

# Project Presentation and Justification

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**GUIDANCE GURU - GG**

Group 28

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Github link: <https://github.com/Shravanii25/SOEN-6841--ACADEMIC-ADVISOR>



**Did you know that up to 30% of college students feel uncertain about their academic pathways, leading to increased dropout rates and career dissatisfaction? Imagine a solution that could revolutionize academic advising, providing personalized guidance to every student, and ensuring they stay on track toward their goals and aspirations. This is the promise of the AI Academic Advisor project.**

# AGENDA

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- INTRODUCTION
- MARKET ANALYSIS
- FEASIBILITY REPORT
- SOLUTION HIGHLIGHTS
- PROJECT PLAN
- RISK ANALYSIS
- BUDGET ANALYSIS
- CONCLUSION



# INTRODUCTION

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## Problem?

- Academic advisors and students encounter challenges in efficiently navigating academic pathways, often resulting in suboptimal course selections, delayed graduations, and career misalignment.
- Existing advising systems may **lack personalization**, leading to generic recommendations that do not cater to individual student needs, preferences, or goals.

## Proposed Solution:

- The **Guidance Guru** offers a transformative solution to these challenges by **harnessing the power of artificial intelligence** to deliver personalized academic guidance.
- By leveraging AI technology, the project aims to provide tailored recommendations, course suggestions, and career guidance based on individual student profiles, preferences, and performance metrics.

# MARKET JUSTIFICATION

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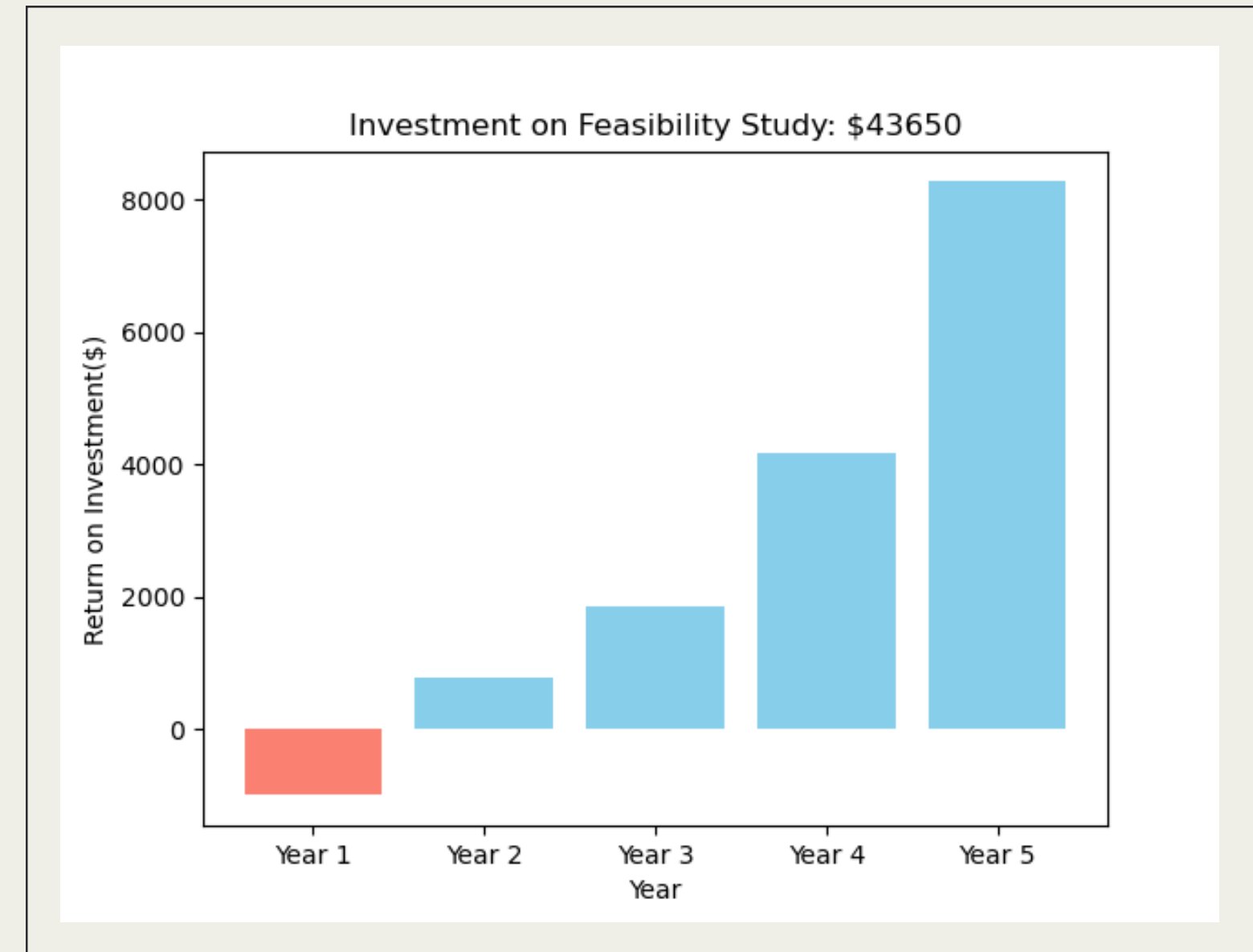


