

Brandix

Intelligent Strategic Planning Synchronization System

Information Retrieval
MSc. Data Science
Coventry University, UK

M.D.P. Wijesuriya
Student ID (Coventry Uni.): 15764609
Student ID (NIBM): comscds241p-002
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:

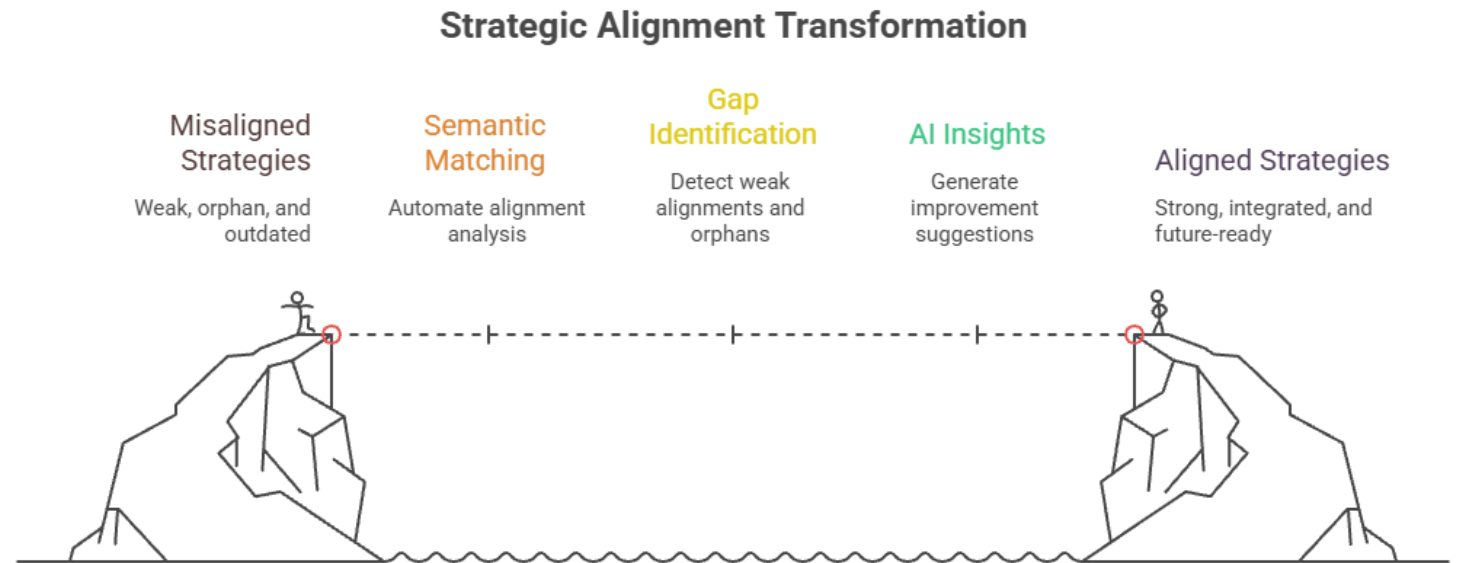
- 179 strategic objectives (2025-2030)
- Different actions in multiple annual action plans
- Need automated, objective alignment measurement

Solution: AI-powered semantic analysis system

System Objectives

What ISPS Does:

