



# Agenda

The idea of \*InsightEdge\* could indeed thrive as a dedicated website platform, providing centralized, AI-driven business intelligence in an accessible, user-friendly online interface. Here's how the site could be structured to cater to each need:

# Website Structure and Layout

**\*Landing Page\***: Showcasing the platform's value, industry applicability (inventory management, productivity, marketing, CRM), and tailored solutions for Indian businesses.

**\*User Dashboard\***: Each client has a personalized dashboard displaying insights across modules (Inventory, Productivity, Marketing, CRM). Users can view summarized reports, predictions, and recommendations based on real-time data, customized for their specific business needs.



# Core Features of InsightEdge Website

**Data Integration Panel:** Allows businesses to link their existing inventory, CRM, sales, and marketing data sources. This panel would connect to ERP, POS, CRM, and other systems.

**Interactive AI Insights Panel:** Each module—Inventory, Productivity, Marketing, CRM—has an interactive section displaying relevant AI-generated insights.



### **Inventory Management:**

Interactive demand forecasting charts, real-time restocking alerts, and regional inventory heatmaps.

### **Productivity Insights:**

Daily productivity scores, team activity tracking, well-being recommendations, and WFH optimization tips.

### **Marketing Insights:**

Regional content recommendations, consumer sentiment analysis, and seasonal campaign suggestions.

### **CRM Optimization:**

Segmentation heatmaps, cultural and demographic insights, and customer feedback analytics.

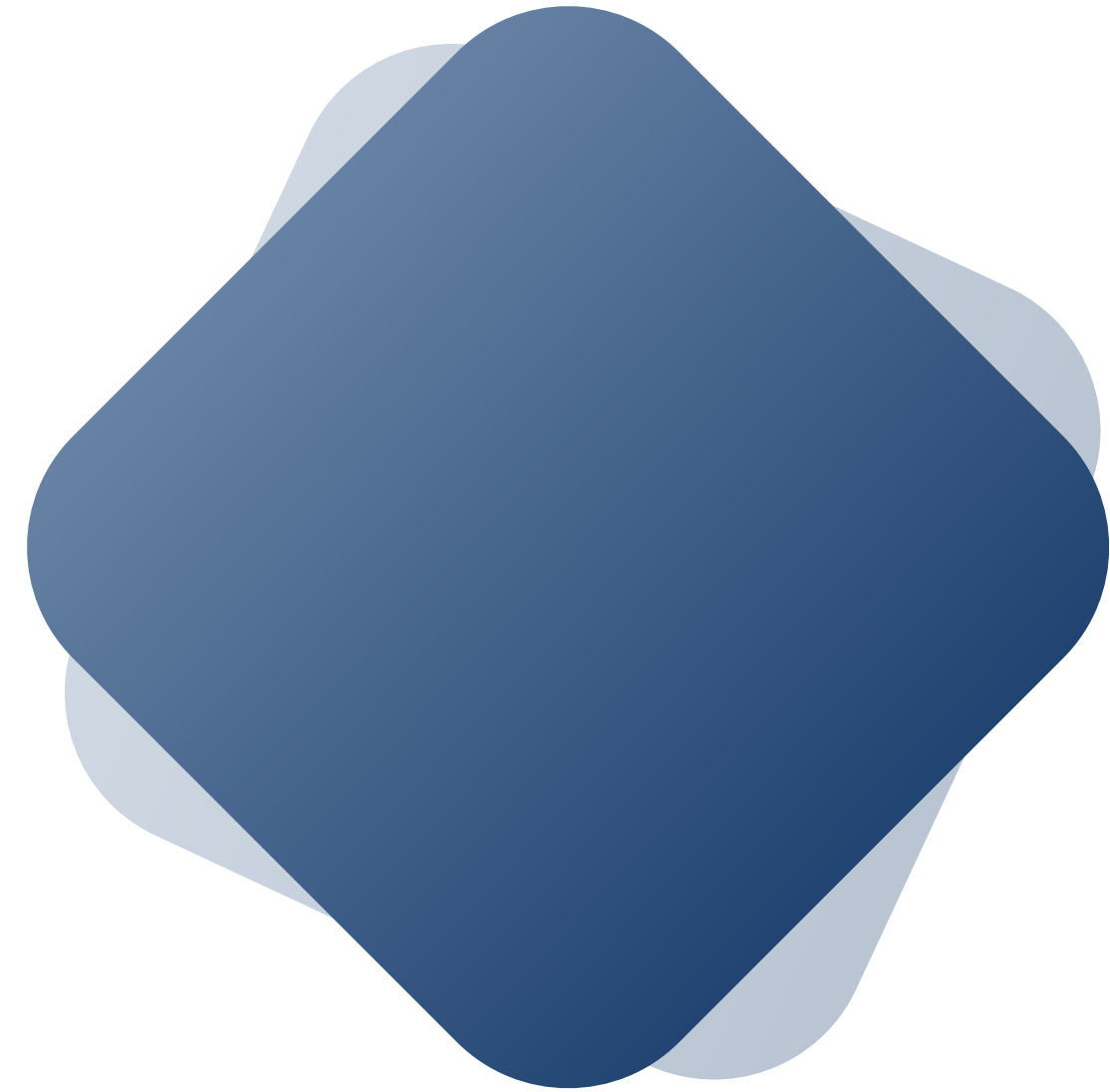
### **AI Assistant Chatbot:**

Provides instant access to platform insights, answering specific questions (e.g., “How much stock do I need in Mumbai next month?” or “What’s our team’s productivity trend?”).

# Self-Service Modules and Data Visualization

**Self-Service Analytics:** Businesses can create customized reports by selecting key metrics, trends, and forecasts. They can also use drill-down features to view details by region, time, or demographic.

**Data Visualizations:** Interactive graphs, heat maps, and trend lines for each module help businesses make data-driven decisions. For instance, a heatmap can highlight areas of high customer engagement, while a graph shows inventory trends over time.



# Scalability & Accessibility

**Subscription-Based Access:** Offering tiered plans (Basic, Pro, and Enterprise) with varying levels of insights and data access. This model enables businesses of all sizes to access AI-driven insights affordably.

**Mobile-Optimized:** With mobile access, users can view real-time insights, manage workflows, and access inventory or CRM data on the go.



# Onboarding and Support

**AI-Driven Onboarding:** New users get guided, automated onboarding with customized tooltips and recommendations for setup.

**Customer Support & Tutorials:** Dedicated support for each module and video tutorials to help users make the most of InsightEdge's offerings.







**THANK YOU**