

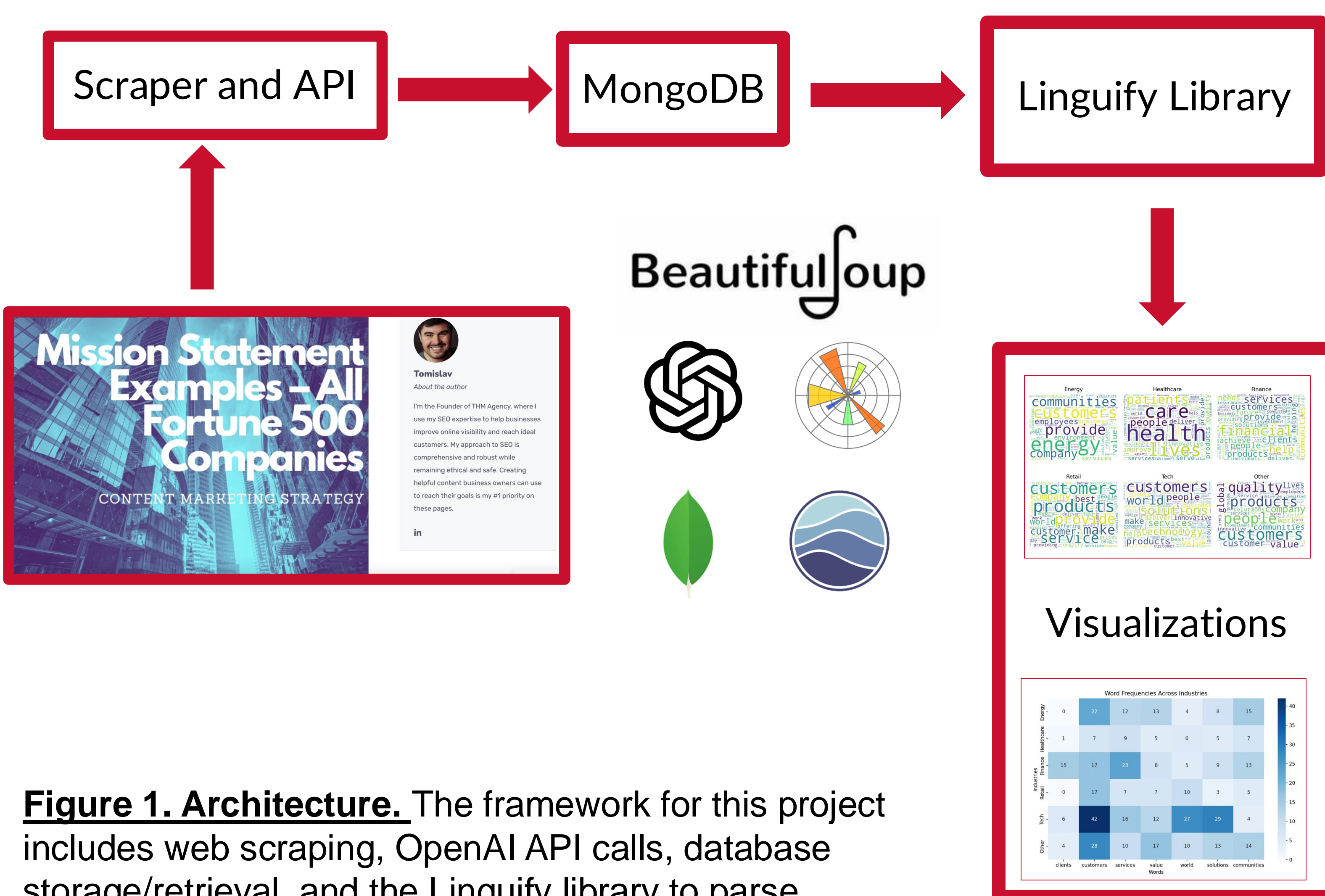
# Linguify: A Reusable NLP Library for Analysis of Industry Mission Statements

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## BACKGROUND

A mission statement is a powerful tool that defines a company's purpose, goals, and positioning within its industry. It provides clarity and direction not only for customers and stakeholders but also for existing competitors, offering insight into what sets the company apart. For entrepreneurs, a well-crafted mission statement is particularly advantageous, as it highlights the distinctive qualities and values of their business and establishes a clear identity in the marketplace. By outlining the company's plans, objectives, and core values, a mission statement serves as a foundational guide, ensuring alignment and focus as the business grows and evolves.

