Our idea is to use a “Sentiment Analysis Software” that will search the web for what we call-**“outreach patterns”.**

It functions in 2 stages.

Stage 1:

At the back end, the software will have a **knowledge graph** that will model real world objects upto a complexity/specificity level defined by us. It will then traverse the web looking for any mentions(positive or negative) for objects on the web and then for each object it will keep a running metric of its different influencing factors online (ie sites,blogs,forums,etc it’s mentioned on, along with how many times). The algorithm will generate data entries like

Specific object->facebook->score=(mentions today)+(mentions yesterday)/2+(mentions today-2)/3+…

Which takes into account the age of the mentions. This also takes into account different events that may cause focus to shift towards or away from a product. So the backend is a continuous self-learning algorithm.

Stage 2:

Given a specific product it searches the web for mentions of the product and then finds the closest equivalent of it in the knowledge graph and comes up with a predictive model based on the forum it’s mentioned on and past experience. Eg, for the mention of the object on facebook and twitter

Object’s prediction= (Closest category)->facebook->score\*(NOPM-NONM)+ (Closest category)->twitter->score\*(NOPM-NONM)

NOPM- no of positive mentions

NONM- no of negative mentions

Eg: For an Adidas F50 football shoe, the software could already have a metric for say, football shoes that would have by self-learning assigned scores to

Football weekly > facebook > twitter

So the analysis software would tell us that 100 positive reviews on football weekly would outweigh 50 negative reviews on twitter.