

An Analytics and AI framework for perform analytics, diagnostic, predictive, prescriptive analysis, and automating CRM.



NextGen.AI

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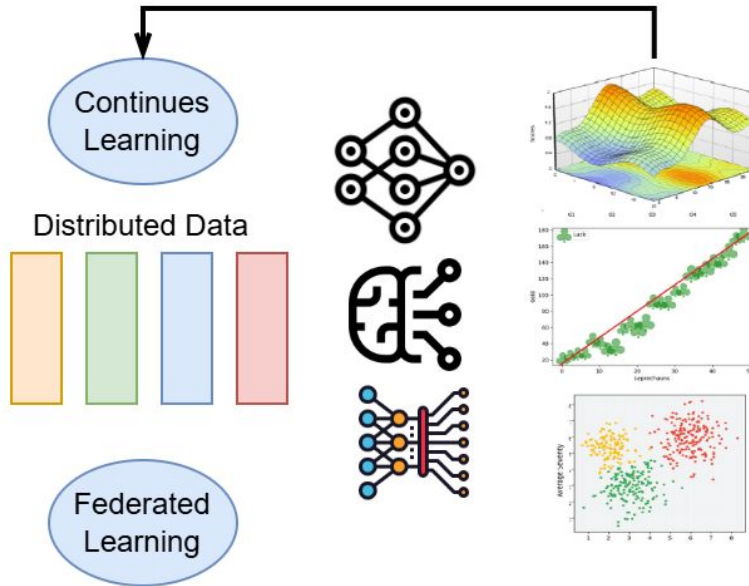
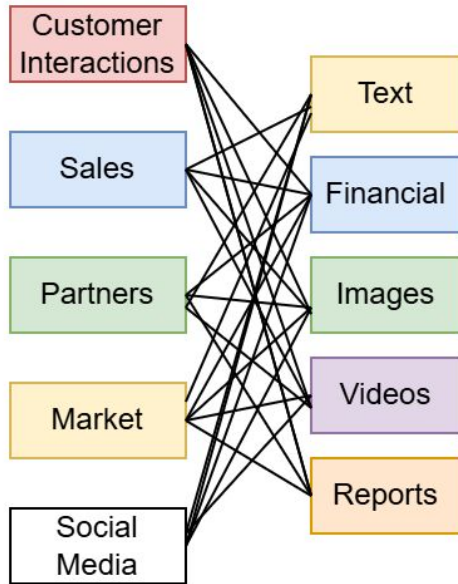
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Shilpa Sayura Foundation

approach, key features, and impact.

Date	Region	Rep	Customer	Product	Channel	Deal Stage	Deal Value	Lead Source	Status	Cost	Revenue
2025-01-09	East	Frank	Robinson-Armstrong	Product C	Retail	Proposal	12352	Referral	Won	703	12352
2024-12-26	West	Alice	Bradley, Rhodes and Bailey	Product A	Online	Prospecting	18516	Referral	Won	3275	18516
2025-03-12	North	Alice	Good Inc	Product C	Wholesale	Negotiation	28200	Phone	Lost	2822	

