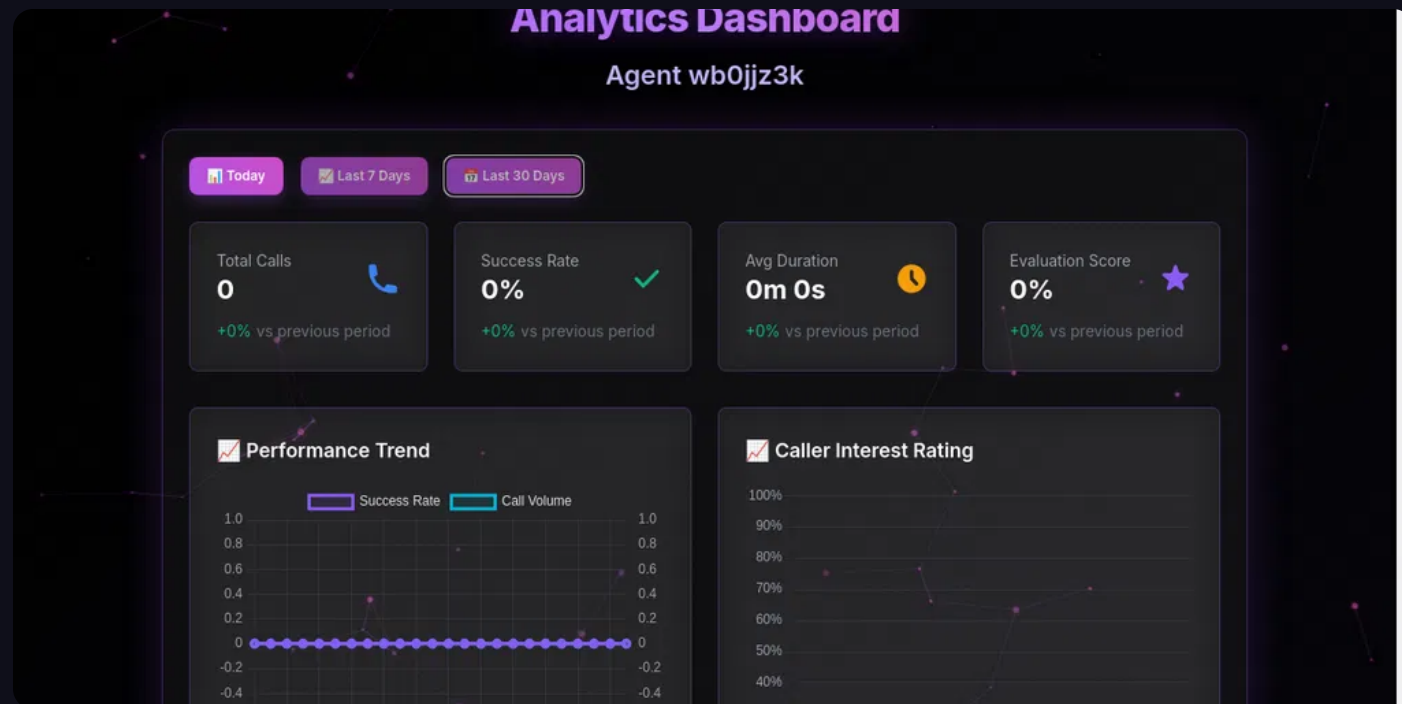




Futuro Analytics Platform

Comprehensive User Guide



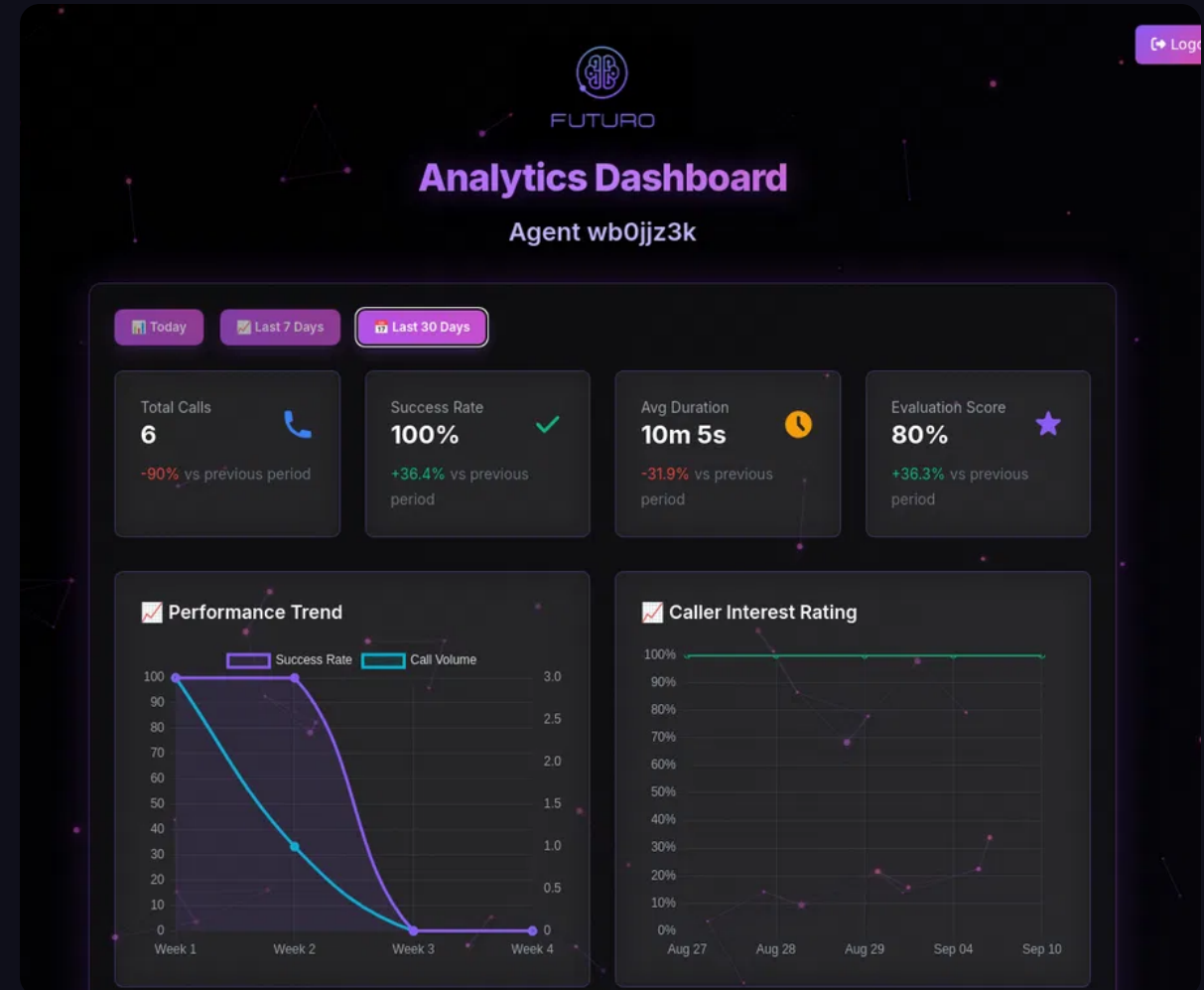
Accessing Your Analytics Dashboard

Logging into the Dashboard

- ➔ Navigate to the FuturoData login page
- 👤 Enter your assigned Agent ID
- 🔑 Enter your secure password
- ➔ Click the "Access Dashboard" button

Dashboard Navigation

- 📅 Use time period selectors (Today, Last 7 Days, Last 30 Days) to filter data
- 📱 Access from any device - responsive design automatically adjusts to screen size



Key Metrics Explained

Understanding the metrics that drive your business performance.

Key metrics provide a clear picture of your company's health and growth.

These metrics are essential for making informed decisions and setting goals.

By tracking these metrics, you can identify trends and areas for improvement.

Regular monitoring of key metrics is crucial for long-term success.

