

Problem:

At the present time, there are a number of online analytics platforms that provide a way to collect, analyze and turn data into actions - Google Analytics, Mixpanel, Pendo, Heap to name a few. But the majority of them has notifications as their weakness and lacks significant and highly helpful features like turning real time data into runnable actions, chains (workflows, scenarios) or handling custom events:

1. Online communities still have to hire moderators to do manual work, it consumes time, resources, and frequently impacts health significantly and leads to emotional distress.
2. Online stores and ecommerce platforms have to do manual work to detect fraudulent or potentially fraudulent behaviors. SAAS / API implementations exist, but they're not sophisticated and smart enough.
3. Online forms content is not properly monitored and not turned into actions in the real time - actions are taken late, frequently manual, help not provided, fraud not detected, spam not blocked, security risks are not identified.
4. Existing analytical platforms don't provide a way to trigger chains of actions for specific events happening on site (platform, community, other online resources). This leads to vulnerabilities as well as missed opportunities. Notifications not sent, scripts not run, help not provided.
5. The present use of AI and NLP is very limited and not taken advantage of.
6. Many marketing opportunities are missed because the content depends on forms being submitted and messages being delivered via email.
Thus it's not processed in a timely way.
7. Using captcha and manual filling up forms are tedious and time consuming repeated tasks that should be reduced in usage if not eliminated.
8. Relevant content is not timely generated and propagated into resources. This relates to Q/A, chatbot dialogues, hotlines, online help.

Solution:

Provide a SAAS platform featuring dashboard and API layer that will allow

1. Integration into client resource (SDK, JavaScript, product key)
2. Provide a way to monitor forms in the runtime with real-time analytics reflected (fraud attempts, spam, security threats)
3. Provide means for early fraud detection, given appropriate security access to the clients forms. Use NLP, AI and Data Analysis.
4. Provide a way to handle content moderation using NLP and real time form monitoring.
5. Provide a way to specify chains of actions for specific events, analytical patterns and behaviors.
6. Provide a way to specify events, types of events, actions and chains of actions triggered by specific events.
7. Integrate insightful analytics coming from specified user resources

8. Consider adding online reputation and reusable identity management for users and companies.

Sample use case: You are an online social community site owner, you know certain users of your site are trolls or spammers, so you'd like to be able to identify when and where this user comes from so you can delete the malicious content and suspend or block this user without manually monitoring your submitted content, but rather have it reflected in your dashboard with a chain of steps to be run automatically.

Another use case: You're an site owner and would like to provide help when a user, entering a text in the form, gets stuck or enters certain textual data. You know that such help is appropriate when certain types of texts are entered, so you analyze in the runtime as it's been entered and display helpful information when needed.

Another use case: You're an online resource owner and you want to be notified or be able to run certain scripts when certain events happen during online form input. When the user enters the text that matches specified patterns, you get notified and run any actions/tasks/scripts.

Pasic supposition is to build a SAAS platform that will have both UI (dashboard) and API layers and will allow clients (Possible B2B and B2C, site owners, online community managers, e-stores, etc) to perform crawling their sites for forms and their elements, specify which of the forms/elements and how to be monitored for different behaviors in the real time, trigger actions and report events. The use of NLP and AI would take it much ahead of the market.

Let me know your thoughts. I'm a developer and architect myself (Python, Django, Flask, Go, Java, React, Vue).

Sample stack:

- Flask / Django for API layer
- Ant Design / React / Material UI for the front end
- PostgreSQL for the back end
- Docker / Kubernetes for microservice deployment
- AWS

Terms:

Sites - online resources that can be scanned / crawled for their elements (forms, text fields, buttons, file fields) to be used for analytical processing, event scheduling and running actions. Once a new site is added a key / JS code is generated to be used with it.

Users - known resource users to be handled (pre-populated, assisted, blocked, cleared, suspended, notified)

Actions - executable tasks assigned to run based on events, rules, schedules or

Chains - workflows / pipelines / scenarios of one or more actions to be run based on events, rules,

schedules

Rules - behaviors to be assigned to actions or chains (scenarios)

Events - events happening online attached to specific resources

Analytics - metrical data and charts to be analyzed and actionalized.

Contacts - contacts and contact lists to be notified when certain events happen or actions / workflows run.

Below see the link to similar analytical platforms, their features and some opportunities on the market:

<https://docs.google.com/document/d/1OowievgVXSODHbqxKPkinIFvx6bidqP7/edit?dls=true>