

AI-POWERED ARTIST PROMOTION ASSISTANT – FINAL DEMO

PROOF OF CONCEPT

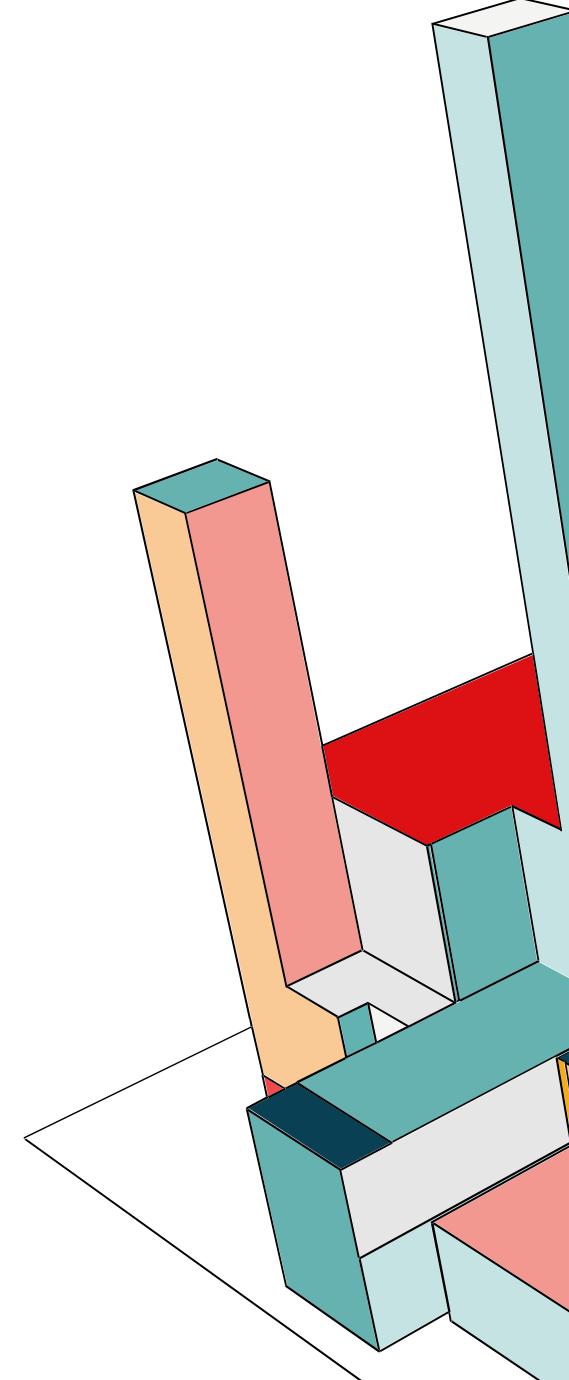
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PROJECT OVERVIEW

Purpose: Help independent artist grow online presence using AI.

Key Features

1. Simulated monitoring of social interactions using mock JSON data
2. Rule-based opportunity scoring (sentiment, relevance, priority, engagement probability)
3. AI-generated brand-voice reply suggestions
4. Artist approval workflow for all responses
5. Simulated KPI dashboard showing performance metrics and revenue estimates



BUSINESS CASE

Why it matters:

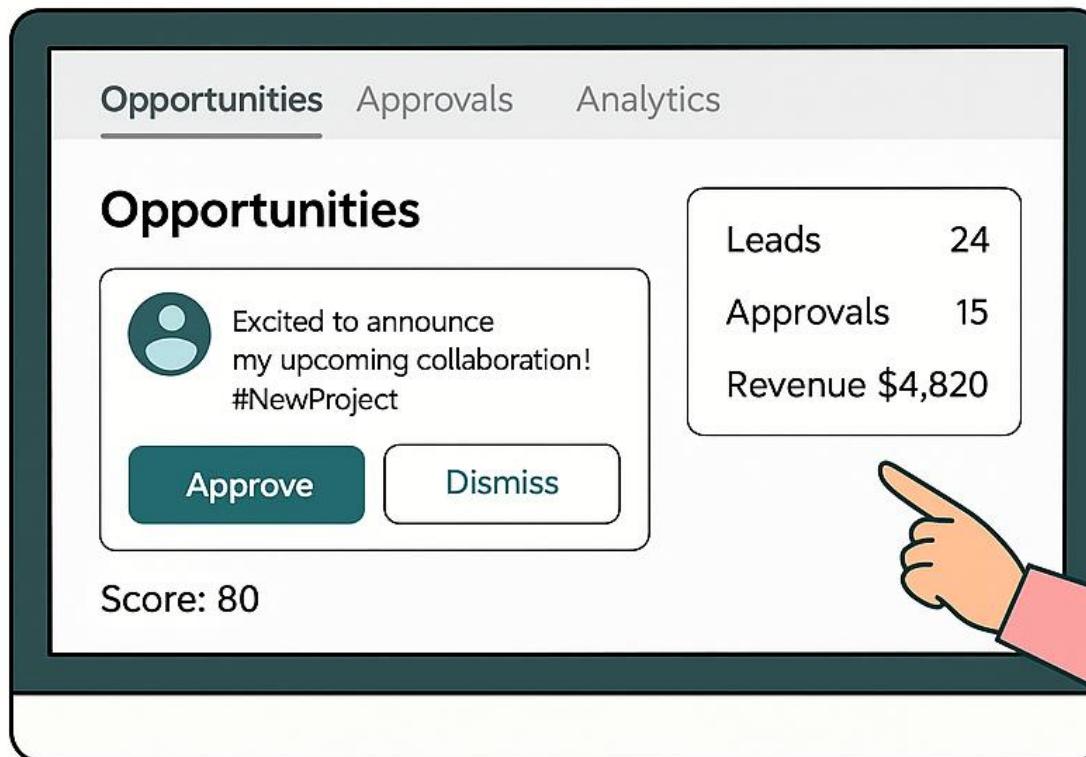
- Artists often lack time and data to make informed marketing decisions.
- Our system identifies high-impact engagement opportunities in real time.

