

# **Brandix**

# **Intelligent Strategic Planning Synchronization System**

**Information Retrieval**  
**MSc. Data Science**  
**Coventry University, UK**

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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:**

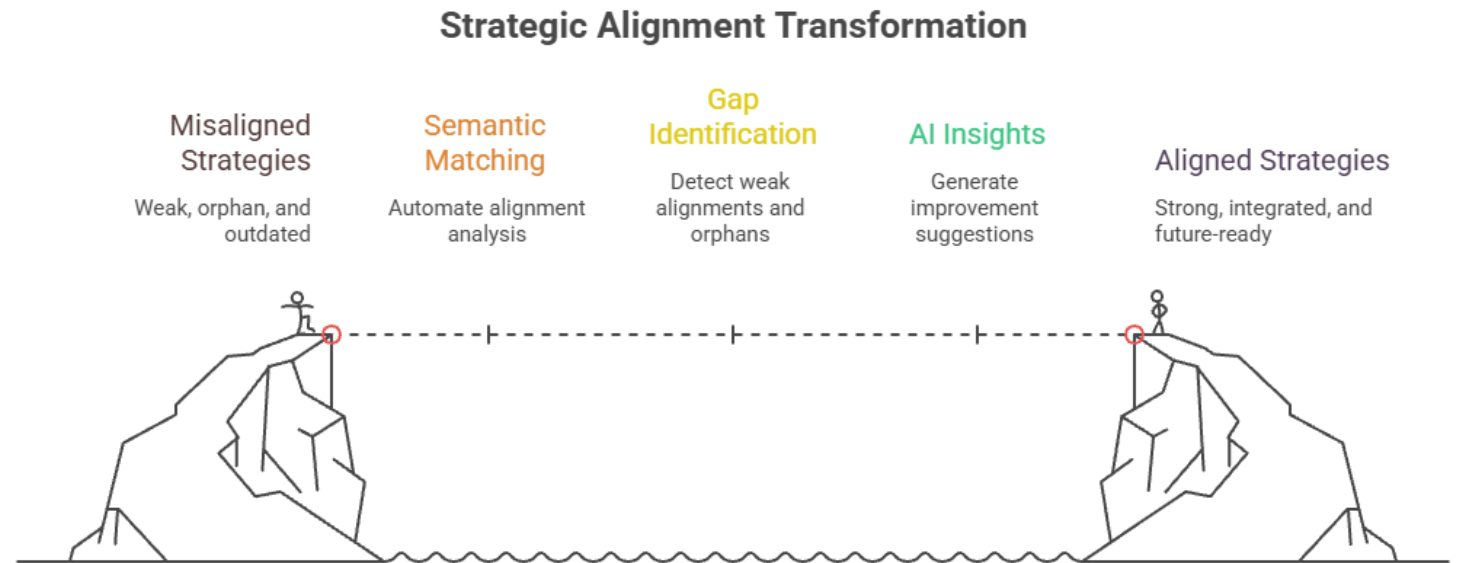
- 179 strategic objectives (2025-2030)
- 18 actions in 2026 action plan
- Need automated, objective alignment measurement

