

Discovery Sprint

A plan to turn your customer feedback into actionable insights

See Red Flags Early

Proactively identify critical issues from 1- and 2-star reviews before they escalate or damage your brand's reputation

Understand the “Why”

Move beyond simple ratings to understand the specific drivers of performance, both positive and negative, for each location

Get Actionable Insights

Receive clear, plain-English suggestions that your store managers can act on to improve operations and customer experience

The Week in Review

How we validated the path from raw data to strategic advantage

Analyzed Your Data

We assessed the quality and richness of your Google Maps reviews and confirmed they are a high-quality source for deep analysis

Designed the Solution

We architected a modern, agent-based AI system and designed a user-friendly dashboard to visualize the findings

Created the Plan

We produced a formal Feasibility Report and a detailed Statement of Work for the pilot project

Key Finding 1

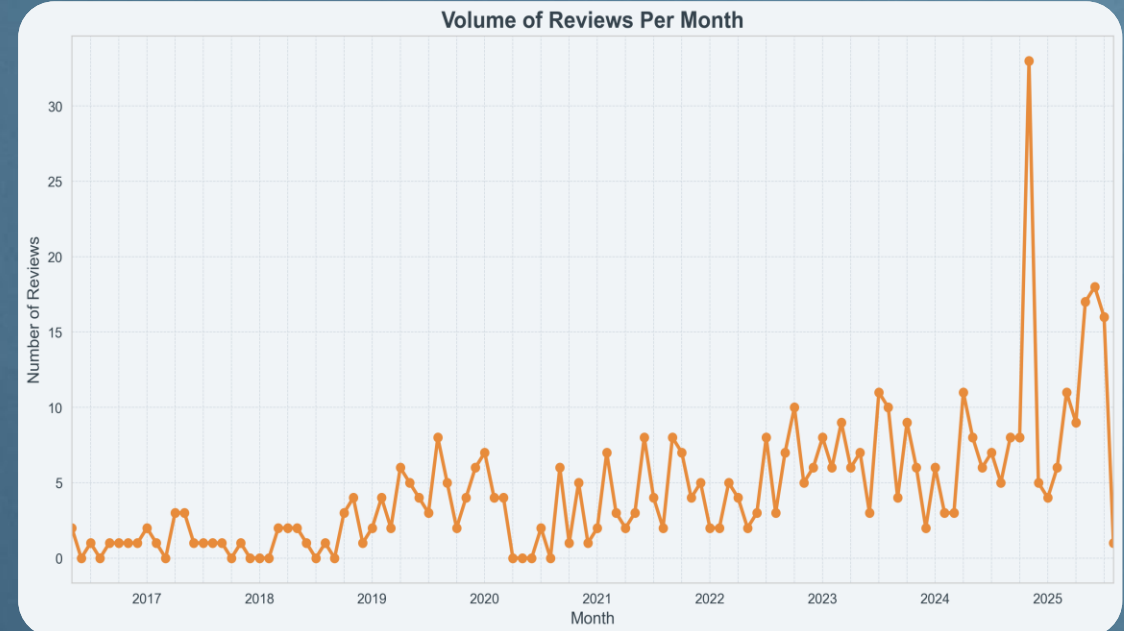
The Data is a Goldmine

Selected Locations

- 10 Flagships in Unirii-Universitate area
- 10 Dormitory in Drumul Taberei
 - 5 Competition