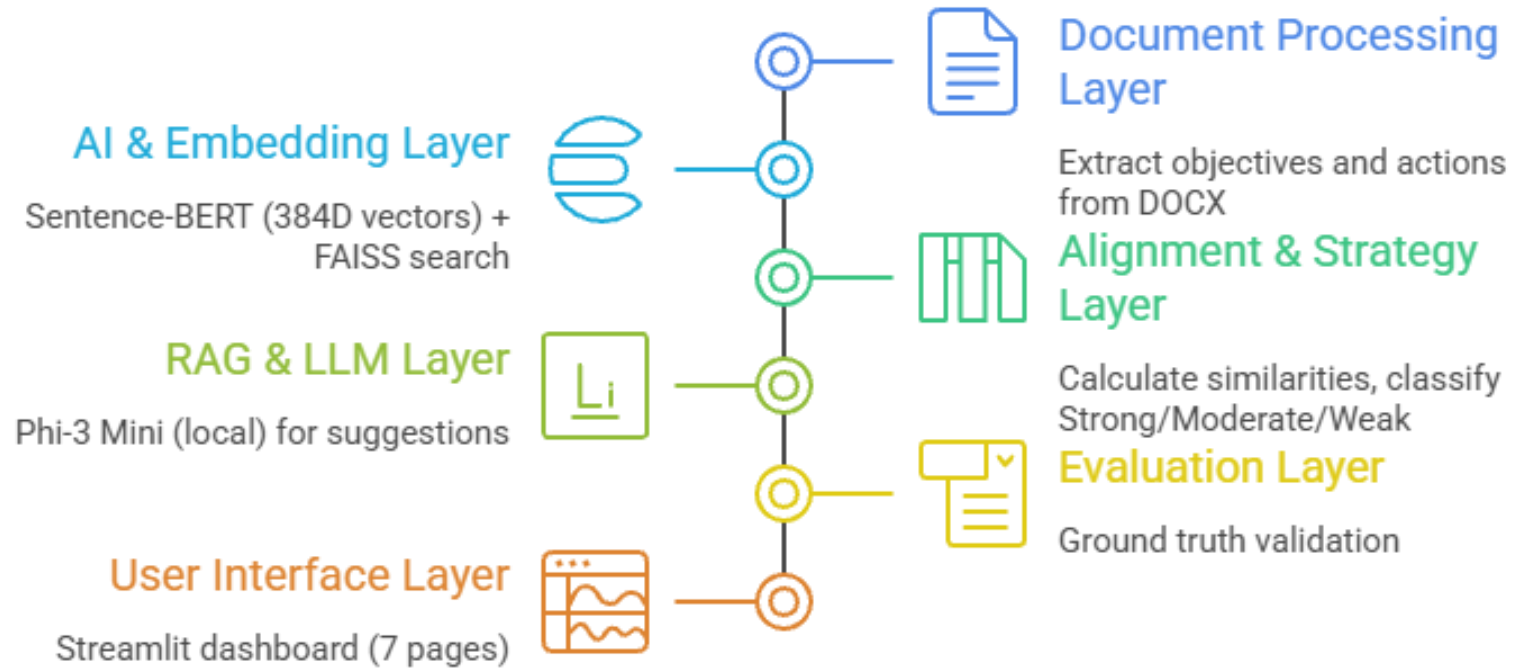
- **Automates alignment analysis** - Semantic similarity matching
- **Identifies strategic gaps** - Detects weak alignments and orphans
- **Generates AI insights** - Improvement suggestions and summaries
- **Tracks multi-year progress** - Compare 2026-2030



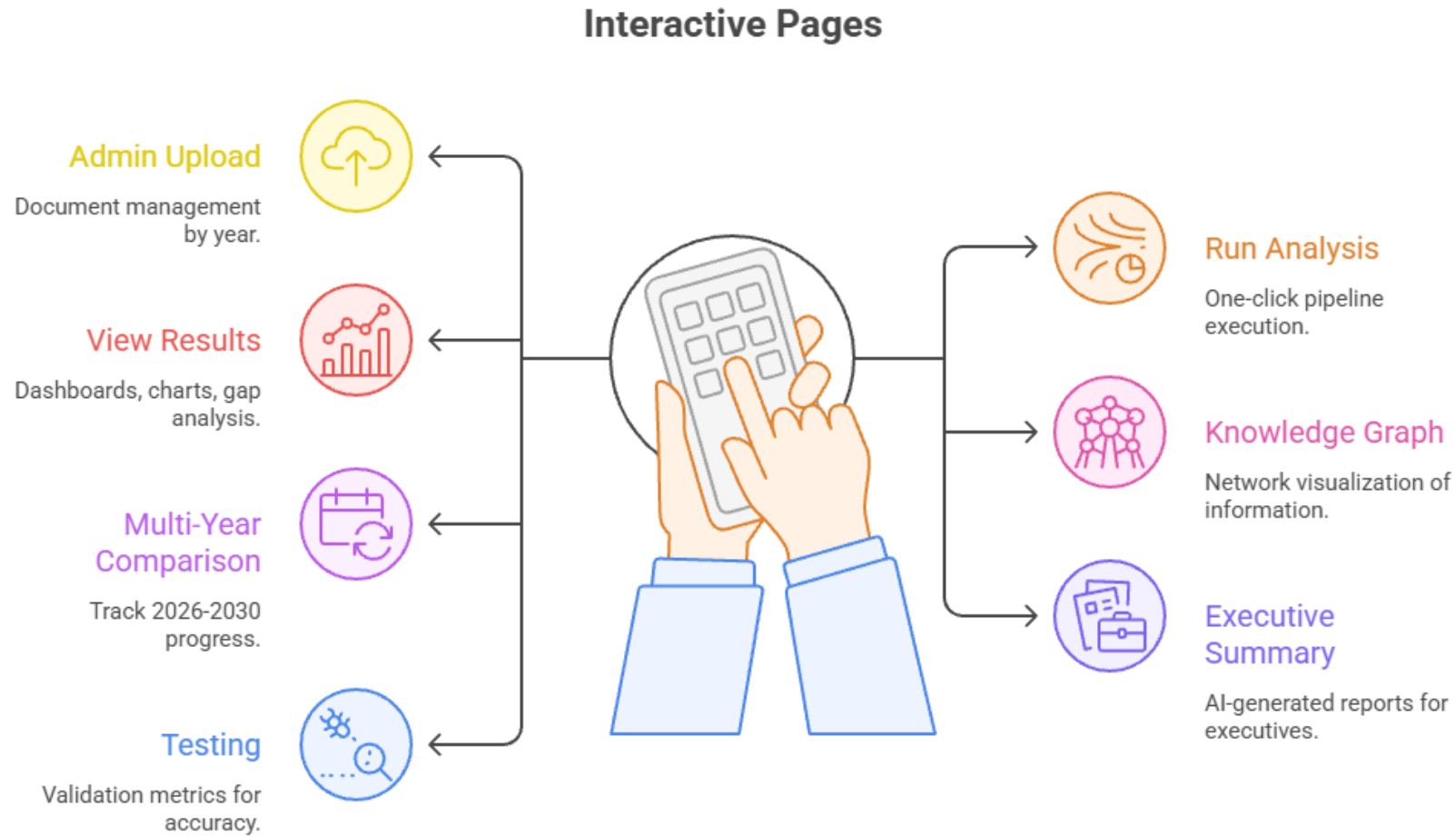
Key Innovation: Privacy-first local AI deployment with comprehensive testing