# Approach

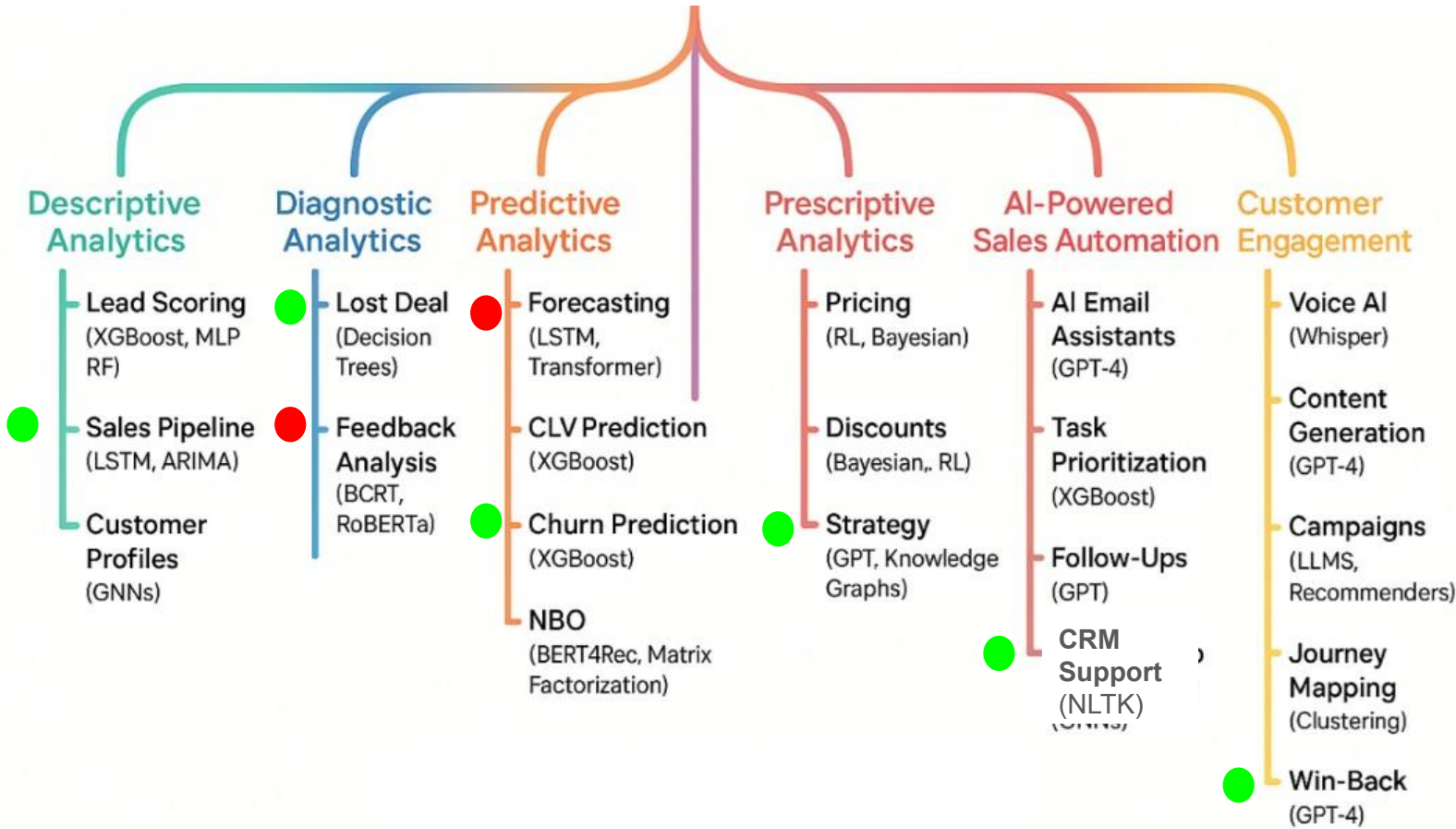


- **Analytics**
- **Diagnostics**
- **Predictions**
- **Prescriptions**
- **CRM Support**
- **Decision Making**

**Distributed Enterprise Architecture**

Framework:

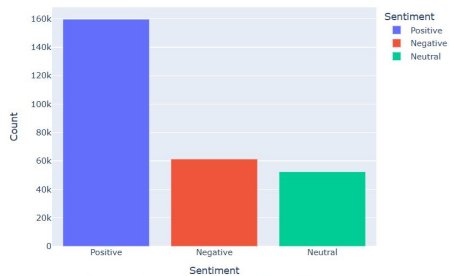
PulseTrend AI



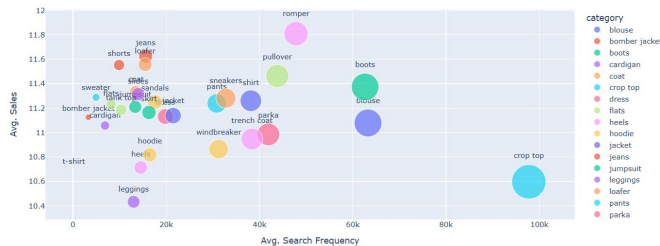
## Impact

- **Feedback Analysis** – Improve Customer Experience & Service
- **Sales Trend Analysis** – Identify Growth Opportunities
- **Demand Analysis** – Forecast Future Demand

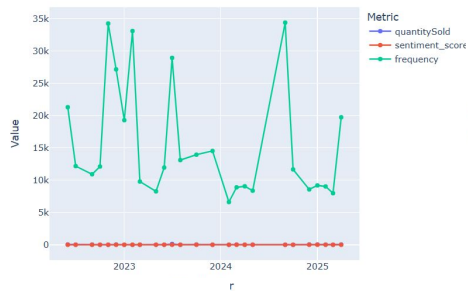
### Overall Sentiment Distribution



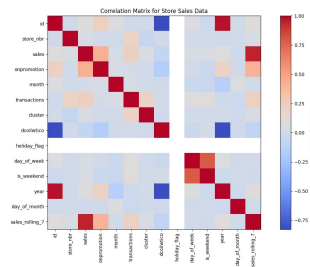
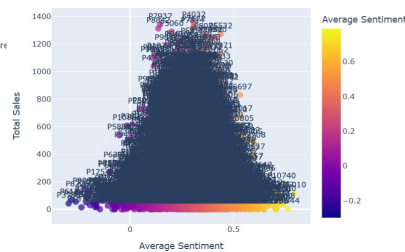
### Emerging Trends: High Search but Low Sales



## Sales, Sentiment, and Search Trends for P1001



### Sales vs. Average Sentiment per Product



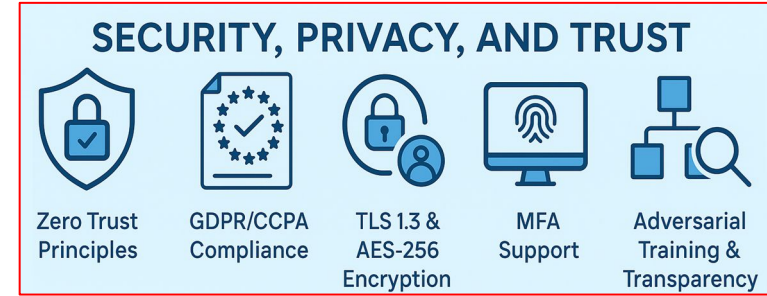
## Crm Support

# Decision Support

# Features & Security

- Customer Analysis
- Sales Forecasting & Demand
- Sales Performance
- AI based CRM - Support
- AI Assisted Decision Making

<https://github.com/shilpasayura/pulsetrend>



[PulseTrend.info.lk](https://PulseTrend.info.lk)

**Cloud Demo**