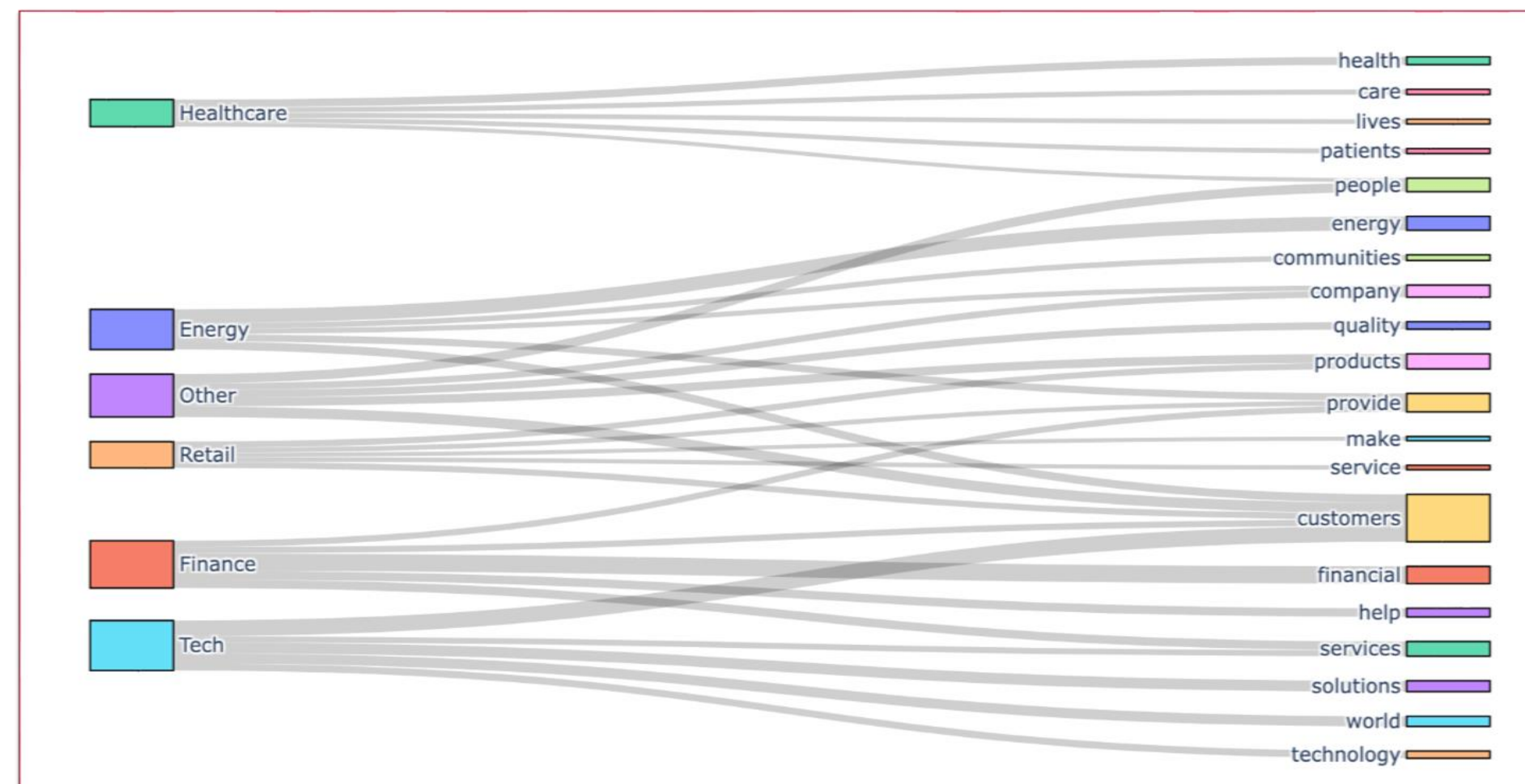
## PROCESS



**Figure 1. Architecture.** The framework for this project includes web scraping, OpenAI API calls, database storage/retrieval, and the Linguify library to parse through text and output visualizations

[Data Source](#)

## RESULTS



**Figure 2.1** is a Sankey diagram, which illustrates the connection between industries and key words commonly found in their mission statements. On the left, industries like Healthcare, Energy, Retail, Finance, Tech, and Other are listed, while key words such as "health," "customers," "solutions," and "products" appear on the right. Lines link industries to words, with thicker lines indicating more frequent usage. Healthcare strongly associates with terms like "health," "care," and "patients," while Energy emphasizes "energy" and "communities." This diagram visually represents the themes and priorities unique to each industry.

**Figure 2.2** provides a detailed visualization of the most commonly used words in mission statements across six distinct industry sectors: Energy, Healthcare, Finance, Retail, Tech, and Other. Each word cloud highlights the key terms and themes that are central to the values and goals of organizations within these sectors. For instance, in the Energy sector, terms like "customers," "communities," and "energy" are most prominent, reflecting the industry's focus on providing energy solutions while prioritizing customer satisfaction and community well-being. In Healthcare, words such as "care," "health," and "lives" dominate, emphasizing the industry's commitment to improving patient outcomes and overall health.



**Figure 2.3** is a heatmap that visually represents the frequency of specific words used in mission statements across six industries: Energy, Healthcare, Finance, Retail, Tech, and Other. Each row corresponds to an industry, while the columns represent key terms such as "clients," "customers," "services," "value," "world," "solutions," and "communities." The intensity of color in each cell reflects how often a particular word appears in the mission statements of that sector, with darker shades indicating higher usage. For example, the Tech sector frequently uses the words "customers" (42 mentions) and "solutions" (29 mentions), emphasizing its focus on innovation and customer engagement. This heatmap effectively compares the key priorities and focus areas across industries based on the language used in their mission statements.