Benefits demonstrated in testing:

- Increased engagement
- Improved reach and content optimization
- Better ROI on social campaigns

LIVE DEMO

User selects opportunity → Clicks Approve button → KPI updated → Workflow continues



SOLUTION OVERVIEW

The screenshot displays the ArtAssist.ai dashboard interface. On the left, a sidebar menu includes options for Dashboard, Analytics, History, and Settings. The main area is titled "Live Feed" and shows a list of AI-suggested replies for various users. Each entry includes the user's handle, platform, timestamp, message, and a small circular icon indicating the score or confidence level (e.g., 92, 86, 68, 75, 83, 72, 88, 77). The right side of the dashboard shows a detailed view of a specific interaction with user @interior_visionary, who is identified as an "Interior Designer" on Instagram. The AI has suggested a response: "Thank you so much! Yes — I absolutely ship to NYC. I'd love to help you find the perfect piece for your hotel project. Would you like dimensions, pricing, or alternative color options?". There are buttons for "Edit", "Dismiss", and "Approve & Post". The overall theme is a professional tool for managing social media interactions.

- Real-time monitoring of at least 2 platforms.
- AI identifies trends, engagement spikes, and growth opportunities.
- Scores and ranks actions by potential impact.



ARCHITECTURE / HOW IT WORKS

Data Input (Simulated):

Mock JSON datasets simulate leads from two online platforms.

AI Scoring Engine (Rule-Based):

Custom scoring formula based on sentiment, relevance, priority, and engagement probability.

Brand-Voice Response Generator:

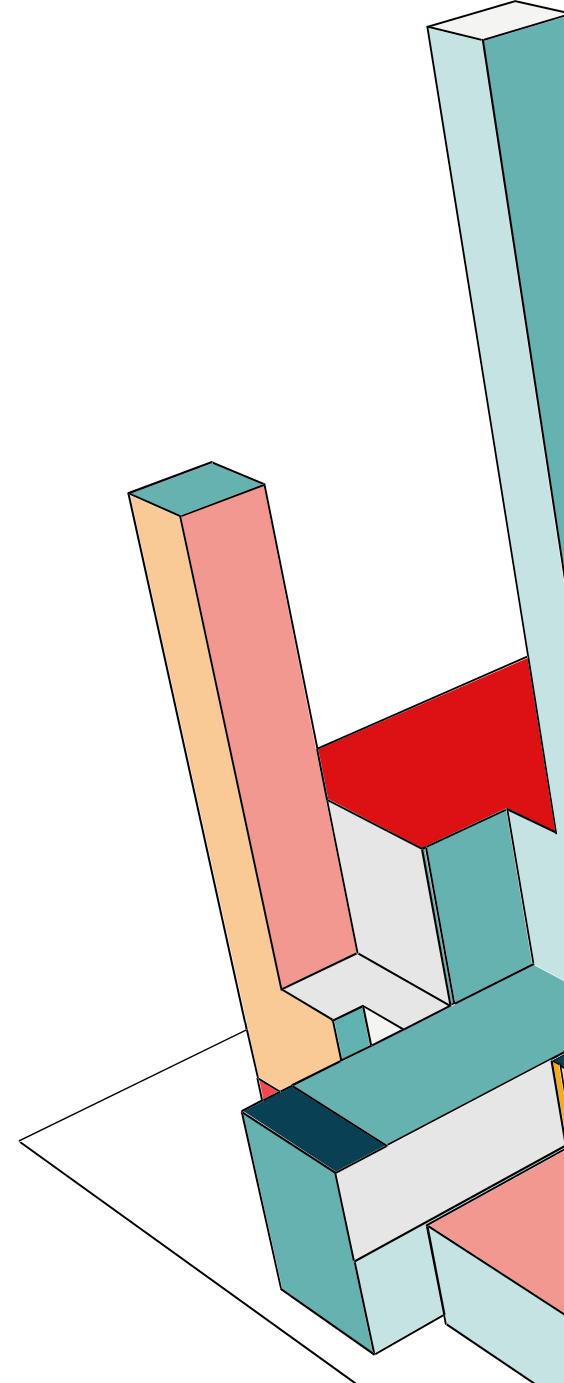
AI produces draft responses aligned with the artist's tone; artist approves/edits.

