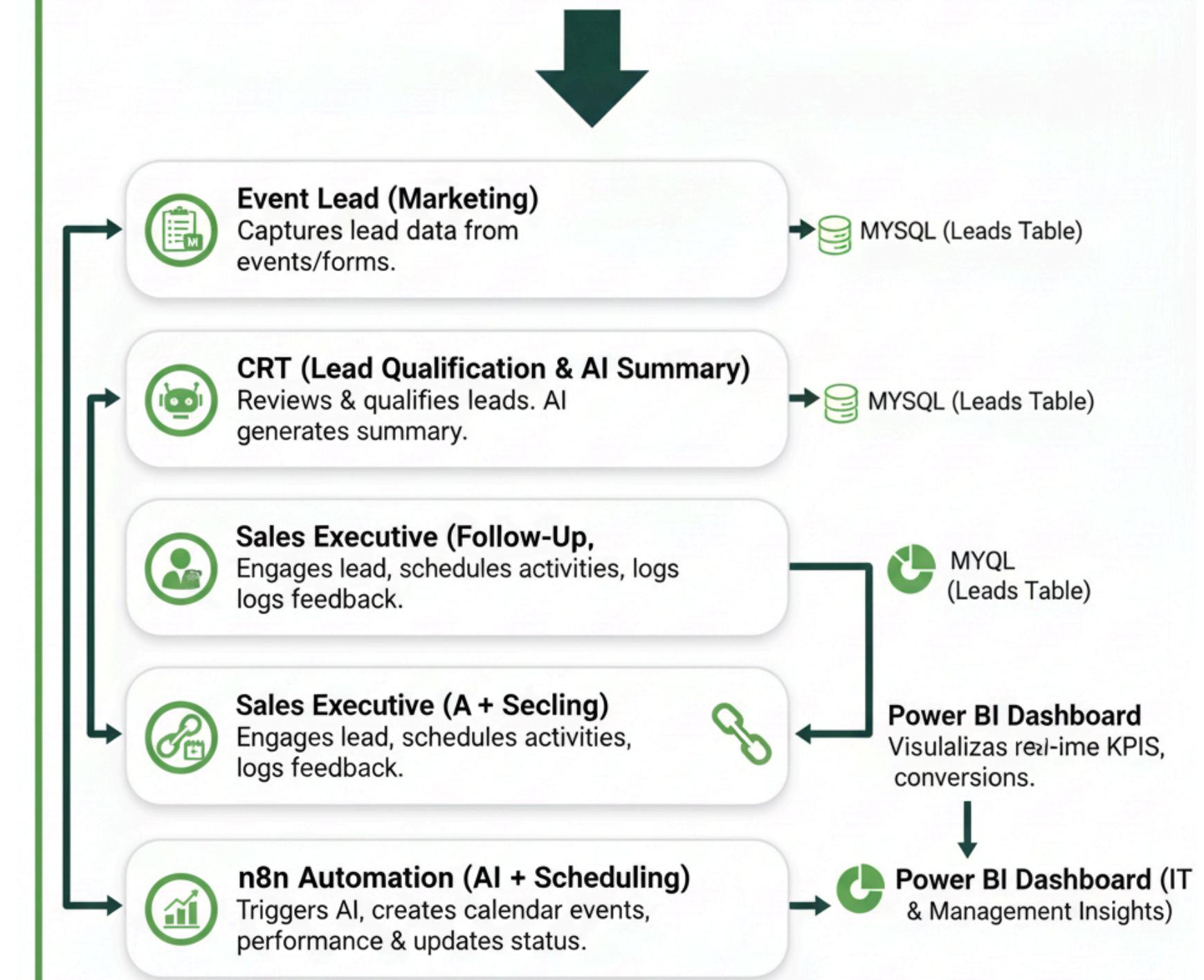
Source	Jan	Feb	Mar	Apr	May
Auto Expo	15	18	12	22	19
Mall Events	8	12	15	18	14
Digital Campaign	22	25	28	31	35
Referrals	5	7	9	12	8
- Database Query Interface**: An SQL query input field containing "SELECT * FROM leads WHERE status = 'New';" and a placeholder for AI analysis.
- User Management**: A table listing users with their roles, statuses, and last logins:

User	Role	Status	Last Login
Rajesh Kumar	Marketing Team	Active	2 hours ago
Priya Sharma	CRT	Active	1 hour ago
Amit Singh	Sales Executive	Away	30 minutes ago

End-to-End Data Flow

- Low Manual Dependency: Eliminates Excel-based lead tracking and manual follow-ups.
- End-to-End Automation: Every action — from lead capture to analytics — is handled through n8n and MySQL.
- Real-Time Data Sync: Updates instantly across Marketing, CRT, Sales, and Admin dashboards.
- AI-Driven Insights: Automatically generates lead summaries, follow-up scripts, and scheduling.
- Centralized Database: MySQL acts as a single source of truth, ensuring clean, structured, and accurate data.
- Instant Management Visibility: Power BI dashboards provide live KPIs and performance reports.
- Faster Decision-Making: Managers can monitor lead conversion, response speed, and sales outcomes instantly.
- Secure & Scalable: Role-based access and automated backups ensure data integrity and easy future expansion.

SmartFlow: Automated Sales Funnel



This diagram illustrates the automated data flow through the SmartFlow system.