

# One Master Agent to “Rule Them All”



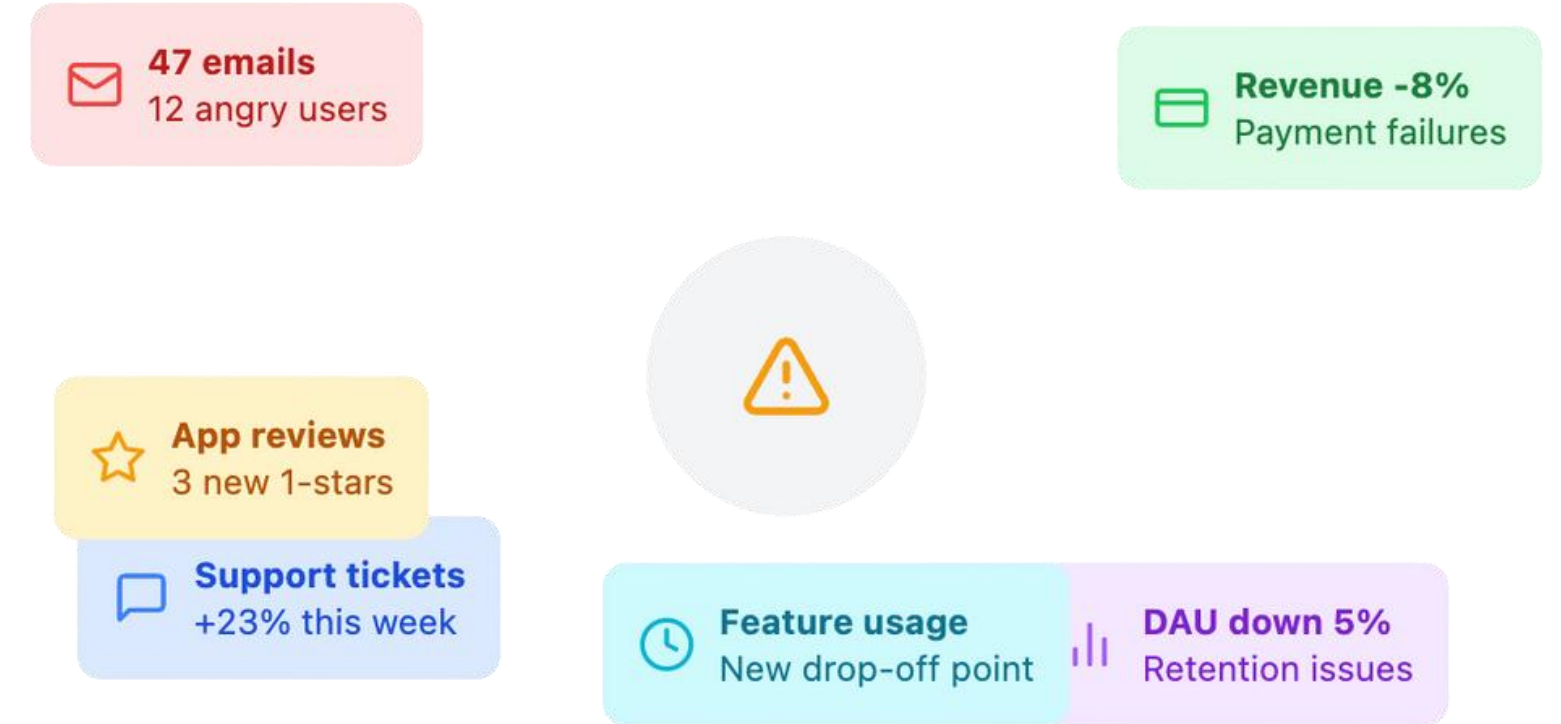
Product Teardown- lyzr Ai

# Let's run a Scenerio.....IMAGINE

**Product managers wake up to a flood of noise:**

- **47 emails**
- **Dashboards hit**
- **3 angry emails, reviews**
- **A revenue dip, metrics badly hit**
- **A drop in adoption**
- **And no system to triage, prioritize, or connect the dots.**

