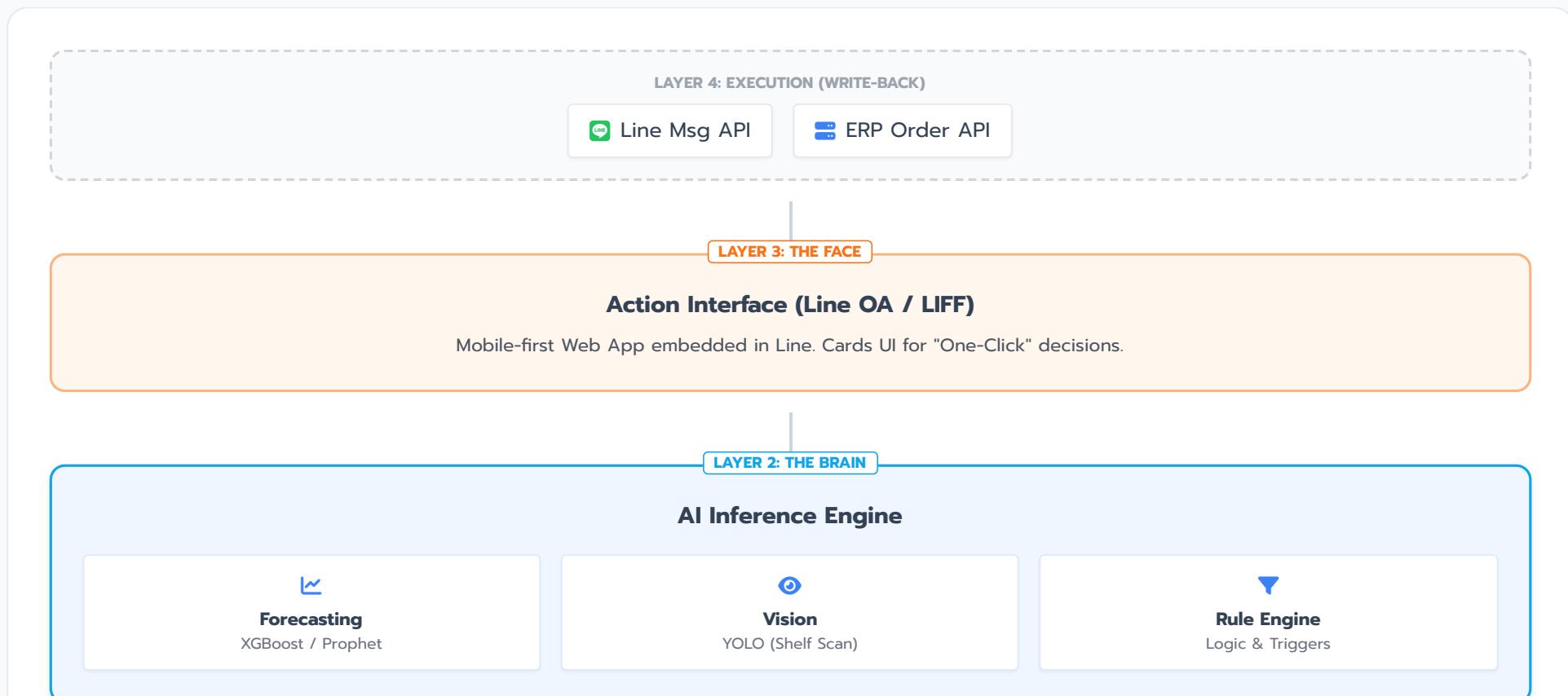


From Concept to Code

A technical roadmap to build the "Intelligence Layer" over Ovaltine's legacy systems, enabling the transition from passive reporting to active AI-driven sales execution.

1. System Architecture: The Intelligence Layer

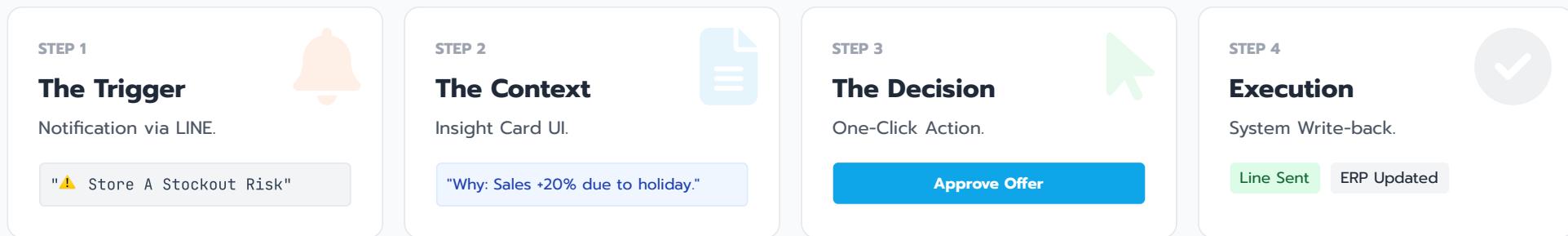
We are building a "Brain" that sits on top of existing ERP/DMS systems, not replacing them.





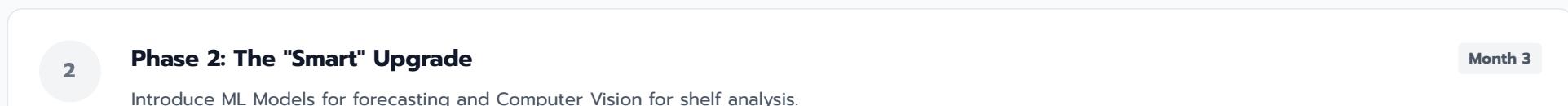
2. The "Loop of Action" UX Flow

The user journey from receiving an alert to executing a task.



3. Implementation Roadmap

Phased approach to minimize risk and deliver value quickly.





Train XGBoost for Demand Forecasting.



YOLO Model for Shelf Share detection.



Dynamic Offer Cards based on prediction.

3

Phase 3: Full Automation

Month 6+

Complete ERP integration for automated "Write-back" and order creation.



Full ERP API (Create Order, Cut Stock).



Auto-approve low-risk orders.



Real-time ROI dashboard.

4. Data Spec Requirements

The fuel for the AI engine.

DATA DOMAIN	REQUIRED FIELDS	SOURCE	USE CASE
Sales Transactions	Store_ID, SKU, Qty, Date, Price	ERP	Forecasting
Customer Master	ID, Lat/Long, Route_ID, Rep_ID	DMS	Routing
Shelf Images	Image_URL, Timestamp, Store_ID	PC App	Competitor Tracking
External	Weather_Condition, Social_Sentiment	API	Contextual Ads

Confidential Technical Document.