

# InvestoNews

Because the right news matters!



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## ISSUE

News articles on the Pitchbook platform not relevant to user's interest.

## PROPOSAL

Mapping user behavior with relevant news topics to provide customized news feed on the Pitchbook dashboard which enhances user engagement.

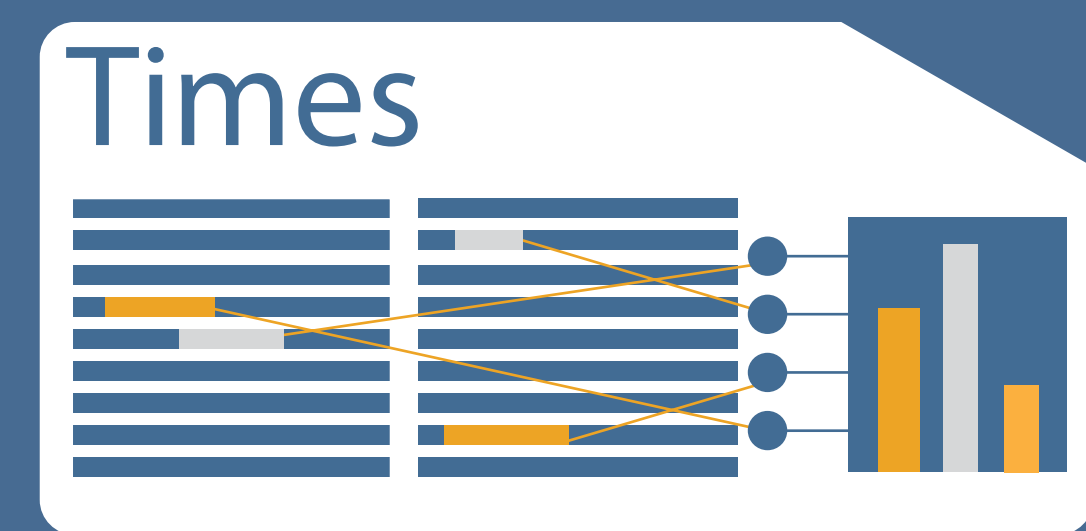
## PROCESS

Environment Setup and Data Preprocessing:



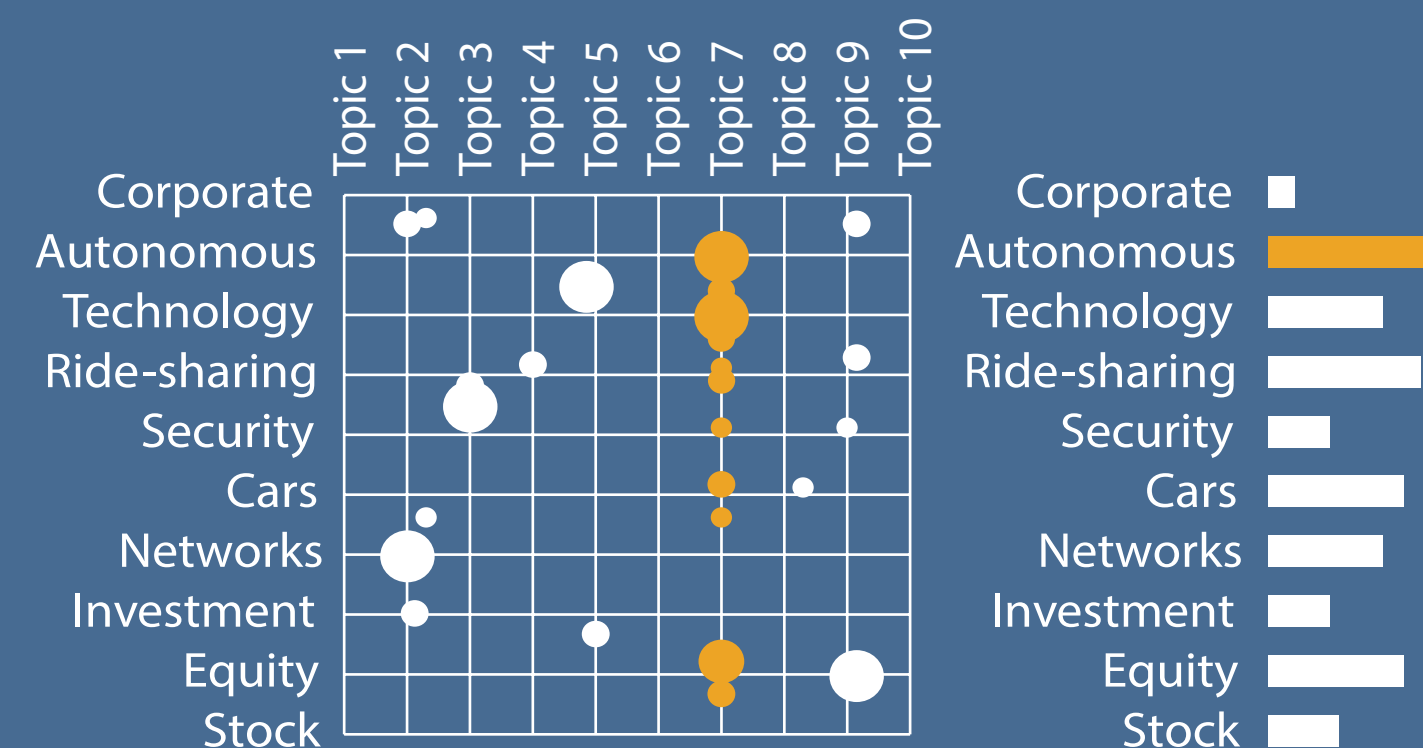
- Setting up AWS and MySQL instances
- Cleaning User log files
- Removing ads and non-english news articles