**They don't need more data. They need clarity. In seconds.**

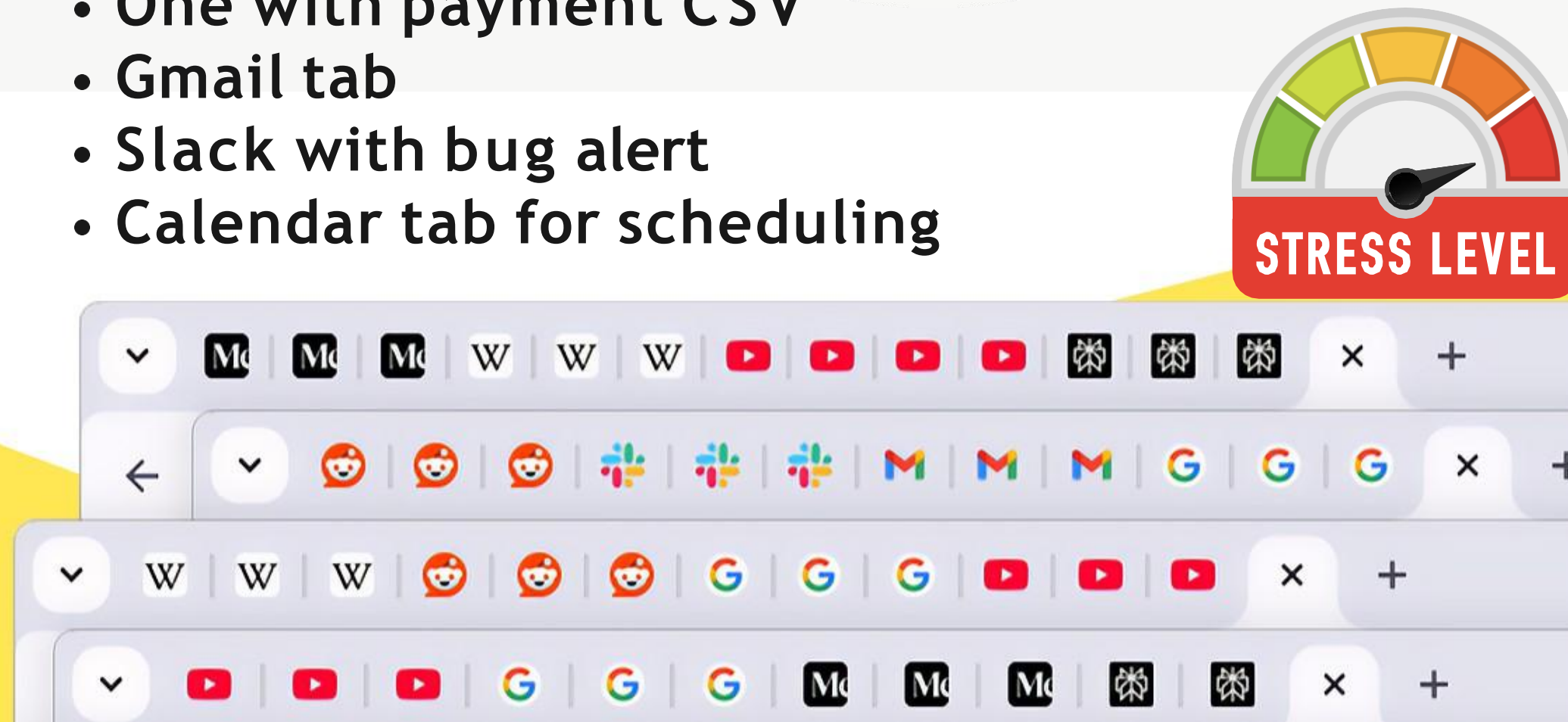


They don't need more dashboards.....  
**They need clarity in seconds.**

# When a Metric Drops

A stressed out PM in front of a laptop with 6-8 tabs open:

- One with analytics dashboard
- One with user reviews
- One with payment CSV
- Gmail tab
- Slack with bug alert
- Calendar tab for scheduling



**Repetitive,  
disconnected tasks  
steal time, context,  
and energy.....**





## LEAH

- APM
- 1.5 years in product
- Notion, Jira, Mixpanel, Gmail

SIMILAR TO

APM/PM/PA/PI

### GOALS

- Understand user behavior without waiting for data teams
- Quickly triage bugs and user issues
- Improve feature adoption, Retention
- Respond to payment-related issues promptly

### FRUSTRATIONS:

- Wakes up to Slack pings about issues she's not yet seen
- Drowns in scattered data (CSV exports, dashboards, review pages)
- Can't prioritize what's urgent vs what can wait?
- No way to follow up automatically with affected users

### HOW THE AGENT HELPS

- Master Agent gives her a snapshot in seconds
- Alerts her about top failed payments or negative reviews
- Reduces dependency on analysts or support teams

### GOALS

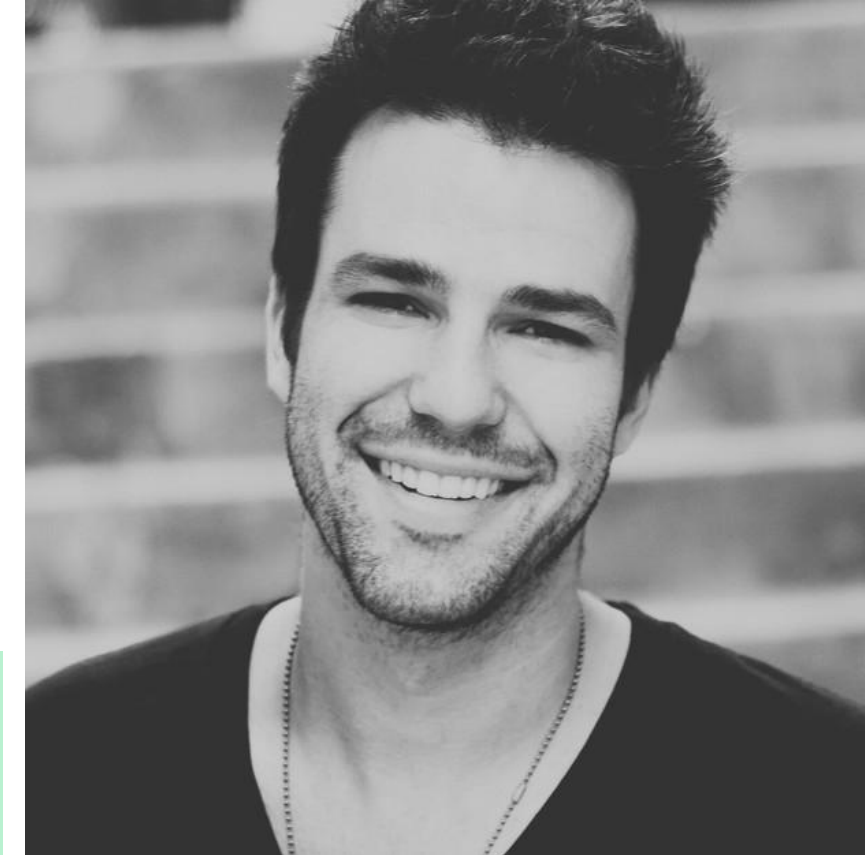
- Automate routine analysis to focus on strategy
- Empower junior PMs with tools that give clarity
- Lead product reviews with crisp, backed-up insights

