AI-Powered Artist Promotion Assistant: Technical Documentation (POC)

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Kaylee Auguillard, Bradley Johnson, Florentin Degbo, Stanley Huynh

Client: Joe Fleishman

Introduction

The AI-Powered Artist Promotion Assistant Proof of Concept (POC) is a simulated artificial intelligence system designed to demonstrate how automation and intelligent scoring can support artists and managers in identifying high-value promotional opportunities. The system simulates real-time platform monitoring, evaluates engagement leads using AI-based scoring logic, allows user approval or dismissal of leads, and displays performance analytics using mock data.

This documentation explains the system's architecture, algorithms, data flow, and operational limitations. While the system does not use real social media APIs or machine learning models, it accurately represents how a production AI marketing assistant would function.

System Overview

The system operates as a single-page web application (SPA) built using React and deployed through Vercel. The user interacts with a dashboard to review AI-evaluated leads that simulate engagement from platforms such as Instagram and LinkedIn.

High-Level System Process (Narrative Flow):
The system begins by loading a pool of mock leads into memory. Each lead is processed through a scoring algorithm that simulates AI decision-making. The user then reviews the leads one by one, either approving or dismissing them. As decisions are made, performance metrics update in real time inside the analytics dashboard.

Technical Architecture

Architecture Type: Frontend-Only Cloud-Deployed POC

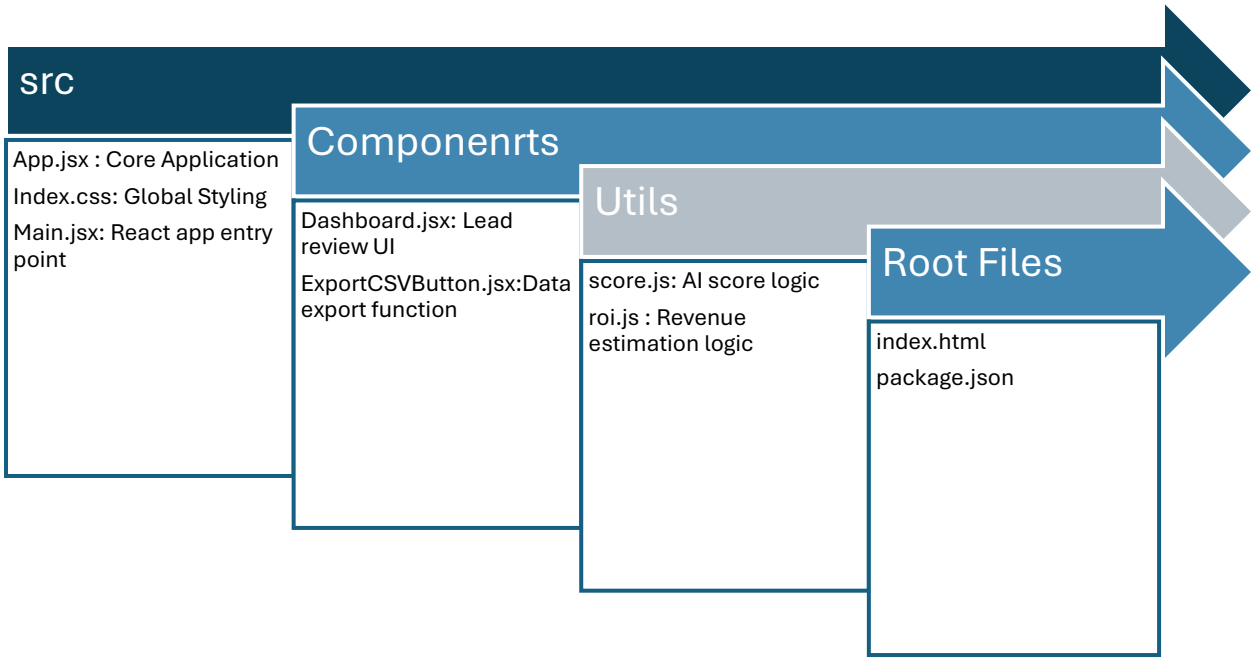
Technology Stack Chart

Component	Technology Used
Frontend Framework	React(Vite)
Programming Language	JavaScript
Styling	CSS3

UI Icons	Lucide React
State Management	React useState
Deployment	Vercel
Version Control	Github

Since this is a POC, no backend server or database is used. All logic runs locally inside the browser.

Project Structure



Data Flow and State Management

The system uses React useState hooks to manage all live application data. When the app loads, mock leads are injected into the state. Each time a user takes an action (approve, dismiss, edit response), the state updates instantly and re-renders the UI accordingly.

