

MICHIGAN STATE

U N I V E R S I T Y

Beta Presentation

Cereal Industry Analysis Tool using Generative AI

The Capstone Experience

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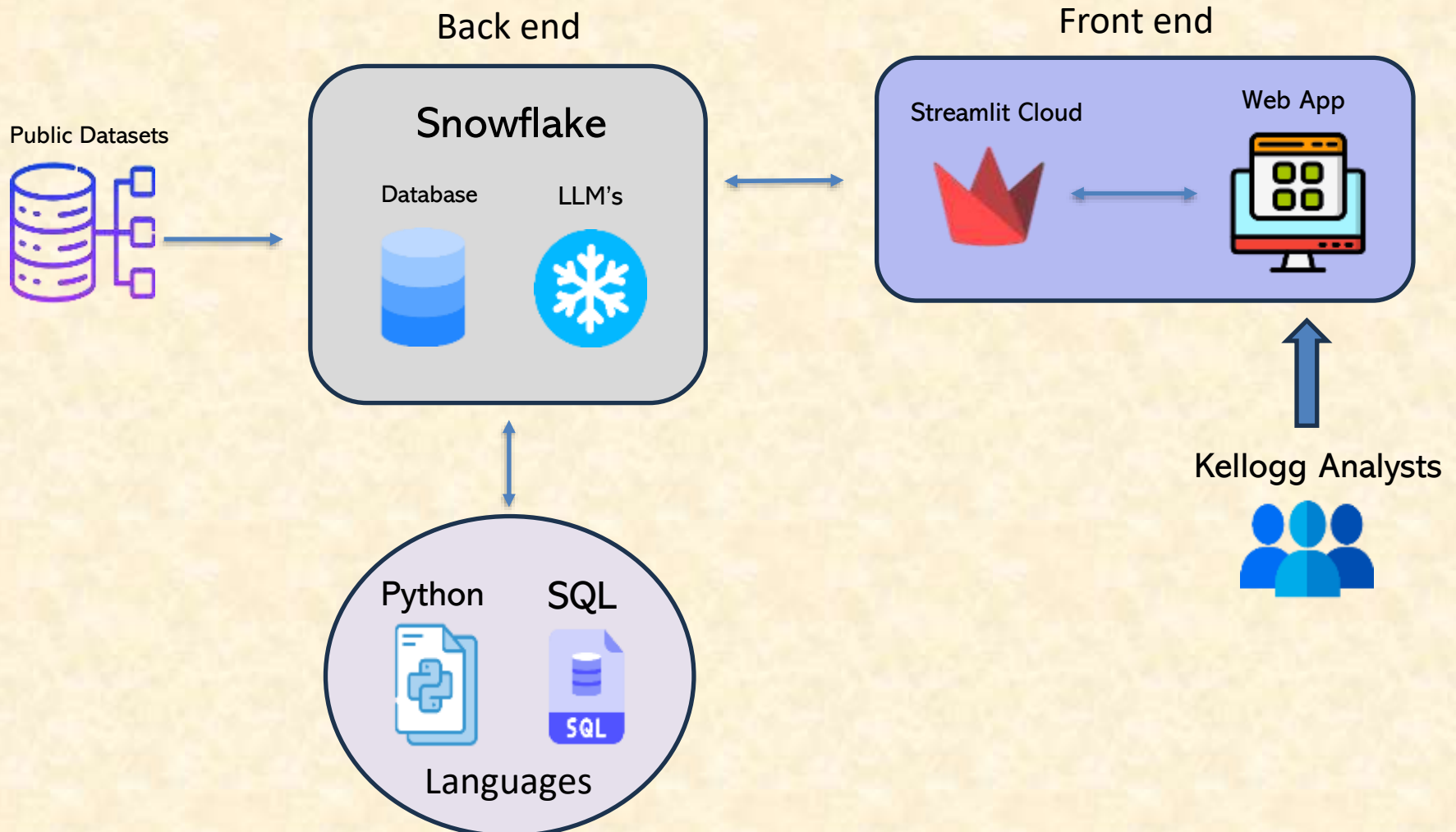
*From Students...
...to Professionals*