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

# System Objectives

## What ISPS Does:

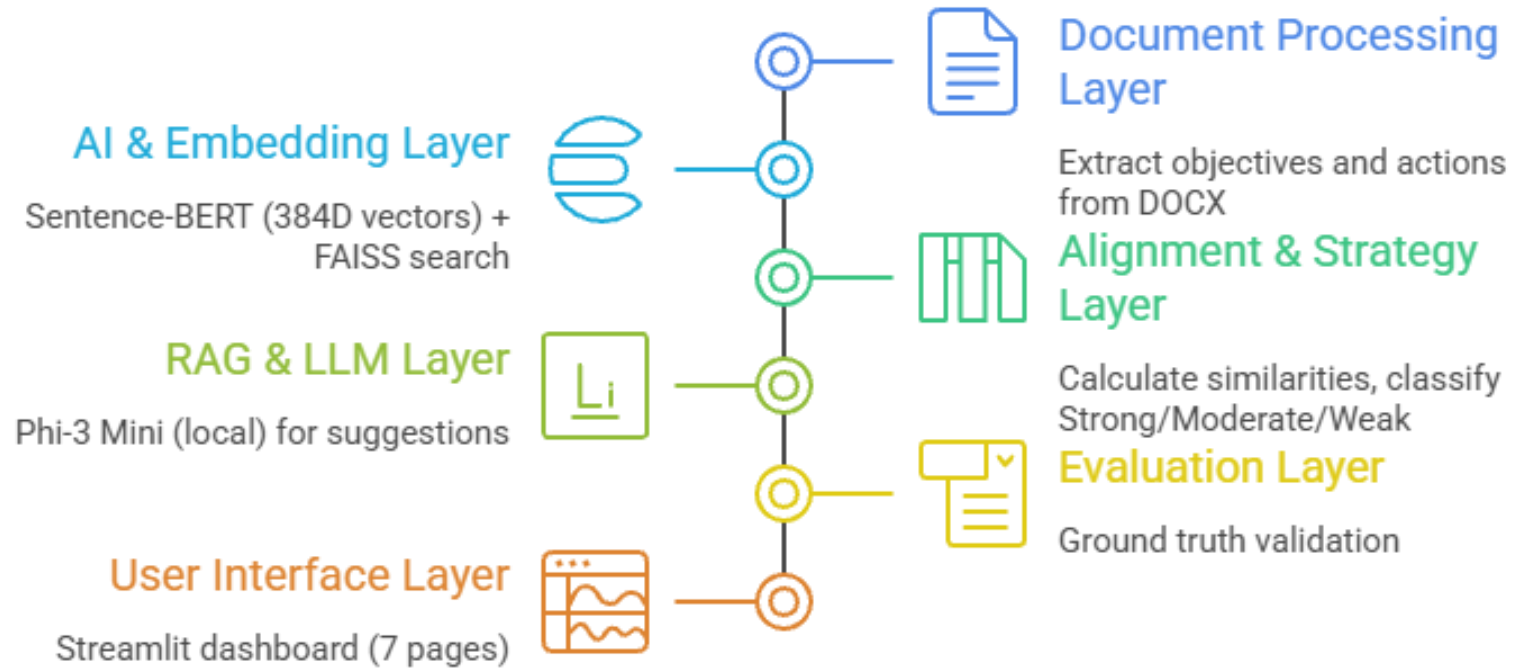
- **Automates alignment analysis** - Semantic similarity matching
- **Identifies strategic gaps** - Detects weak alignments and orphans
