

ML ITERATORS 🔥

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DARE2DREAM VC HACKATHON

Insight AI

Revolutionizing Market Research with Generative AI

This interactive report explores how Insight AI addresses the core challenges of traditional market research. We'll demonstrate its powerful features, showcase the significant return on investment, and outline the future of automated, intelligent insight discovery. Navigate using the side menu or by scrolling.

DEMO...

[Click here to watch demo](#)

The Challenge & The Solution

The Problem with Traditional Research

Slow & Expensive: Projects take weeks or months, with significant manual effort.

Resource-Intensive: Requires skilled researchers, recruitment budgets, and heavy coordination.

Limited Scale: In-depth qualitative interviews with a large, diverse audience is impractical.

Surface-Level Insights: Surveys capture the "what," but often miss the crucial "why."

Our Solution: Insight AI

Automated Interviews: A friendly AI conducts dynamic, natural language interviews 24/7.

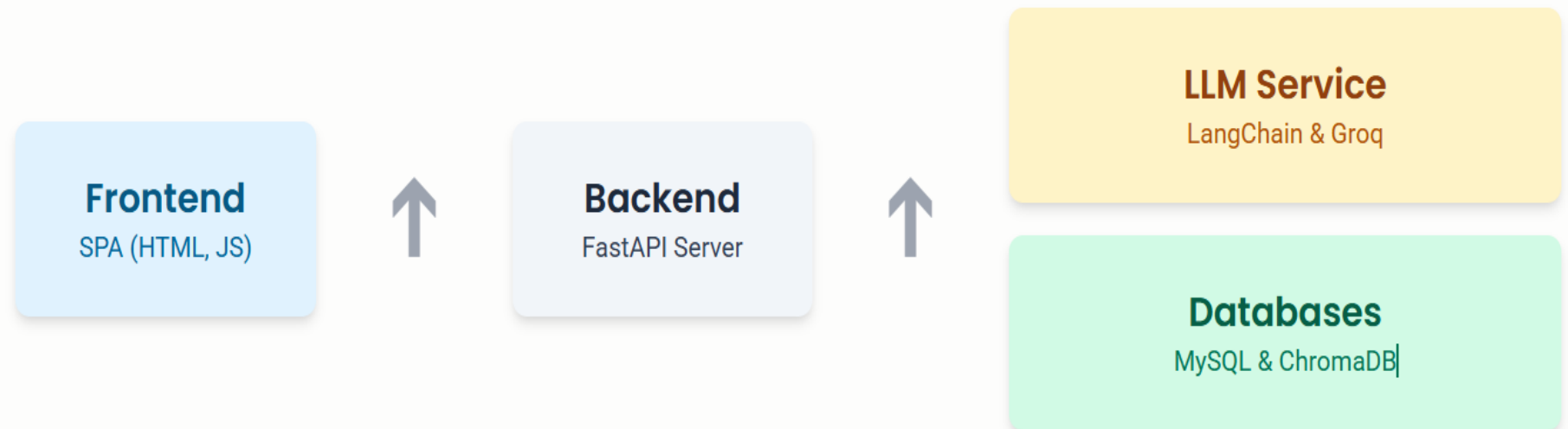
Instant Analysis: Real-time summarization of individual interviews and project reports.

Deep Insight Discovery: An interactive Q&A bot allows you to query findings in plain English.

Democratized Research: Empowers any team to gather high-quality customer feedback quickly.

How It Works

Insight AI is built on a modern, scalable architecture designed for real-time interaction and analysis. Hover over each component below to learn more about its role in the system.



Quantifiable ROI for a single company

The following analysis demonstrates the significant financial and temporal savings a single company can achieve by leveraging Insight AI for one comprehensive, multi-city qualitative research project.

Cost Savings Analysis: ~94% Reduction

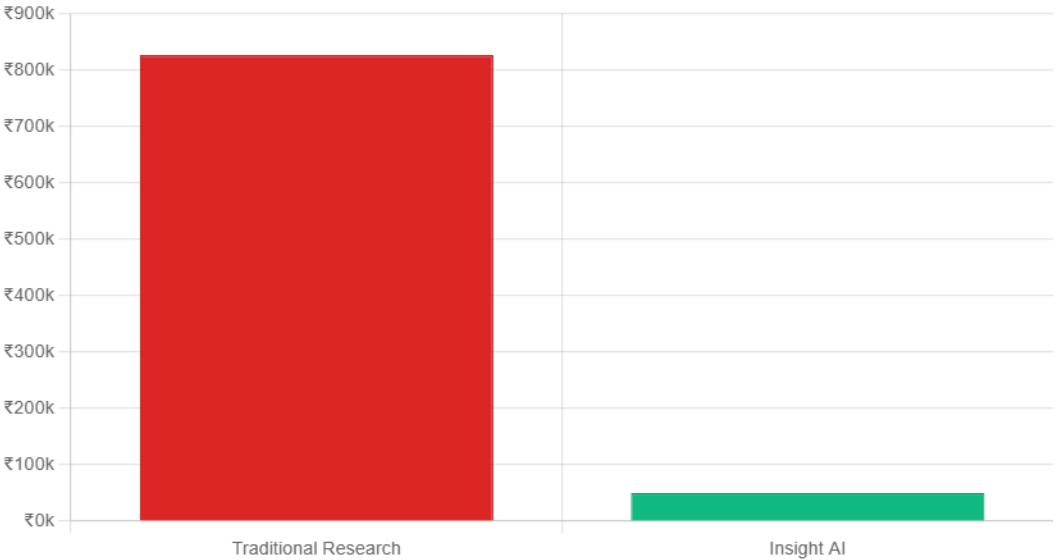
Traditional Research

Senior Researcher (80 hrs @ ₹4,000/hr)	₹3,20,000
Junior Researcher (100 hrs @ ₹1,500/hr)	₹1,50,000
Participant Incentives (40 @ ₹2,500)	₹1,00,000
Venue & Logistics (8 days @ ₹10,000)	₹80,000
Team Travel & Accommodation	₹70,000
Transcription Services (60 hrs audio)	₹72,000
Survey & Screening Platform	₹25,000
Miscellaneous Costs	₹10,000
Total	₹8,27,000

Insight AI

Researcher Time (8 hrs @ ₹4,000/hr)	₹32,000
API & Platform Costs	~ ₹18,000
Total	₹50,000

Total Project Cost Comparison (INR)



Time Savings Analysis: 95% Faster

Traditional Timeline (~8 Weeks)

- Weeks 1-2: Planning & Recruitment**
Defining objectives, creating guides, screening participants.
- Weeks 3-4: Fieldwork & Travel**
Conducting in-person interviews across multiple locations.
- Weeks 5-6: Transcription & Data Org**
Manually transcribing hours of audio and organizing data.
- Weeks 7-8: Analysis & Reporting**
Synthesizing findings and creating the final report.

Insight AI Timeline (~3 Days)

- Day 1: Project Setup**
Define objectives and launch the AI interviewer.
- Day 2: Automated Fieldwork**
AI conducts interviews 24/7. Summaries appear in real-time.
- Day 3: Insight Discovery**
Query the data with the Q&A bot and generate the final report.

Future Roadmap

Multi-Language Support

Conduct interviews and analysis in Spanish, French, German, and more to reach a global audience.

Sentiment Analysis Dashboard

Visualize sentiment trends and emotional responses across all interview data in real-time.

Deeper Workflow Integrations

Push insights directly to tools like Jira, Slack, and Figma to accelerate the feedback-to-action cycle.

Proactive Insight Discovery

Allow the AI to automatically identify and flag critical, surprising, or contradictory findings for immediate review.