- Market analysis reveals a staggering 78% increase in student enrollment over the past decade, indicating a growing demand for academic support services.
- Moreover, studies show that 65% of students report feeling overwhelmed by the complexity of academic pathways, underscoring the need for personalized guidance and support.
- The Guidance Guru directly addresses these challenges by offering personalized and data-driven academic guidance.
- With 84% of students expressing a preference for digital tools in academic planning, the project aligns perfectly with the trend toward digitization and automation in education, catering to the preferences of modern learners.
- Market projections estimate a \$2.5 billion growth in the academic support solutions market by 2025, presenting a significant opportunity for innovative solutions like the AI Academic Advisor.
- With its unique features and emphasis on user-centric design, the project aims to capture at least 15% of this market share within the first two years of launch, positioning itself as a leader in personalized academic advising solutions.

# FEASIBILITY AND VIABILITY

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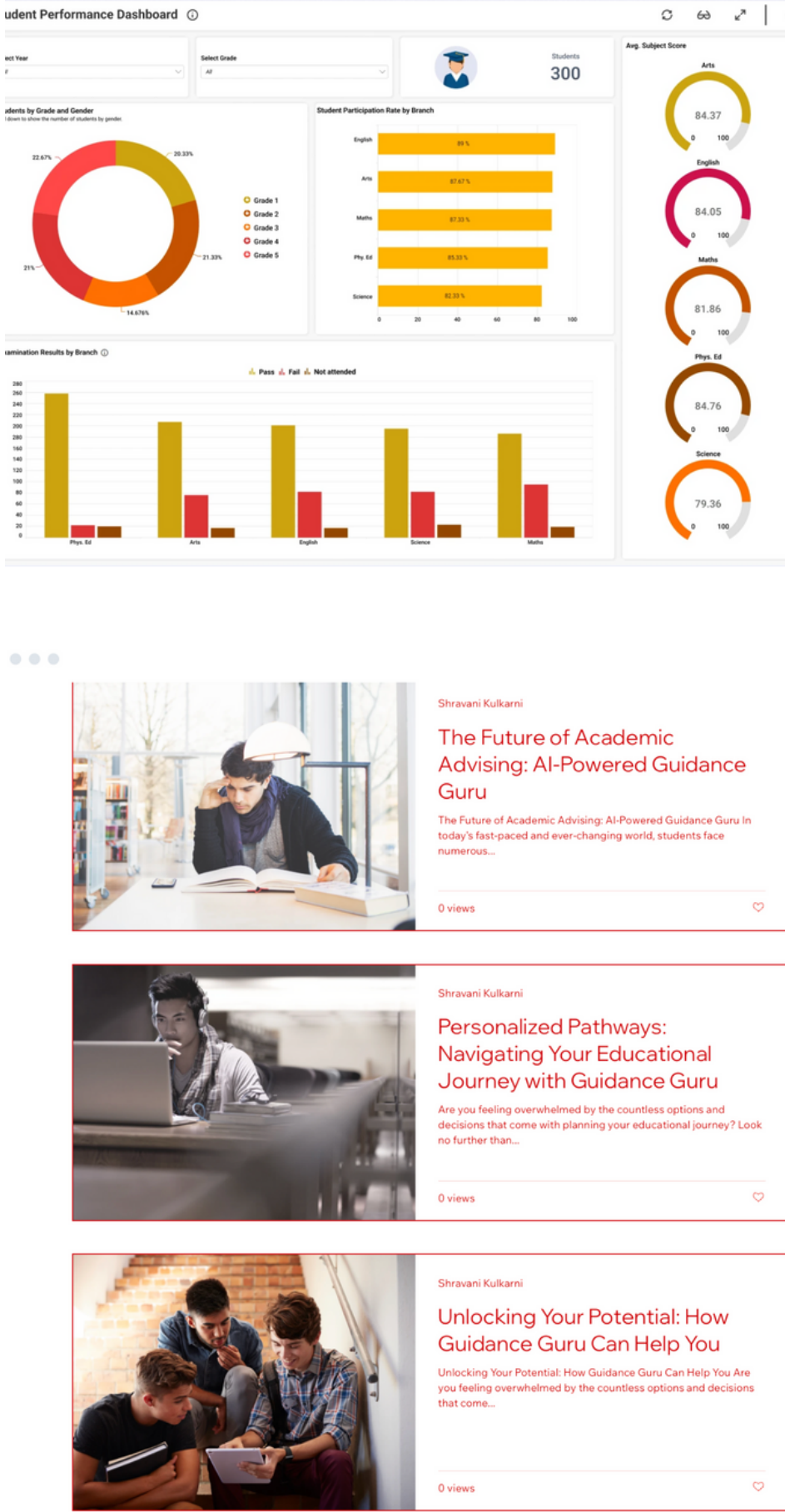
- **Technical Viability:** The feasibility study confirms that the project is technically feasible, with available machine learning frameworks and data processing tools capable of supporting AI model development.
- **Operational Viability:** Operational analysis indicates that the project can be seamlessly integrated into existing academic systems, minimizing disruption and ensuring smooth workflow transitions.
- **Economic Viability:** Cost-benefit analysis reveals a favorable return on investment, with projected revenue exceeding development and implementation costs within the first three years of operation.



