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(A constituent unit of MAHE, Manipal)



Trend-AI

A Python-based Marketing
Intelligence Dashboard with
Predictive Analytics and Gen AI

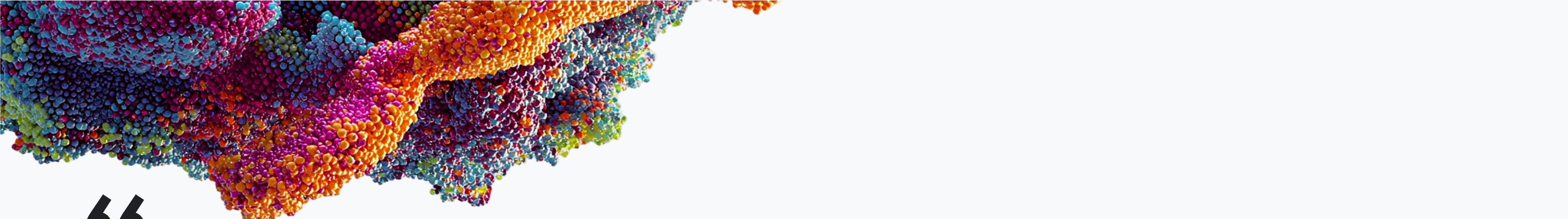


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01

The Business Problem



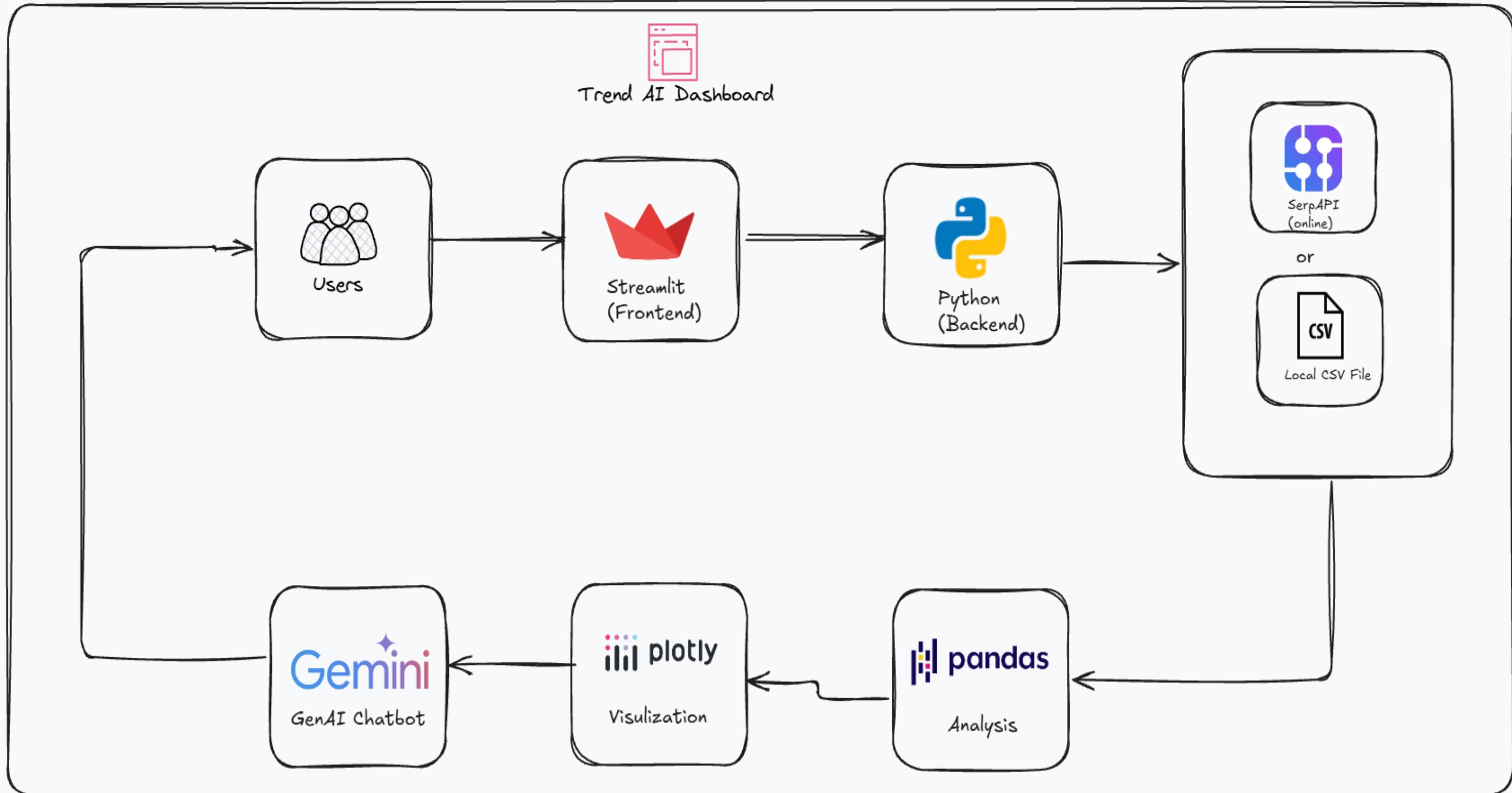
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- **Inefficient Campaign Timing:** When is the optimal time to launch a campaign? Launching "off-season" leads to wasted ad spend and poor ROI.
- **Reactive Strategic Planning:** How can we anticipate future demand? Without a forecast, inventory and budget decisions are based on guesswork, not data.
- **Complex Data Interpretation:** How do we separate meaningful signals from noise in raw data? Identifying true seasonality or growth momentum requires specialized analysis.
- **The Insight-to-Action Gap:** How do we turn charts and numbers into compelling marketing campaigns?

