# 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.
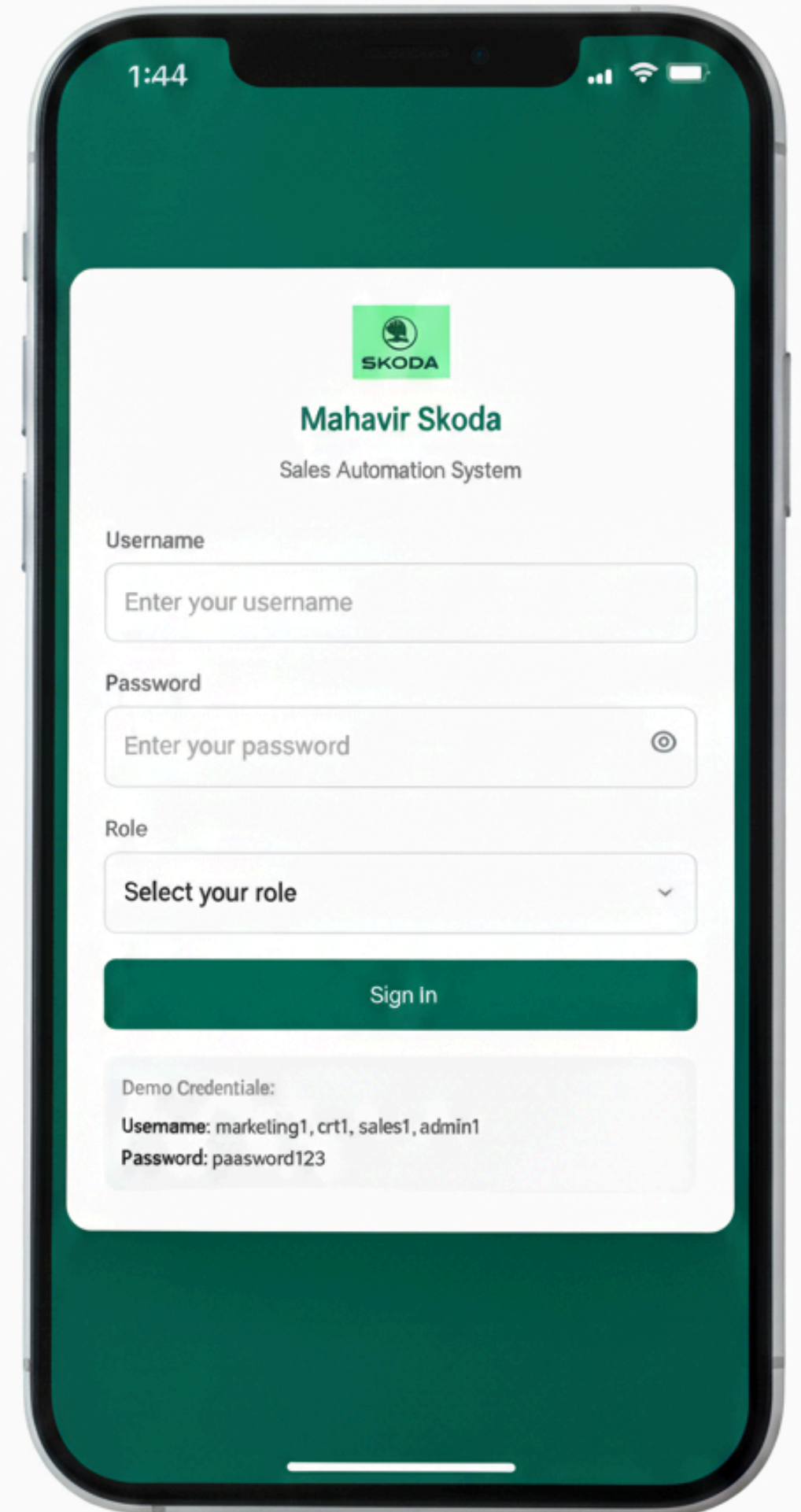
MARKETING TEAM

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.

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.

