

# **Brandix**

# **Intelligent Strategic Planning**

# **Synchronization System**

**Information Retrieval**

**MSc. Data Science**

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**2024 Batch**

# Problem & Motivation

## The Challenge:

- Organizations struggle to align 5-year strategic plans with annual action plans
- Manual verification is time-consuming and subjective
- Gaps discovered too late

## Brandix Case:

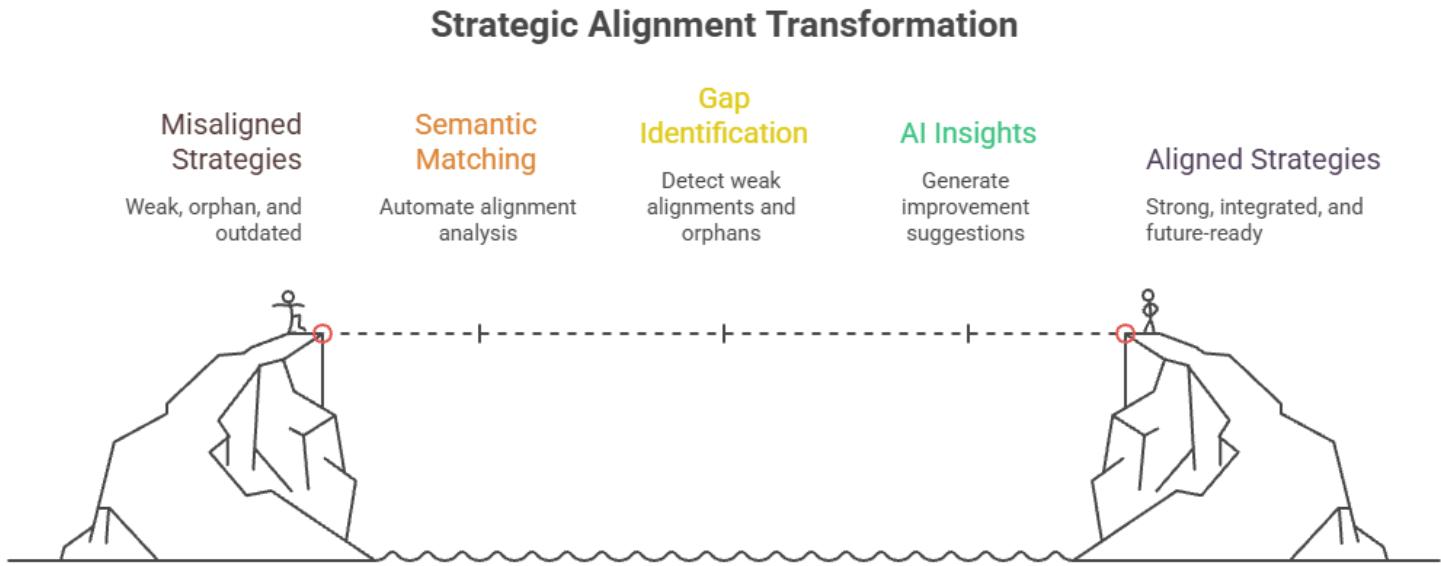
- 179 strategic objectives (2025-2030)
- 18 actions in 2026 action plan
- Need automated, objective alignment measurement

