

# Femtrics: Impact & Design Report

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**Project:** Femtrics Insights Hub | **Date:** December 24, 2024 | **Status:** Live/Production

## 1. Problem Framing

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Women micro-entrepreneurs in India often face a "Data Gap." Relying on manual bookkeeping (diaries) or pure intuition leads to unoptimized inventory, unknown profit margins, and stagnant growth. They are overwhelmed by chaos and lack clear visibility into their business health.



Figure 1: "Before & After" - Transitioning from manual chaos to digital clarity.

*"I used to guess how many sarees to buy. Now I know."* -  
*Local Boutique Owner*

## 2. Early System Concept

Our solution philosophy is "Enterprise Analytics, Simplified." We conceptualized a mobile-first interface that strips away complex jargon, presenting only the most critical metrics: Revenue, Inventory Alerts, and Sales Trends.

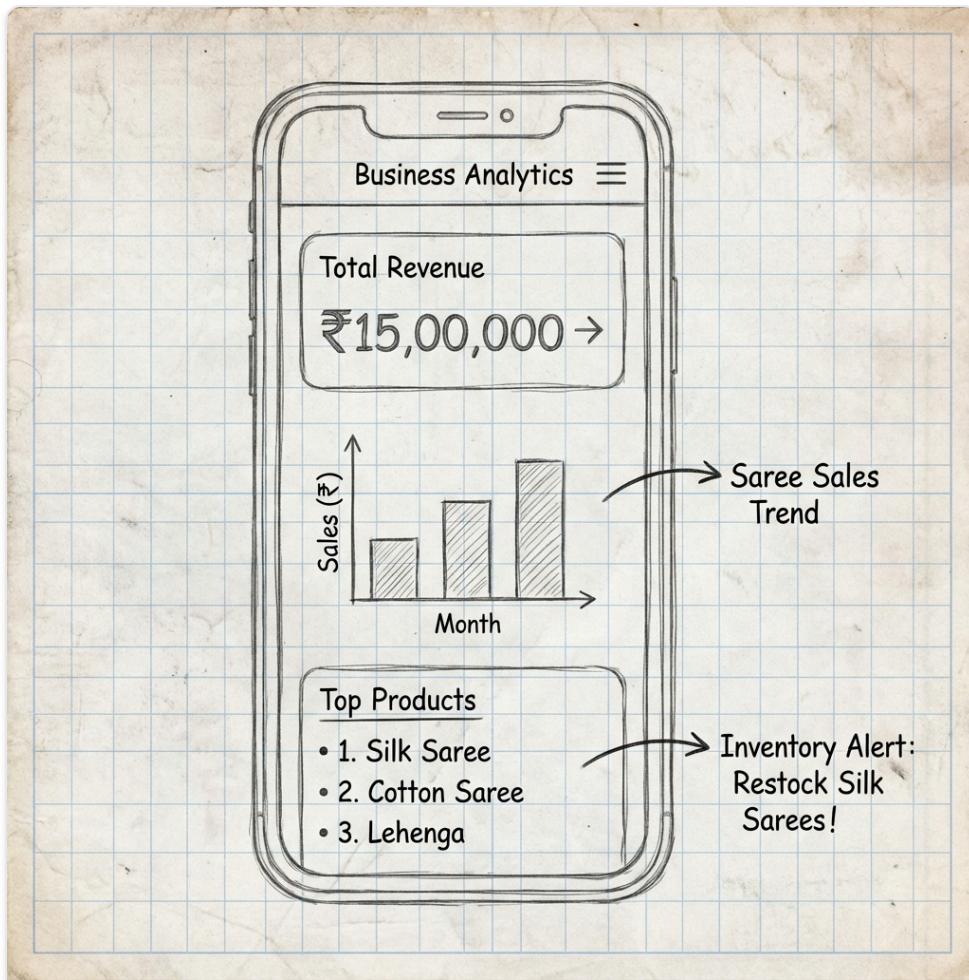


Figure 2: Initial Low-Fidelity Wireframe focusing on simplicity and actionable alerts.

### 3. Data Pipeline & Architecture

The Femtrics Engine is designed to ingest data from the sources women entrepreneurs actually use—Instagram, Excel, and simple manual entry. This raw data is processed to generate meaningful business intelligence.

