

How an AI Driven Machine Learning Solution Helped a Research Organization



BUSINESS CASE

- » Key requirement was to provide an information platform/ solution to help organization's research and consulting work with data from web-sources
- » Solution should help identify trends and reveal insights that will influence important research and operational decisions
- » Solution should be scalable to handle complex problems and advanced client requirements

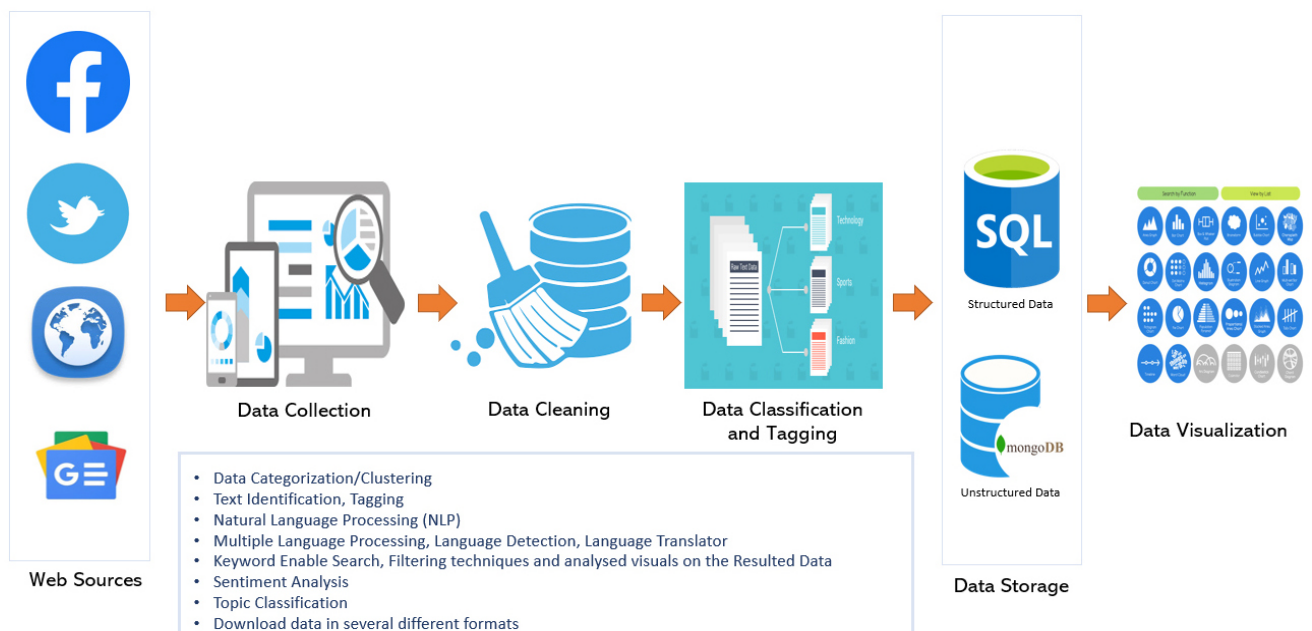
SCOPE

- » Design and deploy AI driven automated solution to obtain data from close to 45 web-sources (comprising of news websites and social media websites including Facebook & Twitter)
- » Solution needs to scrap data both in English and the National language
- » Apply topic modelling for discovering popular topics, keywords and trends
- » Apply visualizations to help comprehend the information

BUSINESS BENEFITS

- » Extract large amount of data from multiple websites in an automated manner
- » Segregate articles, images, topics and events automatically
- » Minimal need of human intervention helps save time and reduce errors
- » Ready-to-use clean structured & unstructured repositories of data help research, consultancy and operational decisions

ARCHITECTURE OVERVIEW



SOLUTION OVERVIEW

Design and deploy architecture to leverage automated artificial intelligence models for -

- » Scraping data automatically from close to 45 news websites and social media websites
- » Apply tagging and topic modeling techniques to help categorization of information
- » Visualizing resultant information to comprehend hidden trends

