



OASIS

Optical Analysis of Social Image Streams

Turning visual data into actionable insights

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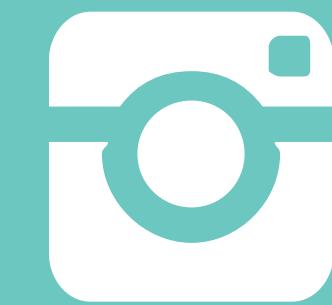
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~2 Billion photos uploaded
to social media every day



230B photos
in 5 years



No text-only posts
by 2021

Sources: eMarketer and Mashable



People retain 80% of what they see
only 20% of what they read

Sources: SmartInsights

A blurred background image showing a brown paper coffee cup with a white lid and a blue bottle logo, and a white box containing several round cookies. The cup has text that reads "100% COMPOSTABLE / Paper" and "bluebottlecoffee".

**Visuals let us share meaningful moments
in ways that words can't**



60%

Digital impressions



650%

Higher engagement



40x

More share

Sources: SmartInsights and eMarketer

Meet Mark

The Starbucks Marketer



1

80% of images don't reference brands in the text



Elon Musk 
@elonmusk

Follow

My coffee tastes unusually good this morning

RETWEETS 1,317 LIKES 6,463

15 AM - 18 Feb 2016

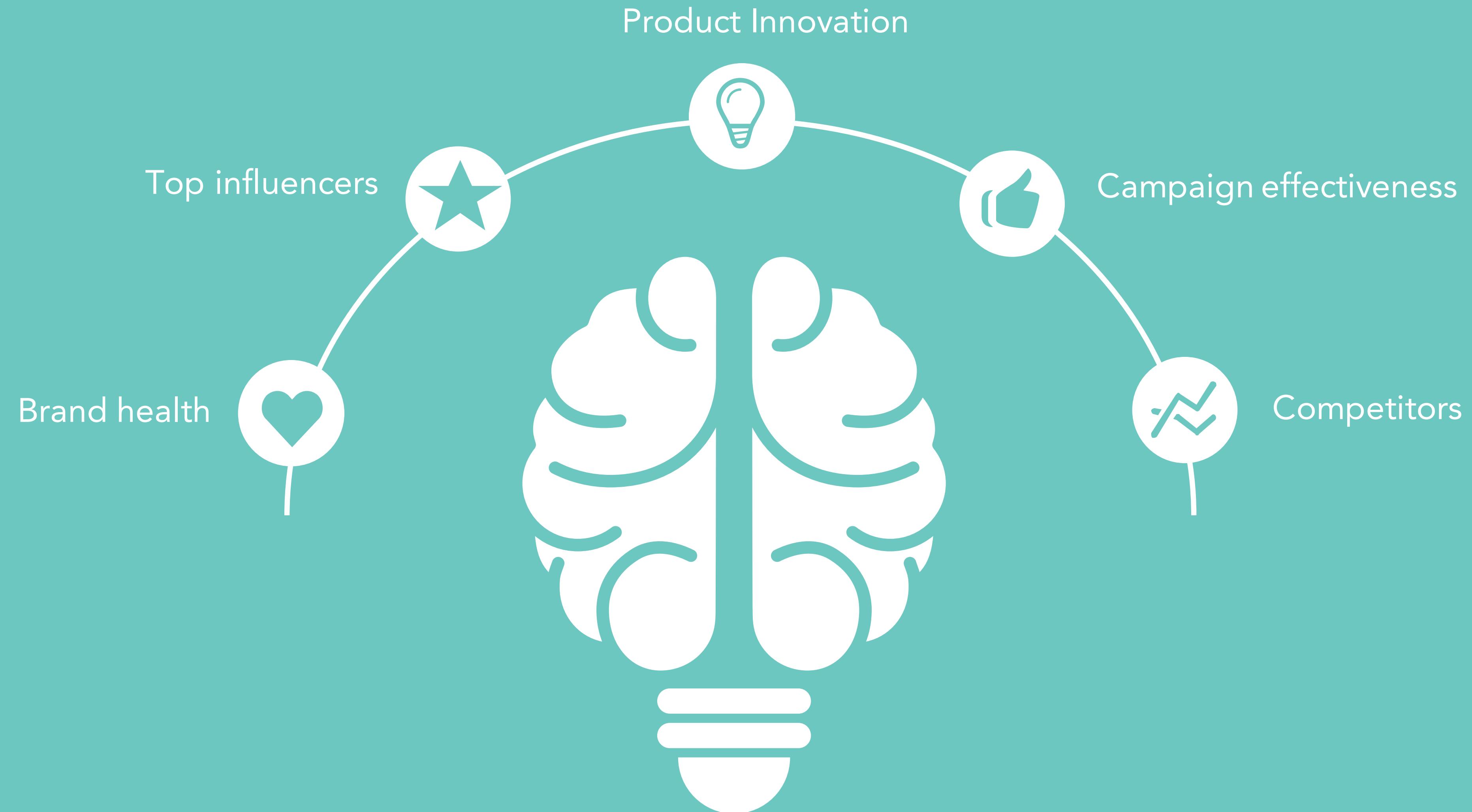
2

Missed insights from image objects, scene, and sentiment



Introducing OASIS

Watson Analytics for Social Media



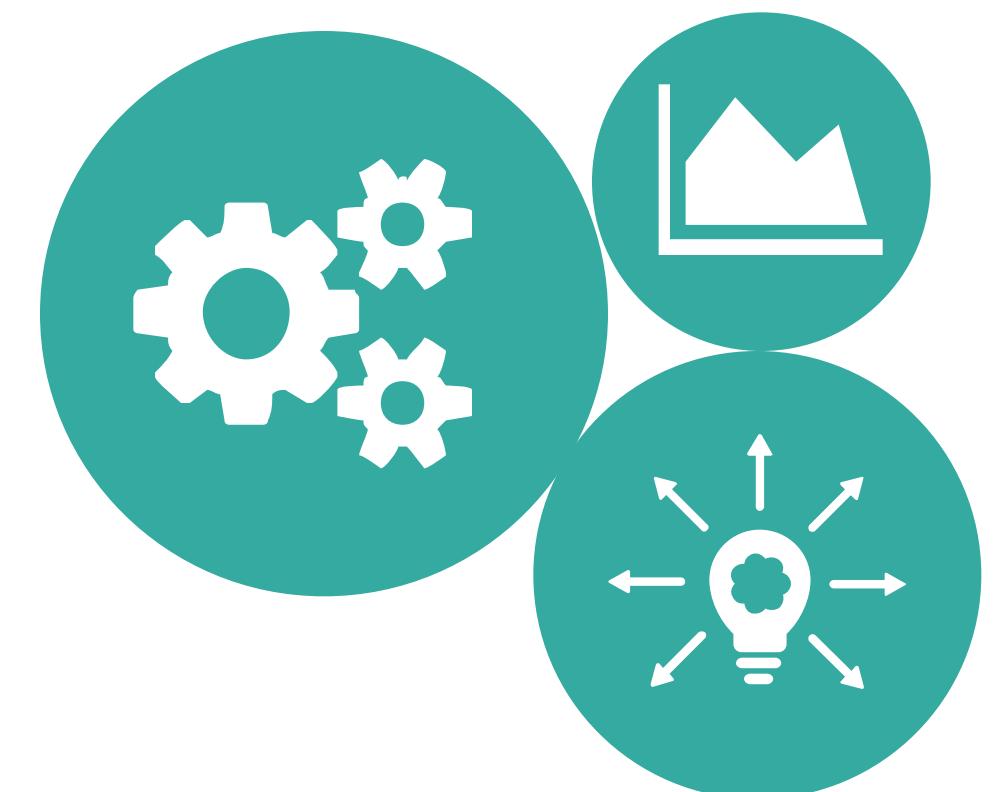
1 Fetch