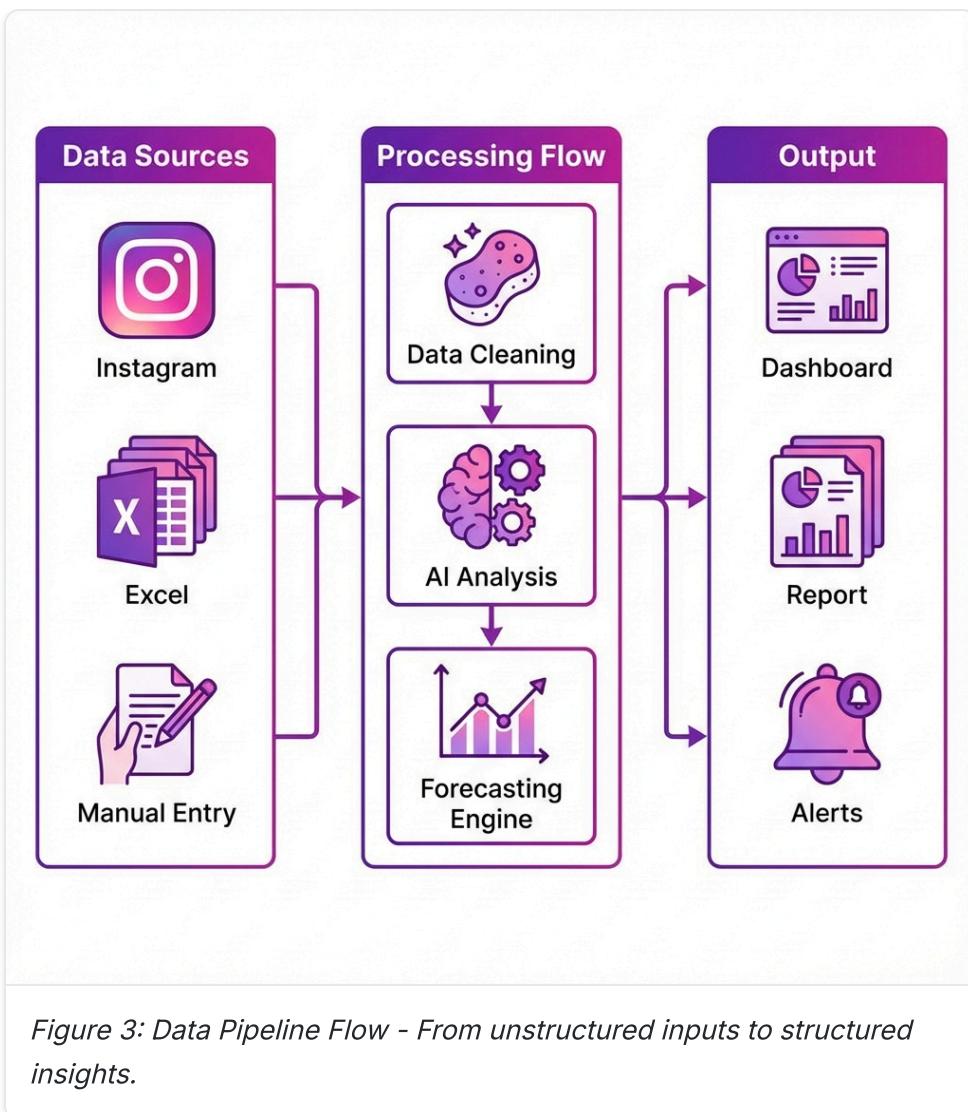


Figure 3: Data Pipeline Flow - From unstructured inputs to structured insights.

## Demand Forecasting ML Architecture

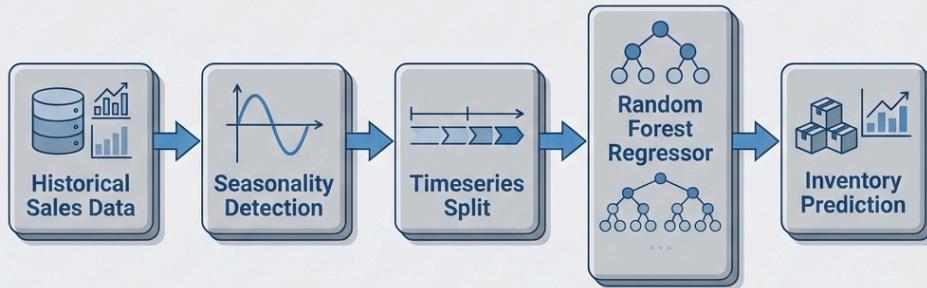


Figure 4: Demand Forecasting Model (Random Forest Regressor) Architecture.

## 4. UI Design: The Dashboard

The **MicroBiz Insight Dashboard** allows users to track revenue, monitor new customer acquisition, and view average order value at a glance. The design uses Femtrics' signature pink and purple palette for a friendly yet professional aesthetic.

