

# HarrisX: AI-powered Research Chatbot for Smarter Decisions

## Company Introduction

HarrisX is a tech-enabled market research and analytics company under Stagwell, specialising in opinion polling and consumer insights across North America. We support Fortune 500 clients with actionable, data-backed strategies drawn from robust survey research.

## AI Application Overview

*Research Chat Bot (RCH)* is an AI-powered chat interface that enables internal and client teams to query real-time survey data using natural language. *RCH* returns answers with key insights, visualisations, and auto-generated SQL queries, enabling faster and more accessible decision-making. For instance, users can ask:

**“What percentage of Americans plan to reduce their car purchasing budget in Q1 2025?”**  
RCH will interpret the question, access structured survey data, summarise results, and show a chart.

This tool will eliminate the need for time-consuming manual analysis, reduce dependency on analyst bandwidth and empower non-technical users to explore data.

## Plan for Data Collection

We will use simulated datasets based on real survey structures HarrisX uses (to protect confidentiality) and custom survey responses generated to mirror typical HarrisX studies (e.g., brand tracking, economic sentiment).

Data will include demographics (age, income, region), behavioural indicators (purchase intention, media consumption), and attitudinal scores (agreement scales, satisfaction levels)

## Plan for Data Analysis

We will:

1. **Structure Data** into SQL and Pandas DataFrames
2. **Prompt Engineer** using OpenAI to convert questions into SQL queries
3. **Generate Insights:** GPT-4 will interpret data, provide narrative summaries, and output relevant charts (bar, line, pie)
4. **Develop Prototypes** in Google Colab + Streamlit to simulate live querying
5. **Measure Value:** Time-to-insight comparison between *RCH* and traditional methods, simulate ROI (e.g., saved analyst hours, increased sales / adoptions from clients)