



## *Plumb5 Data Bots*





## *Plumb5 Data Bot*

*Plumb5 Data Bot is an intelligent business bot. It acts like your digital assistant at work, helping you find answers, reports, insights, and can learn and execute tasks based on your instructions. You could carry it around on your cell phone and tag along to internal meetings.*



*Of the many use cases, we illustrate how a marketer can use this bot.*

[chat](#)

Hi, I am ready for your tasks

*You can get started by typing the question of your interest.*



Show all prospects for Bangalore from Facebook Campaign

chat



Anne



Priyanka



Rego



Srinivas



Swapna



Faisal



Brinda



Sony



Anup



Mumtaz

*Based on permission, the bot lists your answers*

 chat

4 records found



Rego



Srinivas



Faisal



Anup

*It can further search in context or within a result*



[group] as [men from bangalore] chat

Group Name: **Men from Bangalore** created



Rego



Srinivas



Faisal



Anup

*You could group users and give it a name*



[open] [men from bangalore]

chat

Group Name: **Men from Bangalore** loaded



Rego



Srinivas



Faisal



Anup

*The [OPEN] command can be used to load past saved groups*





show users who purchased in the last 10 days

chat

3 Records found within Group Name: **Men from Bangalore**



Srinivas



Faisal



Anup

*You could further drill down to understand individual behavior*



[and] show recommended products

chat

Top 5 Product Recommendations for Records within Group Name: **Men from Bangalore**



Srinivas

- [Product 211](#)
- [Product 72](#)
- [Product 45](#)
- [Product 26](#)
- [Product 110](#)



Faisal

- [Product 345](#)
- [Product 177](#)
- [Product 145](#)
- [Product 166](#)
- [Product 110](#)



Anup

- [Product 343](#)
- [Product 17](#)
- [Product 17](#)
- [Product 17](#)
- [Product 17](#)

Select product to send recommendation

*You could just ask recommendations would work best for these users*



[send] [email] recommendations to Faisal and Anup chat

Trigger Created.



Faisal

Recommendation Template

Products included 345,177,145

[Edit](#) | [Delete](#)

[via Email](#)



Anup

Recommendation Template

Products included 343

[Edit](#) | [Delete](#)

[via Email](#)

Click to Send



*You could use the [SEND] command to send messages*



[alert] when there is a response

chat

Alert Saved!



*You could set Alerts to notify when a response is captured*

[chat](#)

Hi, I am ready for your tasks

*And ready again for  
the next task*



*The bot is trained for commands, taxonomies and data relationships during the prep stage*

*Pre-set commands configured in the bot.*

<i>Command</i>	<i>What it does</i>
<i>[open]</i>	<i>To open a pre-saved report</i>
<i>[save]</i>	<i>To save a report</i>
<i>[name]</i>	<i>To give your report a title</i>
<i>[and]</i>	<i>To search within the context of previous filter</i>
<i>[group]</i>	<i>To group data</i>
<i>[send]</i>	<i>To send message</i>
<i>[send][ specific]</i>	<i>To send message to a particular channel</i>
<i>[data]</i>	<i>To see only data</i>
<i>[alert]</i>	<i>To alert</i>
<i>[URL]</i>	<i>If you are using a URL as a search parameter</i>

# How does it work?

*The bot is connected to your data sources or your warehouse and our data prep team will map the data columns to the built-in hierarchical model and prepare the data-labels for the bot's dictionary. The NLP layer co-ordinates with the dictionary to find relevant and contextual answers.*



# *Under the hood.*

*The bot is primarily a NLP layer running over Plumb5 Unified Data Platform. Plumb5 Data Platform has a unified hierarchical data architecture with pre-set algorithms for real-time pattern detection, weight distribution and association.*

*The data architecture allows quick retrieval of results, allowing the bot to run machine conversion processes in real-time.*