Use these metrics to measure progress and achieve your business objectives.

Key metrics are the foundation of effective business management.

They help you understand your market and customer behavior.

Implementing a system to track these metrics is a key step.

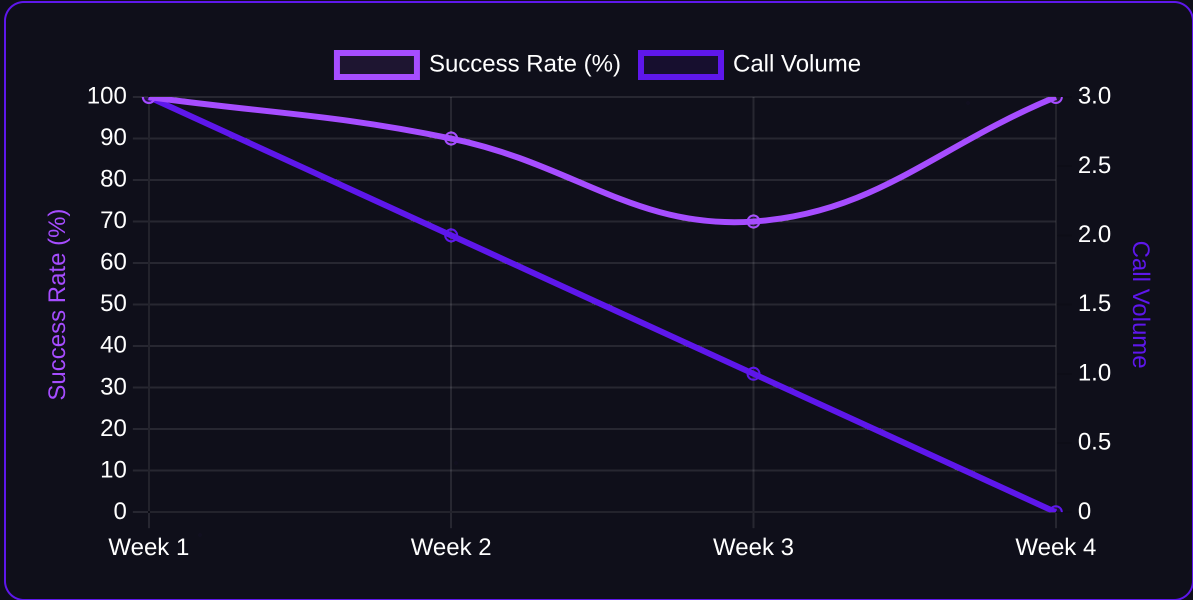
With the right metrics, you can optimize your business operations.

Keep track of these metrics to stay on top of your business.

Understanding key metrics is the first step towards growth.