Rich source of high-quality feedback

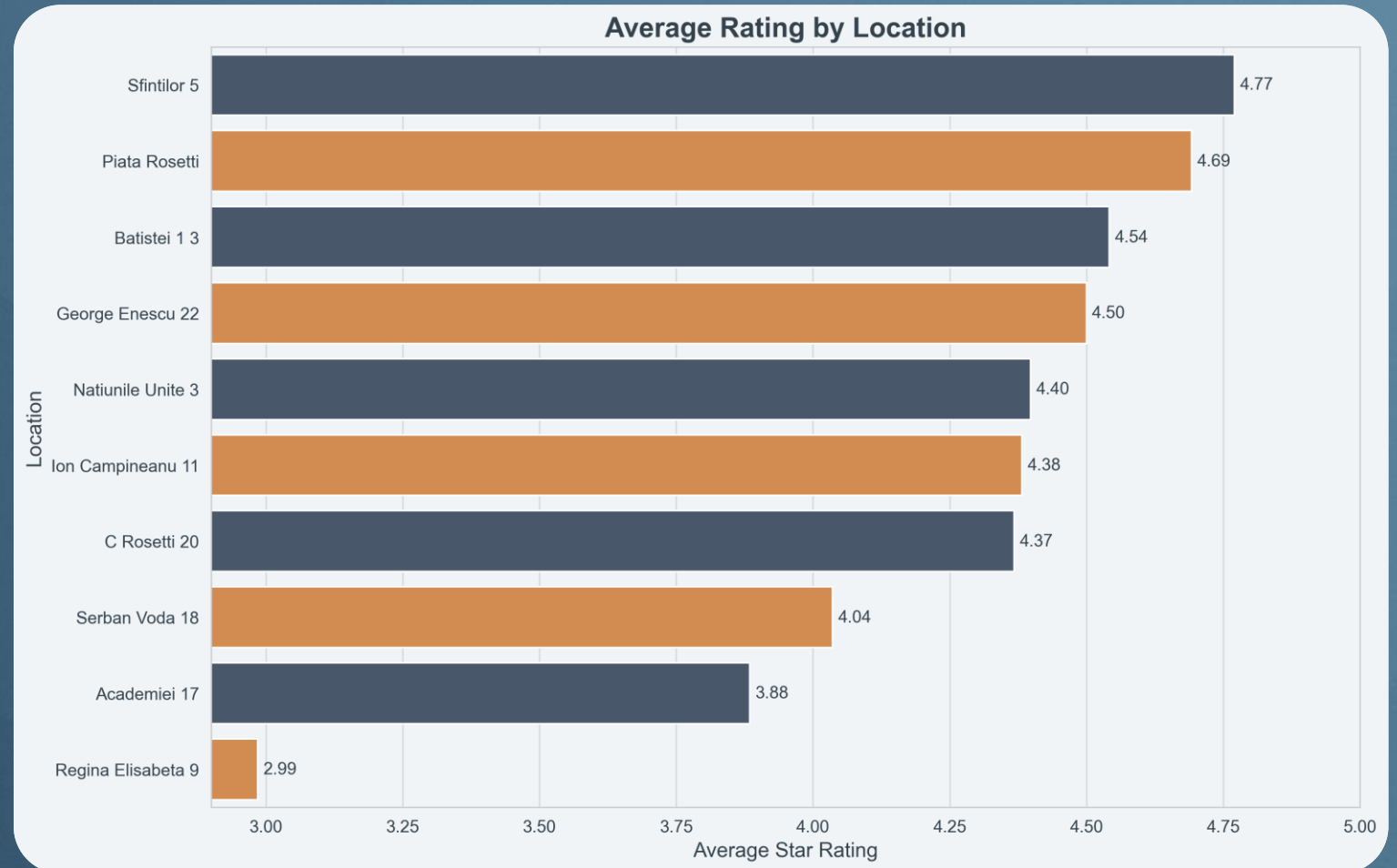
The data shows a healthy volume of reviews with a strong positive skew, but enough variance to contain critical insights



Key Finding 2

Clear Patterns Emerge

There is a clear performance gap between locations. For example, the data points to an 'inconsistent quality' issue at the George Enescu 22 shop, with specific complaints about 'bitter' or 'overheated' coffee.



The Solution

The AI Insights Dashboard

Network's Health at a Glance

Main Landing Page providing a high-level overview of the entire network's performance

KPIs, Leaderboard, Red Flag Alerts

Location Deep-Dive

Interactive page where any location can be selected and its performance analyzed in detail

Scorecard, Thematic Breakdown, Competitor Benchmark

AI-Powered Strategic Analyst

Proactively generated plain-English insights based on patterns detected in the data

Location-Specific Insights, Cross-Location Pattern, Outlier Detection, Chatbot

The Main Dashboard

Network's Health at a Glance

Insights Dashboard

Network Health Overview as of August 6, 2025

Radu @ 5togo

R



Average Rating

4.65 +0.02



Sentiment Trend

Up 3.2%

in last 30 days



New Reviews

+128

this month

Location Leaderboard

Top 3 Winning Locations

1. Piata Rosetti	4.85
Praised for "amazing staff" ^ +0.15	
2. Academiei 17	4.82
"Florin is very nice and kind" ^ +0.09	
3. Ion Campineanu 11	4.79
"Baristas remember choices" ^ +0.05	

Bottom 3 Challenged Locations

1. Regina Elisabeta 9	4.12
Reports of early closing ^ -0.21	
2. George Enescu 22	4.25
Coffee "overheated/bitter" ^ -0.18	
3. C.A. Rosetti 20	4.33
"Not very friendly" staff ^ -0.11	

Red Flag Alerts

Regina Elisabeta 9

☆ 1.0

by Dominik Dutka • 1 day ago

"The guy sitting inside doesn't want to serve us, he said it's closed but it's 14:30."