### FRUSTRATIONS:

- Too many meetings not enough actionable insight
- Needs to mentor APMs but doesn't have bandwidth
- Misses user problems buried in reviews or support logs

### HOW THE AGENT HELPS

- Delegates repetitive analysis to agents
- Uses Master Agent to get a weekly report with actions
- Can assign Google Tasks automatically to team members
- Feels in control without micromanaging



## QUILL

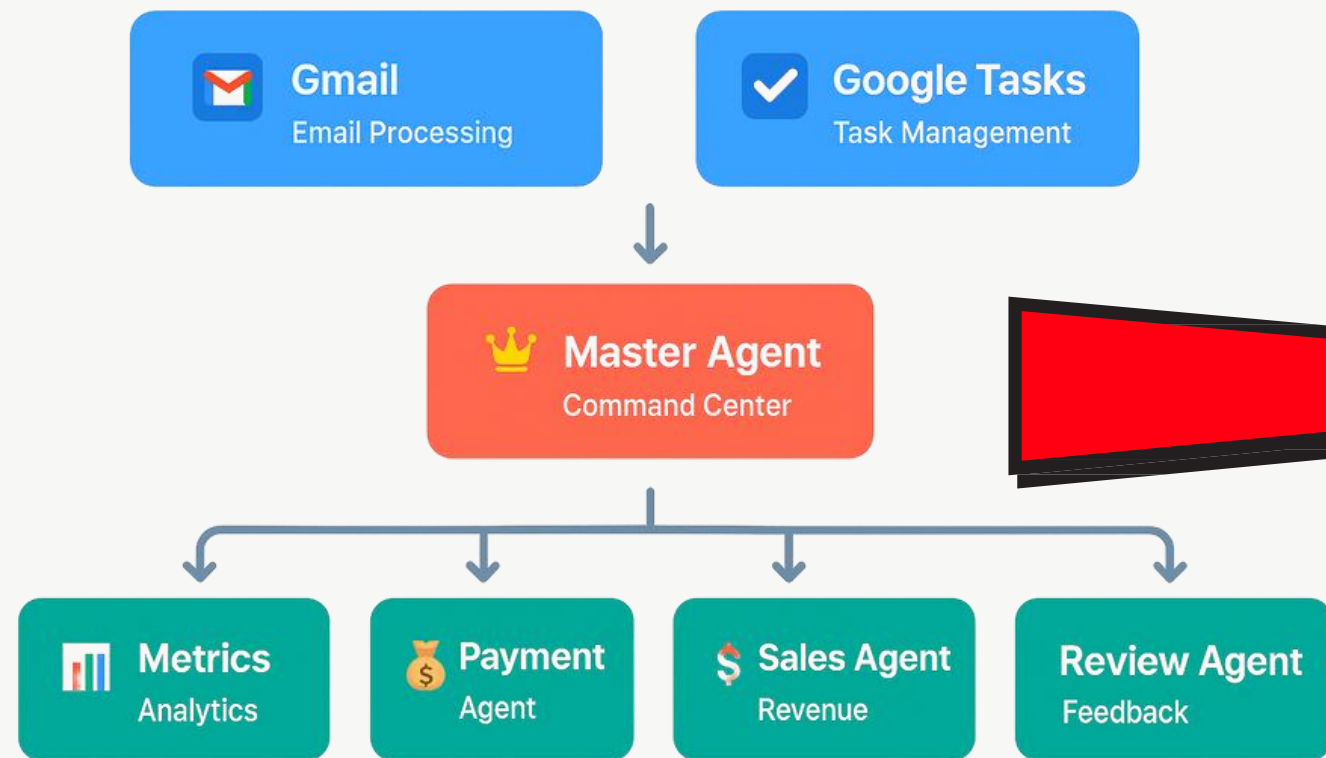
- SPM
- 7 years in product
- Asana, PostHog, Salesforce, Gmail, Google Calendar