Artist Dashboard (Frontend):

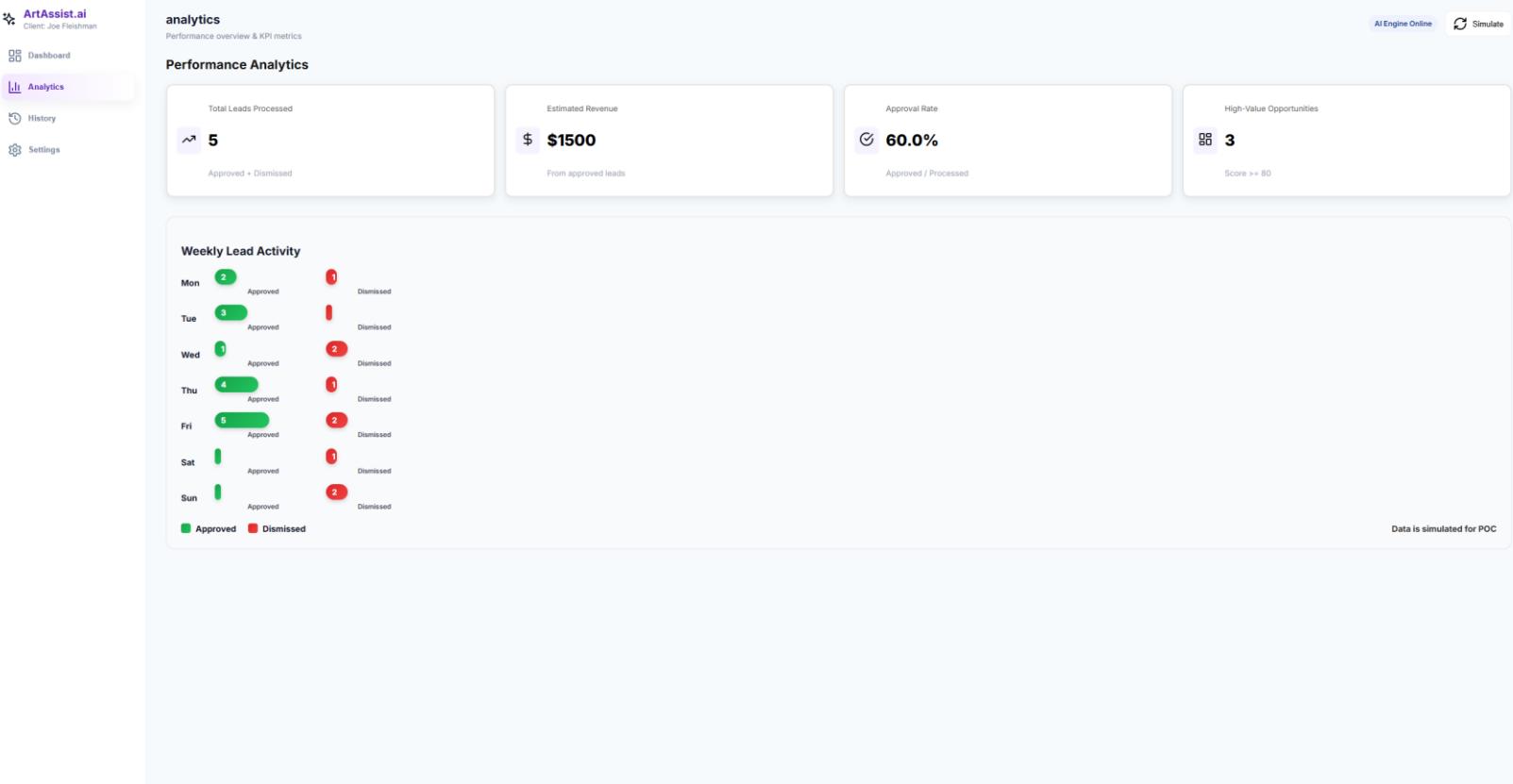
View leads, approve responses, and track analytics from the mock dataset.