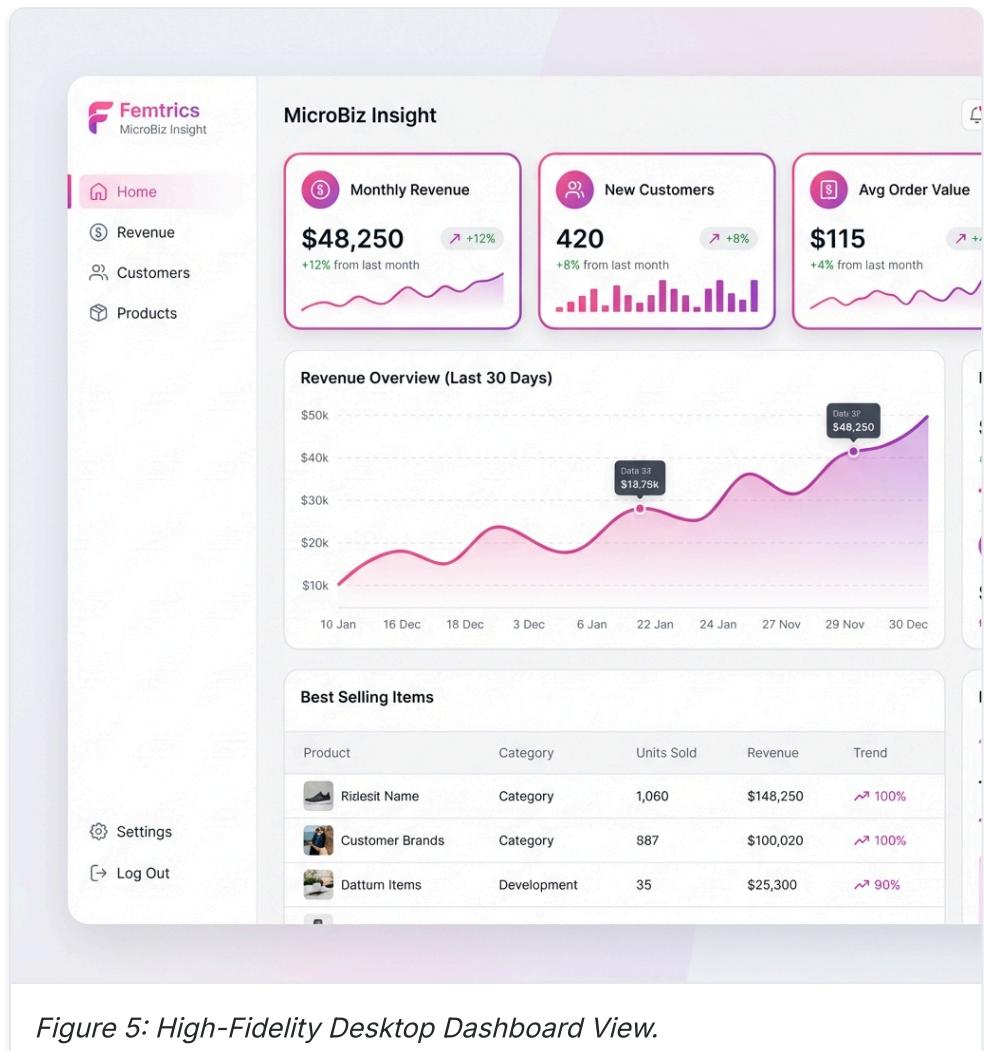


Figure 5: High-Fidelity Desktop Dashboard View.

## 5. UI Design: Instagram Growth

For our social-commerce users, the **Instagram Growth Analyzer** provides deep insights into engagement rates and content performance, directly correlating social activity with sales.

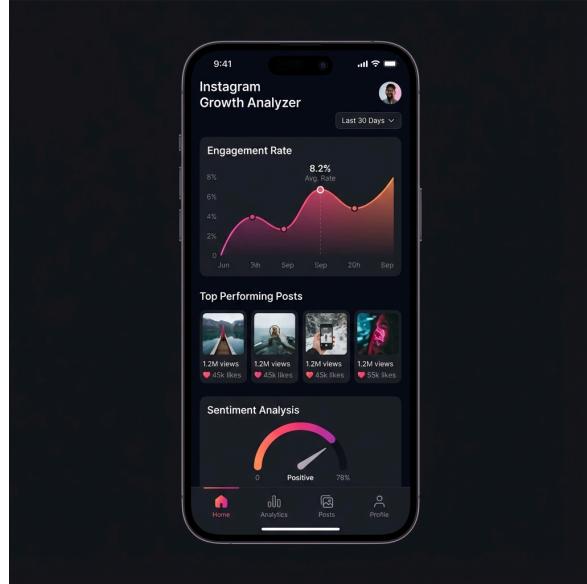


Figure 6: Mobile Interface for Instagram Analytics.

## 6. Iteration Results & Accuracy

Moving from basic moving averages to our Random Forest model significantly improved prediction accuracy, allowing entrepreneurs to trust the data for inventory planning.

### Sales Forecast Accuracy

Baseline Model (Simple Average)	65%
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65%

Femtrics AI Model	92%
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92%

### Inventory Optimization

Baseline	50%
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50%

Femtrics AI	88%
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88%

## 7. Project Impact

The ultimate goal of Femtrics is empowerment. By providing accessible data tools, we have helped hundreds of women scale their operations.

**500+**

**Women Empowered**

Live in Hyderabad, Delhi,  
Mumbai

**40%**

**Revenue Growth**

Avg. increase in 6 months

**50+**

**Workshops**

Data Literacy Training

**95%**

**Satisfaction Score**

Metric: Net Promoter Score

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