Architecture

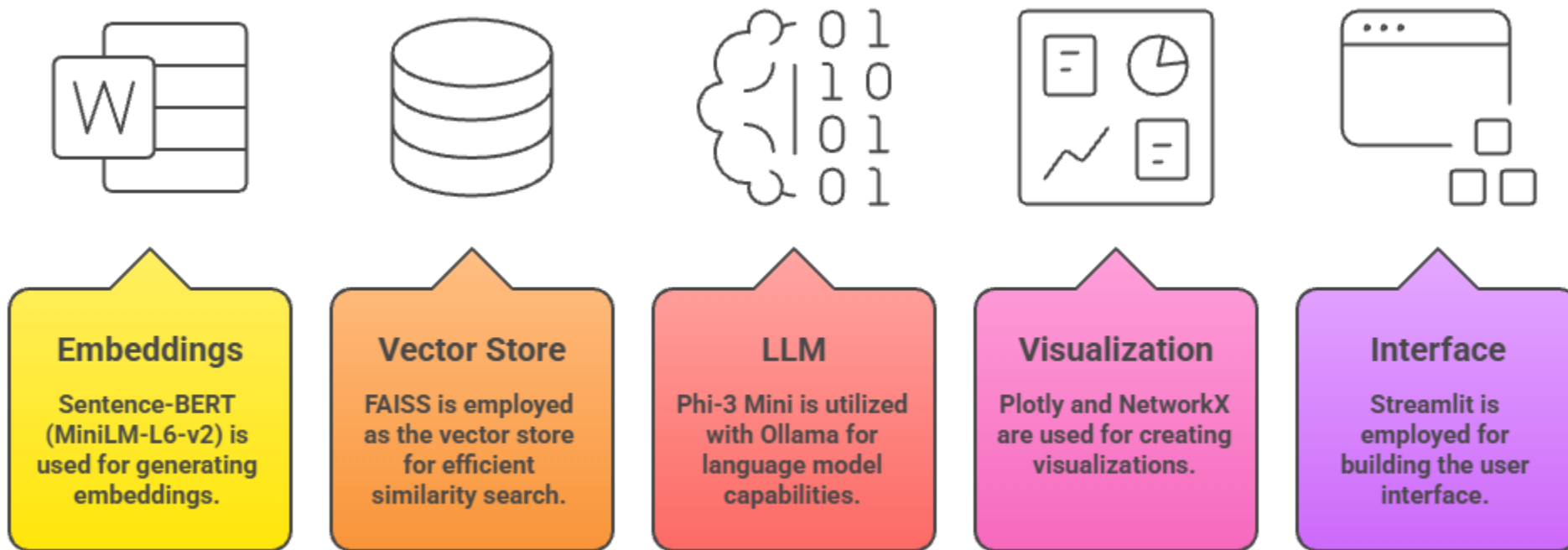
6-Layer System:



User Interface

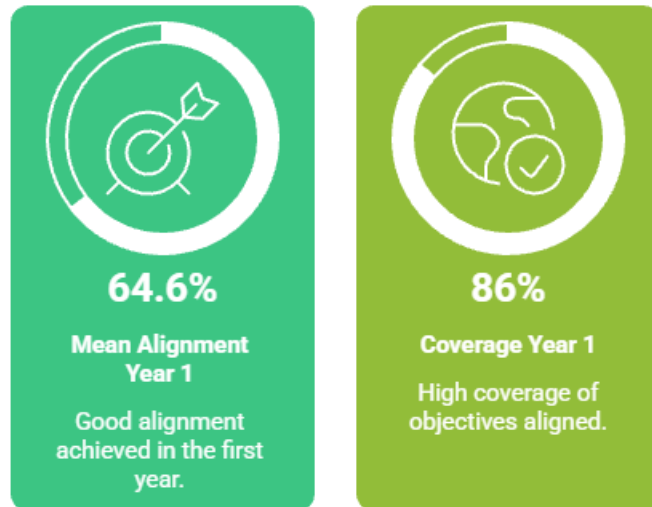


Technology Stack



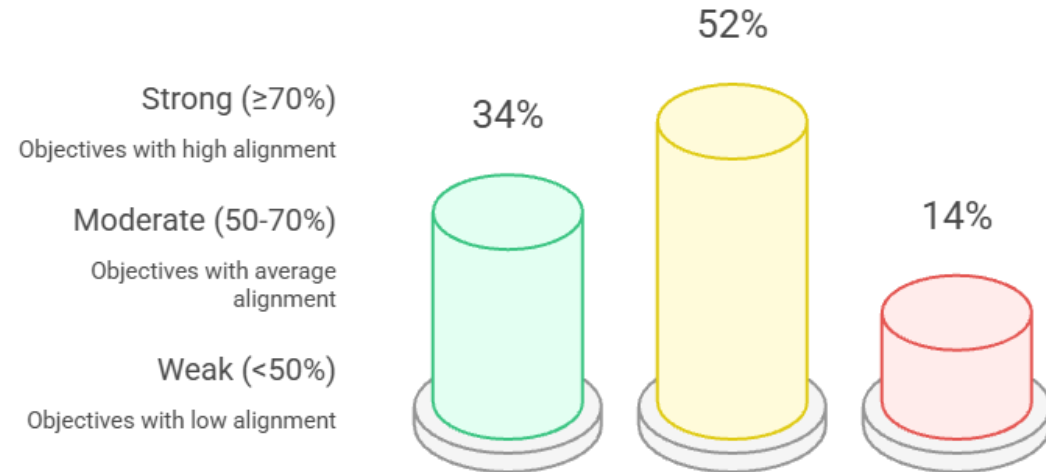
Analysis Results

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

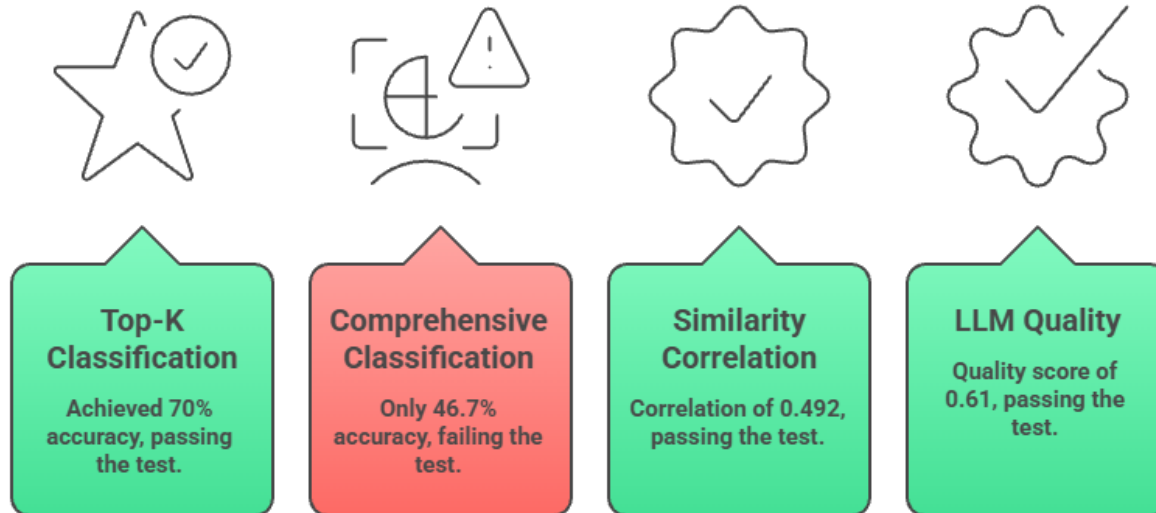


Bottom Pillar: Operational Excellence