SIMILAR TO

SPM/GPM/HOP

# What if you had one intelligent agent to coordinate everything?

## Introducing Command center V1...



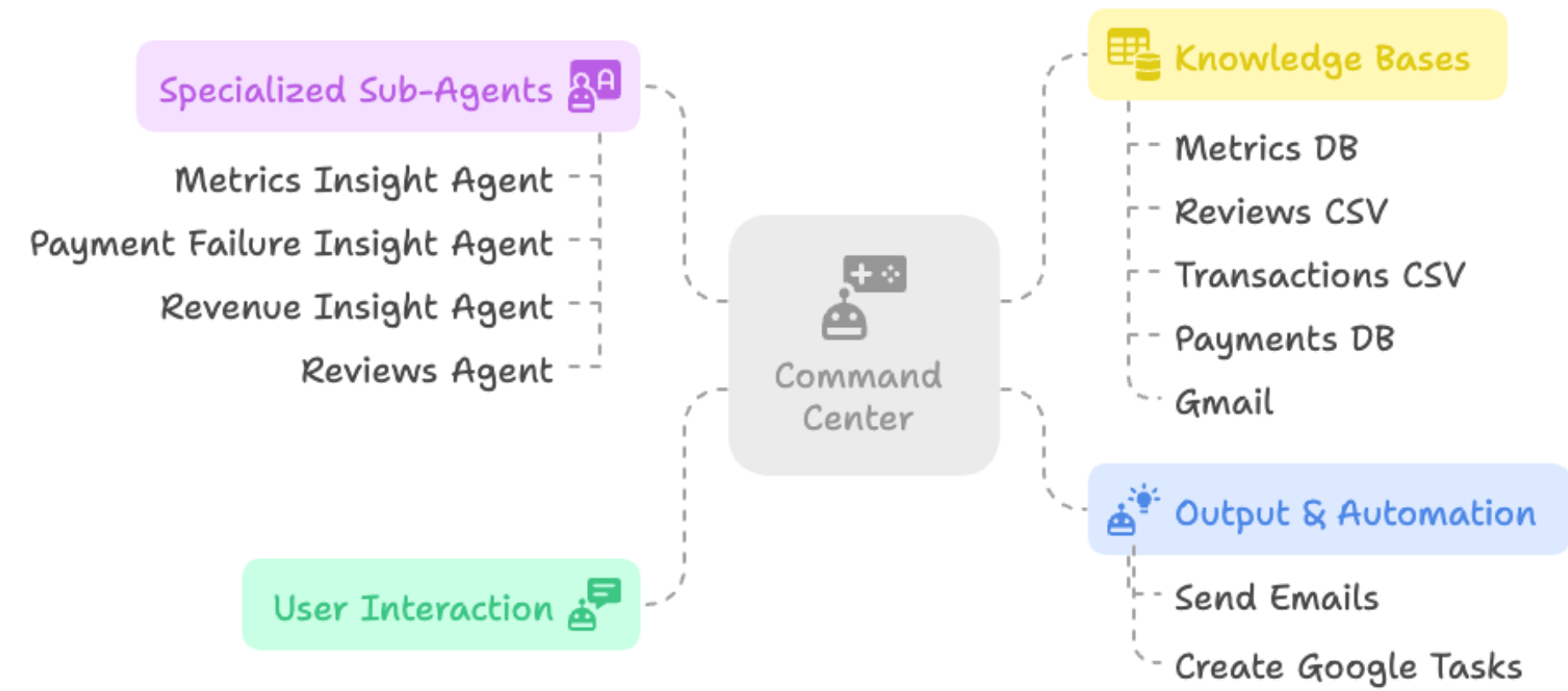
“

“What happened on May 12th? Give me the DAU, number of 6 month plan purchases, and tell me which user had the most payment failures. Then email that user a ₹200 coupon and schedule a follow up call.”

- It connects to Gmail, Google Tasks, and four specialized agents that handle metrics, revenue, reviews, and payment issues.
- Instead of opening 7 tabs and guessing what matters ask one agent.
- It pulls insights, prioritizes problems, and even acts on your behalf.