- 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.
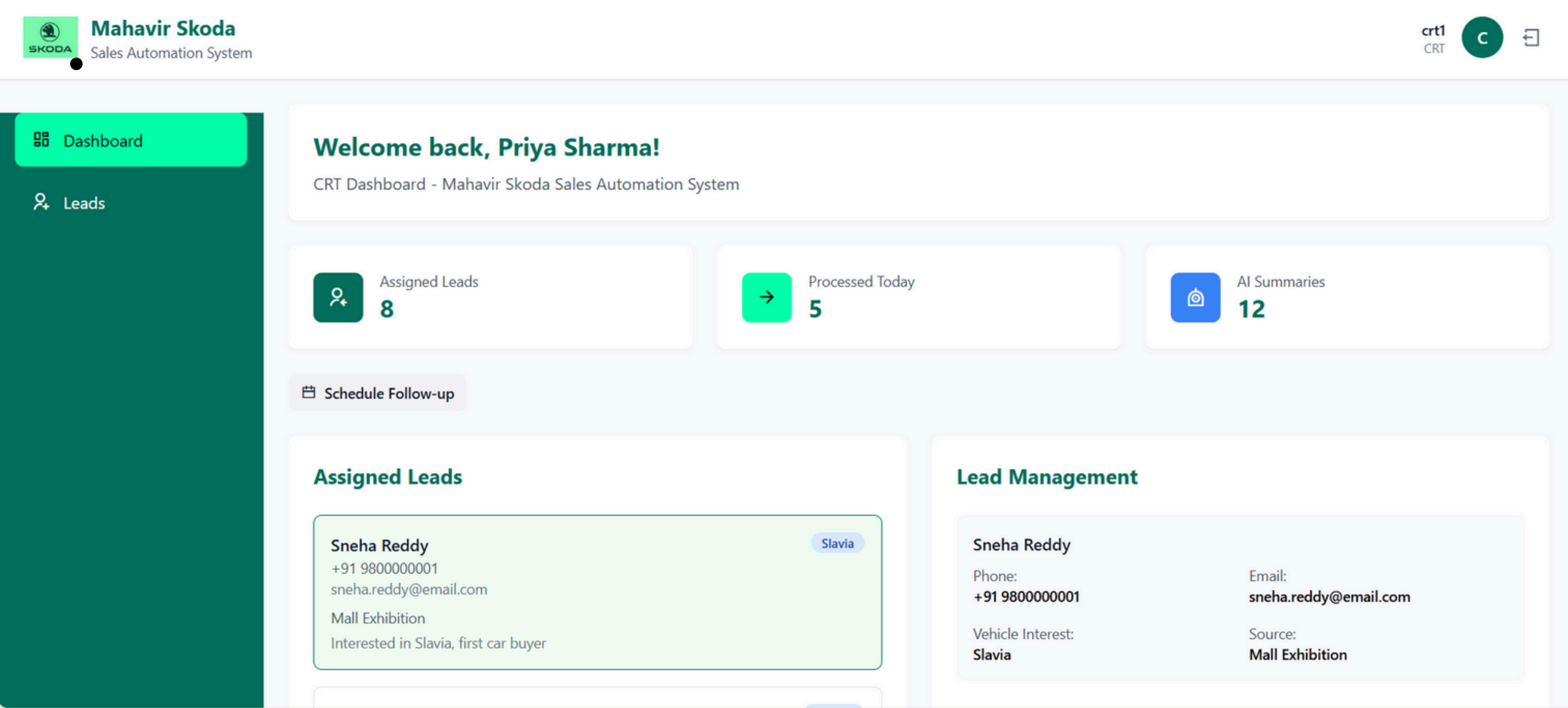
SALES EXECUTIVES

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

| Today's Schedule | Calls Made |
| 0 | 0 |

| Test Drives | Interested |
| 0 | 0 |

Today's Performance

| 0 | 0 | 0% |
| Claimed | Completed | Success Rate |

My Alerts `0 claimed`

Ramesh Patel — 09:00
Kushaq   Lead ID: 1

AI Prep Notes:
Lead Score: 10/100. Concerns: mileage, maintenance cost. Suggest test drive comparison.

⏱ Unclaimed   Claim

Sneha Reddy — 10:30
Slavia   Lead ID: 2

AI Prep Notes:
Lead Score: 47/100. Concerns: price, features. Suggest test drive comparison.