Key State Variables Chart:

Variable Name	Purpose
approvedLeads	Saved approved leads
dismissedLeads	Rejected leads
selectedLeads	Lead currently under review
editedResponse	User-modified AI reply
activeTab	Current UI tab
brandVoice	Selected AI tone

Platform Monitoring (Simulated)

The platform monitoring is simulated using predefined mock data. Each lead contains the following attributes:

- Username
- Platform (Instagram or LinkedIn)
- Persona Type
- Engagement Message
- Opportunity Score
- Timestamp

A random lead generator button simulates new platform engagement in real time.

AI Opportunity Scoring Algorithm

The AI scoring system is simulated using a weighted formula to approximate real-world machine learning ranking behavior. Each lead is evaluated using four factors.

AI Scoring Weight Chart:

Factor Name	Weight Percentage
Engagement Volume	40%
Follower Count	25%
Platform Influence	20%
Content Relevance	15%

Scoring Formula

Final Score =
(Engagement × 0.40) +
(Followers × 0.25) +
(Platform × 0.20) +
(Content × 0.15)

The output score ranges from 0–100 and is used to determine high-value opportunities.

ROI Estimation Algorithm

The ROI estimation is also simulated. The algorithm generates a potential revenue value based on:

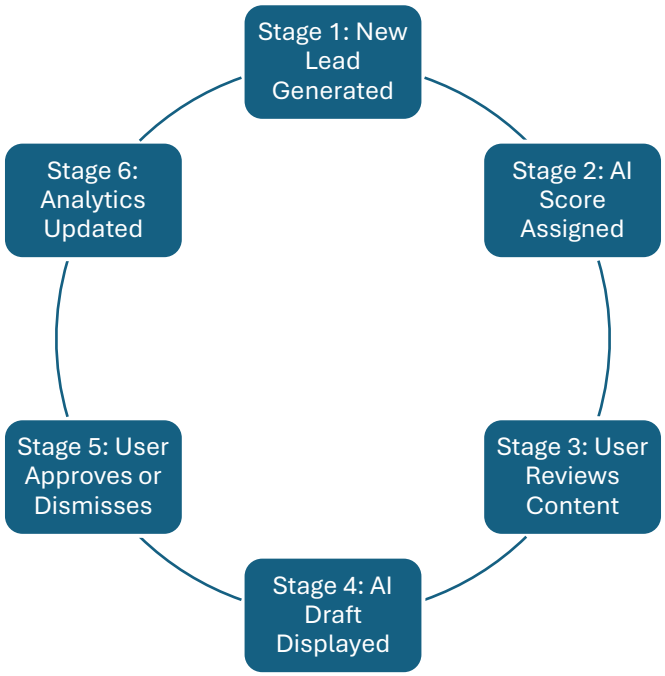
- Opportunity Score
- Buyer Persona Type
- Platform

This value is displayed for demonstration purposes only and does not influence automation.

LEAD APPROVAL WORKFLOW

Each lead follows a controlled workflow inside the dashboard.

Lead Lifecycle Chart:



Approved leads contribute to analytics and estimate revenue. Dismissed leads are removed from circulation.

Performance Analytics System

All performance metrics in this system are generated using static mock datasets. These datasets simulate real operational performance.

Displayed KPIs:

Metric	Description
Total Leads Processed	Total reviewed leads
Approved Leads	Leads accepted
Dismissed Leads	Leads rejected
Estimated Revenue	Simulated sales impact
High-Value Opportunities	Score greater than or equal to 80

Approval Conversion Rate	CTR estimate

Settings and Configuration

The Settings module allows control over simulated AI behavior:

- Brand Voice Presets
    - Professional & Creative
    - Casual & Friendly
    - High-End / Luxury
- Auto-Reply Threshold
    - Adjustable slider for automation sensitivity
    - Display-only in the POC

Deployment Pipeline

Deployment steps:

1. Code pushed to GitHub
2. GitHub repository connected to Vercel
3. Automatic cloud build triggered
4. Public application URL generated

Deployment Status:
✅ Live on Vercel
✅ Continuous deployment enabled

System Limitations

Because this is a Proof of Concept, the following are not included:

- Live social media APIs
- Machine learning model training
- NLP processing
- Real-time databases
- User authentication
- Automated posting

All data is mock-generated.

Ethical and Security Considerations

The system avoids real personal data collection and uses only fictional identities. No real scraping, tracking, or surveillance is used. The project emphasizes transparency by clearly labeling all AI behavior as simulated.

Future Enhancements

Planned future upgrades include:

- Live social media API integration
- NLP sentiment analysis
- Machine learning ranking models
- Automated artist outreach
- CRM system integration
- Secure cloud database storage

Conclusion

This POC successfully demonstrates how artificial intelligence concepts can be applied to artist promotion through opportunity scoring, workflow automation, and performance analytics. While it does not implement real AI models or live platform integrations, it serves as a strong technical foundation for future production deployment.