

Motivations



Identifying patterns in unstructured data gives edge



SmartInvest makes life easy



Market sentiment affects investment decisions



Market is unpredictable



Firms with positive sentiment outperform their competitors

Process followed

1 RESOURCES



2 PRE - PROCESSING



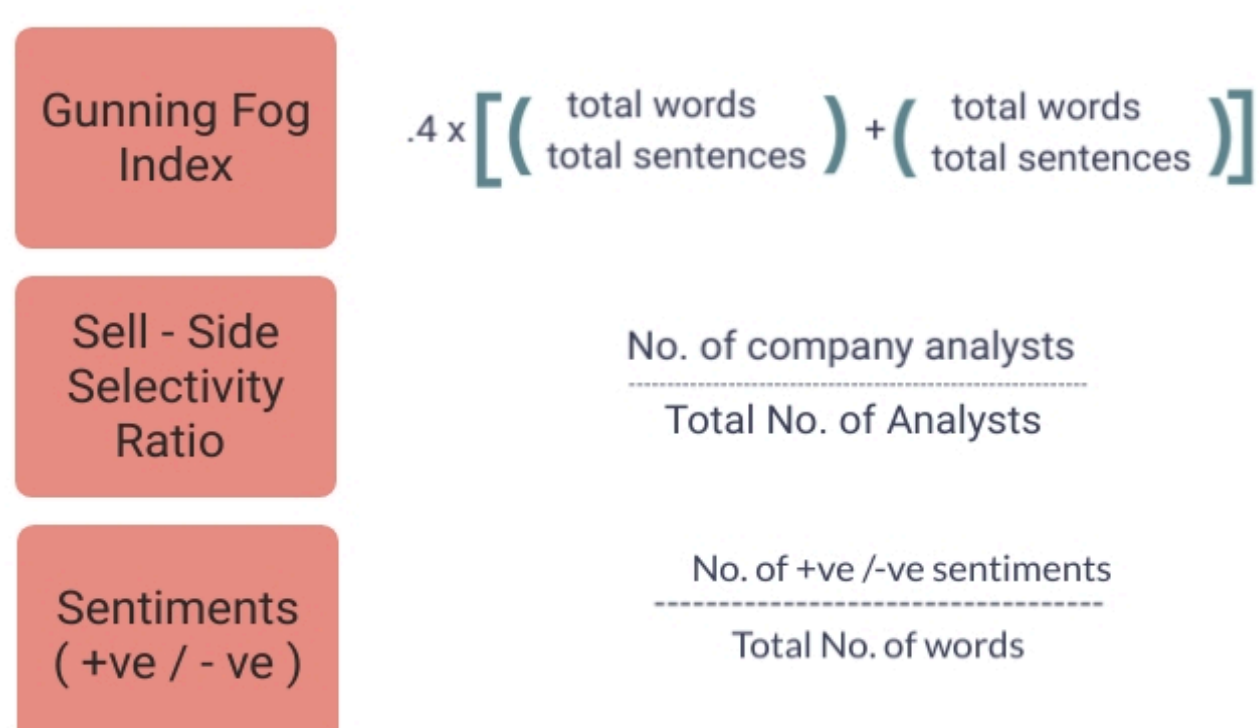
3 DATA STRUCTURE

Company	Year	Quarter	Text	Analyst

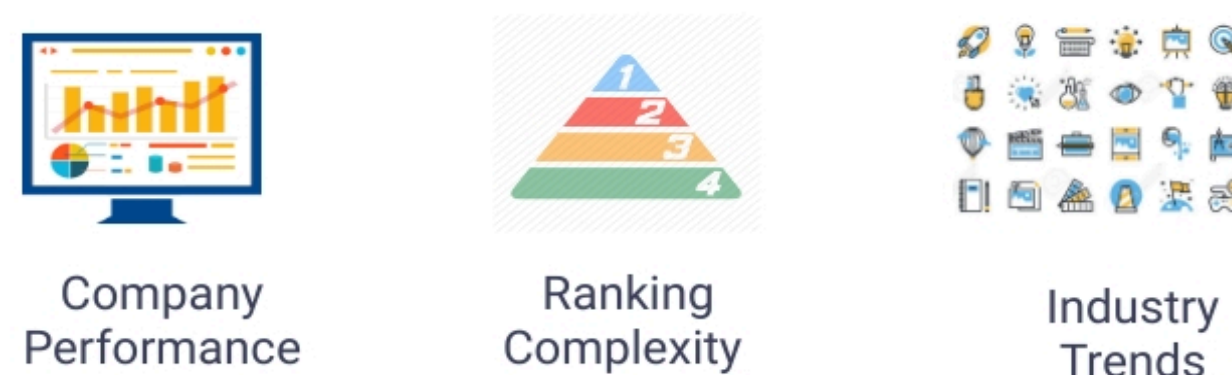
4 DATA STORAGE



5 CALCULATIONS



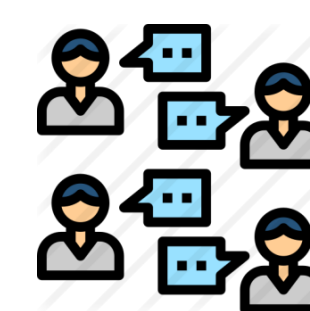
6 DASHBOARDS



Metrics



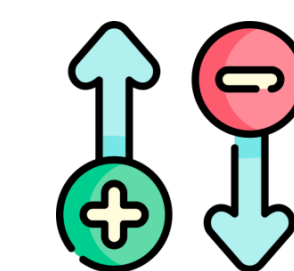
Sell side selectivity analyst ratio



Language complexity



Net positivity



Net negativity

Sponsor on SmartInvest

“ Data is everywhere, much of it unstructured. The capstone project helps capture it for investment insight.”

“ News travels fast and markets are responsive. SmartInvest can extend our investment team’s awareness and insight to hopefully stay one step ahead. ”