Performance Trends & Visualization

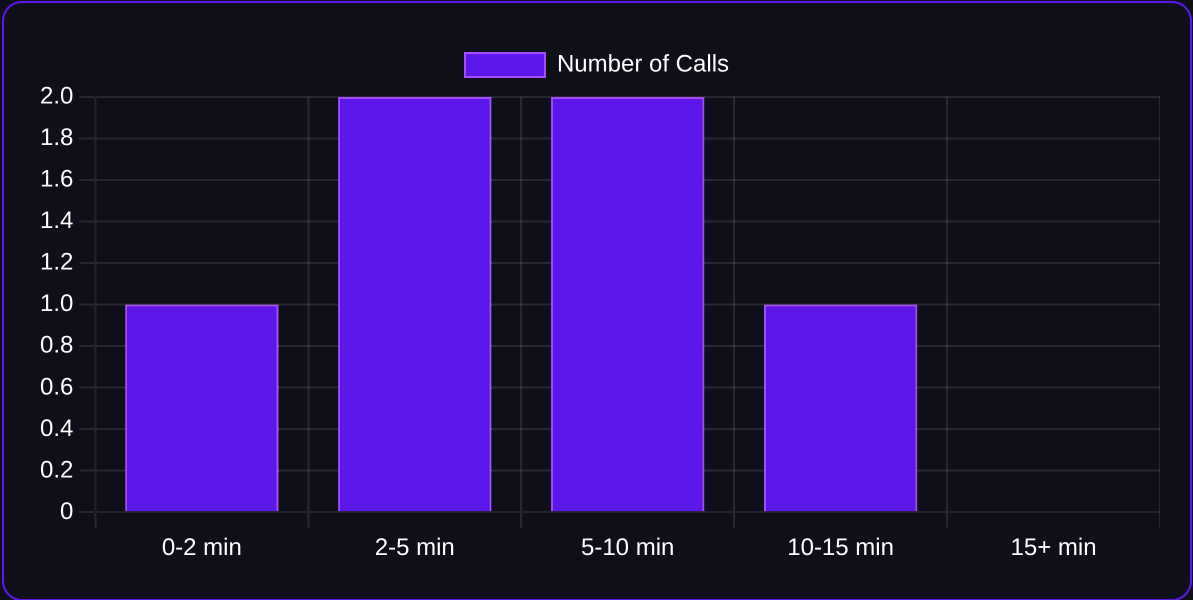
Performance Trend Analysis



📈 Track success rate and call volume correlation over time

📅 Identify peak performance periods and seasonal patterns

Call Duration Distribution



🕒 Analyze typical call durations and identify outliers

💡 Optimize resource allocation based on duration patterns

Individual Call Analysis

Powerful Analysis Tools

Each conversation provides access to five distinct analysis tools:

Transcript

Complete verbatim conversation record for quality assurance and training

Brief Summary

Condensed conversation highlights for quick reviews and reporting

Tools Used

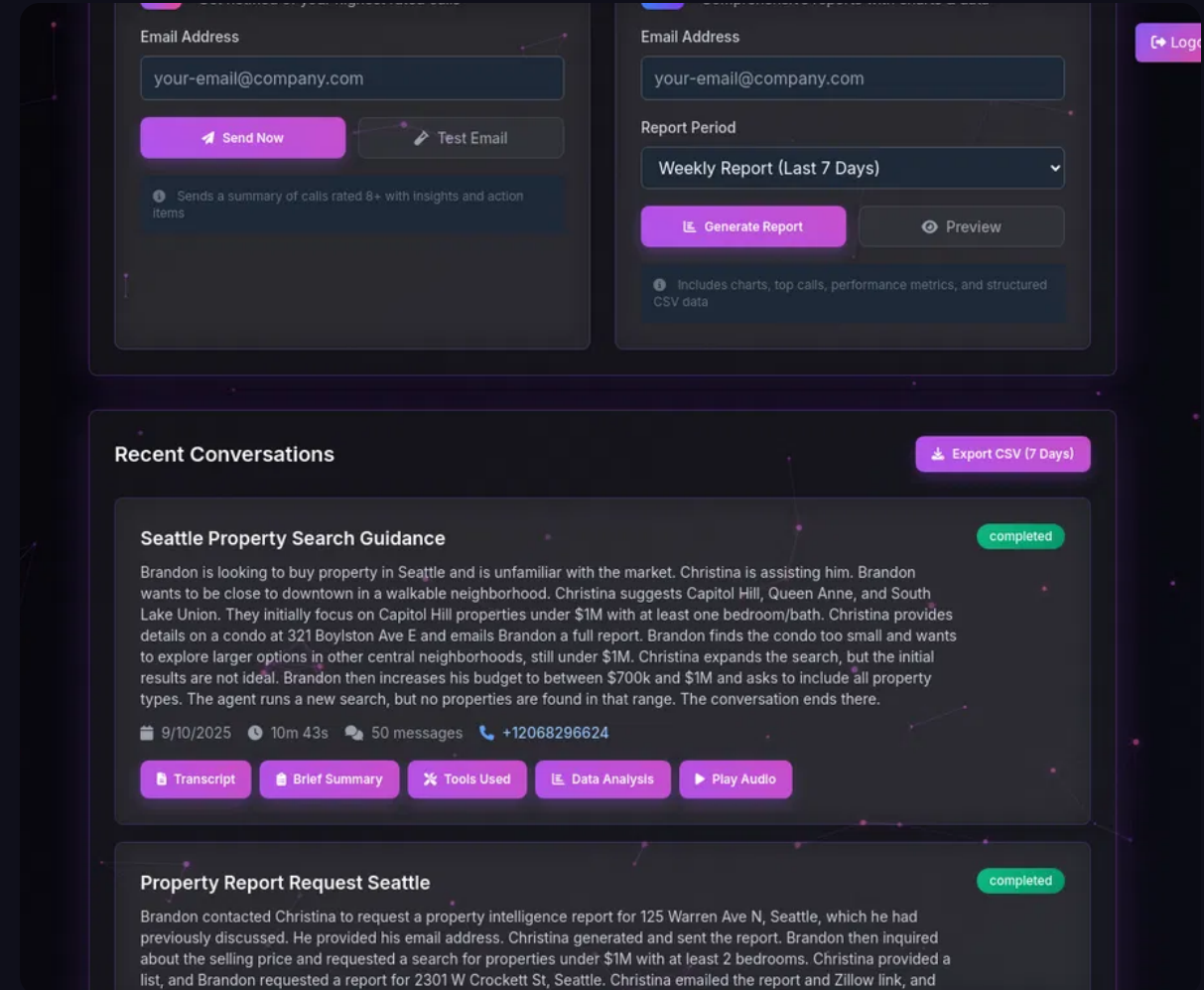
Technical workflow tracking showing API usage and system functions

