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# FYI

Please [download the behind-the-scenes video and necessary files](#) for more context.

The narrative below shows a ClickUp's summary using the AI Brain to analyze all PDF files uploaded to each milestone inside the Project Context folder. I used the AI Brain card in ClickUp to generate context and measure the effort associated with each milestone based on its corresponding PDF.

Please see the prompt in Tagalog below:

***Puntahan mo iyong Project Context folder dito sa PetPal Wellness Campaign 2025 kasi sa loob ng Project Context folder lahat ng PDF files doon i-review mo at gawan mo ng comprehensive data analytics report na parang ganito:***

- 1. Isang effort level on a personal perspective***
- 2. Isang effort level on an enterprise perspective***

***Hindi pambobola type ito ha, kailangan talaga ma-contemplate mo ng maayos kung ano ang basa mo. Kung basura man ang effort then walang problema you can rate it low.***

***Again, lahat ng PDF files na makikita mo doon, kung pede maikli lang na report at reasoning, what matters is iyong effort level mapakita mo.***

***scale of 1-10, 10 is the highest.***

Please see the ClickUp's AI answers below:

Here is a comprehensive data analytics report for all PDF files found in the Project Context folder of PetPal Wellness Campaign 2025. Each file is rated for effort on a scale of 1-10, both from a personal (individual) and enterprise (organizational) perspective, with concise reasoning for each.

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## **1. capstone\_day1\_penones.pdf**

- **Personal Effort Level:** 9/10
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- **Reasoning:** The document shows strong initiative and ownership, with one person (Aeron John Penones) handling all roles—project manager, creative lead, strategist, analyst, coordinator, and technical specialist. The setup is detailed, milestones are clear, and the campaign is well-structured.
- **Enterprise Effort Level:** 5/10

- **Reasoning:** While the structure is solid, the execution is solo. For an enterprise, this would be considered under-resourced and lacking in collaborative depth, but the documentation and planning are above average for a single contributor.
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## 2. capstone\_day2\_penones.pdf

- **Personal Effort Level:** 8/10
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  - **Reasoning:** The market and audience research is thorough, using AI for insights and summarizing trends, competitors, and personas. The report is well-organized and demonstrates analytical thinking.
  - **Enterprise Effort Level:** 6/10
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  - **Reasoning:** The research is solid for a small team or startup, but for a larger enterprise, it lacks depth in quantitative data and broader market validation. Still, the strategic recommendations are clear and actionable.
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## 3. capstone\_day3\_penones.pdf

- **Personal Effort Level:** 8/10
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  - **Reasoning:** The campaign strategy, objectives, KPIs, and content calendar are well-defined. The planning is methodical, and the document covers all necessary aspects for a campaign launch.
  - **Enterprise Effort Level:** 6/10
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  - **Reasoning:** The approach is systematic, but the scope is limited to a short time frame and lacks multi-team collaboration or advanced analytics expected at the enterprise level.
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## 4. capstone\_day5\_penones.pdf

- **Personal Effort Level:** 5/10
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  - **Reasoning:** The document is minimal, only noting that posters were posted on LinkedIn and Facebook. There is little detail or reflection on the process.
  - **Enterprise Effort Level:** 2/10
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  - **Reasoning:** For an enterprise, this would be considered insufficient documentation—no analytics, no insights, and no strategic value.
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## 5. capstone\_day6\_penones.pdf

- **Personal Effort Level:** 6/10

- **Reasoning:** The file references a behind-the-scenes video and mentions a demonstration of multimedia content creation. The effort is there, but the PDF itself is sparse and relies on external content.
  - **Enterprise Effort Level:** 3/10
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  - **Reasoning:** For an enterprise, the lack of embedded analytics or summary in the document itself is a drawback. The value is dependent on accessing the video, which is not ideal for reporting.
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## 6. capstone\_day7\_penones.pdf

- **Personal Effort Level:** 7/10
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  - **Reasoning:** The document details content scheduling, uploads, and manual engagement checks. There is evidence of hands-on work and monitoring.
  - **Enterprise Effort Level:** 4/10
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  - **Reasoning:** While the scheduling and monitoring are good, the analytics are basic and the reporting is manual. For an enterprise, more automation and deeper insights would be expected.
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## Summary Table

PDF File	Personal Effort	Enterprise Effort	Short Reasoning
capstone_day1_penones.pdf	9	5	Solo, detailed, well-structured but not collaborative
capstone_day2_penones.pdf	8	6	Good research, actionable, but not deep enterprise data
capstone_day3_penones.pdf	8	6	Methodical planning, limited scope
capstone_day5_penones.pdf	5	2	Minimal, lacks detail and analytics
capstone_day6_penones.pdf	6	3	Effort in video, PDF sparse, not self-contained
capstone_day7_penones.pdf	7	4	Scheduling and monitoring, basic analytics

If you need a more detailed breakdown or want to focus on a specific file, let me know!