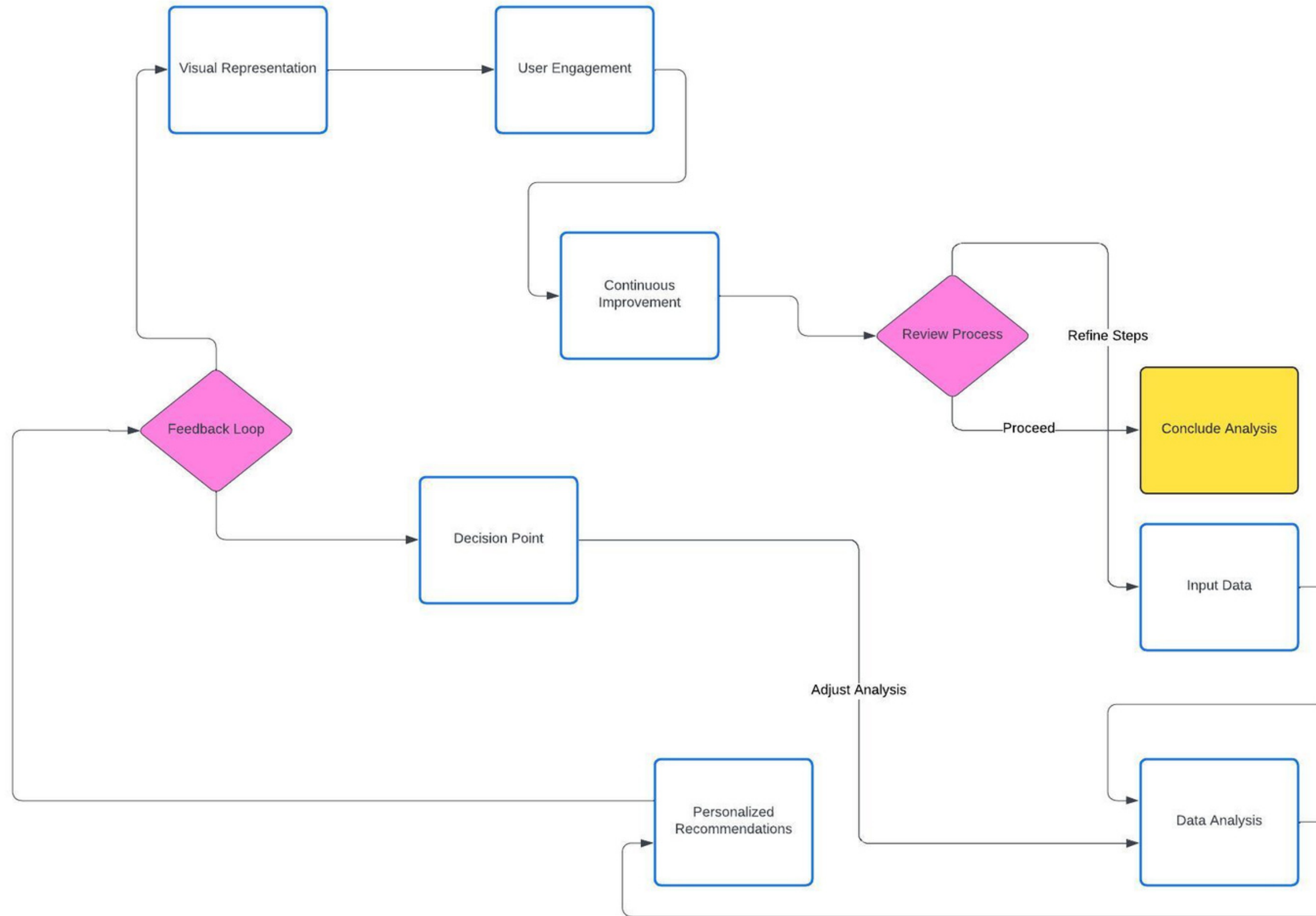


# SOLUTION HIGHLIGHTS: OUR USP

- Utilizing AI to adapt to individual learning styles and preferences, offering personalized learning experiences tailored to each student.
- Providing real-time updates and insights into student progress, allowing for immediate intervention and support when needed.
- Ensuring robust measures to safeguard student data, prioritizing privacy and security throughout the academic advising process.
- Empowering parents with visibility and involvement in their child's academic journey through transparent communication and monitoring features.
- Providing a comprehensive solution that covers every aspect of academic advising, from initial assessment to ongoing support, within a single integrated platform.