Data Analysis

Comprehensive multi-dimensional analysis with customer insights

Key Benefits

- Identify successful conversation strategies
- Understand customer decision-making processes
- Optimize technical workflows and tool usage
- Create targeted improvement strategies based on real data



Data Analysis Deep Dive

Caller Interest Score

Quantitative assessment (1-10 scale) of customer engagement and purchase intent with detailed rationale explaining contributing factors

Client Profile Development

Comprehensive customer information including preferences, budget parameters, and timeline considerations for personalized follow-up

Conversation Key Points

Structured summary of critical information that drives decision-making with detailed rationale for each identified element

Tools Usage Tracking

Technical workflow analysis showing every API call and system function utilized during customer interactions

Evaluation Criteria Assessment

Automated performance evaluation across multiple dimensions with success/failure indicators and detailed explanations



Detailed Data Analysis



Caller Interest Score: 6

The client expressed interest in properties, discussed neighborhood preferences, and refined search criteria based on price range.

Client Profile

Brandon is looking to buy property in Seattle, preferably close to downtown in a walkable neighborhood with restaurants. New to Seattle and needs guidance on neighborhoods.

Key Points

- Looking to buy property in Seattle area
- Prefers downtown walkable neighborhoods
- Budget between \$700,000 and \$1 million

Tools Used

- seattle_property_search 
- get_zillow_link 
- seattle_property_intelligence_v4 

Tools Usage Analysis

Understanding Tool Usage Tracking

- 📊 The Top 5 Most Used Tools chart shows which APIs and functions are most frequently utilized
- ✅ Each conversation tracks successful tool executions with detailed status indicators
- 💡 Use tool usage patterns to identify successful workflows and optimization opportunities

