

SOCIAL MEDIA ANALYTICS REPORTS PROVIDING ACCURATE AND ON DEMAND DECISION MAKING INFORMATION FOR THE ENERGY SECTOR



The energy sector has been experiencing phenomenal growth in recent years. From individuals to corporate, communications have been about making it affordable, clean, and sustainable. Renewable energy capabilities have dominated conversations, more so in social media as found by SMAPWorks, an organization that provides Social Media Analytics Reports and SMA Platform Services. To provide these services, SMAPWorks relies on AI-powered tools and Big Data to analyze millions of posts in one minute.

The primary goal of this project is to enhance cross-border cooperation (CBC) in the energy sector by a process of language localization of a text analytic software, thereby promoting appropriate CBC connections as well as sharing knowledge in order to foster sustainable and value-added exploitation of novel market research in the energy sector.

While demonstrating how the energy sector can benefit from the conversations that happen in the social media networks to shape their decisions, SMAPWorks representative said companies in the sector can leverage on the increased use of internet where people all over the world are increasingly participating in online conversations. *“In these social media conversations, people show preferences, intentions, fears, and express their opinions about various issues and topics. With our AI-powered technologies, we transform the massive data from these conversations into valuable insights which can improve the understanding of energy-related conversations,”* said the company representative adding that they focus on six countries: Hungary, Slovakia, Czech Republic, Austria, Slovenia, and Croatia.

Through performing social listening analytics in the energy sector, SMAPWorks provides the players with social media analytics reports which give accurate, and on-demand decision-making information including market information, consumers’ views and intentions, opinions among others.

Having released several Social Media Analytics reports including Solar, Hydroelectric, and general energy report, the company strongly believes that the use of AI and Big Data capabilities will help shape the energy sector, where players in the industry can rely on accurate, timely, and well-detailed information to make important decisions. The company representative added that SMAPWorks is continuously upgrading their system to ensure they are more responsive to the needs of the market.

Ad-Vitalis Ltd., Artamet Ltd., and Energo Data d.o.o, partners from Croatia and Hungary jointly present a state-of-the-art approach to market research for the energy sector. The project (project code: 2019-LPP2-006) operates within the scope of the Beneficiary Light (B-Light) Grant Scheme and Interreg V-A Hungary-Croatia Co-Operation Programme 2014-2020.

For more information visit: www.smapworks.com

About SMAP Works

SMAPWorks provides Social Media Analytics Reports and SMA Platform Services. Using Big Data and AI technology, the platform has the capacity to analyze millions of posts in one minute.

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“A cross-border region where rivers connect, not divide”