Topic modeling and LDA:



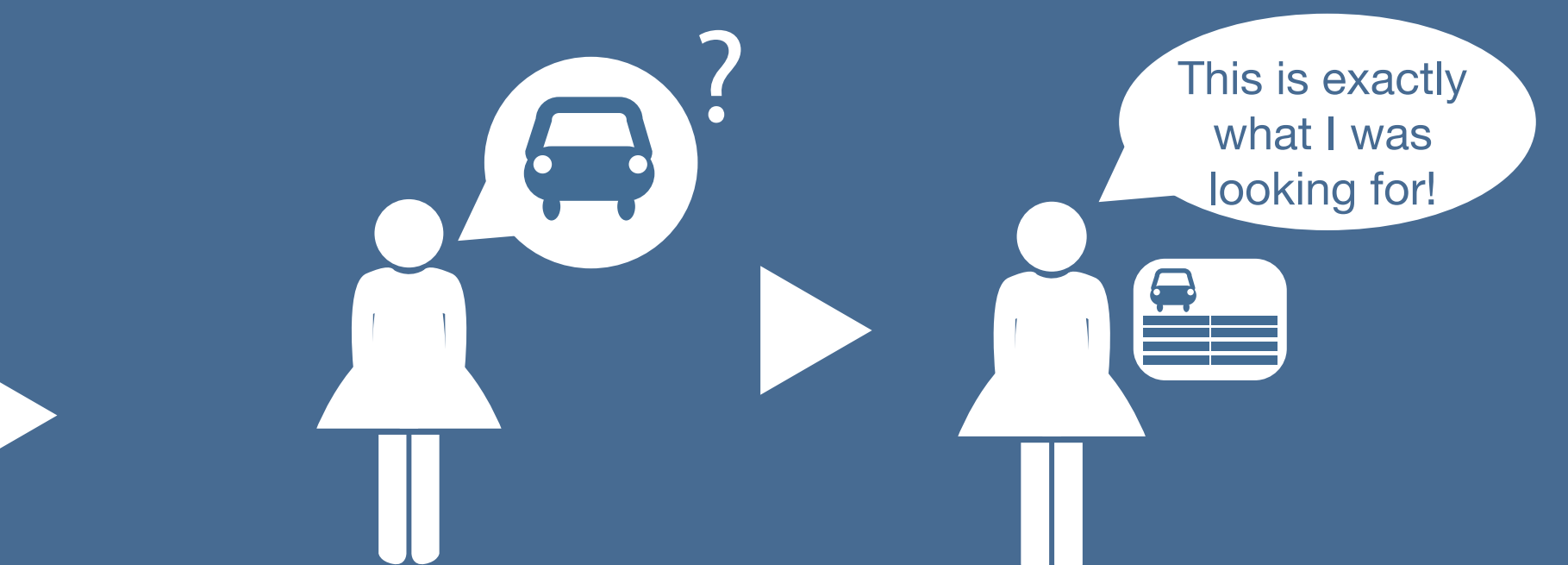
- Word to vector transformation & stemming performed
- Generating news topics using Latent Dirichlet Allocation
- Using LDA for company description derived from user search history

Time Based User Behaviour & News Mapping:



- Mapping news topics and company descriptions
- Surface news to users based on user activity on the portal
- Prioritized news articles based on frequency and time of search

## RESULT



## IMPACT

- Improving ~25000 news interactions per day
- Higher customer engagement on the portal
- Seamless integration with the new dashboard