**Solution:** AI-powered semantic analysis system

# System Objectives

## What ISPS Does:

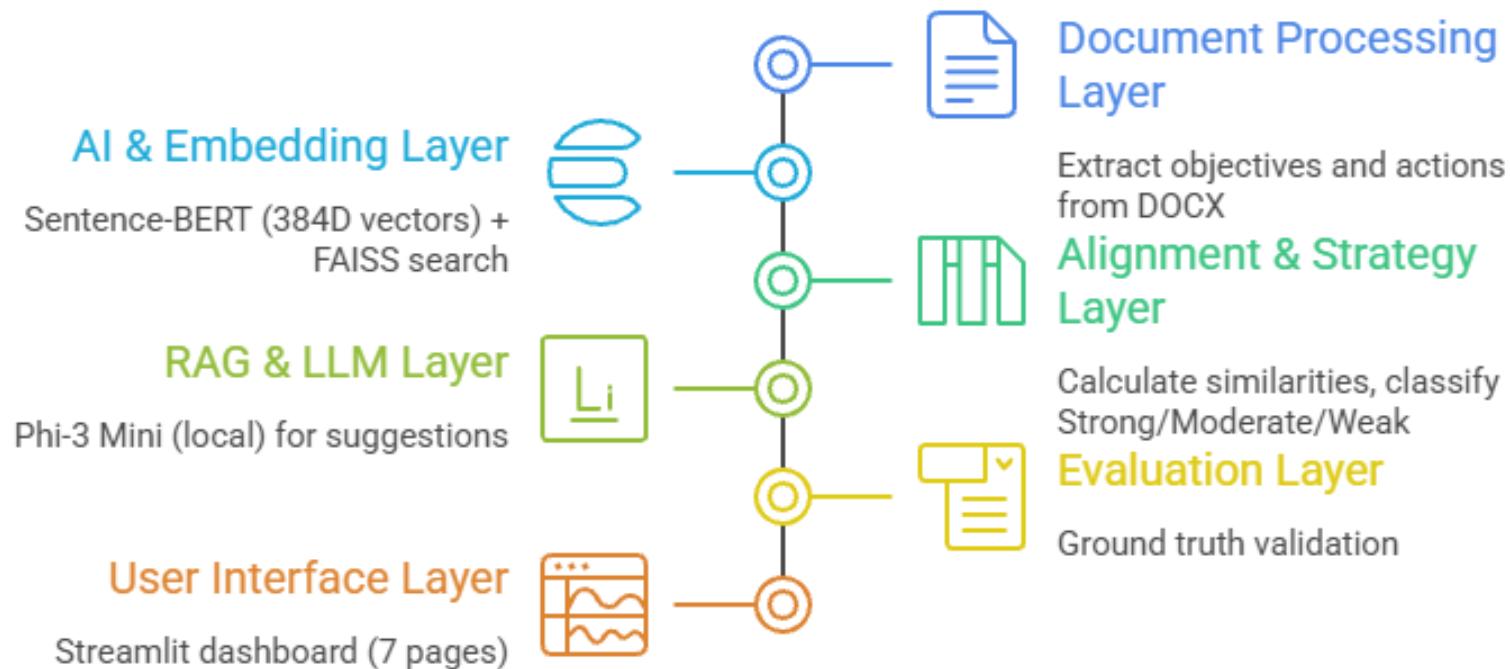
- **Automates alignment analysis** - Semantic similarity matching
- **Identifies strategic gaps** - Detects weak alignments and orphans
- **Generates AI insights** - Improvement suggestions and summaries
- **Tracks multi-year progress** - Compare 2026-2030



