📋 **Monday, 9am — A new campaign brief hits her inbox.**

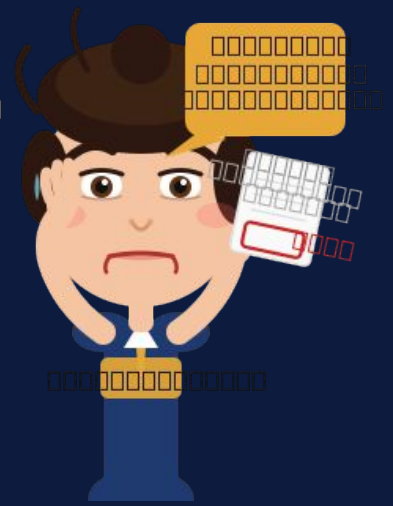
"Salma, we need deep consumer insights for this launch — target audience, behavioral segments, the full

📞 **She calls the usual research firm. The quote arrives.**

20,000 TND. Delivery in **4 weeks**. The campaign goes live in 3. She stares at the screen.

🗂️ **And even if she pays — that data disappears after the project.**

Next brief? Start from zero again. Every project renting knowledge that 3SG could own forever.



→ ***This is the problem InsightLens was built to solve.***



Insight Lens

NKHARJOU LMKHABA MEL KOBBA

CONSUMER INSIGHTS PLATFORM

PRESENTED BY BAKLEWA

OUTLINE

01 · Solution Overview

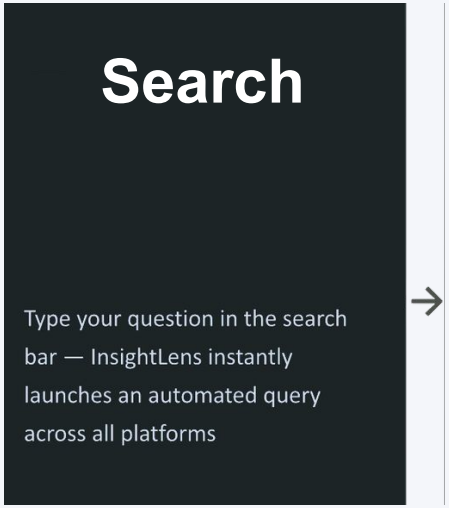
02 · Strategic Positioning

03 · Business Strategy

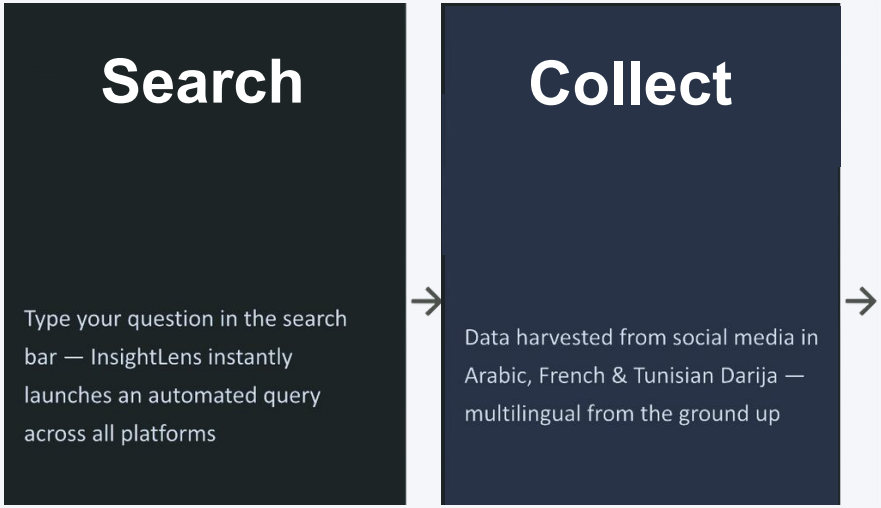
04 . SWOT Analysis

05 · The Impact

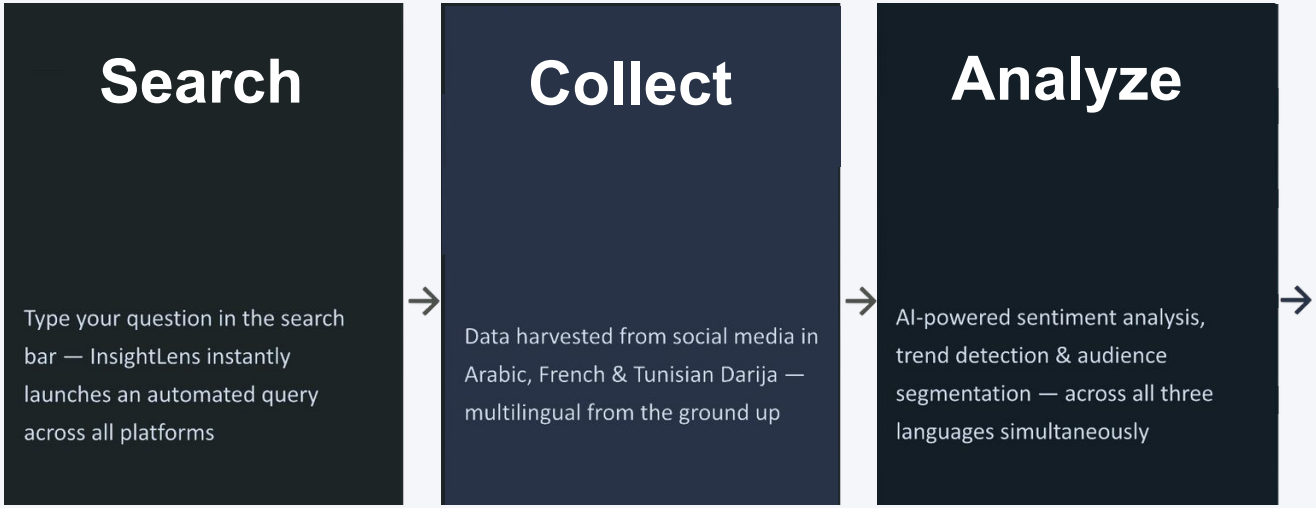
01.1 · SOLUTION OVERVIEW



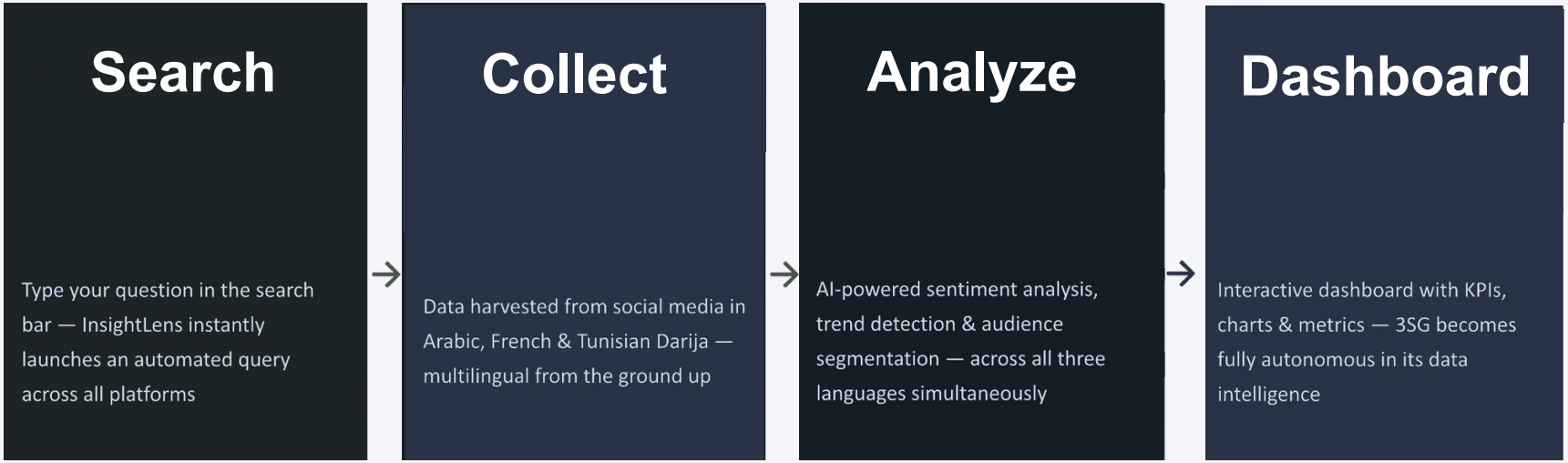
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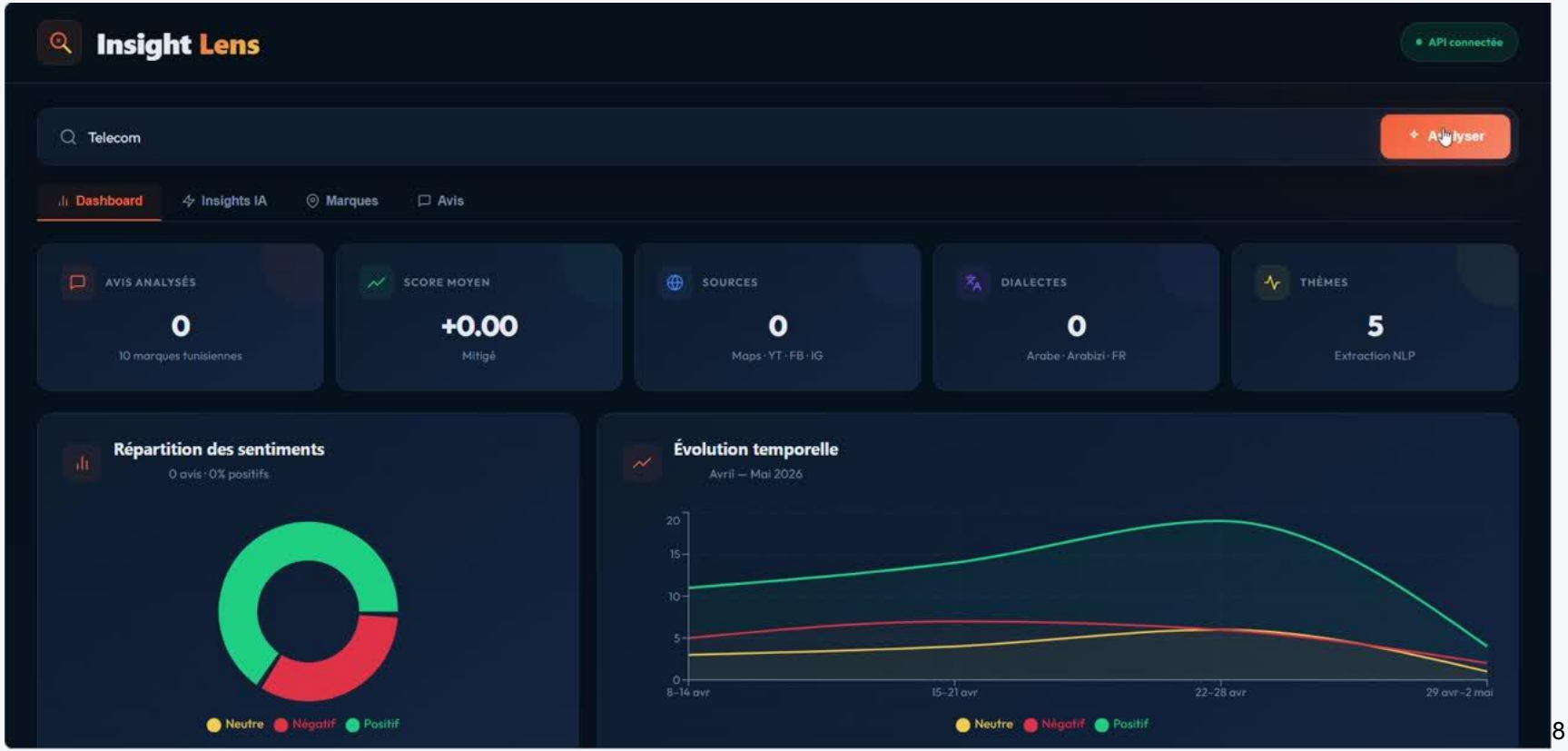
01.1 · SOLUTION OVERVIEW