- **Generates AI insights** - Improvement suggestions and summaries
- **Tracks multi-year progress** - Compare 2026-2030



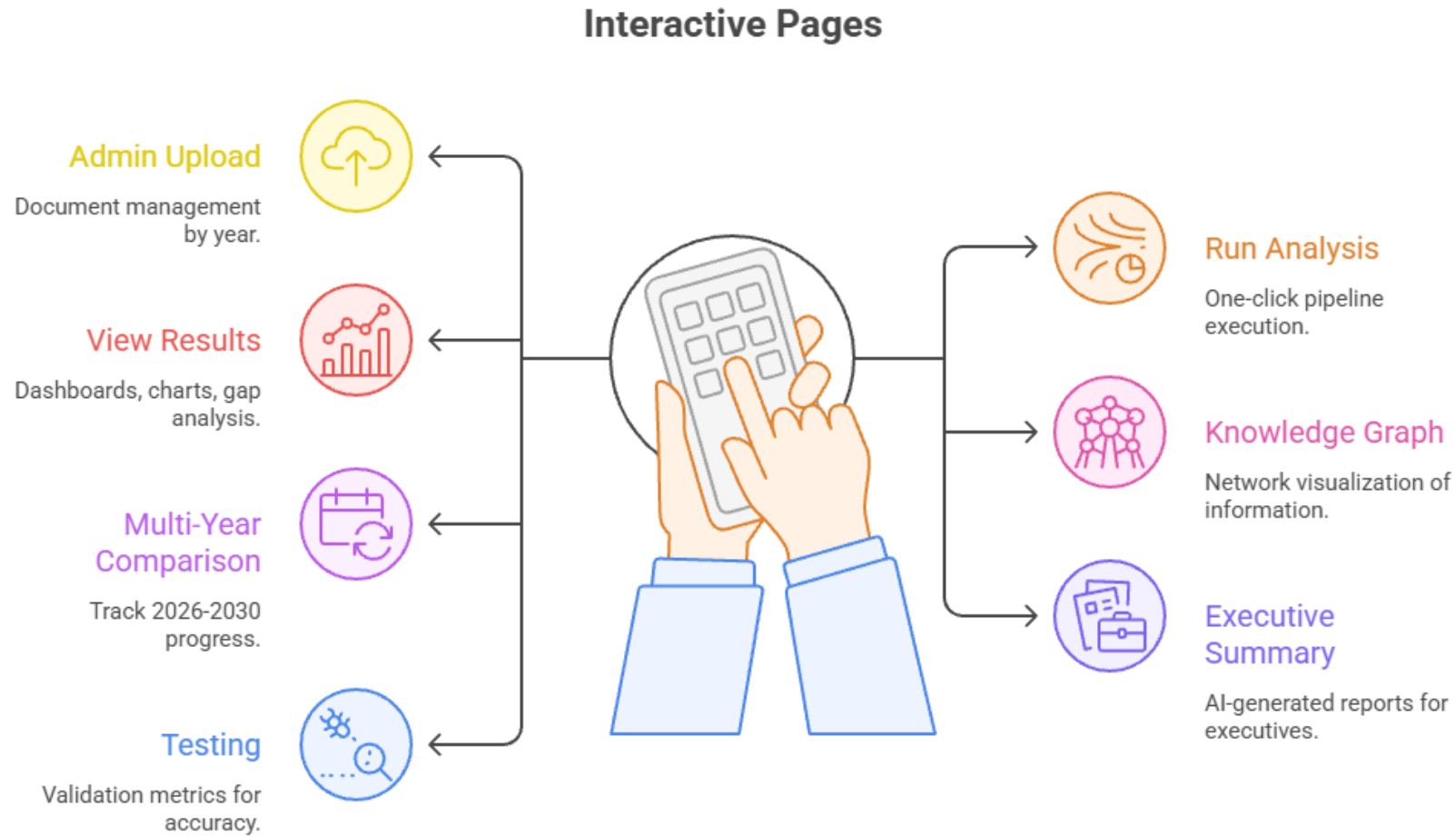
**Key Innovation:** Privacy-first local AI deployment with comprehensive testing

