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Dashboards & Reporting | Data Foundations | AI & Automation

Executive project brief

# AI Analysis for Your Business: Automated Executive Reporting

A controlled reporting workflow that turns trusted business data into a branded monthly executive briefing with analysis and automatic delivery.

## BUSINESS PROBLEM

Automating only the narrative would be unsafe because an AI model should not invent or calculate business KPIs independently. Automating only the numbers would still leave management with a report that lacks explanation and recommended attention. The challenge was to separate trusted calculation from AI-assisted interpretation, then connect both inside one repeatable delivery workflow.

## THE SOLUTION

The workflow was designed around a clear control boundary: KPI values come from trusted reporting logic, while AI receives structured results and helps explain movement, significance, risk, opportunity and possible next actions. The output was treated as an executive communication product, not a raw automation log. Branding, hierarchy, concise narrative and scheduled delivery are part of the solution.

## WHAT CHANGED

The result is a practical model for combining BI governance with AI communication. Decision-makers receive a consistent monthly briefing that brings KPIs, explanation and recommended attention into one deliverable.