Common Tools in Real Estate Conversations

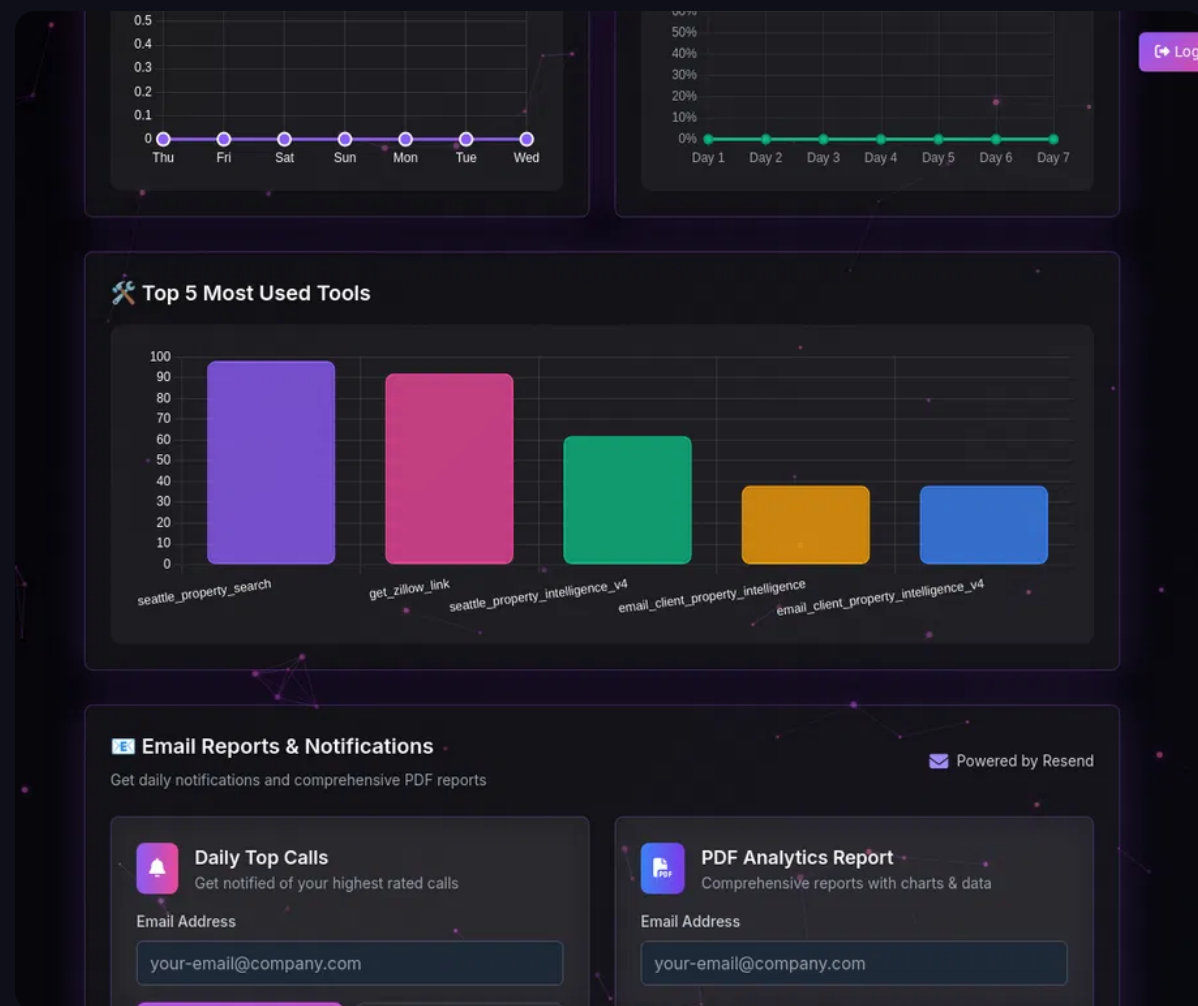
🔍 seattle_property_search

🔗 get_zillow_link

📊 property_intelligence

✉️ email_client

- ⚙️ Click "Tools Used" button on any conversation to see the complete technical workflow



