

# **Sentivue AI: Lumina UX and Insight Guide**

**Sales Strategy: The Art of the Insight**

## **1. The Sentivue Philosophy: Minimalist Intelligence**

*In an era of data overload, Lumina is designed for **Minimalism**. We don't provide rows of data; we provide **The Insight**. Lumina is the "Executive Brain" that summarizes the noise of the cloud into actionable business decisions.*

## **2. Dashboard UX: "Zero-Click" Reporting**

*Lumina utilizes Generative AI to create dynamic dashboards that change based on who is looking at them. A Marketing Manager sees different insights than a CFO, even though the raw data is the same.*

**Table 1: Lumina Component Architecture**

<b>Module</b>	<b>Technology</b>	<b>User Benefit</b>
<b>Senti-Summa</b>	LLM-based NLP	<i>Multi-page reports condensed into 3 bullet points</i>
<b>Trend-Pulse</b>	Predictive RNN	<i>Forecasts business metrics 6 months into the future</i>
<b>Query-Flow</b>	Natural Language Query	<i>Ask 'Why are sales down in Ohio?' and get a visual chart</i>
<b>Insight-Visuals</b>	Dynamic SVG	<i>Auto-generating charts that highlight the most important data point</i>

## **3. Predictive Analytics: The "Future-Sight" Engine**

*Lumina doesn't just tell you what happened yesterday; it tells you what will happen tomorrow.*

**Table 2: Prediction Accuracy by Sector**

<b>Business Sector</b>	<b>Standard Analytics Accuracy</b>	<b>Lumina Prediction Accuracy</b>	<b>Market Advantage</b>
Retail (Demand)	68%	92%	<i>Inventory optimization</i>
SaaS (Churn)	71%	89%	<i>Proactive customer retention</i>
Finance (Trends)	54%	84%	<i>Faster investment pivots</i>

## **4. Positioning Sentivue vs. Infrastructure**

*While Kyberon focuses on the "Machine," Sentivue focuses on the "Message."*

- **The Problem:** "I have 10 terabytes of data and no idea what to do with it."
- **The Solution:** Lumina. It uses AI to bridge the gap between "Raw Data" and "Business Strategy."

## **5. Implementation Strategy: The CxO Pitch**

*"CEO, your engineers manage the servers, but who manages the strategy? Lumina is your digital advisor. It sits on top of your data, constantly thinking, constantly predicting, ensuring you are always three steps ahead of the competition."*

*Sentivue AI: The Insight is Everything.*