

Product Requirements Document – Industry Digest

1. Product Overview

Objective

A lightweight automation that delivers a Monday-morning digest of EPC industry updates — wins, setbacks, strategy moves, and macro shifts — in under 10 minutes. It reduces the 3 hours analysts spend manually scanning 30+ sources every week.

Primary Users

- EPC business development teams.
- Strategy/market intelligence analysts.
- Senior managers preparing for weekly reviews.

Problem Statement

Industry monitoring is time-consuming and inconsistent. Analysts jump between press releases, filings, and trade portals, often missing early signals. Leaders rely on ad hoc reports that lack structure or timeliness.

2. Goals & Non-Goals

In Scope (MVP)

- Crawl ~30 public sources (news, press pages, filings).
- Classify updates into 4 categories: Wins, Setbacks, Strategy Moves, Macro.
- Extract key details: deal value, geography, keywords.
- Deliver a clean, structured digest via email every Monday 9:00 AM IST.

Out of Scope (for now)

- Real-time alerts (digest is weekly).
- Predictive analytics on deal outcomes.
- Personalized dashboards (initial release is email-only).

Why: The MVP optimizes for time savings and consistency, not breadth or personalization.

3. User Stories

- *As a strategy analyst, I want a structured weekly digest so I don't waste 3 hours scanning multiple portals.*
- *As a business leader, I want signals categorized by Wins/Setbacks/Moves, so I can quickly brief my team.*
- *As a manager, I want a comparative table (deal value, geography) so I can spot patterns without deep reading.*

4. Solution Overview

Data Flow

- n8n workflow triggers weekly (Mon 09:00 IST).

- Sources: news sites, press releases, exchange filings.
- Filtering: Boolean + regex to isolate EPC-relevant items.
- Classification: LLM (Gemini) clusters updates into Wins, Setbacks, Strategy Moves, Macro.
- Enrichment: extract deal value, geography, keywords.
- Output: HTML-formatted email with tables, bullet insights, and optional CCs.

Interactivity (future upgrade)

- Chatbot to query the last 4 weeks of updates (e.g., “Show me infra deals in India > \$50M”).
- Industry filter to narrow digest (EPC vs Energy vs Infra).

5. Success Metrics

North-Star: Time saved per user (from 3 hrs → <10 min weekly).

Drivers:

- % of relevant industry updates captured each week (>85%).
- Digest sent on time (≥ 95% delivery rate).
- Engagement: open rate >70%, avg. read time >2 min.

Counters:

- % irrelevant/noise items in digest (<10%).
- Formatting issues (AI “markdown bleed” like ** instead of headings).

6. Discovery Insights

Early user conversations noted:

- *“By the time I finish my scan, I’m already behind schedule for Monday meetings.”*
- *“Most digests are just copy-pasted headlines — no structure or categorization.”*
- *“I care about deal size and geography first. Everything else is secondary.”*

These insights shaped the classification schema and emphasis on tables.

7. Trade-Offs & Risks

Trade-Offs

- Weekly cadence chosen over real-time alerts to prioritize usability and reduce noise.
- Email delivery preferred over dashboard for universal accessibility.
- Focused on EPC sector first, leaving cross-industry expansion for later.

Risks

- Over-reliance on regex filters may miss niche deals.
- LLM-generated text may feel “AI-like” unless carefully formatted.
- Digest may overwhelm users if too long (mitigated via tables + highlights).

8. Roadmap

- **v1 (MVP – Done):** Automated weekly digest via email, structured by Wins/Setbacks/Moves/Macro.
- **v2:** Improve formatting (tables, bold headings), add industry filters.
- **v3:** Chatbot query on historical digests, optional real-time alerts for critical deals.

9. Appendix

- Regex/Boolean search strings.
- Sample HTML digest.
- LLM classification prompt.