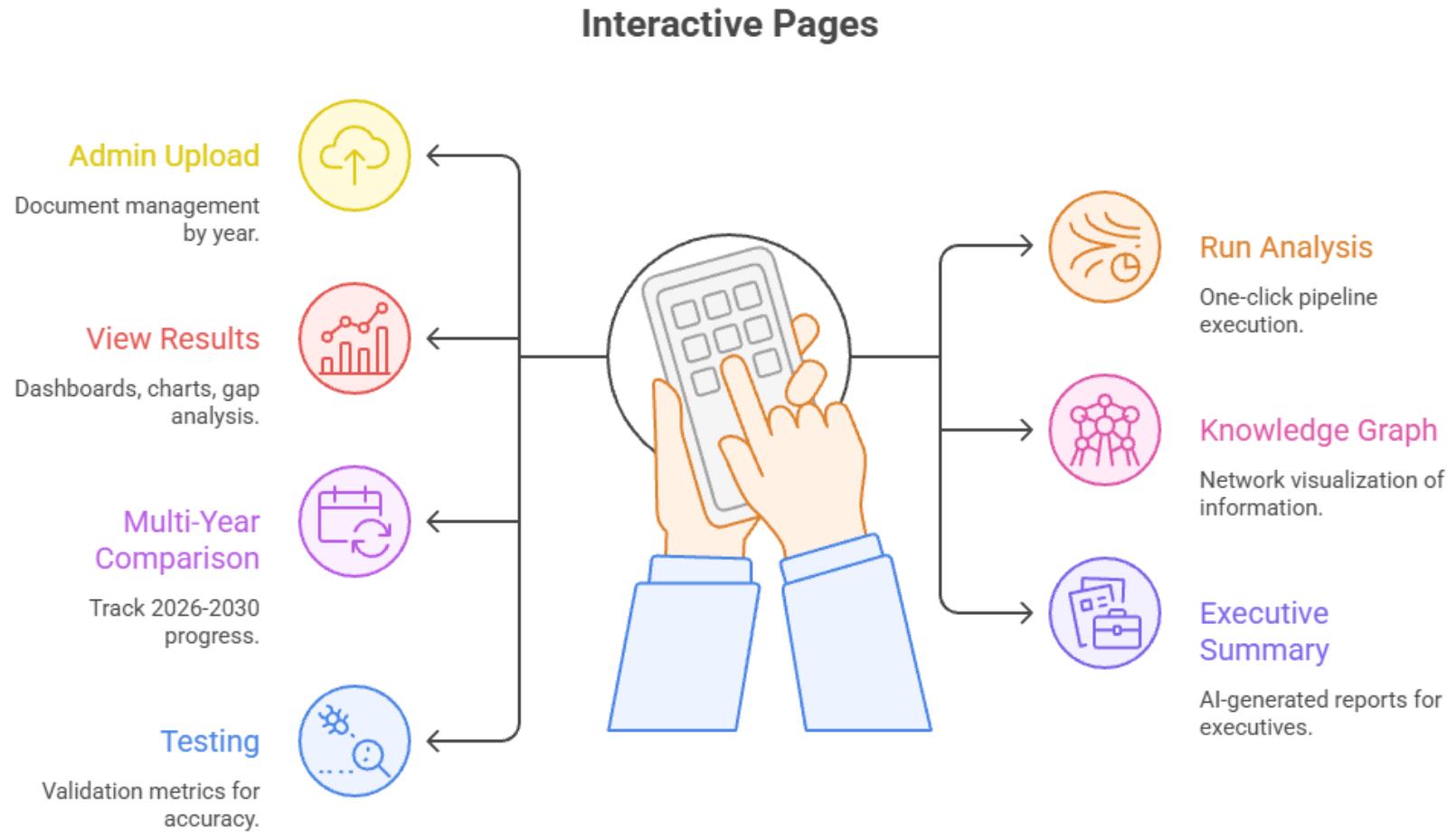
**Key Innovation:** Privacy-first local AI deployment with comprehensive testing

# Architecture

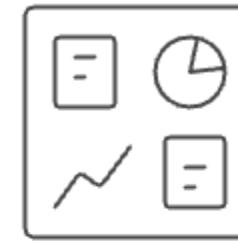
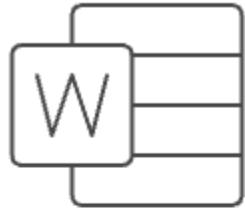
## 6-Layer System:



# User Interface



# Technology Stack



## Embeddings

Sentence-BERT (MiniLM-L6-v2) is used for generating embeddings.

## Vector Store

FAISS is employed as the vector store for efficient similarity search.

## LLM

Phi-3 Mini is utilized with Ollama for language model capabilities.

## Visualization

Plotly and NetworkX are used for creating visualizations.

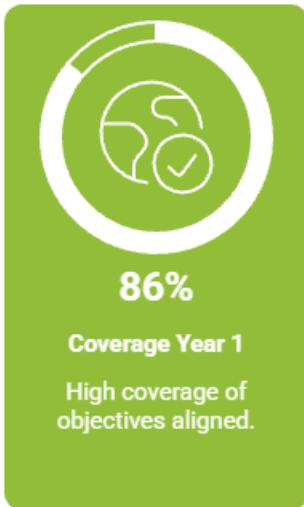
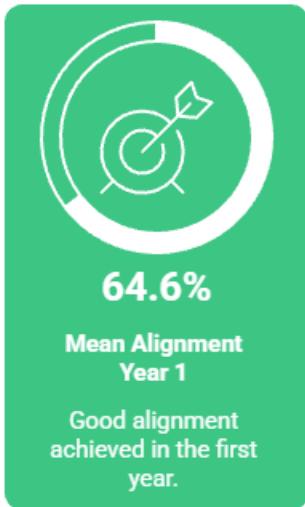
## Interface

Streamlit is employed for building the user interface.

