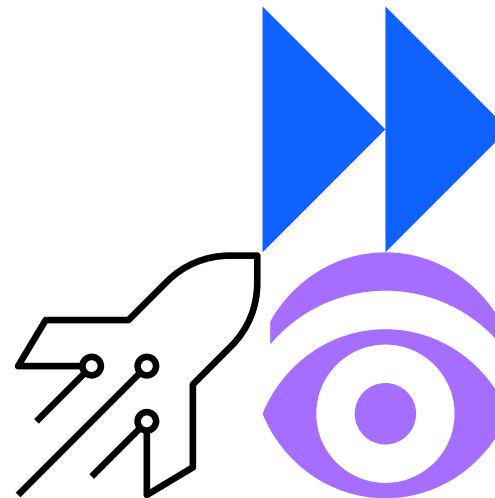
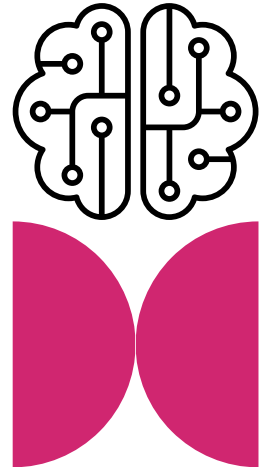




AI-Powered Annual Report Analysis: A Web Platform for Strategy and Sentiment

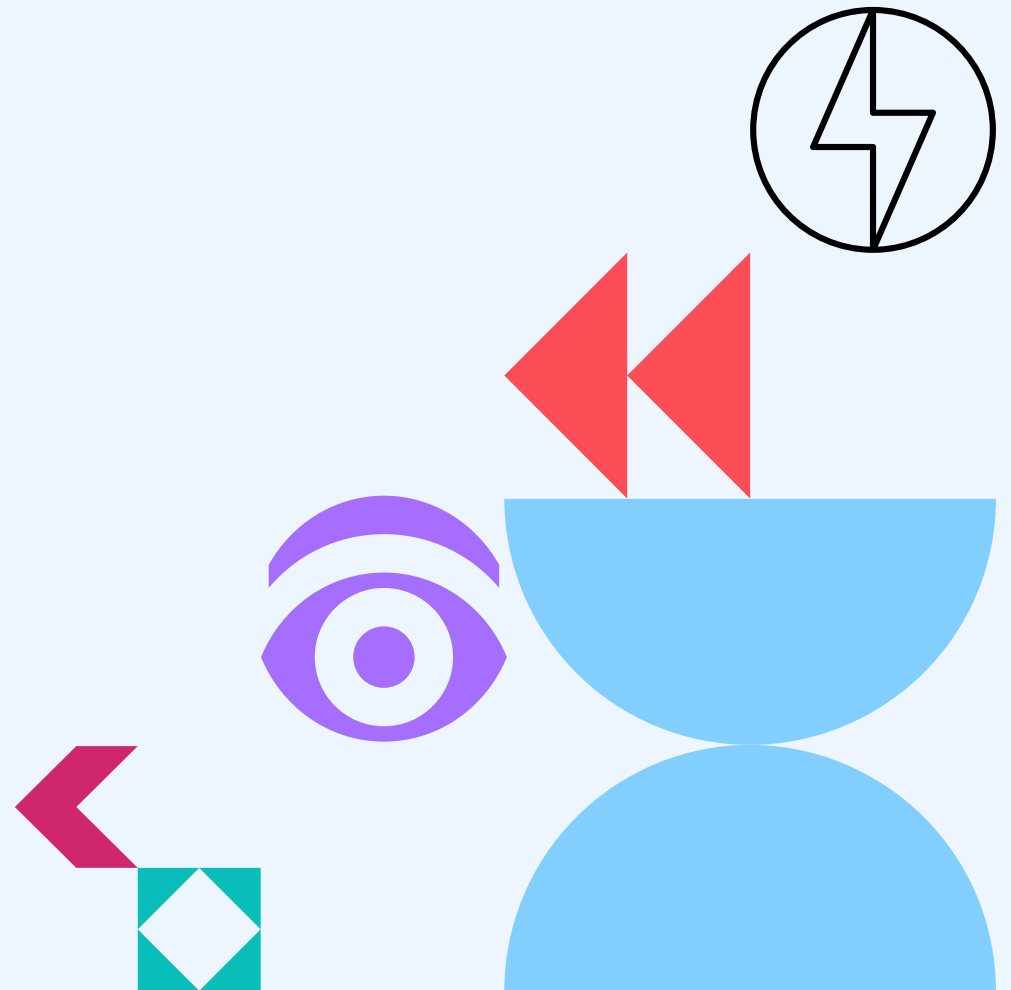
Presented by: IBM Portal 2

University of Bristol



Agenda

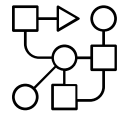
- 01 Problem Statement
- 02 Overview
- 03 Value
- 04 Experience of the project



The Problem: Why we need a better way to analyze Annual Reports



Business frameworks such as [SWOT](#), [PESTLE](#), and [MOST](#) are not always applied properly, which makes insights less structured and harder to compare across companies or time periods.



Manual analysis is slow, subjective, and difficult to scale.