Exporting & Sharing

Available Export Formats

CSV Data Export

PDF Reports

Email Summaries

Automated Reporting Features

★ Daily Top Calls

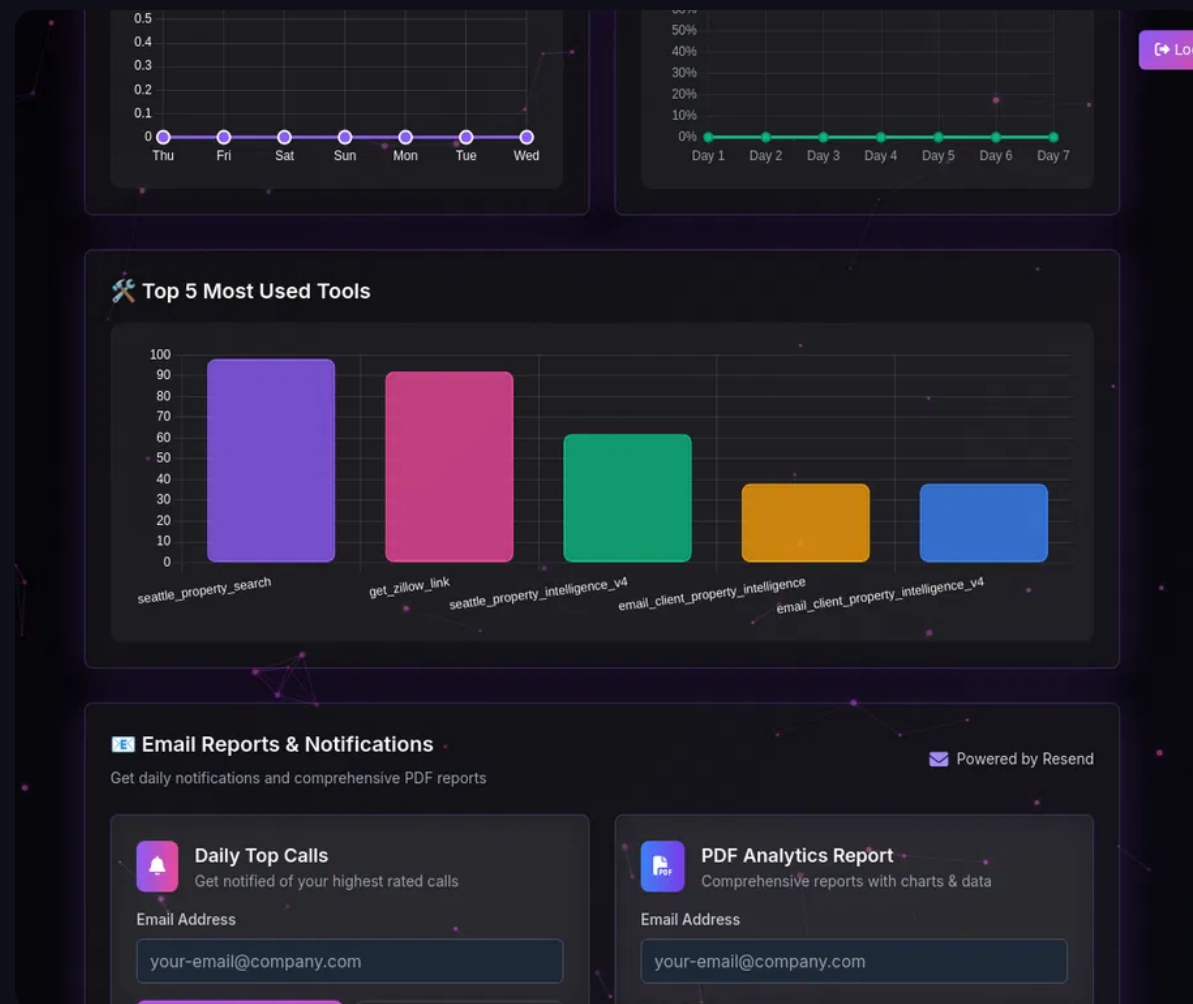
Automated email notifications for your highest-rated calls, complete with insights and action items

📊 PDF Analytics Report

Comprehensive reports with charts, metrics, and structured data available in daily, weekly, or monthly formats

📅 Schedule automated delivery to keep stakeholders informed without manual intervention

👁️ Preview reports before generation to ensure they meet your specific needs



Conclusion & Next Steps



Key Platform Benefits

- Comprehensive performance tracking with period-over-period comparisons
- Detailed individual call analysis with multi-dimensional insights
- Technical workflow tracking for process optimization
- Flexible export options and automated reporting capabilities

Recommended Next Steps

- 1 Set up automated daily or weekly reports
- 2 Analyze individual calls to identify best practices