Project Overview

- Automate Analysis of Financial Statements
 - WK Kellogg Co
 - Industry Competition
- Organize Documents into Categories
- Train and Compare AI Models to Answer Complex Questions
- Deliver Actionable Summaries
- Cloud Hosted Web App Connected to Models



System Architecture



Home Page

The screenshot shows the home page of the 'Ask KAI!' tool. At the top, there is a dark red header with the 'WK Kellogg Co' logo and the text 'Ask KAI!'. Below the header, a large white rounded rectangle contains the main text: 'Hi! I am Kai, your Cereal Industry Analysis Tool' and 'Please select a question or type your own to begin.'. Underneath this, there are three red buttons with white text: 'How has General Mills Invested in product Innovation?', 'How is the cereal industry adapting to consumer preferences?', and 'What are the key risks facing the cereal industry?'. Below these buttons is a smaller red button labeled 'Start Over'. At the bottom of the page, there is a white input field with the placeholder text 'Ask a question:' and a right-pointing arrow icon.

Response and Response Summary

Save Note

Export Notes as PDF

Export Chat

Export Chat as PDF

Export Summary

Export Summary as PDF

Response Summary

- The cereal industry's top product categories include ready-to-eat cereals, hot cereals, and cereal bars, which generate substantial revenue for major companies such as WK Kellogg Co and General Mills.
- The popularity of these categories can be attributed to factors like convenience, variety, and perceived health benefits, but consumer preferences within these categories can shift due to influences like health trends, e-commerce growth, and concerns over ingredients.
- To maintain and grow market share, companies must anticipate and adapt to changing consumer preferences, demonstrating the importance of staying aware of industry trends and consumer behavior.

WK Kellogg Co Ask KAI!

What are the top product categories in the cereal industry?

The top product categories in the cereal industry are ready-to-eat cereals, hot cereals, and cereal bars. These categories have consistently generated significant revenue for companies like WK Kellogg Co and General Mills. For instance, in WK Kellogg Co's 2020 annual report, the "Ready-to-Eat Cereal" and "Snacks" segments, which include cereal bars, accounted for over 60% of the company's net sales. Similarly, General Mills' "North America Retail" segment, which includes ready-to-eat cereals, hot cereals, and cereal bars, accounted for about 70% of the company's net sales in fiscal 2020. These categories are popular due to their convenience, variety, and perceived health benefits. However, consumer preferences within these categories can change over time, influenced by factors such as health trends, e-commerce growth, and concerns regarding product ingredients. Companies must anticipate and adapt to these changes to maintain and grow their market share.

Start Over



Note Taking

Select your model:

mixtral-8x7b

Selected Model: mixtral-8x7b

Mixtral-8x7b is an open-source transformer model, ideal for general text processing tasks such as summarization, classification, and answering questions. It performs well on medium-sized datasets.

Remember chat history?

Note-Taking

Add a new note:

As per the response from the bot WK Kellogg had higher revenue for the year 2020 than General Mills and both of the companies saw a steady growth in the following year.

Press Ctrl+Enter to apply



Model Selection


Select your model:

mixtral-8x7b

Selected Model: mixtral-8x7b

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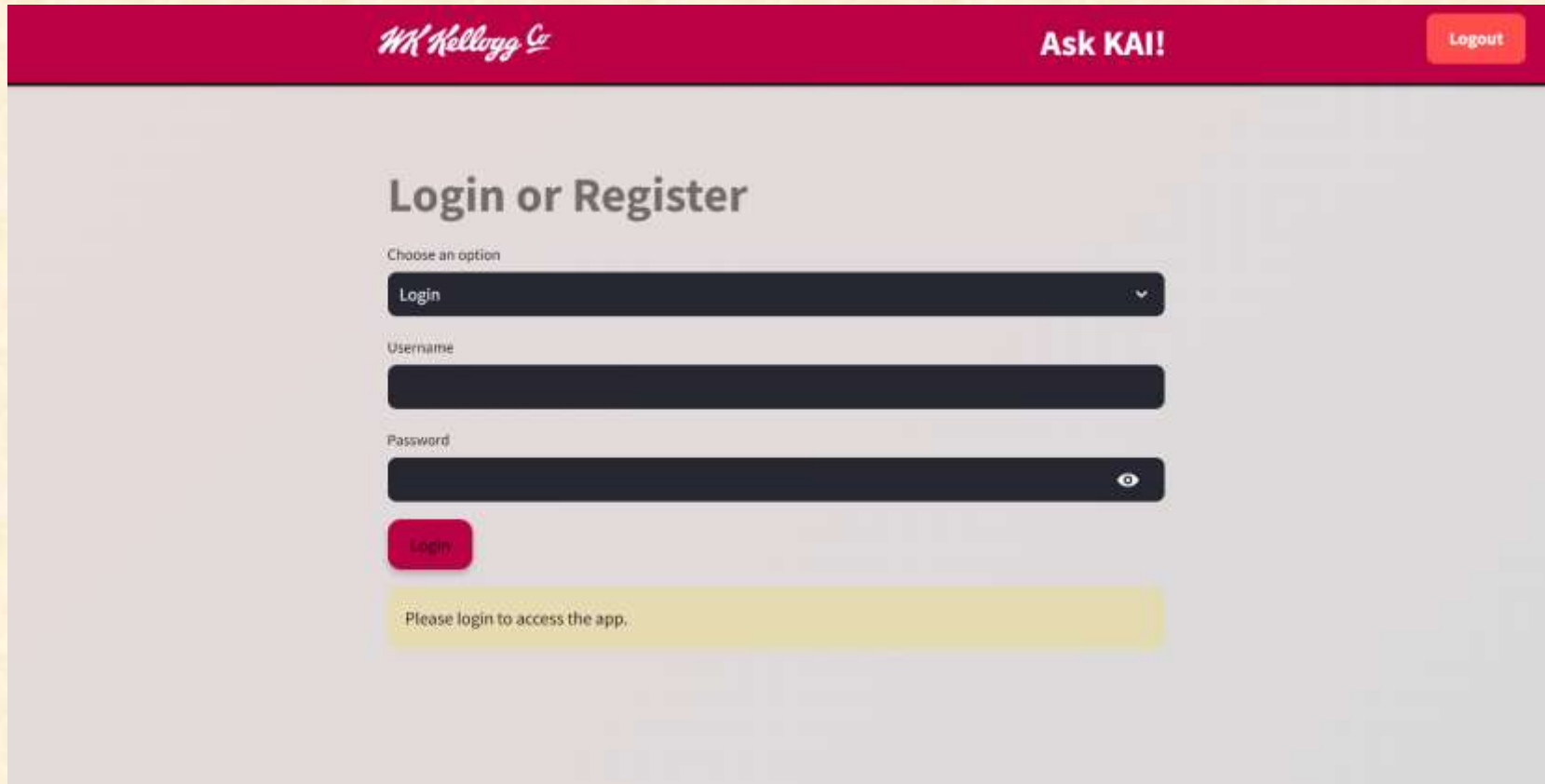
 **Note-Taking**

Add a new note:

Save Note



Login Page



WK Kellogg Co

Ask KAI!

Logout

Login or Register

Choose an option

Login

Username

Password

Login

Please login to access the app.



What's left to do?

- Features
- Stretch Goals
 - Beer Companies
 - Macroeconomic Impact
- Other Tasks
 - UI/UX
 - Fine Tuning
 - Bug Fixes



Questions?

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