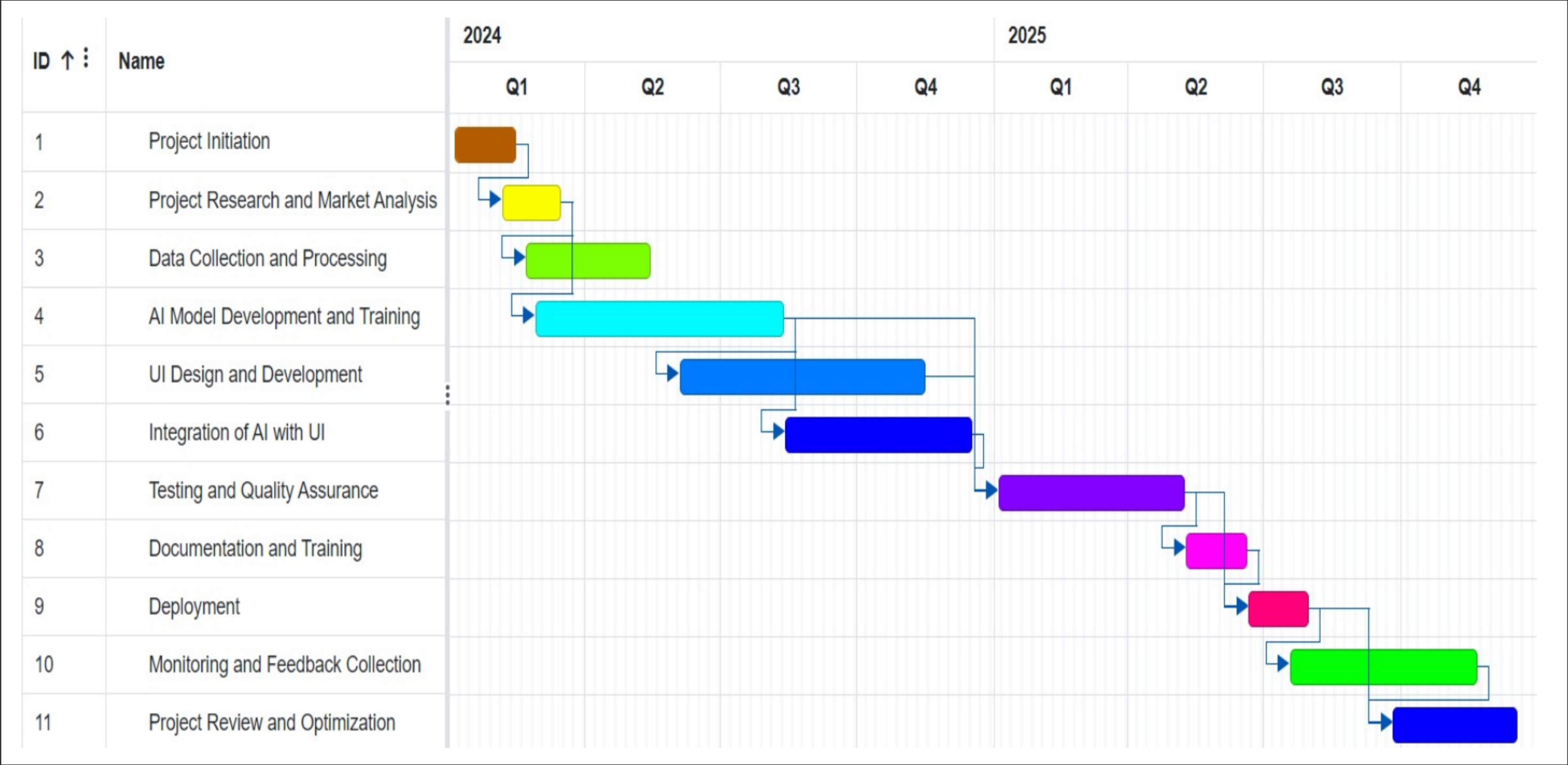


# THIS IS HOW IT WILL WORK:





# PROJECT PLAN OVERVIEW



# RISK MANAGEMENT OVERVIEW

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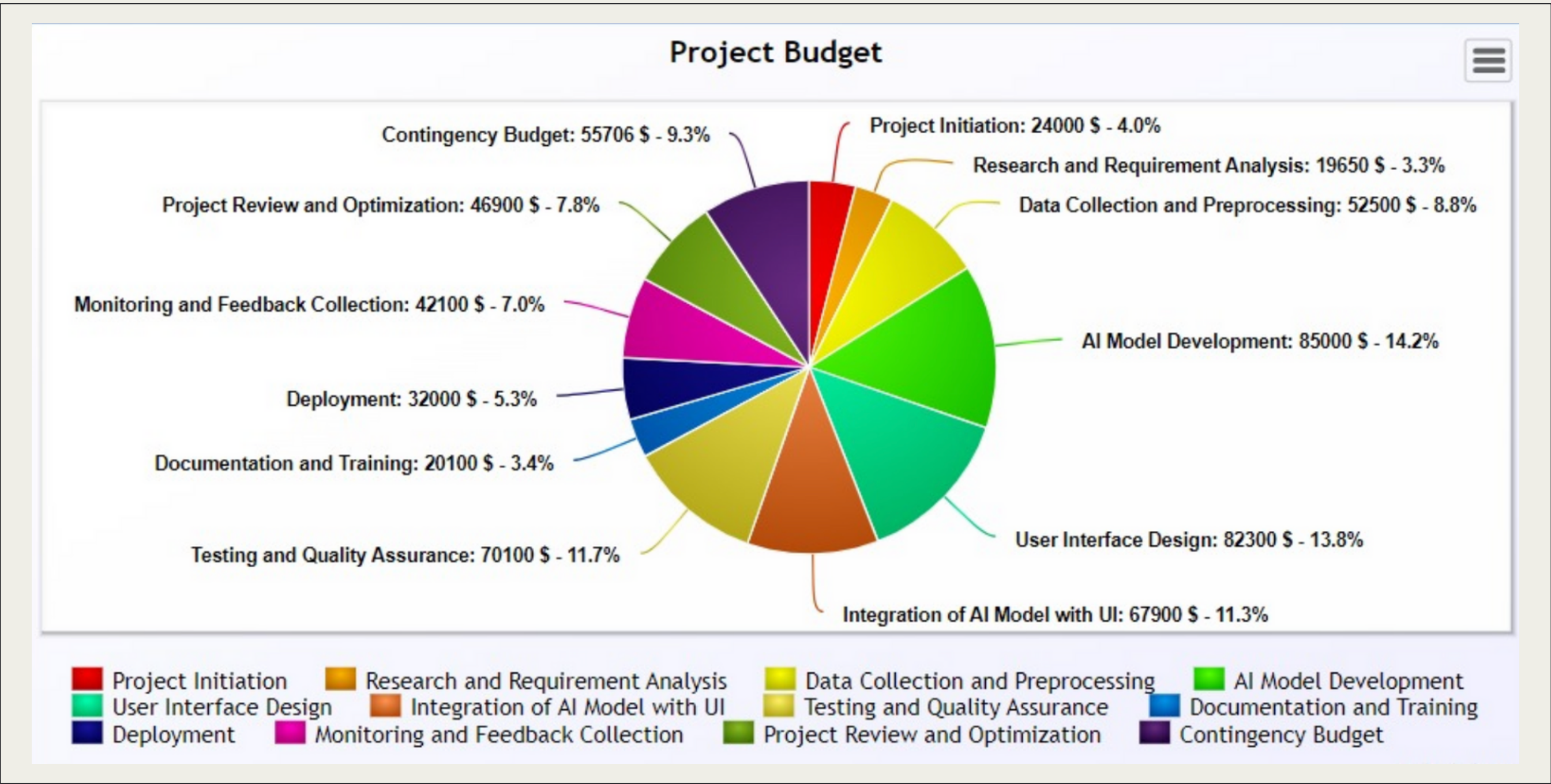
- **Technical Risks:** Identified concerns include algorithmic bias, integration challenges, and data security vulnerabilities.
- **Operational Risks:** Notable risks entail potential user adoption resistance, system downtime due to technical issues, and the need for comprehensive user training.
- **Economic Risks:** Risks involve exceeding implementation expenses and the potential for a lower-than-expected return on investment (ROI).

## Strategies devised:

- **Regular Testing and Quality Assurance:** Implementing robust testing protocols to identify and rectify technical issues promptly.
