

# Business Analyst Assignment

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## **Part 1: Prompt Engineering for Mass Personalization**

### **Objective:**

Design two AI prompts for generating mass-personalized outbound B2B email copies using the AIDCA model.

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### **Prompt 1 – CTO of a D2C Brand**

#### **Prompt:**

Generate a personalized outbound email for a CTO of a fast-scaling D2C brand.

#### **Use the AIDCA framework:**

- **A – Attention:** Start with a sharp insight about tech inefficiencies in D2C growth
- **I – Interest:** Reference recent trends in e-commerce infra strain
- **D – Desire:** Show a case (e.g., “We helped a similar CTO reduce server costs by 30%”)
- **C – Conviction:** Build authority using peer benchmarks or credible sources
- **A – Action:** Close with a soft CTA (e.g., “Open to a quick 15-min chat?”)

#### **Cialdini Principles Used:**

- **Authority:** Referencing peer performance or trusted research
- **Reciprocity:** Offer a no-commitment tech audit

#### **Negative Prompt:**

Avoid sounding like a generic SaaS pitch or using buzzwords like “revolutionary” or “game-changing.”

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**Prompt 2 – COO of a Pharma SME**

**Prompt:**

Write a personalized cold email targeting a COO of a mid-sized Pharma manufacturing firm.

**Use the AIDCA framework:**

- **A – Attention:** Open with an efficiency stat in pharma ops
- **I – Interest:** Highlight relatable problems like compliance issues or legacy systems
- **D – Desire:** Mention a win (e.g., “We helped a COO automate 4 compliance tasks without disrupting core systems.”)
- **C – Conviction:** Include pharma-specific proof (compliance metrics, industry adoption)
- **A – Action:** CTA with light urgency (e.g., “Quick 20-min demo slots this week”)

**Cialdini Principles Used:**

- **Scarcity:** Limited demo availability
- **Social Proof:** Reference similar pharma firms

**Negative Prompt:**

Avoid proposing core system replacement. Don’t use vague terms like “optimize” or “streamline” without context.

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**Part 2: Funnel Debugging via Prompt-Based Diagnosis**

**Simulated Funnel Data (3 Rows):**

Stage Movement	Response Rate	Drop-off Reason	Campaign Message Summary	MMF Diagnosis
Lead → MQL → SQL	High MQL, Low SQL	Lack of trust	Generic promises, no proof	Misfit in trust-building
Lead → MQL	High Lead, Low Engagement	Over-complicated copy	Tech-heavy, jargon-filled	Headline/Hook issue
Lead → MQL → SQL → Client	Healthy funnel	—	Proof-based, tailored message	Good MMF

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### Revised Prompts to Fix Issues:

#### **Fix 1: For Scenario 1 – Trust Drop at SQL**

- **AIDCA Focus:** Conviction
  - **Cialdini Principle:** Authority + Social Proof
  - **Prompt Fix:**  
“Regenerate the email to SQLs with a quick case study (1–2 lines), citing a real brand we helped. Include third-party validation (e.g., Gartner, McKinsey stat). Avoid exaggeration.”
  - **Justification:** Anchors credibility at decision stage, helping build trust to convert.
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#### **Fix 2: For Scenario 2 – Low Engagement**

- **AIDCA Focus:** Attention
  - **Cialdini Principle:** Curiosity + Specificity
  - **Prompt Fix:**  
“Rewrite the subject + first line using an unexpected stat or surprising industry insight. Avoid abstract or over-engineered intros.”
  - **Justification:** Targets poor hook, making the email more scroll-worthy and relevant.
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## **Part 3: Dashboard Design with Boardroom Intent**

### **Dashboard Wireframe (can be built in Excel, Notion, or Google Sheets):**

#### **1. Funnel Conversion Metrics**

- Leads → MQL Conversion Rate (%)
- MQL → SQL Conversion Rate (%)
- SQL → Client Close Rate (%)

## 2. Campaign-Level AIDCA Diagnosis

Campaign Name	Persona Targeted	AIDCA Drop Stage	Noted Issue	Fix Suggested
Pharma-Ops	Pharma COO	Conviction	Generic claims	Add real case study
D2C Infra	D2C CTO	Attention	Weak subject	Sharper hook

## 3. Strategic Recommendations

- Are messages resonating across funnel?
- Where is leadership needed — messaging or targeting?
- Suggestions for next experiments
- Improve Desire stage: add ROI proof & case studies

**Boardroom Benefit:** Helps senior team act surgically — not blindly — to fine-tune funnel performance.

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## Part 4: Strategic Summary

AI has shifted our campaign approach to personalized messaging. Each email now starts with the prospect’s real situation, shows clear results from a similar case, and ends with one clear next step. Using AIDCA and Cialdini models, the prompts are designed to fix the exact stage where leads drop (for example: building trust in Pharma, focusing on growth KPIs for D2C).

The dashboard turns data into clear decisions: it shows whether we’re targeting the right people, if the message works at each stage, and where leaders need to step in.

As an Analyst, I see myself as an experiment architect—constantly testing and improving. I focus on strong inputs (facts, not vague words), track how each message moves leads forward, and use proof points (case results, artifacts, KPIs) in a standard way. The strategy improves week by week, based on real evidence not opinions because growth comes from pulling the right levers, not just collecting leads.