

1

INVESTING IS EMOTIONAL

2

MARKET SENTIMENT IS THE AGGREGATE INVESTOR ATTITUDE TO MARKET CHANGES

3

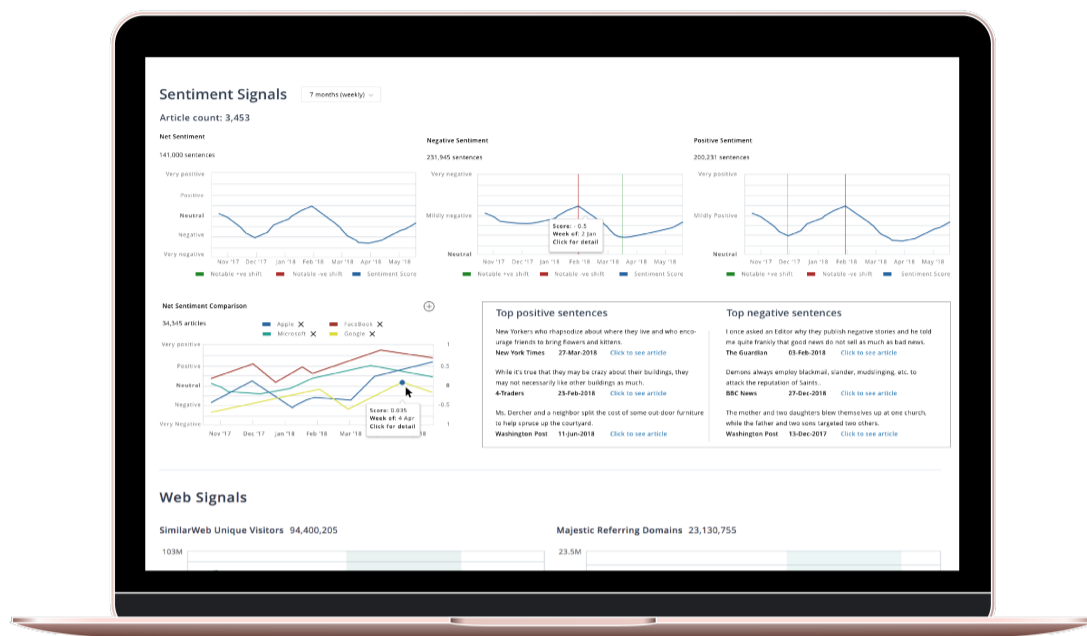
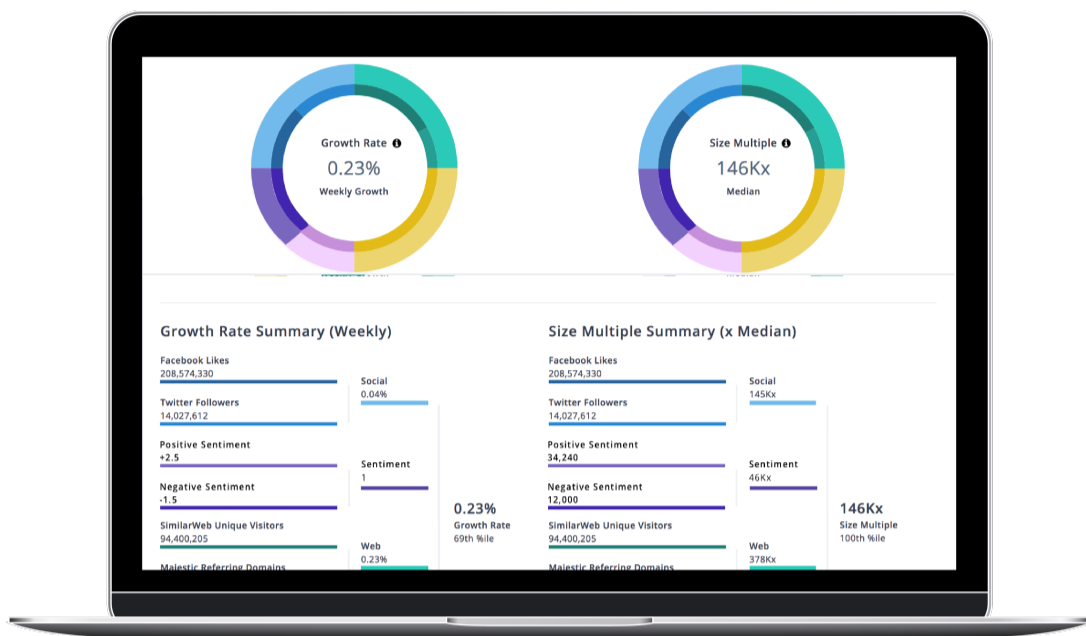
MARKET SENTIMENT AFFECTS INVESTMENT DECISIONS

4

NEWS ARTICLES ARE USEFUL TO DETECT MARKET SENTIMENT

5

SENTISAGE DETECTS AND DISPLAYS MARKET SENTIMENT THROUGH SENTIMENT ANALYSIS



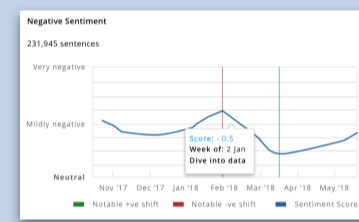
FEATURES



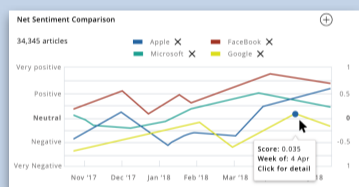
Time scaling



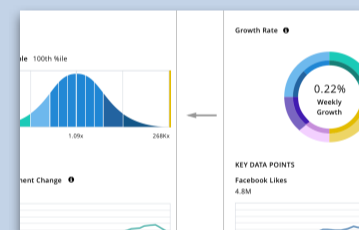
Deep insights



Company Comparisons



PitchBook integration



TECHNOLOGY

Heuristics

- Ways to identify news article entities.
- Count score/total count (normalized)
- Exponential decay score = $\exp(-c/t)$
- Exponential Decay Score + Count Score + Title Score

Sentiment analysis

- A natural language processing, text analysis technique to extract and quantify subjective information.
- Valence Aware Dictionary and sEntiment Reasoner (VADER)
- Sentence-level aggregation (over article level)

Tokenization

- A pipeline to break the data into sentences, then run through the VADER.

PROCESS

2.1 million news articles



Data cleaning



Lexical sentiment analysis

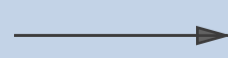


Final product

User research



Wireframes



UI/UX & visualization prototypes