02

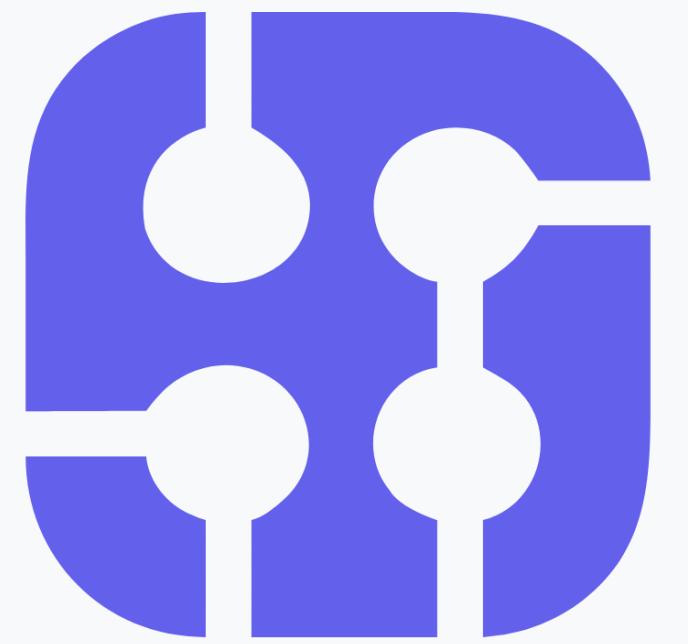
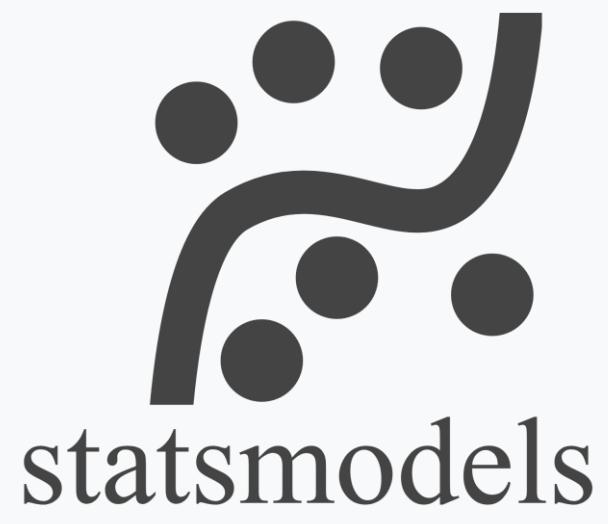
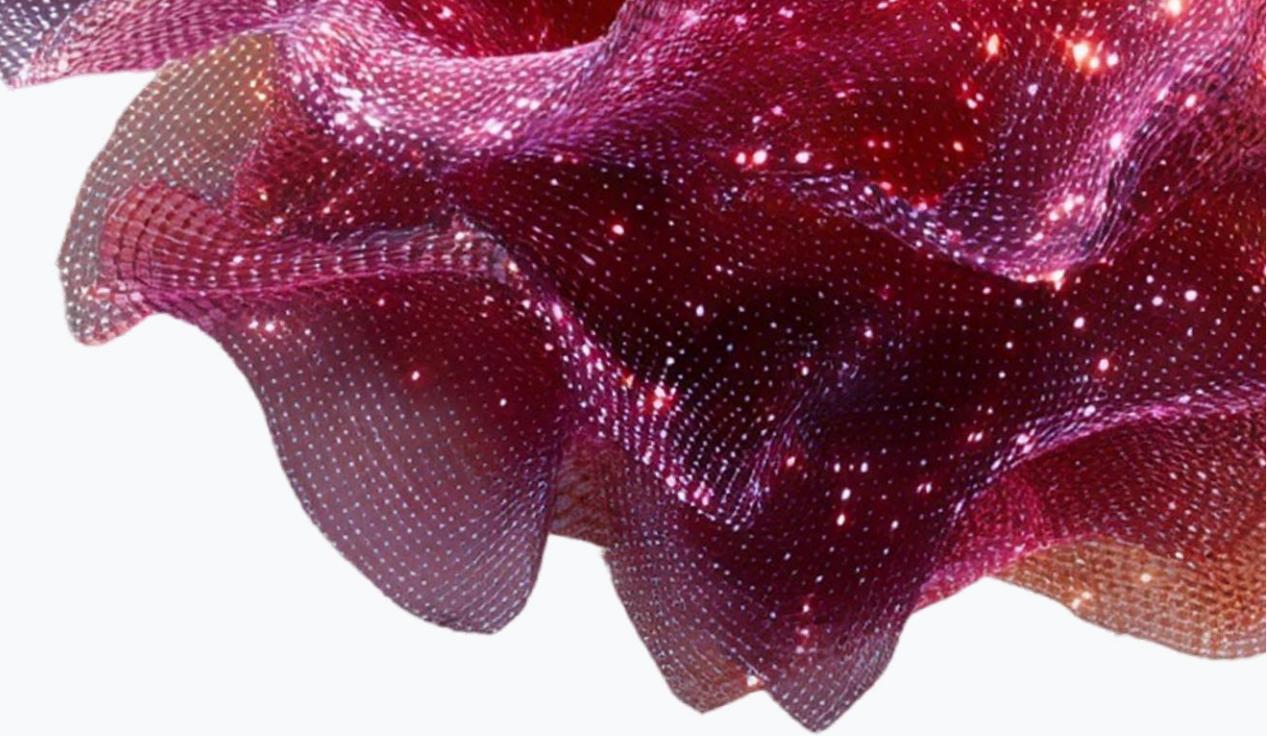
System Architecture

System Architecture/Workflow



03

Resources Utilized



04

Live Demo

05

Conclusion



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The Trend-AI Marketing Dashboard successfully meets all its objectives.

- It is a powerful proof-of-concept demonstrating how a combination of data engineering, machine learning, and generative AI can be integrated within a Python framework to create significant business value.
- The iterative development process was a critical part of the journey, leading to a final product that is not only feature-rich but also stable and reliable.





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Thank you!

