

## HOW BIG DATA HELPS ENERGY SECTOR



People tweet, post, like, and share! But have you ever thought that this could also help you to make your business decisions!

Social Media is one of the best platforms when it comes to big data. Many conversations can be collected and translated into meaningful insights, which will help decision-makers or managers to make decisions based on authentic insights.

For utility companies, understanding trends and public sentiment online can have important business implications. It can help them monitor their own customer service performance, or prevent customers from switching, or to help combat a crisis when it occurs. New tools, known as Social Data Intelligence, can help companies make sense of what is going on the internet. It involves careful social listening through tracking the constant flow of social data from social networks, online news, blogs, and forums and applying in-depth social media analytics to analyze and order this information in a way that is a) easy to understand and b) provides insights that can be used to direct decision making.

SMAPWORKS is using the technology, which is now capable of processing millions of comments per minute from internet sources in a matter of seconds. With the help of SMAP (Social Media Analytics Platform) infrastructural databases and the localized language processing software, which will enter the markets in Croatia, Slovakia, Slovenia, Czech Republic, Germany, and Austria. Social Media Analytics Platform will be able to carry out comprehensive market research activities on almost anything for which a person would never be able to do.

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The system also offers an ideal way to monitor competition and industry. SMAP platform can also collect and give meaningful insights about the competitors and current trends in the market. When you have big data, it also helps you to think big and beyond and a competitive edge when taking business decisions. 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.

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 Cooperation Programme 2014-2020.

# SMAP WORKS

For more information visit: [www.smappworks.com](http://www.smappworks.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”*