# Architecture

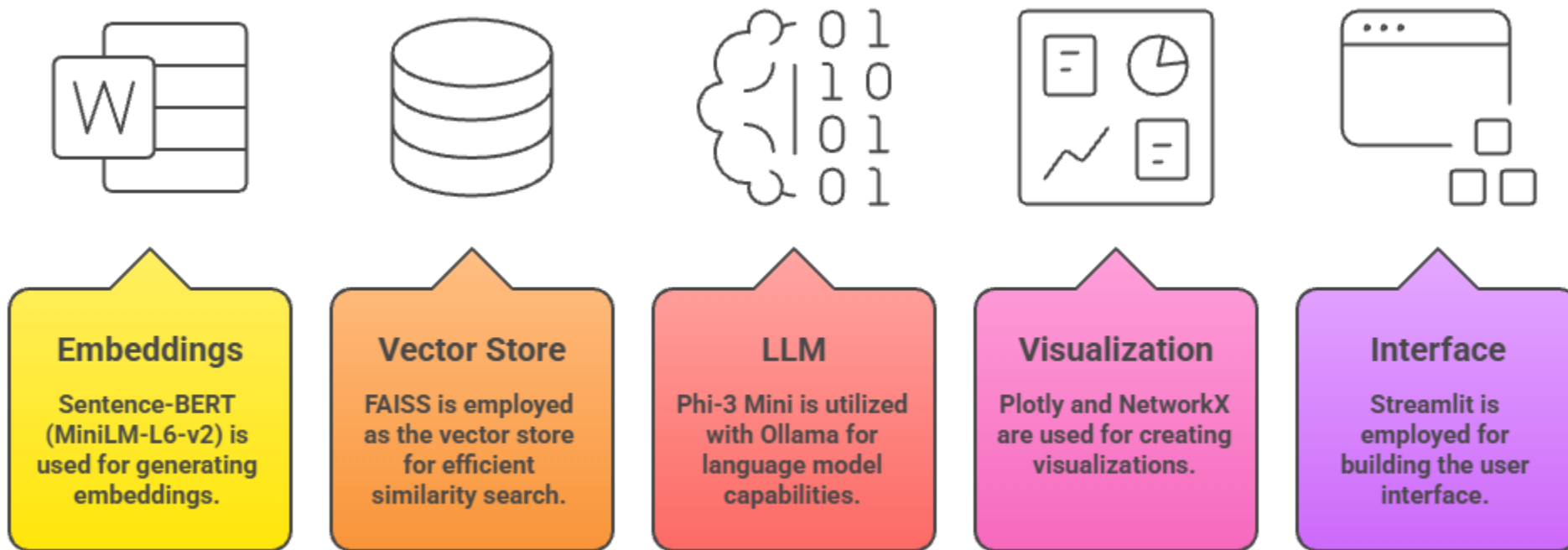
## 6-Layer System:



