

# INNOVATION BREAKTHROUGH WITH BIG DATA AND SOCIAL MEDIA ANALYTICS IN THE ENERGY SECTOR

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*"A cross border region, where rivers connect, not divide."*



## DEVELOPMENT PROCESS DURING THE PROJECT

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The partners will jointly develop special features to allow access to the Platform in the new languages, so users can access and conduct their social media analytics with the system.

1. WE TEACH OUR MACHINE FOR NEW LANGUAGES

2. WE TEACH OUR MACHINE TO UNDERSTAND ENERGY INDUSTRY SPECIFIC TERMS

3. WE CREATE E-LEARNING COURSE TO TEACH DATA ANALYST HOW TO USE THE PLATFORM

4. WE ORGANIZE LOCAL WORKSHOPS AND ONLINE TRAININGS

## WE TEACH OUR MACHINE FOR NEW LANGUAGES



## WHAT WE DO?

We develop new machine learning methods for the new language packages, to enable the analytics in the new languages.

In order to make text analytics possible in currently non-existing- new languages, we must train the platform's Natural Language Processing Engine to understand the new languages. By localizing the existing SMA platform to our target market languages, our machine will be able to understand the different language text and will be able to conduct data analytics in the local languages.

## WHY WE DO IT?

With different language corpuses, we build a linguistic database fist. Corpus is a large collection of texts. It is a body of written or spoken material upon which a linguistic analysis is based. Our native language speaking annotators support the machine learning process. Three annotators work on one language pack development. Through a 4-stage process, the annotators help to categorize different native language social media posts and news articles based on the instructions. Based on the results, machine will be fed with the data to enable the machine to learn the new language and understand it.

## HOW WE DO IT?

## ENGAGE WITH YOUR CUSTOMERS!



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