01.1 · SOLUTION OVERVIEW



01.2 · DEMONSTRATION



01.2 · THE WORKFLOW ARCHITECTURE

Component	Technology / Source	Output
Dialect classifier	FastText	Fast, lightweight, handles Arabizi
Sentiment	TunBert Sentiment model	returns positive / neutral / negative
Embeddings	MiniLM multilingual	Handles Arabic + Latin + mixed
Theme extraction	Gemini API + RAG	Zero training, flexible
Database	SQLite → PostgreSQL	Simple now, scalable later
API	FastAPI + Uvicorn	Async, perfect for parallel scraping

02 STRATEGIC POSITIONING

Why 3SG should own this tool

3SG'S CLIENTS

- TAKIS
- BOGA
- MOULIN D'OR
- Lloyd Assurances

WHAT THIS CHANGES FOR 3SGGroup

Data becomes your secret weapon

3SG and all its branches get a big advantage. This helps every branch win more pitches.

Richer briefs, faster

Every team gets real customer info in hours, not weeks. Shared data means one truth – no confusion.

White-label to your clients

Offer InsightLens as a premium insight service to Pepsi, Tunisie Telecom and others. A new revenue stream.

03 · BUSINESS STRATEGY

20K TND
What external firms charged — now eliminated. 3SG owns it's platform.

1 platform
Shared insight, shared cost – no more spending.

Instant data analysis



Internal Shared platform

- 3SG deploys InsightLens internally
- Only ongoing costs: maintenance & one dedicated person
- Covers all campaigns, all clients
- Teams access via web & mobile dashboard



Data Monetization

- Sell anonymous sector reports whenever the client asks

04 · SWOT Analysis

STRENGTHS

- Eliminates 20K TND/project external cost
- InsightLens gives OMD real-time consumer data to justify media planning decisions to clients
- Shared platform — one cost covers all 3SG branches
- Instante collection

WEAKNESSES

- API dependency on Meta, Google Maps, YouTube
- Constraints in free NLP/theme extraction models

OPPORTUNITIES

- White-label to Telecom and consumer goods clients, new revenue
- Emerging data regulations provide an opportunity to influence standards
- Rising social media penetration in Tunisia & region

THREATS

- Platform policy changes by Meta/Google break pipelines
- Political instability creates regulatory uncertainty

05 · The Impact

20K TND	0	∞	#1
Saved per project	Data projects outsourced after go-live	Data compound value (grows every year)	Agency in Tunisia with proprietary consumer data

For 3SG

A proprietary competitive edge. InsightLens turns every campaign into a decision backed by the real voice of the Tunisian consumer in real time.

For 3SG's Clients

Campaigns grounded in real Tunisian behavior. Better targeting, less waste, measurable ROI.

For the Market

3SG shapes the future of data-driven marketing in Tunisia and exports the model to the MENA region.

THANK YOU FOR YOUR ATTENTION !