ContinuumAi

GROUP 13

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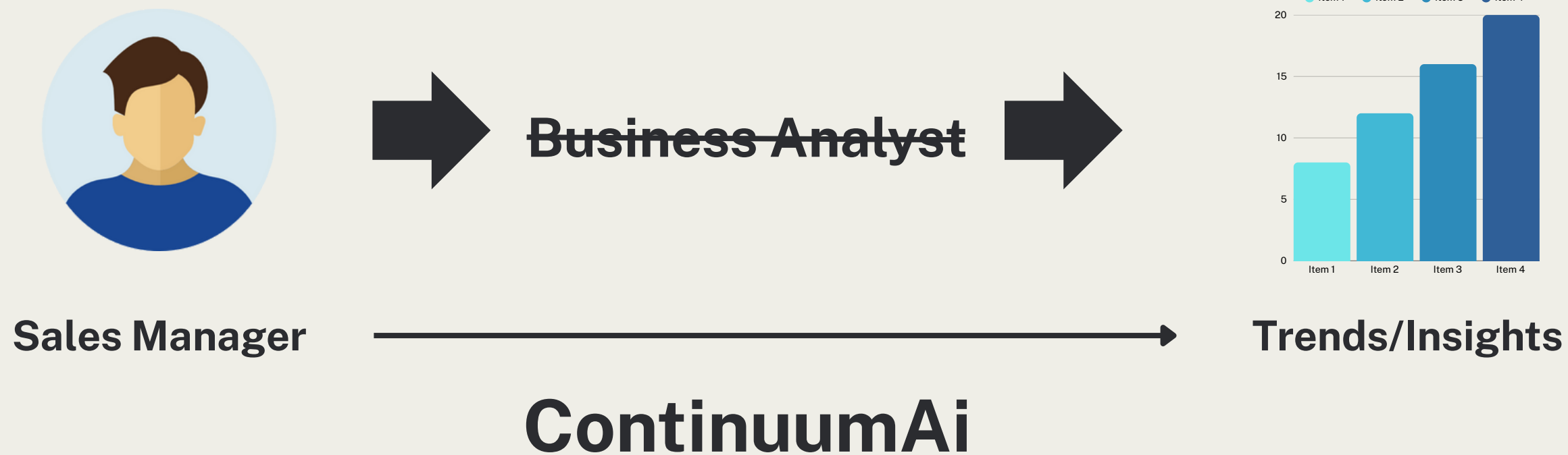Nafees Malik
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OVERVIEW

Sales Manager → ~~Business Analyst~~ → **Trends/Insights**

ContinuumAi

- ContinuumAI: An **Agentic AI system** acting as a personal **data scientist/business analyst** for **non-technical** business users.
- Enables managers in **HR**, **Sales**, **Marketing** to access insights via **plain English language prompts** (no coding needed).
- Automates the full analytics workflow:
- Data ingestion ⇴ Descriptive ⇴ Diagnostic ⇴ Predictive ⇴ Prescriptive analysis.
- Delivers **visualizations, forecasts, KPIs,** and actionable recommendations instantly.
- Example: A sales manager asks about last quarter's revenue dip ⇴ ContinuumAI identifies drivers, forecasts trends, and suggests actions.
- Current focus: Sales domain for depth & impact ⇴ future expansion to other business areas.
- Data sources: Partnerships with firms, open-source datasets, or synthetic data generation.

MAJOR REQUIREMENTS

Functional Requirements

- The system shall identify revenue drivers, churn factors, and sales performance patterns.
- The system shall generate plain-English summaries, dashboards, and visualizations.
- The system shall forecast demand, product adoption, and territory performance.
- The system shall provide proactive recommendations (e.g., quota gaps, upsell/cross-sell).
- The system shall allow KPI exploration without coding and support sharing of insights.

Non-Functional Requirements

- The system shall process 90% of natural-language queries (<500MB) within 10 seconds.
- The system shall ingest and prepare 100MB datasets within 60 seconds.
- The system shall support at least 20 concurrent users with ≤20% performance degradation.
- The system shall enable new users to generate trend visualizations with 80% success after a short tutorial.
- The system shall export charts (PNG) and tables (CSV) within 5 seconds.

Security Requirements

- The system shall enforce role-based access control and session isolation.
- The system shall encrypt all sensitive data at rest and in transit.
- The system shall hash passwords and implement secure key management.
- The system shall validate inputs to prevent injection and SSRF attacks.
- The system shall apply rate limiting and resource quotas to prevent DoS attacks.

EFFECT ON TARGET USER

- **Sales Manager** – Tracks performance and generates forecasts instantly in natural language, removing reliance on analysts.
- **Product Manager** – Makes faster, data-informed roadmap decisions by uncovering trends and customer insights.
- **Sales Business Analyst** – Explores KPIs and validates hypotheses quickly without SQL or manual tools.
- **Customer Relationship Manager** – Identifies at-risk accounts early and gets actionable follow-up recommendations.
- **Regional Sales Lead** – Gains real-time visibility into territory and seasonal trends for smarter planning.
- **ERP/Resource Planning Manager** – Aligns sales forecasts with inventory and logistics to optimize resources.
- **Marketing Strategist** – Refines campaigns by reallocating budgets toward high-performing channels and markets.