# Agents Architecture: Version 1 (Working)

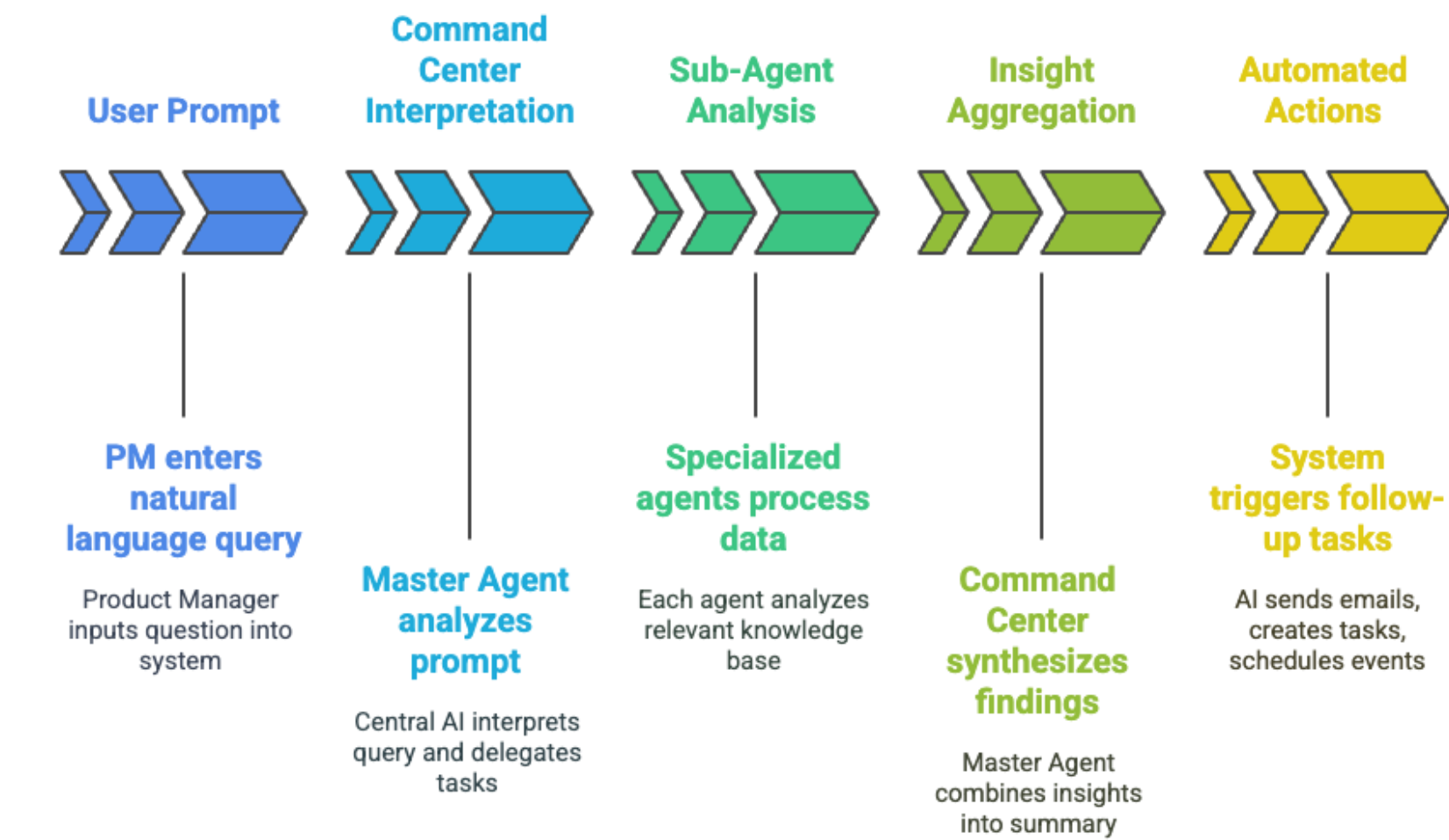
## Command Center



### ● Architecture Summary

- Master Agent routes prompts to relevant sub-agents
- Sub-agents operate on domain-specific knowledge bases
- Responses are aggregated, verified, and optionally trigger actions (emails, tasks)

## Step by Step








### 🧠 Internal Logic (as a caption or footnote)

- Prompts follow this pattern: "Identify → Analyze → Act"
- The system uses metadata tags to map user intent to correct agent
- Commands are only executed when confidence threshold is met



# Agents

	 <b>Command Center</b>	 <b>Reviews Agent</b>	 <b>Payment Failure Insight</b>	 <b>Metrics Insight Agent</b>	 <b>Revenue Insight Agent</b>
<b>Description</b>	Oversees all sub-agents and routes queries	Aggregates and analyzes app reviews	Analyzes patterns in payment failures	Tracks product health via KPIs	Monitors user purchases and product sales
<b>Agent Role</b>	Orchestrator & Product Co-Pilot	Sentiment Analyst Agent	Payment Insight Analyst	Payment Ops Agent	Revenue Intelligence Agent
<b>Agent Goal</b>	Synthesize multi-agent insights and automate follow-ups	Summarize feedback and flag common praise/complaints	Surface issues, flag patterns, and assist recovery	Investigate metric changes and suggest data-driven hypotheses	Analyze sales trends and course uptake
<b>Agent Instruction</b>	Delegate questions, summarize insights, draft emails/tasks based on user data and agent findings.	Use store review data to highlight sentiment trends.	Use payment data to find unresolved failures, retry outcomes, and suggest follow-ups.	Compare key metrics (DAU, Revenue, etc.) to detect anomalies and explain performance shifts.	Use transaction data to track product revenue patterns and user conversion behavior.

# Agent's in Action

## Reviews Agent

Agents in Action

Knowledge base

Test Agent Inference

Launch Agent

ChatActivity

what is the most common issues which is similar in app store and playstore for the user?

Agent Latency: 9.07s

When it comes to common issues users face on both the App Store and Play Store, several concerns tend to pop up frequently:

- Video Playback Issues:** A lot of users voice frustration about videos that won't play, buffering problems, or encountering errors tied to DRM (Digital Rights Management).
- Customer Support Challenges:** Many people complain about poor customer service experiences, highlighting slow response times and issues that remain unresolved.
- Technical Glitches:** Users often report problems like app crashes, sluggish loading speeds, and interface glitches, particularly after new updates roll out.
- Subscription Access Problems:** It's not uncommon for users to find themselves unable to access their subscriptions, even if they've successfully paid, which can be very frustrating.
- Content Quality Concerns:** Some users express disappointment regarding the quality of questions

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Review by user

the app doesn't open on tab,it keeps crashing ,kindly look into this issue.

this app is good and very affordable but they should provide yearwise pyq of subjects also .

Why such bad interface...app doesn't takes command unless the desired thing is pressed twice or thrice. I gave a gt and as my last section got finished earlier and it doesn't takes submit unless time has elapsed entirely...I left the screen to end on its own...but it didn't end as screen went off after 5 mins and then after my test wasn't submitted...so whole of 3 hours of gt got wasted!!! It's so frustrating to see this.

