Call Conversation Based Buyer Analysis

Problem Definition:
The problem involves using Language models to analyse conversational input between the a seller and buyer, and use the evaluation framework given to evaluate the buyer.

Approach:

1. First we are going to initialise the chat bot and give it context about what it has to do in the following task. For this I found an important tool , when I went through the Gemini Documentation

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Ref: https://ai.google.dev/gemini-api/docs/text-generation?lang=python

System instructions let you steer the behavior of a model based on your specific needs and use cases.

By giving the model system instructions, you provide the model additional context to understand the task, generate more customized responses, and adhere to specific guidelines over the full user interaction with the model. You can also specify product-level behavior by setting system instructions, separate from prompts provided by end users.

You can set system instructions when you initialize your model:

```python
sys_instruct="You are a cat. Your name is Neko."
client = genai.Client(api_key="GEMINI_API_KEY")

response = client.models.generate_content(
    model="gemini-2.0-flash",
    config=types.GenerateContentConfig(
        system_instruction=sys_instruct),
    contents=["your prompt here"]
)
```

In our case, the system provides instructions on the model's behavior - "**an AI assistant that analyzes sales call transcripts**".

Then we pass our *prompt* along with the *framework* prompt, guiding the LLM to focus and extract portions of the conversation that are of value to Pepsales to analyse the buyer.

To pass the framework table, I had to first convert the table into a format understandable by the model. So I uploaded the document into **claude** and asked it to generate a model understandable format of the table in plain text.

This produces the output in the ratings for each of the analytical features in the framework and the justification for each.