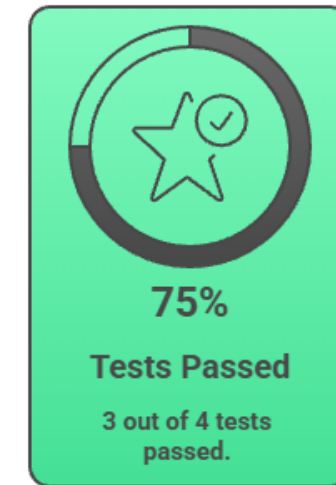


System Evaluation Results

Test Results



Overall Grade: B+

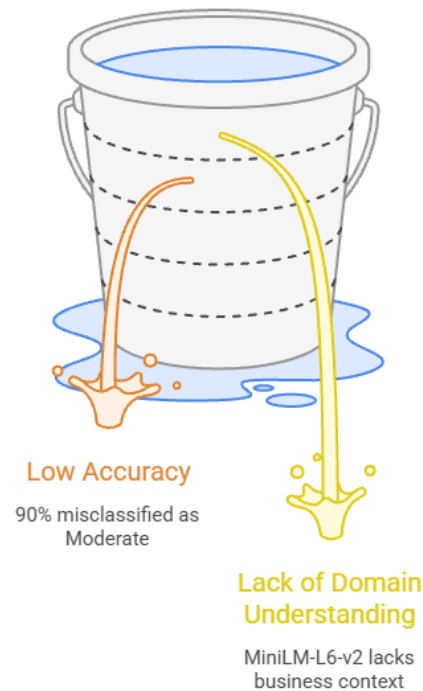


Strong performance with room for improvement.

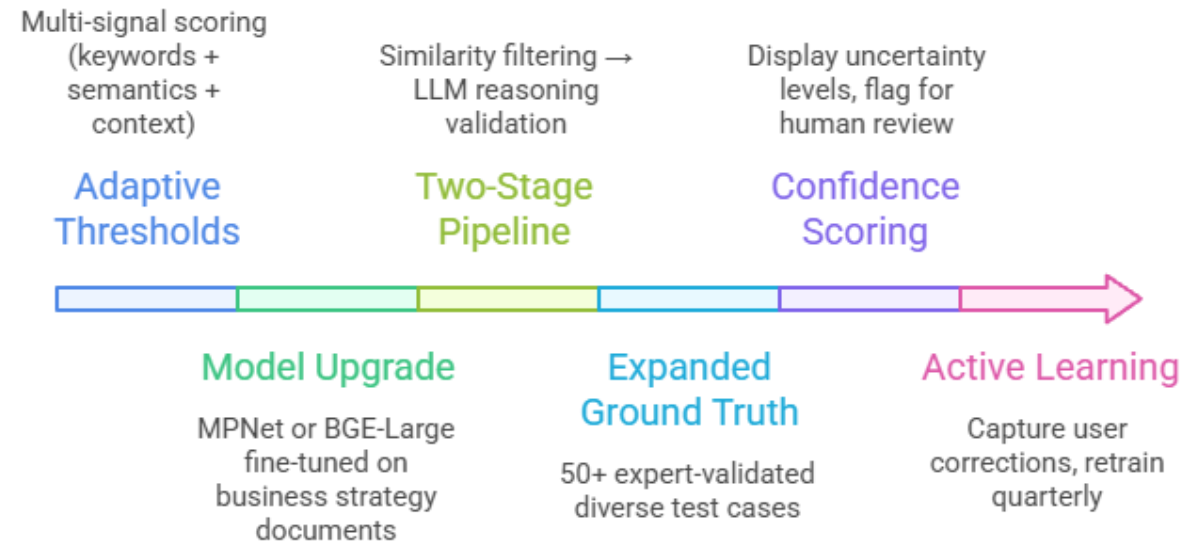
Critical Finding: System struggles with weak alignment detection (10% recall)