Can one refresh all question.. So one can attempt multiple times??

Please work on complete explanation and why other options are wrong

## Payment Failure Insight

Test Agent Inference

Launch Agent

ChatActivity

It looks like your question might be missing some details or isn't quite clear. Could you share a bit more context or clarify what you're asking? That way, I can better assist you.

how many users got a 6 month access on 10 may?

Agent Latency: 8.55s

On May 10, 2025, a total of 11 users signed up for a 6-month access. Here's the list of those users:

- Apoorva Pandey
- Preetisha S Das
- Kalki K
- Varshil Joshi
- Tanya Gupta
- Harsha Deep
- Nishit Nandan
- Adeeba Fatima
- Mohd Arish
- Anirudh Singh
- Vikranth Pola

All of them were associated with the email address Sks314285@gmail.com.

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Date of sale	Username	Useremail	Course offer
2025-05-20	Rishabh Sharma	Sks314285@gmail.com	12 Months Access
2025-05-20	Prasanth Purushothaman	Sks314285@gmail.com	6 Months Access
2025-05-20	Shreya Nair	Sks314285@gmail.com	12 Months Access
2025-05-20	Pad Foot	Sks314285@gmail.com	6 Months Access
2025-05-20	Rishabh Sharma	Sks314285@gmail.com	12 Months Access
2025-05-20	Shashank Chaudhary	Sks314285@gmail.com	6 Months Access
2025-05-20	Arpita Ghosh	Sks314285@gmail.com	6 Months Access
2025-05-20	Abhishek Sir-NeetPrep	Sks314285@gmail.com	6 Months Access
2025-05-20	Abhishek Sir-NeetPrep	Sks314285@gmail.com	6 Months Access

## Command Center

Test Agent Inference

Launch Agent

ChatActivity

what was the daily active users on 12 may vs 18 may...and what was the revenue difference?

Agent Latency: 20.73s

Here's the comparison of daily active users and revenue for the dates you mentioned:  
**Daily Active Users:**

- On 12 May: 1,377 users
- On 18 May: 1,289 users

**Revenue:**

- On 12 May: ₹27,716
- On 18 May: ₹117,584

**Revenue Difference:**

- The revenue increased by ₹89,868 from 12 May to 18 May.

If you have any more questions or need further analysis, just let me know!

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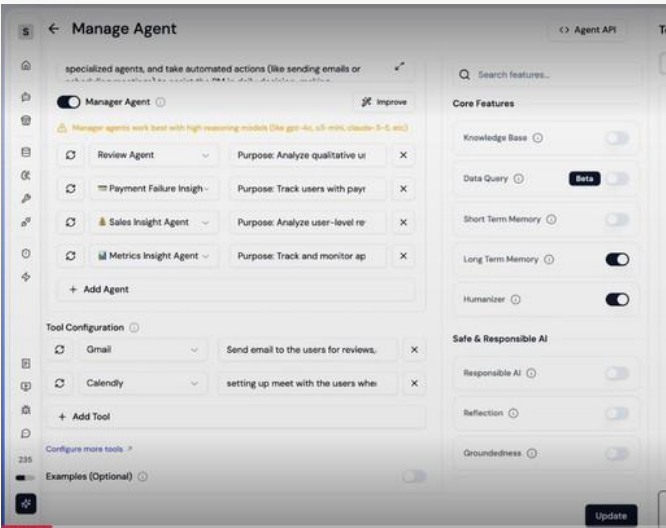
Day	DAILY ACTIVE USERS
Jan 31	803
Feb 01	797
Feb 02	807
Feb 03	925
Feb 04	829
Feb 05	1044



# Master Agent in Action (Command center)

## Prompt by PM

Metrics are down on May 12. Check which users bought plans, any payment failures, and those with high failure frequency. Reach out to users if needed.



“On May 12th, check the Daily Active Users (DAU), identify the users who had the highest frequency of payment failures on that day, and send them follow-up emails to assist with resolving their issues.

## Master Agent

- Master Agent breaks down task:
- Sales Check → ● Revenue Agent
  - Payment Issues → ● Failure Agent
  - Follow-up Needed → ✉ Email Agent

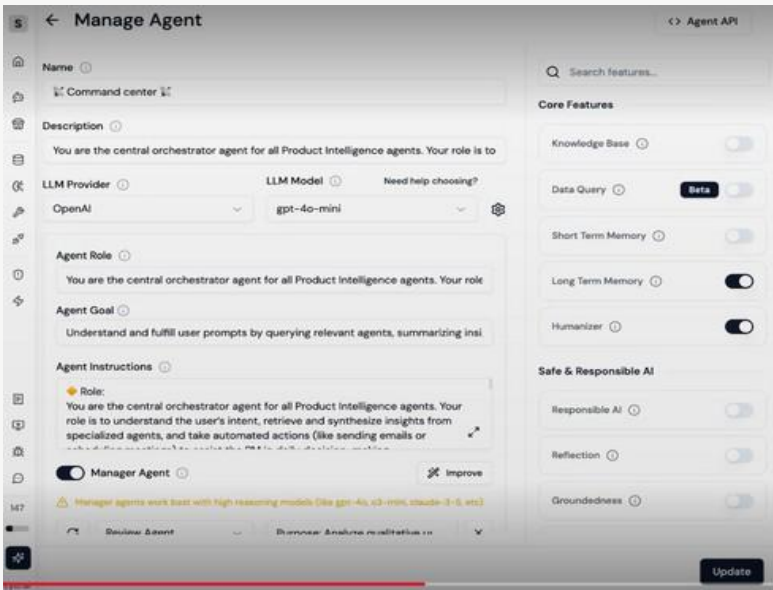


**Real time command agent in Action**

**Command center In Action**

## Response

Command Center parses intent, dispatches to 3 agents simultaneously.