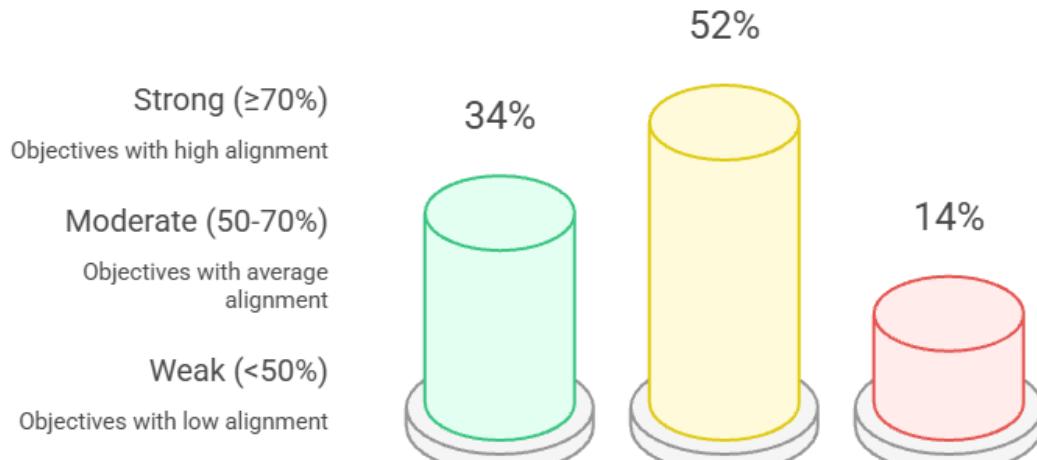
# Analysis Results

## Year 1 (2026) Objective Alignment Distribution

### Year 1 (2026) Alignment and Coverage



Year 1 shows strong alignment and coverage, indicating a solid foundation for future progress.



