AI Generated Planning Insights Powered by Clickstream data

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Background Information

The Capital One team is looking to leverage clickstream data to provide useful insights and suggestions for roadmap planning. This involves optimizing platform performance through real time analysis and AI driven feedback.

Project Goals:

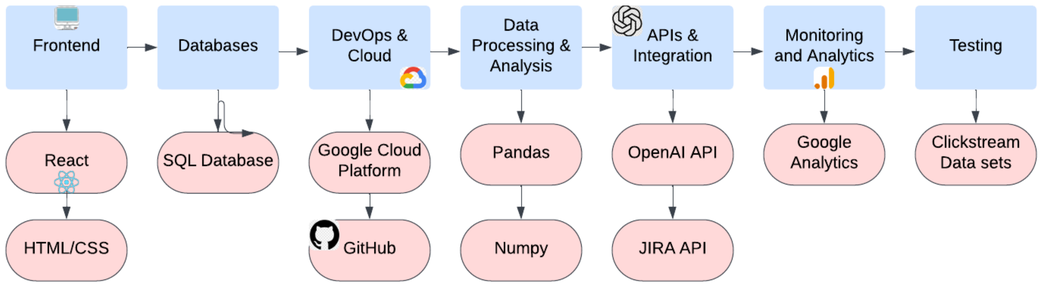
- **Clickstream data:** Fully utilize its potential to reduced missed opportunities for improvement.
- **AI Integration:** Implement an AI model to analyze data and provide insights
- **Scalability and Security:** Design a system capable of handling large datasets

Comparison Analysis Research

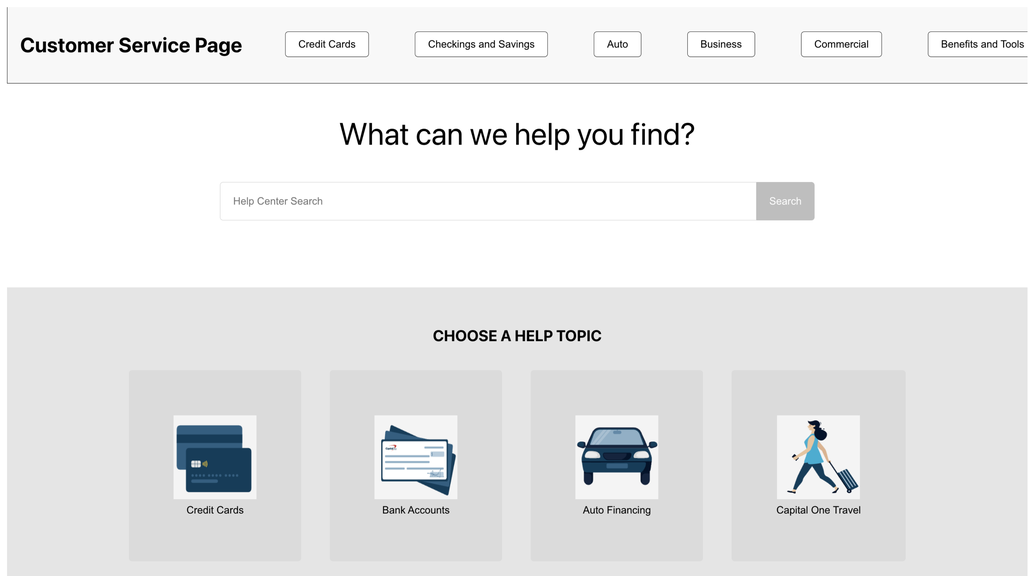
- **Existing Tools:** Google Analytics, Mixpanel, and Heap offer data visualization and behavior tracking but require manual interpretation for planning.
- **Gaps**: Limited AI-driven insights, lack of automation, and minimal integration with tools like JIRA.

Architecture and Set-Up

Diagram:



Webpage:



Proposed Solution

Clickstream data (user interactions within an application) will be collected and stored into a scalable SQL database.

An AI built on OpenAI's API will then analyze that data to provide improvements for the application. The advice will try to improve metrics like average handle time and user engagement.

Once the proposed solutions+ are generated they will be sent to JIRA (a project management tool that helps teams plan, track, and release work). The AI will automatically make Epics and Stories based on the recommended improvements.

Problem	Solution
Efficiency	**Automatic creation of Epics in JIRA**
Accuracy	**OpenAI once trained is very consistent**
Cost	**Less manual work means less expenses**

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