- Daily Active Users (DAU):  
Total DAU: 1,377
- Payment Failures:  
User with Most Failures:  
[Sourabhcomplex@gmail.com](mailto:Sourabhcomplex@gmail.com)  
Failure Count: 5 unsuccessful payment attempts
- Purchase Insight:  
6-Month Plan Purchases: Data not available for May 12
- Follow-up Action:  
Sent an outreach email to Sourabh, inviting them for a feedback call.



# How well does the prototype handle its defined scope

## 01 Execution Performance

- Total Prompts Tested: 30
- Correctly Executed Responses: 25
- Execution Accuracy (w.r.t Knowledge Base): 84%

## 02 Multi agent

- The agent demonstrated multi-agent orchestration capability.

## 03 Limitations in Current Build (V1)

- Accuracy is currently bound by V1 capability

## 04 External Context Awareness

- While the agent effectively processes internal metrics, it lacks the ability to factor in external variables such as **seasonality, market shifts, or campaign launches** when conducting root cause analysis.
- To overcome this, future iterations must integrate contextual feeds (e.g., campaign calendars, marketing push data, seasonality trends) and evolve prompt design to support nuanced, multi-factor reasoning.



# How well does the prototype handle its defined scope

## Limitations

The primary constraint lies in the lack of real-time data access. (For non tech savvy PM's)

The current build relies on static CSVs and document-based knowledge base. This limits the accuracy and responsiveness of insights in fast-changing environments.

Integrations with advanced analytics tools (e.g., CleverTap, Mixpanel) are not yet in place.

## Adoption Feasibility

The agent-based model mirrors a PM's daily needs closely. (yup i tried it for a day)

Once connected to live tools, this product has strong potential for adoption in real world product teams reducing manual lookup work and boosting decision-making speed.



# PM who doesn't use Ai agents Vs PM who does

before

### Before AI Orchestration

🕒 30-40 minutes per issue

**9:00 AM Crisis Mode**

Daily active users dropped significantly overnight. Panic mode activated. The PM frantically opens multiple browser tabs and applications, desperately searching for answers across disconnected systems.

**Manual Investigation Process**

- Open analytics dashboards, sales spreadsheets, payment logs
- Switch between 8+ different tools and platforms
- Manually cross-reference data points and trends
- Hunt through user feedback channels and app reviews
- Draft individual emails to various support teams
- Attempt to prioritize issues without clear context

**End Result**

Overwhelmed and exhausted. Strategic product work postponed. Day consumed by reactive firefighting instead of proactive growth initiatives.

### After AI Orchestration

⚡ 5-10 minutes total execution

**9:00 AM Command Center**

Opens AI-powered dashboard. Types one simple query: "What happened to user activity and payments yesterday?" The master agent immediately springs into action across all systems.

**Automated Intelligence Process**

- Instant DAU analysis with detailed trend breakdowns
- Automatic identification of payment failure patterns
- Pre-drafted personalized user recovery emails
- Synthesized app review sentiment and key themes
- Prioritized action items with impact scoring
- One-click approval for automated communications