SERVICE

OPERATIONS

Natiunile Unite 3

☆ 2.0

by Martin Vanta • 3 days ago

"The coffee was below average. The service was boring and the store seems messy."

TASTE

STAFF ATTITUDE

CLEANLINESS

The Location Deep-Dive

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Location Deep-Dive: George Enescu 22

Analyzing performance from Jul 1, 2025 - Aug 6, 2025

Overall Rating
4.25

Review Volume
22

Sentiment Trend
-0.18

Thematic Breakdown

Taste



Staff Attitude



Speed of Service



Competitor Benchmark: Taste

Comparing negative mentions of "Taste" against local competitors.

George Enescu 22	40%
Origo	5%
Ted's Coffee	15%

"Golden Nugget" Reviews

Vali LK

INSIGHTFUL

3.0 Rating • 2 years ago

"Staff is friendly and nice! - coffee feels a bit overheated - thus becoming more bitter... you can drink there daily, but you will not find this out (until you compare the taste to an identical product from any other 5-to-go franchise... it just ruins the coffee... IMHO you can easily increase decrease Presso machine temp at any moment with simple barista training..."

Daniel Son

POSITIVE

5.0 Rating • 3 years ago

"Good coffee and good prices. A little hidden, but you usually see a few people outside sipping their espresso. Being across the street from a fantastic bakery makes it a good combination."

Ana-Maria Dranga

2.0 Rating • 2 years ago

(Review with rating but no text - highlights need for text to understand issues)

The Strategic & AI Analyst

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Strategic Insights & AI Analyst

Proactive suggestions generated by your AI team

Generated Insights

Location-Specific Anomaly

The AI detected an unusual pattern at a single location when compared to its peers.

Finding:

The **George Enescu 22** location has received 3 separate complaints about 'bitter' or 'overheated' coffee this quarter, a theme not present at other City Centre locations.

Suggestion:

Check the temperature calibration of the espresso machine at this location to ensure it aligns with the network standard (91-93°C).

Cross-Location Pattern

The AI identified a trend occurring across a specific category of your stores.

Finding:

Across all three **Flagship** locations, negative mentions of 'queue time' have increased by 20% in the last quarter during morning hours (8-10 AM).

Suggestion:

Review staffing levels or workflow efficiency during the morning peak at Flagship stores to reduce wait times.

Ask Your AI Analyst

Which location has the most complaints about cleanliness?

Analyzing recent reviews...

Based on reviews from the last 90 days, the **Natiunile Unite 3** location has received the most negative mentions related to 'Cleanliness'.

One review noted: "The service was boring and the store seems messy."

Thanks. What's the best thing people say about Piata Rosetti?

How We'll Build It

The Agent Crew

The Analyst Agent

The detail-oriented worker that reads each individual review to tag it with sentiment, themes, and flags

Sentiment Analysis, Thematic Tagging, Golden Nugget Identification, Red Flag Detection

The Synthesizer Agent

The big-picture strategist that analyzes the entire collection of tagged reviews to find patterns and generate insights.

Calculates KPIs, trends, it runs comparisons, cross-reference-reference themes and locations

The Communicator Agent

The friendly interface that powers the chatbot, understanding your questions and fetching answers from the crew.

Understands user's intent, transform structured data from other agents

The Path Forward

The Prototype & Pilot Package

Overview

Package designed to build a working MVP of the dashboard. This end-to-end system will serve as a tangible proof-of-concept to test with stakeholders and validate the solution's business value.

Scope of Work

- Offline Data Management
- AI Agent Development
 - Dashboard UI Development
- Validation & Tuning
- Deployment & Hand-off

Deliverables

- Working MVP App
- Source Code Repository
- 60-Minute Hand-over & Training Workshop
- Simple Usage Guide
- One Month of Post-Launch Support

The Plan & Next Steps

Cleared Timeline

4-Week Project Timeline

Week 1: Backend Setup & Analyst Agent

Week 2: Synthesizer Agent & Core Logic

Week 3: UI Development & Chatbot

Week 4: Final Testing & Deployment

Next Step

The next step is to review and approve the Statement of Work to officially kick off the Prototype & Pilot sprint.