## Pillar Performance

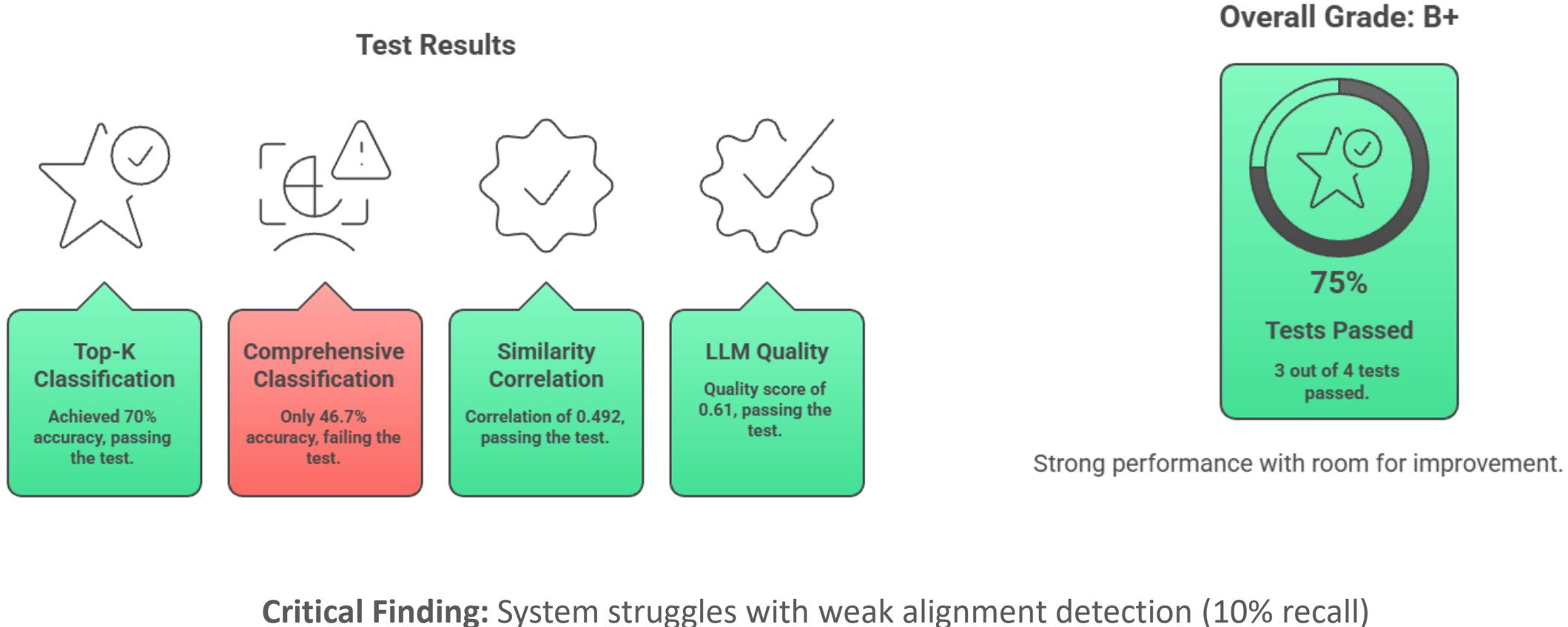
Top Pillar: Governance & Risk



Bottom Pillar: Operational Excellence

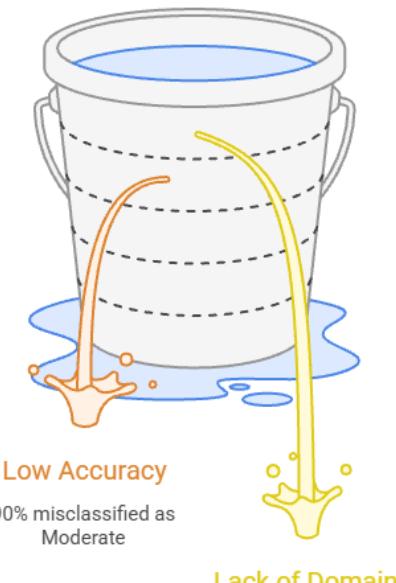


# System Evaluation Results

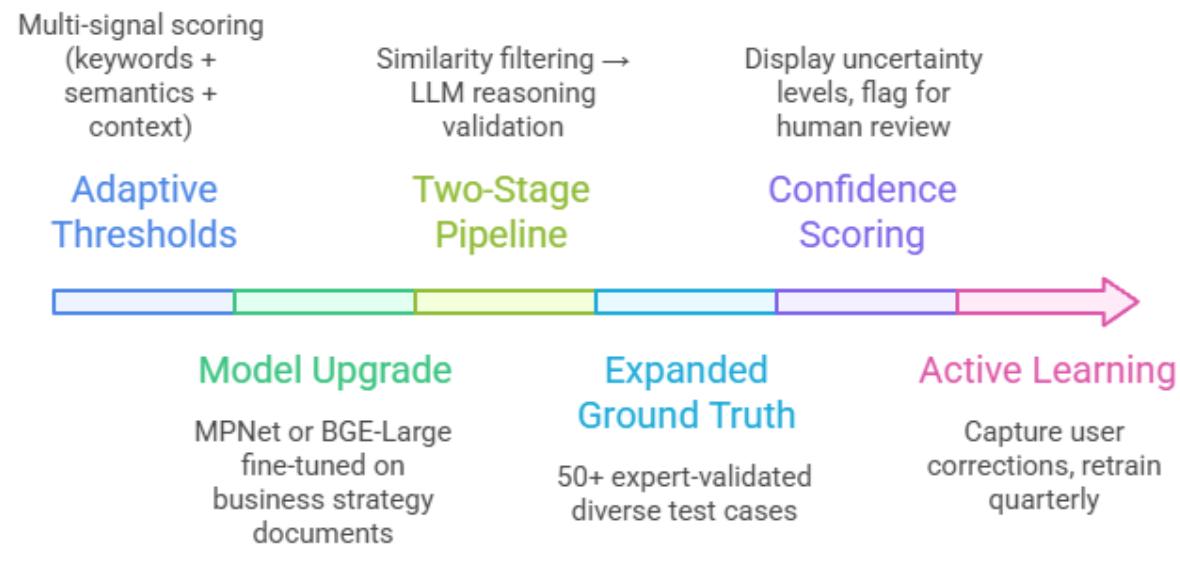


# Limitations & Future Work

## Addressing Current Limitations in Alignment Detection

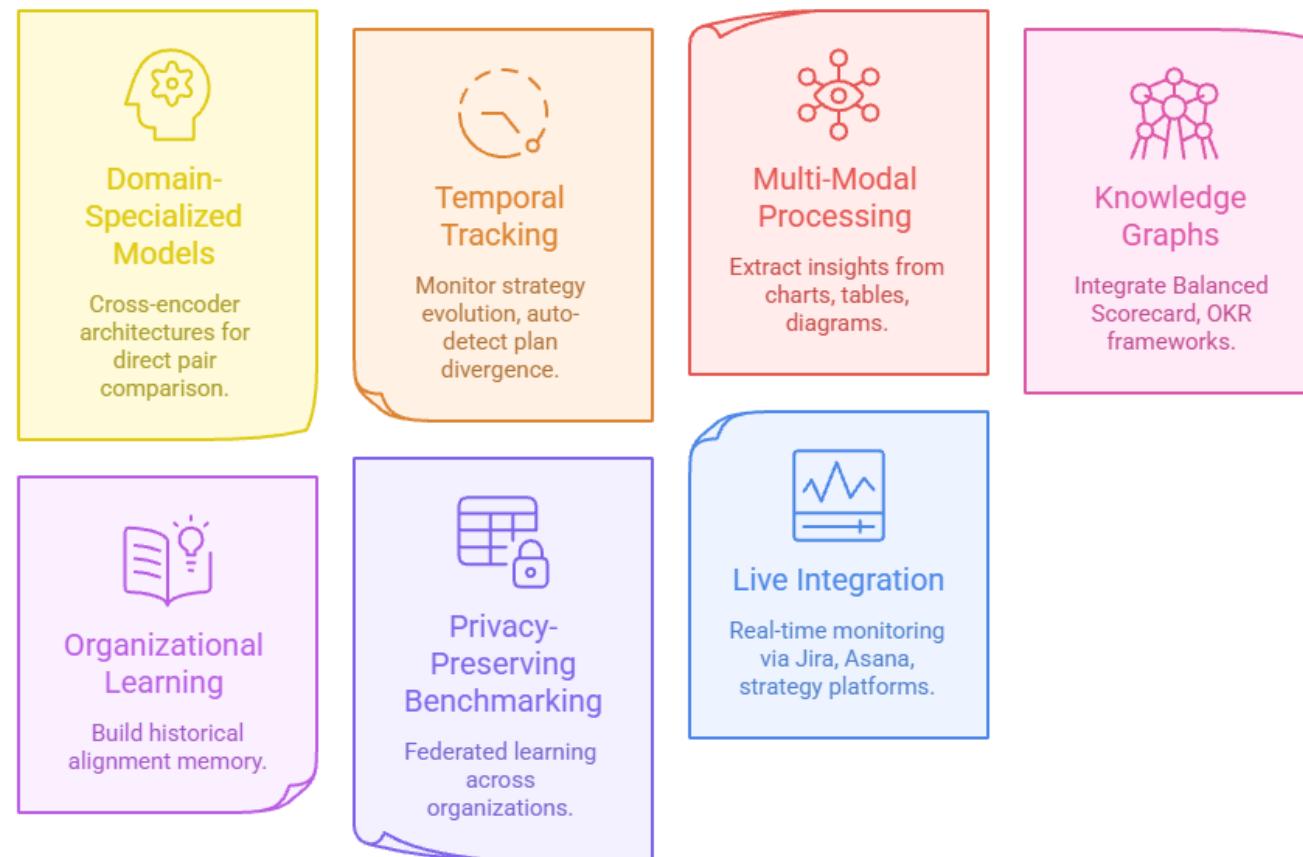


## Enhancing Strategy Alignment with AI



# Limitations & Future Work

## Advanced Research Directions



# Appendix

Application Prototype - <https://msc-ir-cw-isps.streamlit.app/>

Github Repo – <https://github.com/mdpw/msc-ir-cw>

Please refer to the Appendix section of the report for other deliverables

**Thank You**