Project: **HP Product Analytics Tool (PAT)**  
  
**Description:**   
HP Product Analytics Tool is a web application useful for creating promotional (discount) plans for future weeks to predict whether they will generate good ROI for HP. This Tool is divided into Plans, Markets and In-Quarter Monitoring.  
  
Plans handle making the custom discount plans over several weeks for different sectors HP competes with its various products. These plans will then be checked by an AI backend api to predict its profitability.   
  
Markets then takes any of these plans and then compare it with their competitors’ performance and market share.  
  
In-Quarter Monitoring can be done with real time data of the market with any of the plans which are approved by the user. It checks how will the plan perform in real world.  
  
  
**Problem Domain:**  
HP needed a way to make effective promotional plans to generate higher profits across all of its sectors and its products. While comparing its growth with these plans among the market leaders. And then also checking its effectiveness with real world data.  
  
Problem Domain Terms -  
1. Promotional Plans  
2. ROI (Return on Investment)  
3. Product Line  
4. Market Competitors  
5. Discount  
  
**Solution Domain:**  
Using a web application with AI integrated backend we can effectively make these promotional plans for HP online and then check its profitability and compatibility in the market through AI prediction. This ensures a seamless user experience across any platform.  
  
Solution Domain Terms-  
1. Authentication  
2. Backend Server  
3. AI prediction  
4. Web Application  
5. API & Database