# User Interface

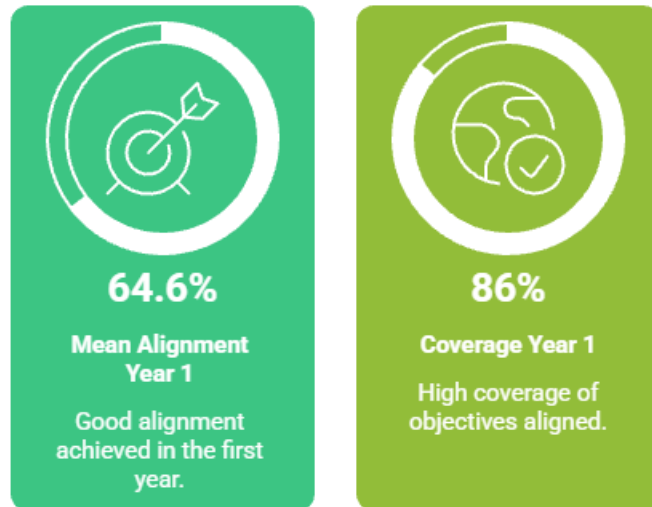


# Technology Stack



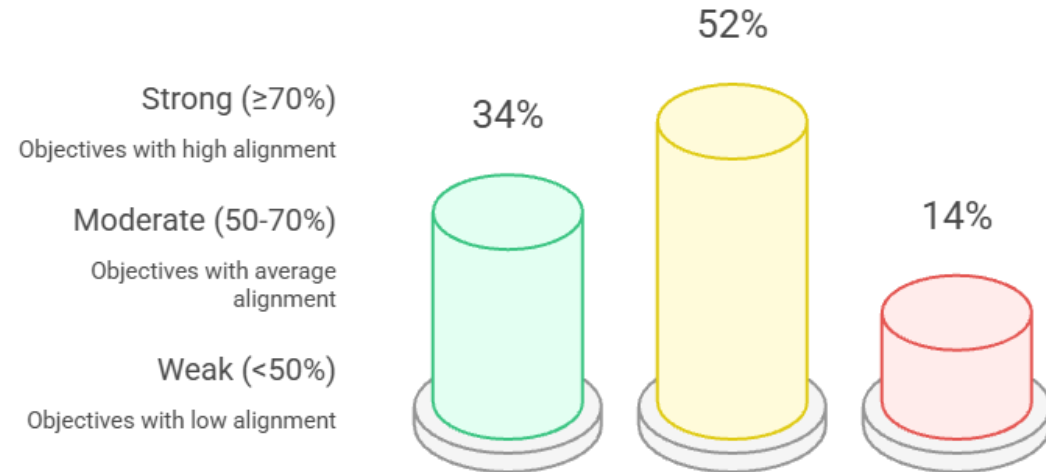
# Analysis Results

## Year 1 (2026) Alignment and Coverage



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

## Year 1 (2026) Objective Alignment Distribution



## Pillar Performance

Top Pillar: Governance & Risk

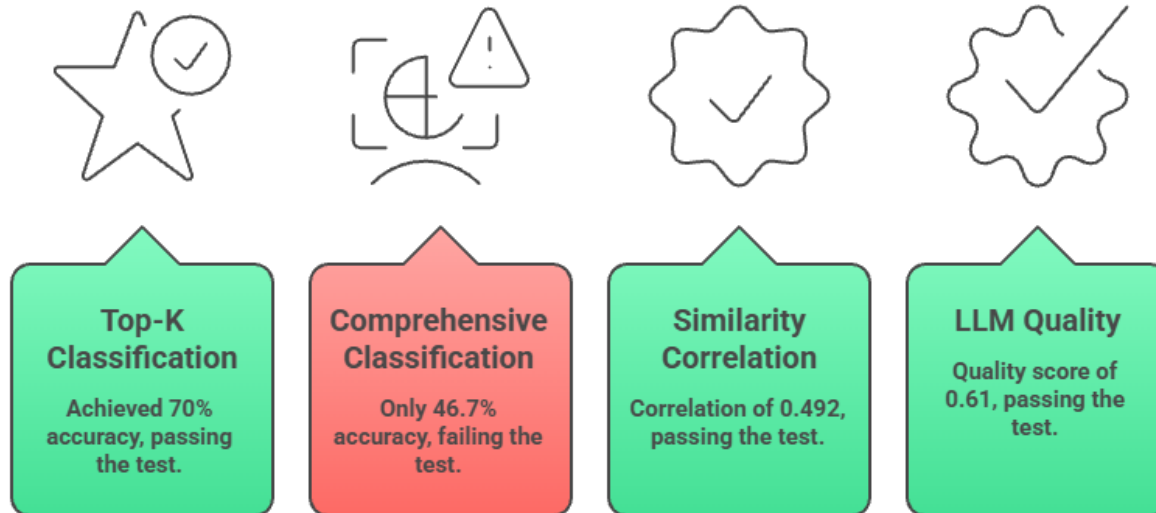


Bottom Pillar: Operational Excellence

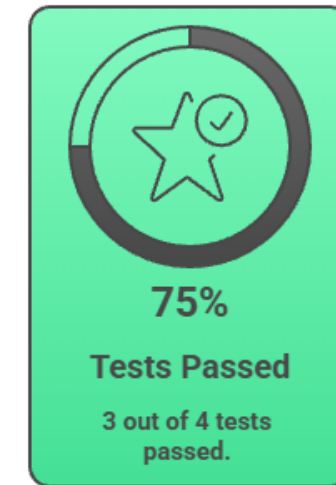


# System Evaluation Results

## Test Results



## Overall Grade: B+



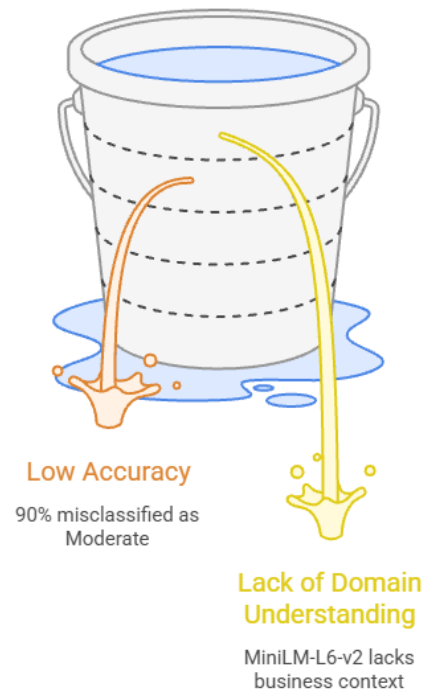
Strong performance with room for improvement.

