

Project Report: AI-Augmented GTM Strategy Optimizer for Health-Food Brands

Overview

This is a self-initiated, portfolio-ready business intelligence project designed to solve real-world problems faced by health-food brands like YogaBar.

The goal was to show how a Business or Data Analyst can use tools like Power BI, Excel, and ChatGPT to:

- Identify market gaps*
 - Analyze product performance*
 - Plan ad budgets intelligently*
 - Generate insights from customer feedback*
 - Improve marketing messaging*
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The Problem I Chose to Solve

Companies like YogaBar often face challenges such as:

- 1. Too many similar products, unclear positioning*
 - How do you know what features customers really care about?*
- 2. Messy and unstructured customer feedback*
 - Reviews are helpful, but hard to summarize or act on.*

3. Unclear ad performance planning

→ Marketing teams struggle to estimate ROI before running ads.

4. Time-consuming ad copywriting

→ Writing good product messaging at scale is slow and manual.

💡 My Solution: A 4-Page BI Dashboard

I designed an end-to-end dashboard that solves these problems in a structured and interactive way.

📄 Page 1: GTM Strategy Overview

- Scored products based on features like protein, sugar, pricing, and ingredients.
- Compared multiple brands side by side to find competitive strengths.
- Helped identify what makes a product “launch-ready.”

📊 Page 2: Feature Gap Explorer

- Built a matrix showing which features are missing across product categories.
- This can guide new product development based on market demand.

📈 Page 3: Ad Budget Simulator

- Built an interactive tool using Power BI to test different ad spend scenarios.
 - Calculated ROAS, CTR, CPA, Conversions, and Projected Revenue.
 - Helps marketing teams make data-backed ad spend decisions.
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Page 4: AI-Powered Review Insights

- Used ChatGPT (manually or with Python) to summarize customer reviews.
 - Extracted:
 - 1-line review summary
 - Top Pro
 - Top Con
 - AI-generated Ad Copy line
 - This turned raw feedback into actionable insights and marketing-ready content.
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Tools & Skills Demonstrated





Area

Tools / Skills Used

BI & Dashboarding Power BI, DAX, Slicers, Card Visuals

Area	Tools / Skills Used
Data Processing	Excel, Power Query
AI Integration	ChatGPT (manual + scripted), OpenAI API
Analysis	Business logic, Product scoring, KPI planning
Problem Solving	Customer insight, GTM gaps, ad simulation

Why This Project Matters

-  Shows how analysts can combine **data + AI** to support business growth
 -  Automates marketing tasks using GPT (review summaries, ad copy)
 -  Gives real, actionable insights for product and ad teams
 -  Demonstrates how you think like a Business Analyst in a startup-like environment
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Conclusion

This is not just a data dashboard — it's a strategic decision-making tool for brands like YogaBar.

It proves that with the right tools and mindset, even one analyst can bring **big impact** to product and marketing teams using **data, business logic, and AI**.