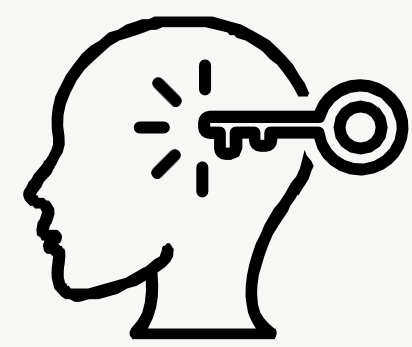
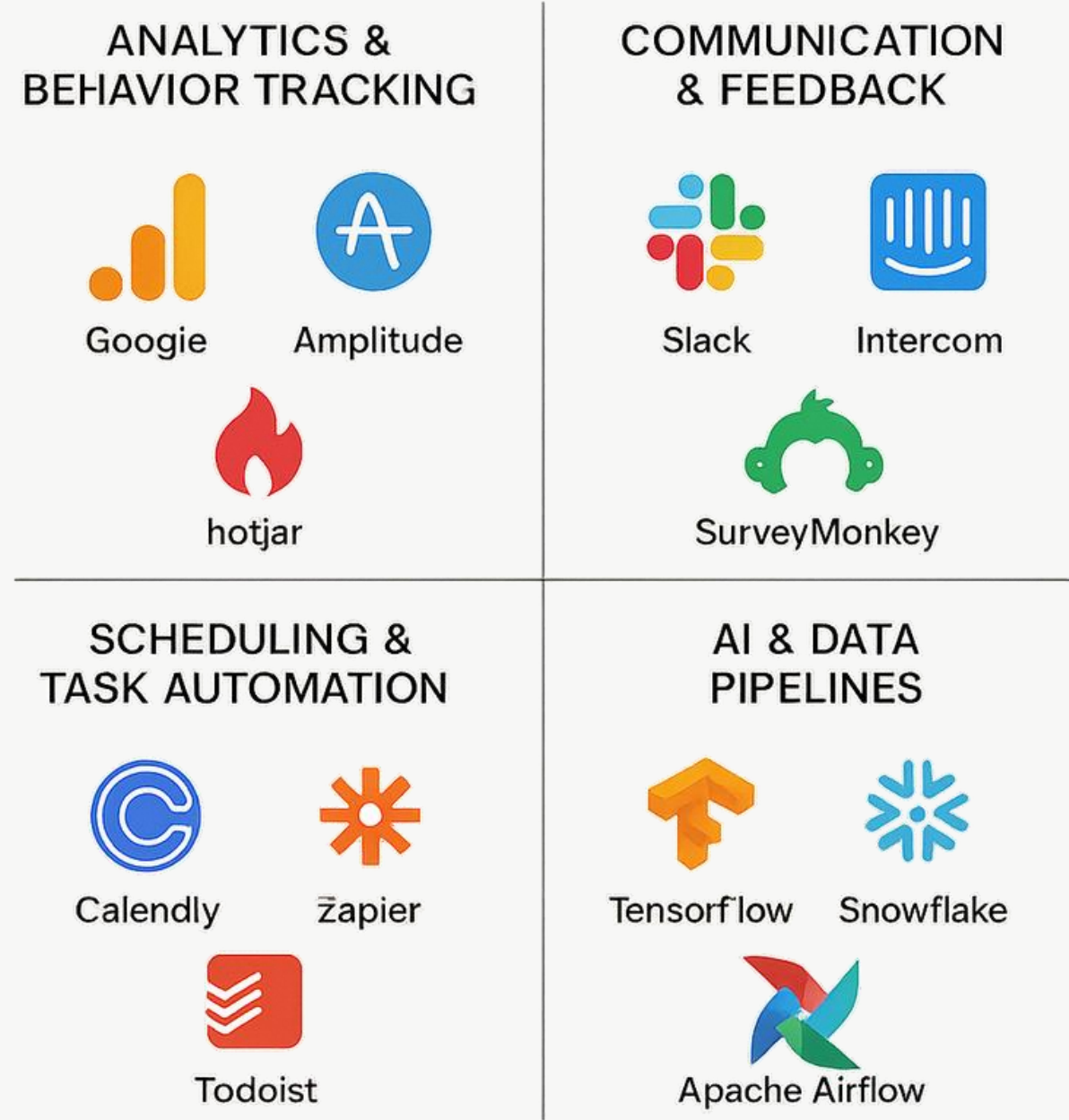
**End Result**

Empowered and strategic. Clear action plan executed efficiently. Time freed to focus on product innovation, user satisfaction, and sustainable growth strategies.

after

# Future Integrations: I would like to have this tech stack

# Current Limitation



The system lacks awareness of real-world external influencing factors entirely.



Government rules, weather, or competition often skew product metrics significantly.

# Why This Agent Matters

## Saves 10+ Hours/Week

No more tab-hopping, dashboards, or endless email replies.

## Reduces Analyst Dependency

Insights without waiting. PMs act faster, independently.

## Increases Team Visibility

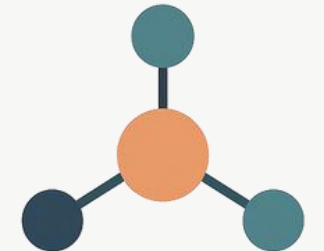
One agent. Shared answers. Unified product understanding.



Saves  
10+ Hrs/Week



Reduces  
Analyst  
Dependency



Increases  
Team Visibility





# Misc Prompt's

# Thank You

Powered by [Lyzr Agent Studio](#)

Product Agent

This agent has metadata of DAU,installed,uninstall,revenue,payment failed and more

Created by Sourabh

Which day did we saw the maximum revenue? and what was the day of that day?

Submit

ResponseActivity

On **March 24**, we saw the highest revenue, totaling **₹213,627**. That day, we also had **1,730 Daily Active Users (DAU)**.

If you have any more questions or need further assistance, just let me know!

Powered by [Lyzr Agent Studio](#)

Product Agent

This agent has metadata of DAU,installed,uninstall,revenue,payment failed and more

Created by Sourabh

what may be the reason of such high revenue?

also we seea trnd of spikes iin revenue can you list down 4 days where we saw that spike and what might be the reason of thet spike?

Submit

ResponseActivity

The recent analysis of our revenue has highlighted some significant spikes, particularly on the following days:

- March 24:** ₹213,627
- April 02:** ₹136,134
- March 18:** ₹83,995
- May 17:** ₹117,584

What Might Have Led to These High Revenue Days?

- Promotional Campaigns:** It's likely that effective marketing campaigns, special promotions, or discounts attracted more customers, particularly on those spike days.
- New Course Launches:** The debut of popular courses or limited-time offers could have encouraged more users to make purchases during these peak times.
- Increased User Engagement:** A rise in daily active users around those dates could have significantly boosted the conversion rates, contributing to the observed spikes.

If you have any further questions or would like to take specific actions based on this information, feel free to reach out!