**Critical Finding:** System struggles with weak alignment detection (10% recall)

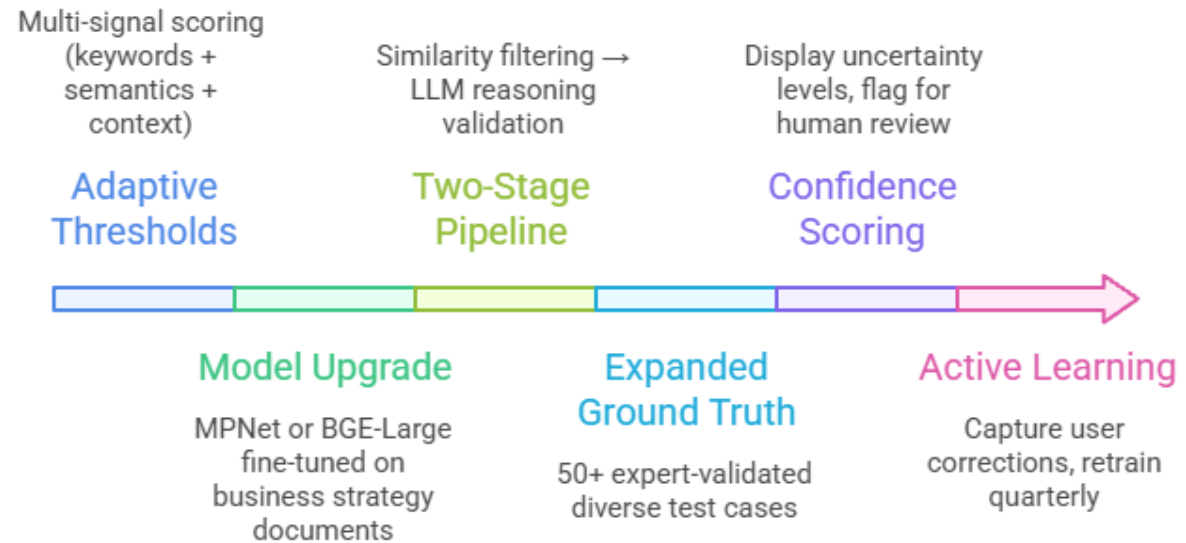


# Limitations & Future Work

## Addressing Current Limitations in Alignment Detection



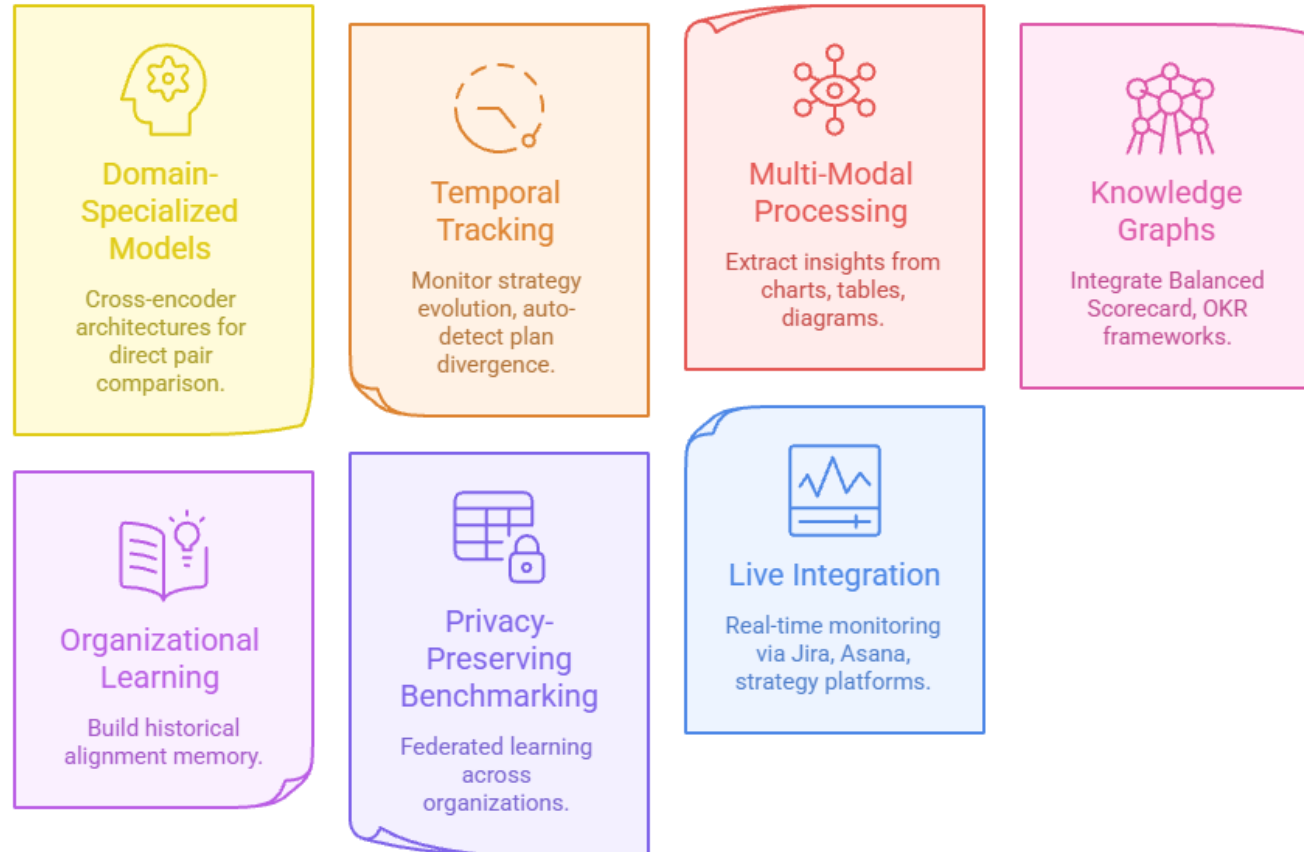
## Enhancing Strategy Alignment with AI



Made with  Napkin

# 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**