

G-225

**SOCIAL AI -  
SAHAYAK**



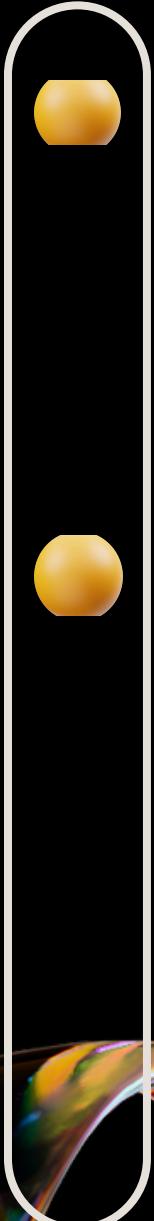


# INTRODUCTION

In today's fast-paced digital world, social media influencers and e-commerce businesses are constantly seeking ways to enhance their online presence and engagement. The Social-AI-Sahayak project aims to solve this by developing an application that leverages Generative AI to provide advanced analytics, predictive insights, and personalized content recommendations. By collecting and analyzing social media data, the app will offer actionable strategies for optimizing posts, improving content performance, and increasing engagement. Additionally, an integrated chatbot will assist users with personalized insights, making it easier for them to understand and apply these strategies effectively. This tool is designed to be an invaluable asset for anyone looking to elevate their social media impact.



# KEY COMPONENTS

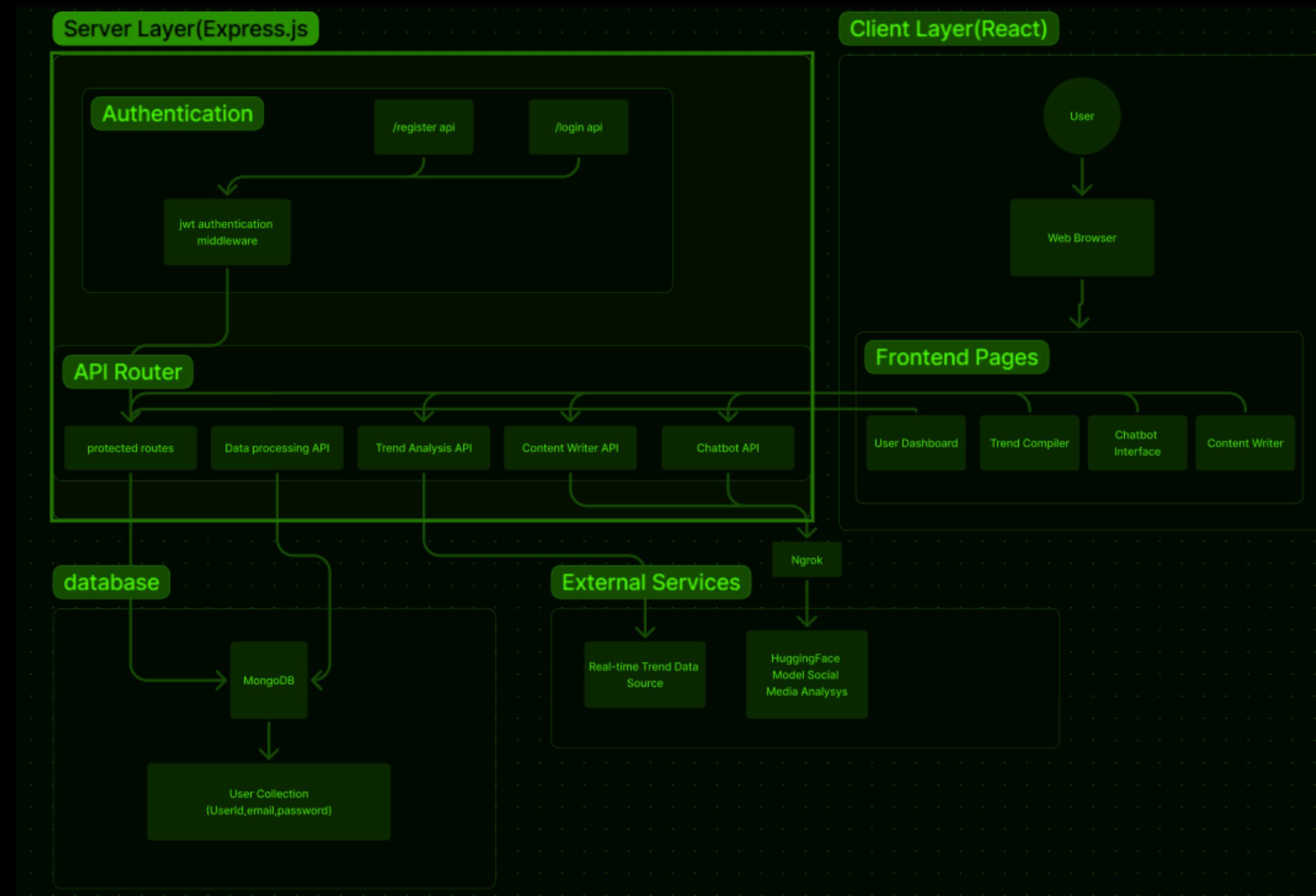


Scraping scripts get the latest trends accross the social media platforms like twitter, instagram and tiktok

Our application harnesses the power of Google's Gemma 2B language model combined with Retrieval-Augmented Generation (RAG) to provide accurate, context-aware responses based on your users data.



# ARCHITECTURE DIAGRAM



# WORKFLOW