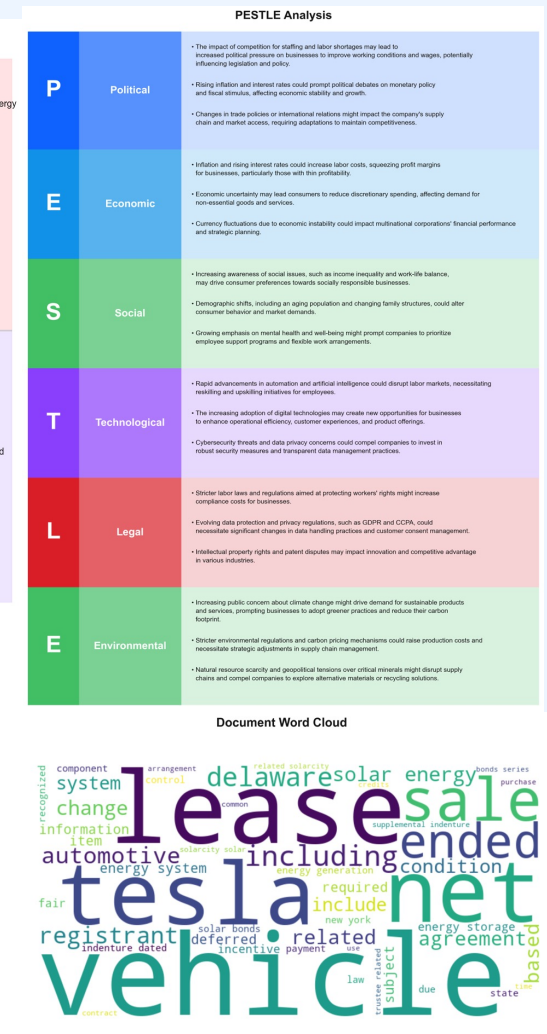


IBM consultants need to deliver fast, structured insights across different clients.



Subjective interpretation can lead to biased outcomes that vary across and further emphasize that manual sentiment analysis lacks objectivity and reproducibility.

- Uses NLP to extract structured insights with SWOT, PESTLE, MOST
- Detects tone and risk with sentiment analysis
- Visualizes themes with keyword clouds and diagrams
- Powered by LLMs and Retrieval-Augmented Generation (RAG)
- Fully offline deployment for privacy and enterprise compliance



The Value of AI-Powered Platform

1

[Granite 3.2](#) outperforms baseline models in annual report text classification and reasoning accuracy.

2

[FastAPI](#)'s optimized async architecture ensures low-latency report generation, maintaining high-speed performance.

3

[ChromaDB](#) integration enables scalable document storage and retrieval, allowing seamless analysis of large datasets.

4

[Revenue potential](#)

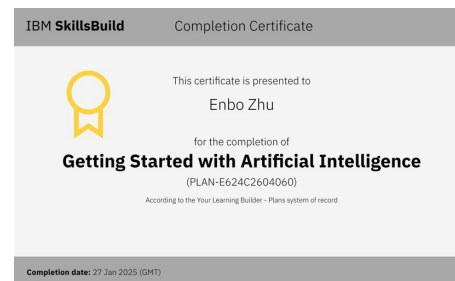
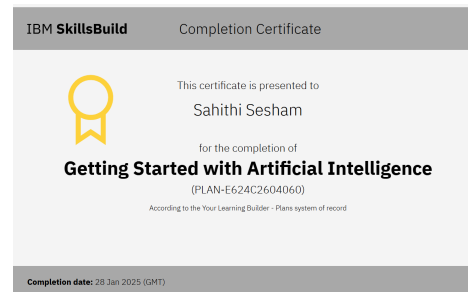
SaaS/licensing model:

£10k–£25k/client/year

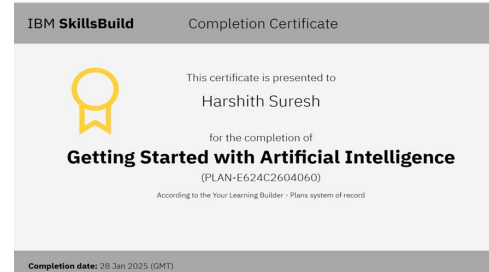
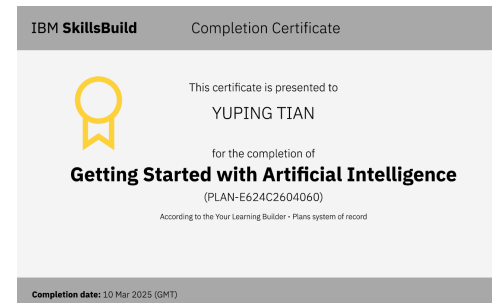
• 10 clients × £10k =
[£100,000/year revenue](#)

How did we learn the skills necessary?

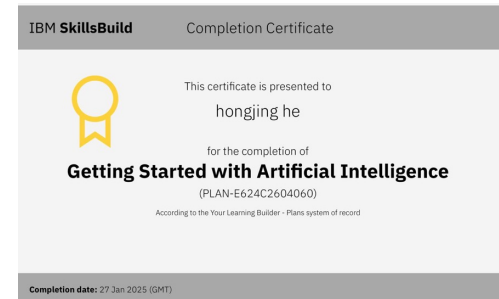
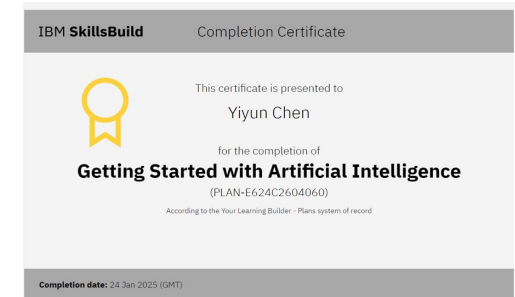
Experience of the project



Provided us with the experience and motivation to apply for an IBM internship



A powerful opportunity to develop meaningful connections within IBM



Exposure to the IBM culture of learning and growth through SkillsBuild

Thank You

For any questions
feel free to contact
IBM Portal 2 team
University of Bristol