Analytics Module (Simulated KPIs):

Displays approvals, dismissals, CTR, and estimated revenue using mock data.



PERFORMANCE METRICS

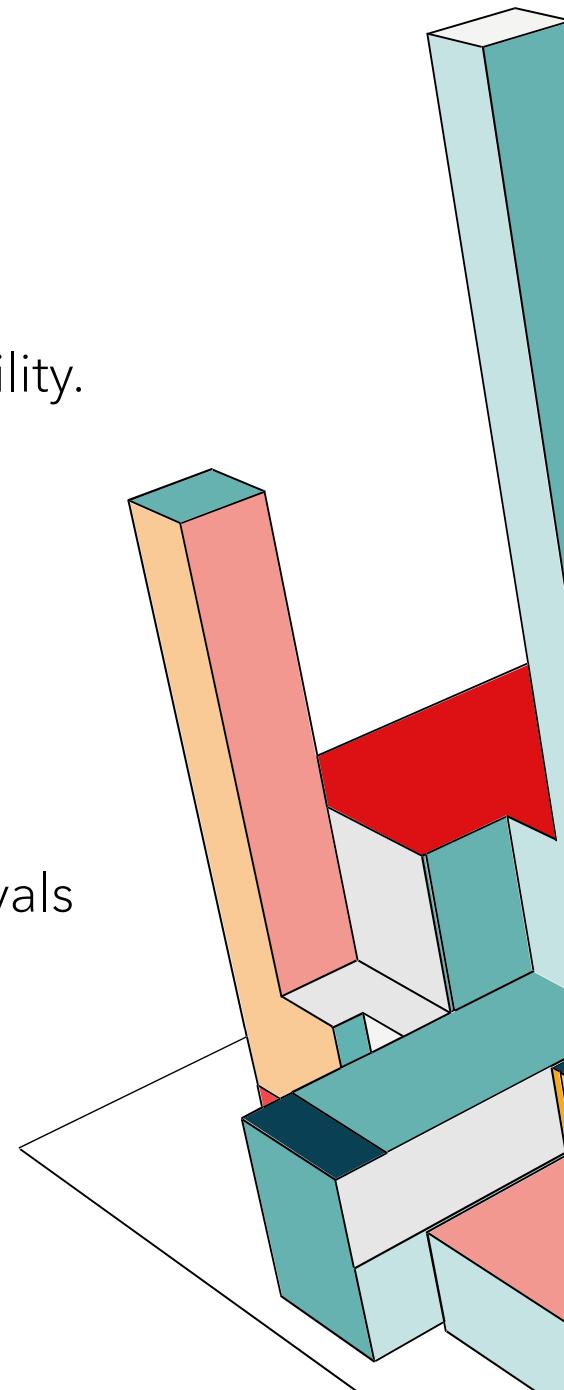


- Total Leads Processed: 5
- Approval Rate: 60%
- High-Value Opportunities: 3
- Estimated Revenue: \$1,500
- Insights: Fridays yield the highest approval; focus AI recommendations on high-value days.



LESSONS LEARNED

- Challenges encountered: API limitations, real-time scoring, platform variability.
 - Solutions & insights:
 - Caching & parallel processing for performance
 - Adaptive scoring models
 - Importance of real-time data validation
- ❑ Rule-based scoring can quickly approximate opportunity value.
- ❑ Brand-voice AI generation increases speed of engagement. Human approvals remain essential for authenticity.
- ❑ Simulated KPI tracking helps model real business workflows
- ❑ Full production features require API access + database + security
- ❑ Ethical transparency (simulated data, human-in-the-loop) builds trust



FUTURE ROADMAP

Phase 1 - Production Readiness

- Add secure login & user authentication
- Connect to Instagram, TikTok, YouTube APIs
- Implement real database (MongoDB / PostgreSQL)
- Build real-time analytics engine

Phase 2 - AI Intelligence

- ML-based scoring model
- Sentiment analysis using NLP
- Buyer intent prediction
- Predictive ROI modeling



FUTURE ROADMAP

Phase 3 - Automation & Scaling

- Auto-response delivery (human-approved)
- CRM integration (HubSpot / Salesforce)
- Multi-artist portfolio management
- Campaign performance optimization

Phase 4 - Commercialization

- Subscription-based SaaS product
- White-label dashboards
- Data visualizations for agencies
- Enterprise security upgrade



THANK YOU

