

PROJECT BLUEPRINT

LuckyCRM

The Content Intelligence Engine

Transforming complex lottery data into **actionable stories** for content creators. We move from "Data 3 Days" to "1 Click 3 Seconds," empowering the team to hunt for "Lucky Newbies" and "Jackpot Legends" instantly.

[Launch Live App](#)

Core Values

Why we are building this platform. It's not just a dashboard; it's a storytelling machine.



Speed to Content

Real-time access to winner lists. Content teams get actionable leads seconds after the lottery announcement.



Personalized Storytelling

AI transforms "Stats" into "Stories." We don't just see numbers; we see "The 5-Year Fighter" or "The First-Time Lucky."



Actionable Insight

Data ready for immediate action. Call, Interview, or Shoot Content right away. No more manual excel filtering.

Mining the "High Luck" Segment

Analysis of the **"Golden Segment"**: Customers who bought ≤ 100 tickets but won > 15 rounds out of 25. This anomaly indicates high engagement potential for viral content.

TARGET PERSONA

คุณคมसार (Komsan)

Prov: Samut Prakan • Age: 54

**16/25**

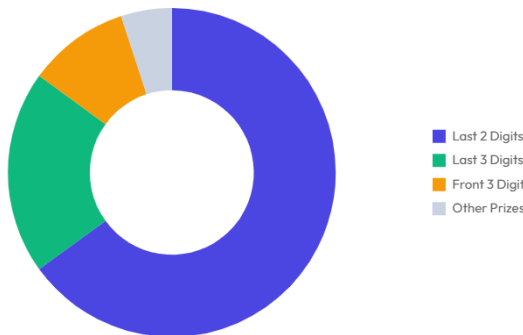
WINNING ROUNDS

~38

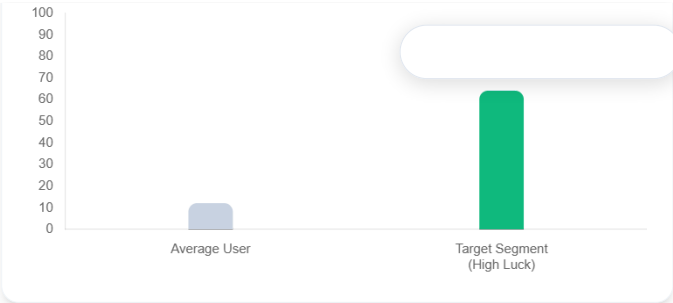
TICKETS/ROUND

"A statistical anomaly. Despite buying a moderate amount, Komsan wins nearly 64% of the rounds he participates in. Ideal for a 'How does he do it?' interview."


PRIZE TYPE DISTRIBUTION (KOMSAN)



WINNING FREQUENCY COMPARISON



System Integration Architecture



Databricks

Gold Tables

- Cleaned Customer Data
- Purchase History
- Winning Logs




FastAPI

on Google Cloud Run

Input: JSON Data + Prompt

Output: Marketing Scripts




React App

Frontend UI

- User Interface
- Filter & Search
- "AI Insight" Button


Content Creation Workflows



The Lucky Newbie Hunter

Target: Viral TikTok Content

- Set Filter**
Status: New User + Won Immediately + Location: BKK
- Select User**
System finds "Khun Somchai" (Bought 1st time, won 2 digits).
- AI Action ✨**
Hook: "เชื่อไหมครับ? ซื้อใบแรกในชีวิต ก็รับโชคเลย!"
CTA: "ใครอยากดวงดีแบบนี้ กดลิงก์หน้าโปรไฟล์เลย"



The Jackpot Story

Target: Emotional/Inspirational Content

- Direct Search**
Input Winner ID to retrieve full profile.
- Profile Reveal**
Data shows: "Bought for 5 years, same number every round."
- AI Action ✨**
Theme: "ความพยายามที่ไม่สูญเปล่า ของนักสู้ชีวิต"
Mood: Inspirational, Heartwarming.