⏱ Unclaimed   Claim

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.
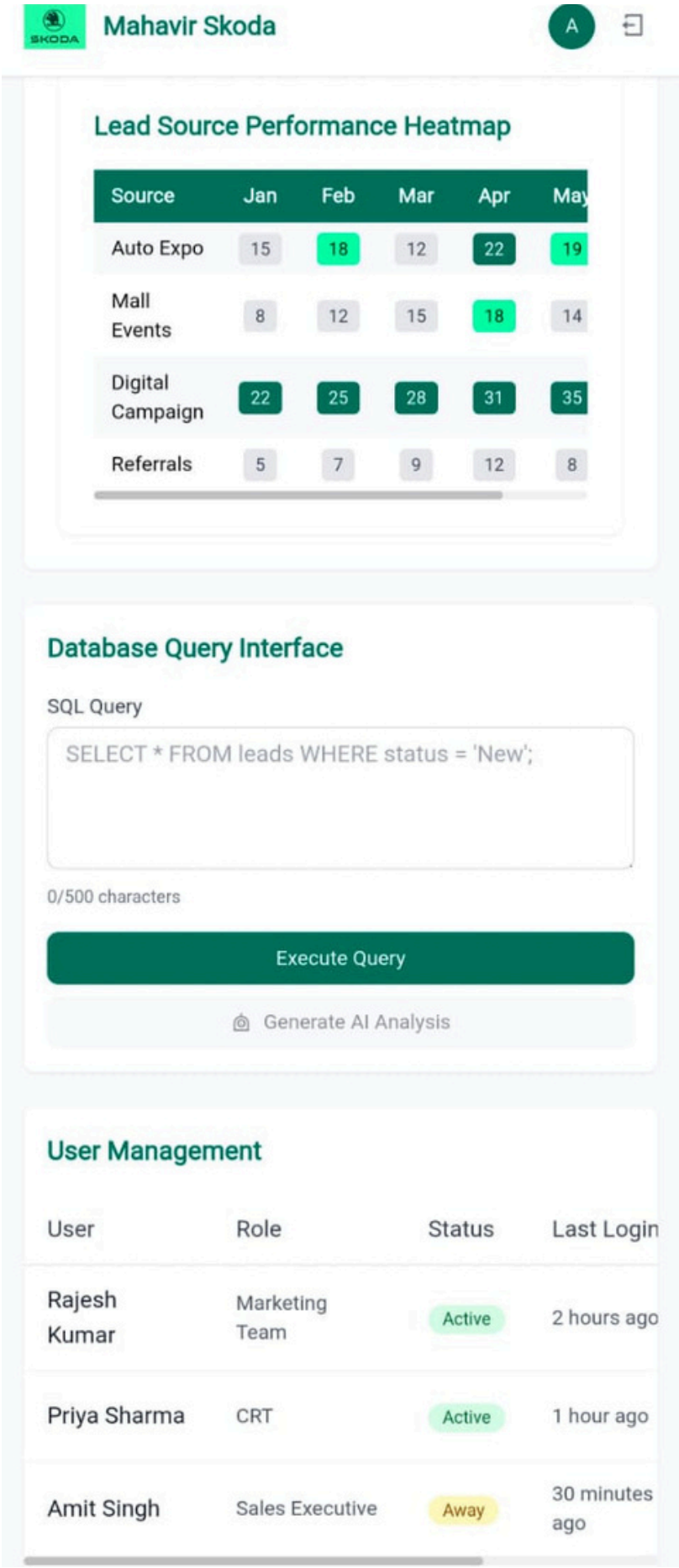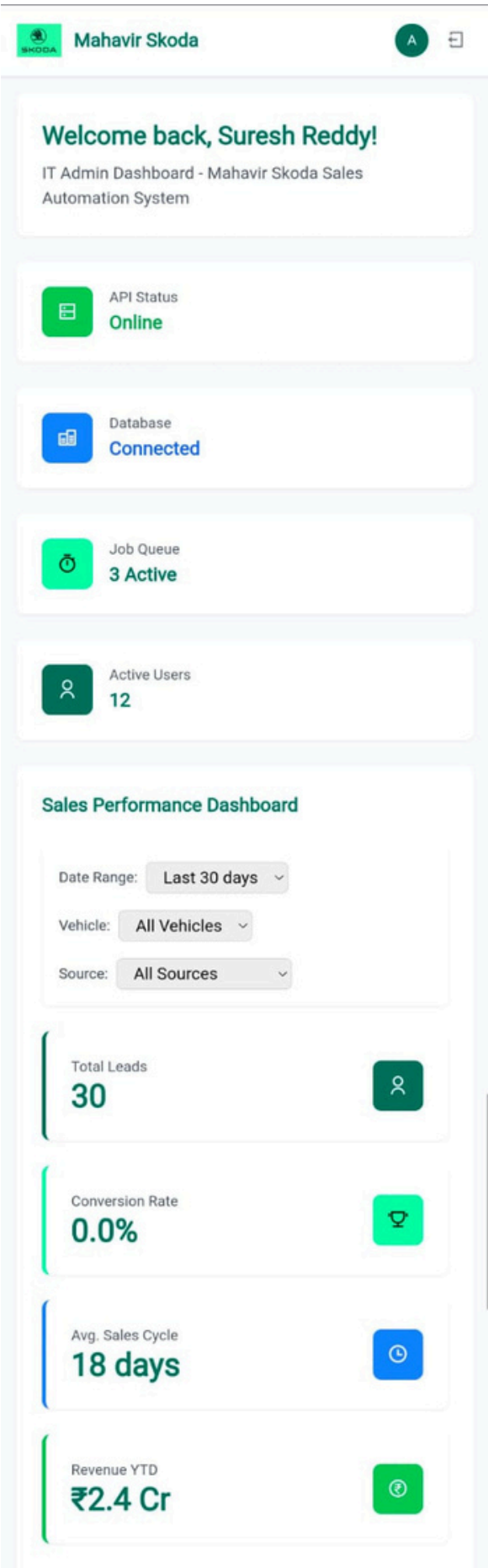
End-to-End Data Flow

- 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

Event Lead (Marketing) Captures lead data from events/forms. → MYSQL (Leads Table)

CRT (Lead Qualification & AI Summary) Reviews & qualifies leads. AI generates summary. → MYSQL (Leads Table)

Sales Executive (Follow-Up, Engages lead, schedules activities, logs logs feedback. → MYQL (Leads Table)

Sales Executive (A + Secling) Engages lead, schedules activities, logs feedback. **Power BI Dashboard** Visualizas real-ime KPIS, conversions.

n8n Automation (AI + Scheduling) Triggers AI, creates calendar events, performance & updates status. → **Power BI Dashboard (IT & Management Insights)**

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