

# Guidelines

The PPT template should consist of the following and it should be mandated to be used by the teams for submitting their ideas.

Note - Make a copy of this template & share with the teams on the Team Dashboard.



FlutterFlow

Google Cloud

Presents

# Build Fest' 25

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ChannelPulse Innovators

AI-Driven Marketing Analytics

Sudarshanam Yessasvini

Brief about the Idea:

**ChannelPulse AI** is a smart multi-channel marketing assistant that combines AI-driven storytelling with performance analytics. Unlike traditional dashboards, ChannelPulse analyzes performance data in real-time, identifies growth opportunities, and generates human-like insights along with voice scripts for CxO-level storytelling.

## What Makes It Different?

- **Dynamic AI Narratives** for marketing strategies
- **Cross-channel synergy detection** and budget reallocation insights
- **Voice-enabled decision scripts** for executive storytelling
- **Actionable recommendations** with simulated implementation

## Problem It Solves:

Marketers struggle with fragmented channel data, lack of real-time insights, and slow decision-making. ChannelPulse solves this with AI-generated insights, trend detection, and one-click recommendations across Instagram, LinkedIn, Blogs, and Google Ads.

## Unique Selling Point (USP):

Combines data analytics, dynamic storytelling, and decision support into one unified, voice-enabled dashboard.

