

Ideation Phase

Brainstorm & Idea Prioritization

Date	17 February 2026
Team ID	LTVIP2026TMIDS36980
Project Name	Gemini Pro Financial Decoder
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Introduction

In today's digital era, organizations generate a large amount of financial data. Analyzing financial statements such as Balance Sheets, Profit and Loss Statements, and Cash Flow Statements requires financial expertise and significant time. Small businesses, students, and non-finance professionals often find it difficult to interpret these documents accurately.

The Ideation Phase focuses on identifying this problem and proposing an innovative solution using modern technologies such as Generative Artificial Intelligence.

Problem Identification

Traditional financial analysis is:

- Time-consuming
- Dependent on financial experts
- Difficult for beginners
- Error-prone when done manually

There is a strong need for a system that can automatically analyse financial data and provide understandable insights.

Brainstorming Process

Multiple ideas were generated during brainstorming:

- Excel-based financial calculators
- Rule-based financial analysis software
- Dashboard-only visualization tools
- AI-powered financial analysis system

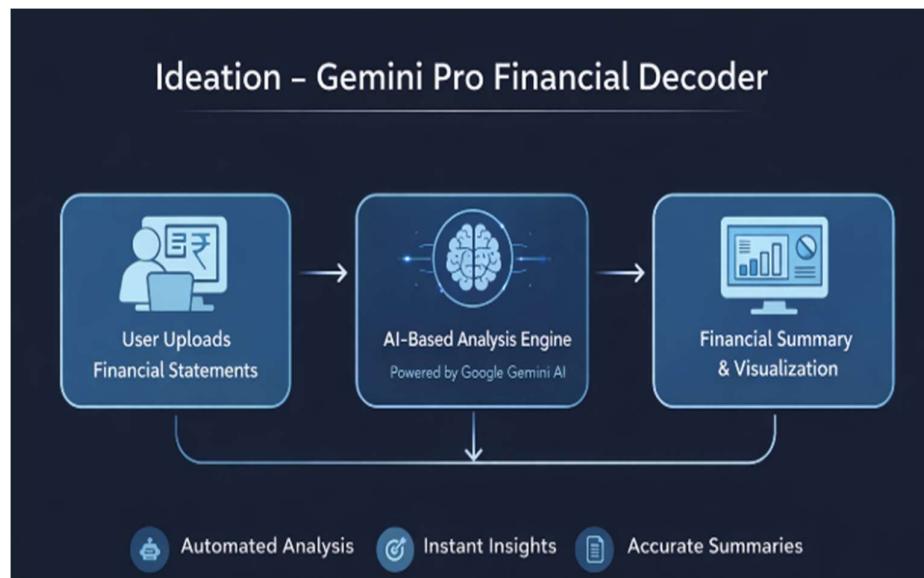
After evaluating feasibility, impact, and scalability, the AI-powered solution was selected.

Selected Idea

An AI-driven web application that analyzes financial statements and generates summaries and visual insights using Google Gemini AI.

Objectives of the Project

- To automate financial statement analysis
- To reduce dependency on financial experts
- To provide easy-to-understand summaries
- To visualize financial data for better decision-making



Scope of the Project

The scope of the **Gemini Pro Financial Decoder** project defines the boundaries and functionalities of the proposed system. The project focuses on analyzing financial statements using artificial intelligence and presenting insights in a simple and understandable format.

The scope of the project includes:

- Uploading financial statements such as Balance Sheet, Profit and Loss, and Cash Flow statements.
- Automated analysis of uploaded financial data.
- Generation of textual summaries explaining financial performance.
- Visualization of numerical data using charts and tables.
- Web-based implementation for easy access through a browser.

The project does not include advanced accounting audits, legal financial compliance checks, or real-time financial forecasting.

Stakeholders Identification

The stakeholders involved in the project are:

- **Students and Learners:** To understand financial concepts and statements easily.

- **Small Business Owners:** To analyse business financial health without expert assistance.
- **Project Evaluators:** To assess the functionality and implementation of the system.
- **Developers:** Responsible for design, development, testing, and maintenance of the application.

Assumptions

The project is developed based on the following assumptions:

- Uploaded files are in correct CSV or XLSX format.
- Financial data contains proper column names and numerical values.
- Users have internet connectivity to access AI services.
- The system is used for educational and analytical purposes only.

Constraints

The project has certain limitations:

- AI-generated summaries depend on API availability and quota limits.
- The system supports limited file formats.
- Accuracy depends on the quality of uploaded data.
- Complex financial interpretations may not be fully covered.

Expected Outcomes

The expected outcomes of the project are:

- Quick and automated financial analysis.
- Clear and meaningful financial summaries.
- Visual representation of financial data for better understanding.
- Reduced dependency on financial experts for basic analysis.
- Improved decision-making support for users.

The ideation phase successfully identified a real-world problem and proposed an AI-driven solution. The selected idea is feasible, impactful, and scalable. The project sets a strong foundation for further phases such as requirement analysis, system design, and development.