SMAPWORKS – ALL SET TO BRING AI IN THE ENERGY SECTOR

In today's fast-paced world, People become more aware of their needs and requirements. The world has moved from customization to personalization. Companies are trying hard to get into the skin of their customers. Our AI-based SMAP platform is specially designed to identify online conversations of customers so that they can provide the right and customized products based on their needs.

Partners of SMAPWORKS have designed special features to allow access to the Platform in different languages, so users can access and conduct their social media analytics with the system.

The system development steps: Teaching machine, a new language 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 nonexisting- 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.

Teaching Machine to understand energy industry-specific terms

We develop Energy Sector-Specific Industrial Packs and train our machine. sometimes it's not enough to speak a language in order to understand specific terms and phrases that are used in specific industries. Even humans need to learn some specific terminology if it comes to a specific topic. Since industries differ greatly in regard to specific terminology, an energy industry-specific terminology is necessary to understand the context. This ensures that insights based on the data are relevant for making energy sector-related decisions since it will take into unique contextual nuances.

Create E-Learning courses to teach Data Analyst

We design and develop e-learning content for the topic. Data analytics is a relatively new field and profession. There are not many learning opportunities to learn how to professionally analyze text data and how to build business reports from them. We would like to share our knowledge and provide access to learning opportunities for everyone. As such, we aim to provide an inclusive and effective learning experience within an online suite that is aimed at the development of competencies of data analysts, who wish to become experts in Social Media Analytics.

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.

Media contact info

Office

Petőfi u. 38, Kozármisleny, Hungary, 7761

+36 70 622 1039

admin@smapworks.com

"A cross-border region where rivers connect, not divide"