MICHIGAN STATE UNIVERSITY

Project Plan Presentation Cereal Industry Analysis Tool using Generative Al

The Capstone Experience

Team WK Kellogg Co

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From Students... ...to Professionals

Project Sponsor Overview WK Kellogg G

- Global leader in the food industry, specializing in cereals, snacks, and convenience foods.
- Produce Iconic brands like Corn Flakes, Froot Loops, and Krave.
- Focused on innovation in nutrition and sustainability in over 180 countries around the world
- Meaningful Analysis needed to thrive in this industry, company state needs to be understood fast and decision-making quicker

Project Functional Specifications

- Aim to automate analysis of cereal company annual reports and financial statements.
- Use this data to train a model capable of answering complex questions on given companies
- Should be able to summarize major industry changes like mergers, acquisitions.
- Deliver actionable summaries for companies to act upon
- Industry Analysts and financial professionals are the intended target audience

Project Design Specifications

- Streamlit-Embedded Web App
- Simple but Versatile UI
- Past Chat Accessible
- Chat Recommendation for Swift Prompting
- Add and View Notes

Screen Mockup: Home Page

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Recent Chats How can I help you today? Assess this year's earnings Estimate shareholder response after					
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Screen Mockup: Chat Page

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Screen Mockup: Add Note Interface

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Screen Mockup: Recent Chats

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Screen Mockup: Hover Note Interface

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Project Technical Specifications

- Snowflake
- Snowflake Arctic
- Amazon AWS S3 Storage
- SQL
- Python
- Streamlit

Project System Architecture



Team WK Kellogg Co Project Plan Presentation

Project System Components

- Hardware Platforms
 - None
- Software Platforms / Technologies
 - Snowflake
 - Snowflake Arctic
 - Python
 - SQL
 - Streamlit

Project Risks

- Clean and Quality Data
 - Ensuring data is proper for the model
 - Robust gathering and maintaining of data
- LLM Integration
 - Using our AI/LLM with Snowflake
 - Utilizing the proper model
- Relations with Datasets and Prompt Value
 - Making sure the model is useful to the client
 - Evaluating the data in relation to financial/economic concepts

Questions?