## List of Features Offered



Real-time Channel  
Performance Dash board



Executive Voice  
Assistant Narration



AI-Powered Multi-Channel  
Insight Generator



Cross-Channel  
Comparison Graphs



One-Click  
Implemen tation Simulation



Downloadable  
Performance Reports

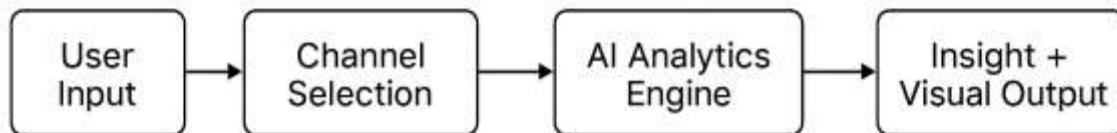


Source-Aware  
Adaptive UI

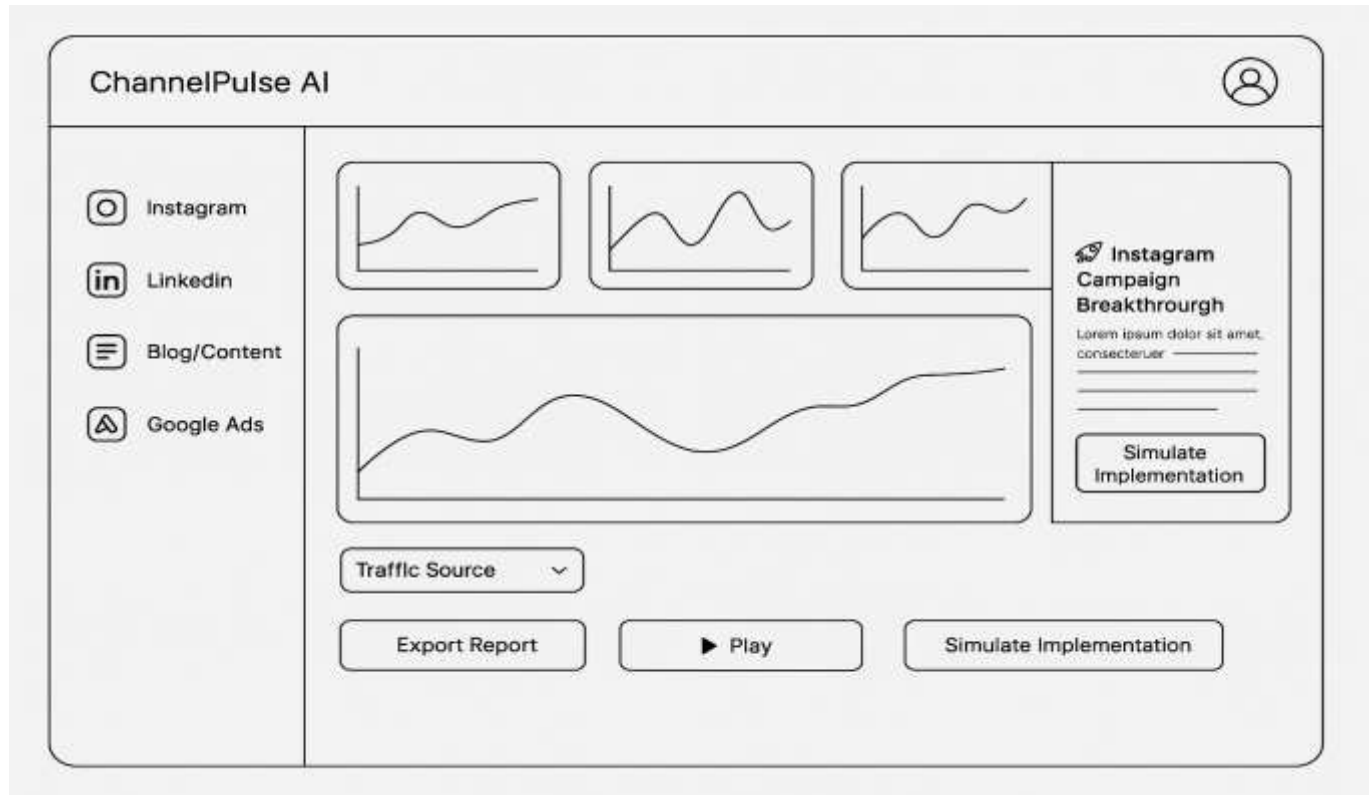


Source-Aware  
Adaptive UI

Process flow diagram or Use-case diagram



Wireframes/Mock diagrams of the proposed solution (optional)



Technologies used in the solution:

- **Frontend:** Gradio
- **Visualization:** Plotly
- **Backend & Logic:** Python, Pandas, NumPy
- **AI/NLP:** Custom AI Stories, Simulated LLM Behavior
- **Deployment:** Google Colab + Gradio share=True

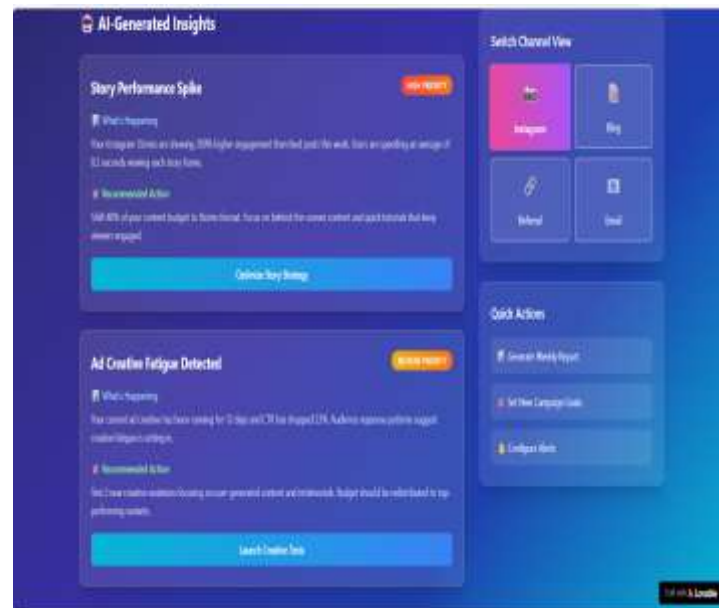


## Estimated implementation cost (optional):

Component	Description	Estimated Monthly Cost
<b>Gradio (Frontend UI)</b>	Free-tier or basic paid tier for interactive web dashboard	\$0-\$10
<b>Flutter App (Mobile Companion)</b>	Cross-platform app to display AI insights, charts, and voice assistant	\$0-\$15 (via Firebase/Heroku)
<b>API Integration (Optional)</b>	Meta Ads / Google Ads APIs for real-time data sync	Pay-as-you-go pricing
<b>Cloud Deployment</b>	Hosting backend on Hugging Face Spaces, AWS, or GCP	~\$20/month
<b>Storage (Optional)</b>	For saving reports, insights, logs (Firebase/Google Cloud Storage)	\$5-\$10



## Snapshots of the app of the App



## Future development & scope of the App

- ✓ Integration with live Meta/Google Ads API for real campaign actions
- ✓ LLM-based personalization of insights using LangChain
- ✓ Real-time budget optimization with simulations
- ✓ CRM/Slack/Email integration for auto-report delivery
- ✓ Team collaboration dashboard with KPIs and alerts.

Youtube Vedio: [https://youtu.be/HD-4uaFh\\_v8](https://youtu.be/HD-4uaFh_v8)



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# Thank You +