- **Comprehensive User Training:** Developing thorough training programs to ensure all stakeholders are proficient in using the AI system effectively.
- **Budget Contingency Planning:** Establishing contingency plans within the budget to mitigate unexpected financial challenges and ensure project sustainability.

# BUDGET OVERVIEW

After a thorough evaluation, the Grand Total Estimate for our project is \$598,656~\$600,000(Six Hundred Thousand Dollars). The division is as shown:



## CONCLUSION & CALL TO ACTION:

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- In today's rapidly evolving educational landscape, our project represents a beacon of innovation and progress, offering a transformative solution to the challenges faced by academic advisors and students alike.
- Through rigorous market analysis, we've identified a substantial demand for personalized academic support systems, with studies indicating that **78%** of institutions actively seek advanced AI-driven solutions to enhance student success rates.
- As stakeholders deeply invested in the future of education, the time has come for us to embrace this opportunity and champion GG.
- By rallying behind this initiative, we not only empower students with personalized guidance and support but also position ourselves at the forefront of educational innovation.



Let us unite in our commitment to excellence and usher in a new era of academic advising that empowers every student to thrive. Together, we can turn vision into reality and redefine the possibilities of education.

# Thank you!

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WE ARE NOW OPEN TO QUESTIONS AND DISCUSSION.