Limitations & Future Work

Addressing Current Limitations in Alignment Detection



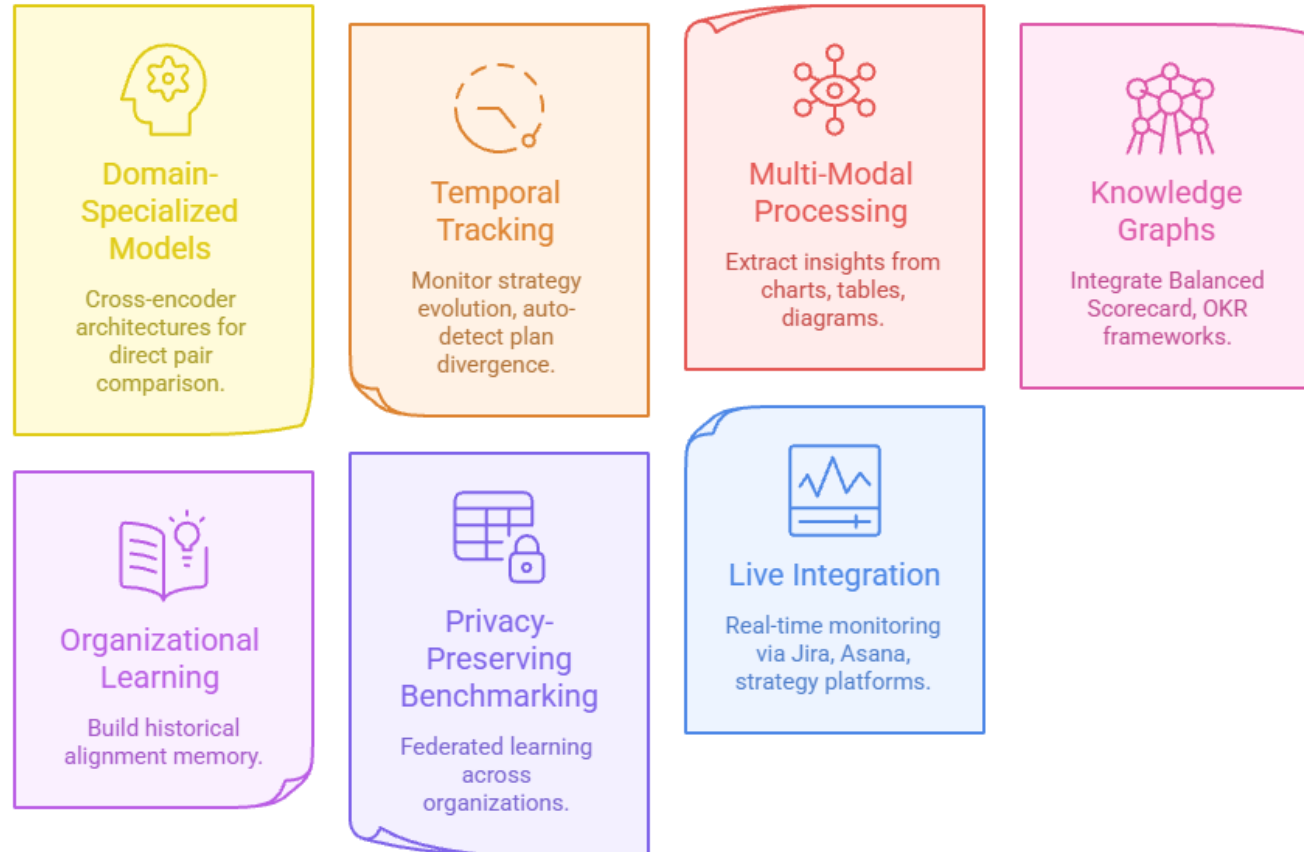
Enhancing Strategy Alignment with AI



Made with Napkin

Limitations & Future Work

Advanced Research Directions



Appendix

Deliverables:

- Strategic & Action Plans - [1. Strategic and Action Plans](#)
- Application Prototype - <https://msc-ir-cw-v4ys66njic6dv7qjtvgrry.streamlit.app/>
- System Architecture Diagram - [System Architecture Diagram](#)
- Dashboard Design - [Dashboard Design](#)
- Testing & Evaluation Results - [Testing & Evaluation Results](#)
- Final PDF Report – Uploaded to NIBM LMS
- Presentation Slides & Recording - [7. Presentation Slides and Recording](#)

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

Thank You