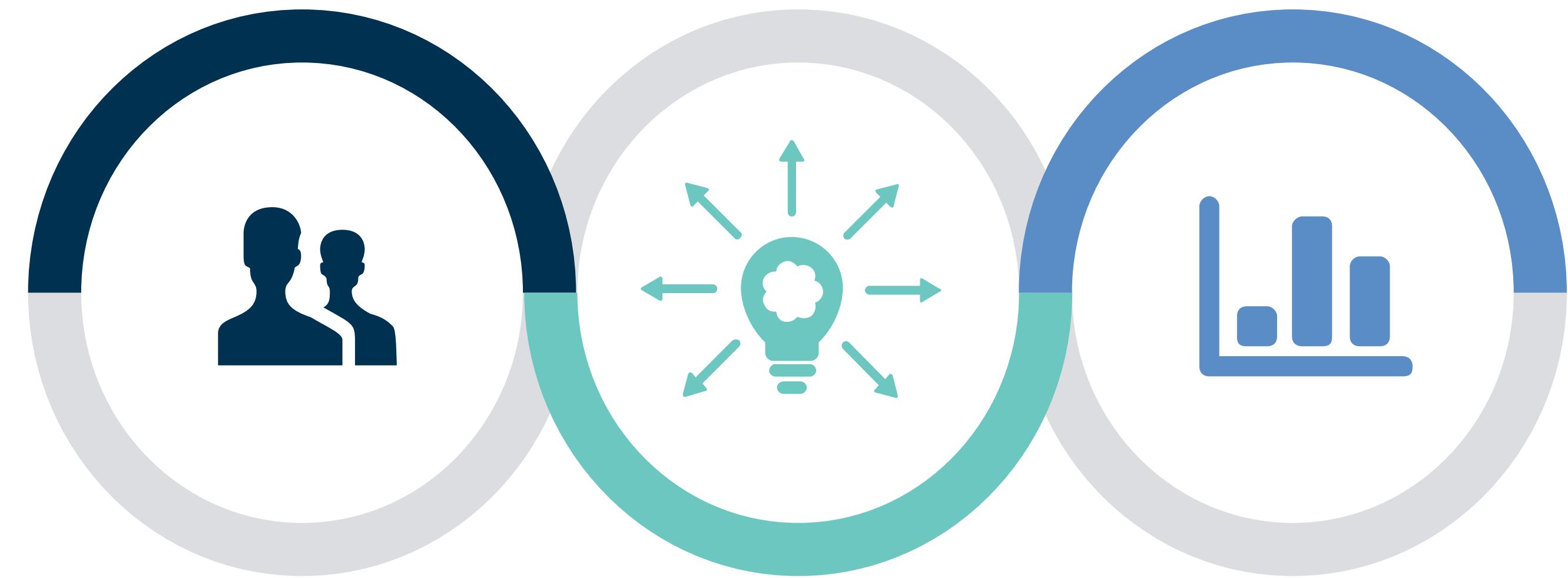
2 Extract



3 Analyze



Values to Mark



Understand
Untapped visual
data

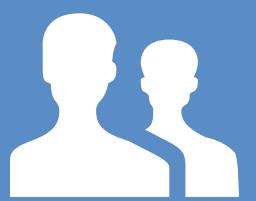
Receive
Actionable
Insights

Visualize
Data for
exploration

Benefits to IBM

1

Product enhanced with visual analysis



2

More customers and more revenue

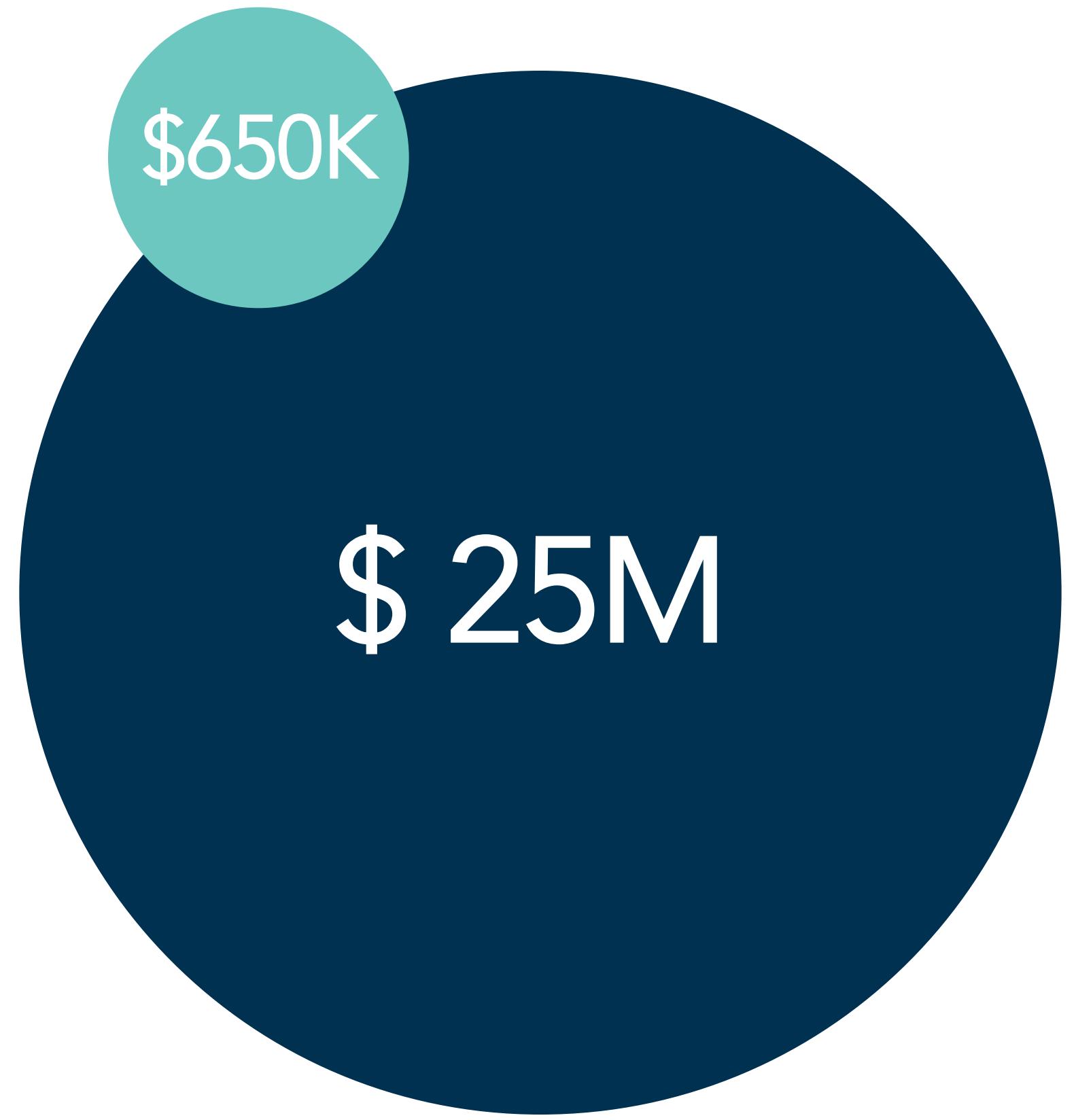


3

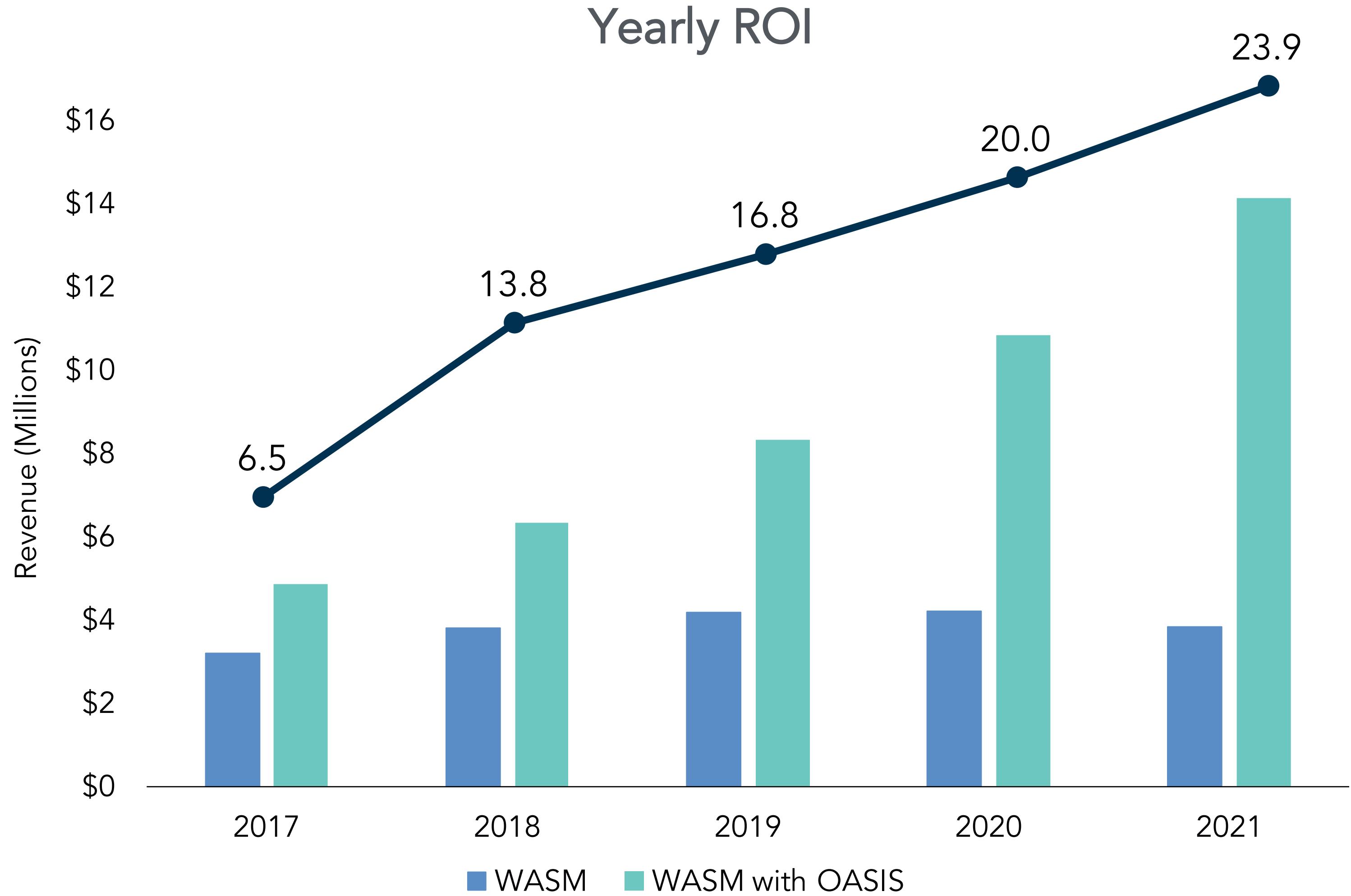
Leader in the competitive market



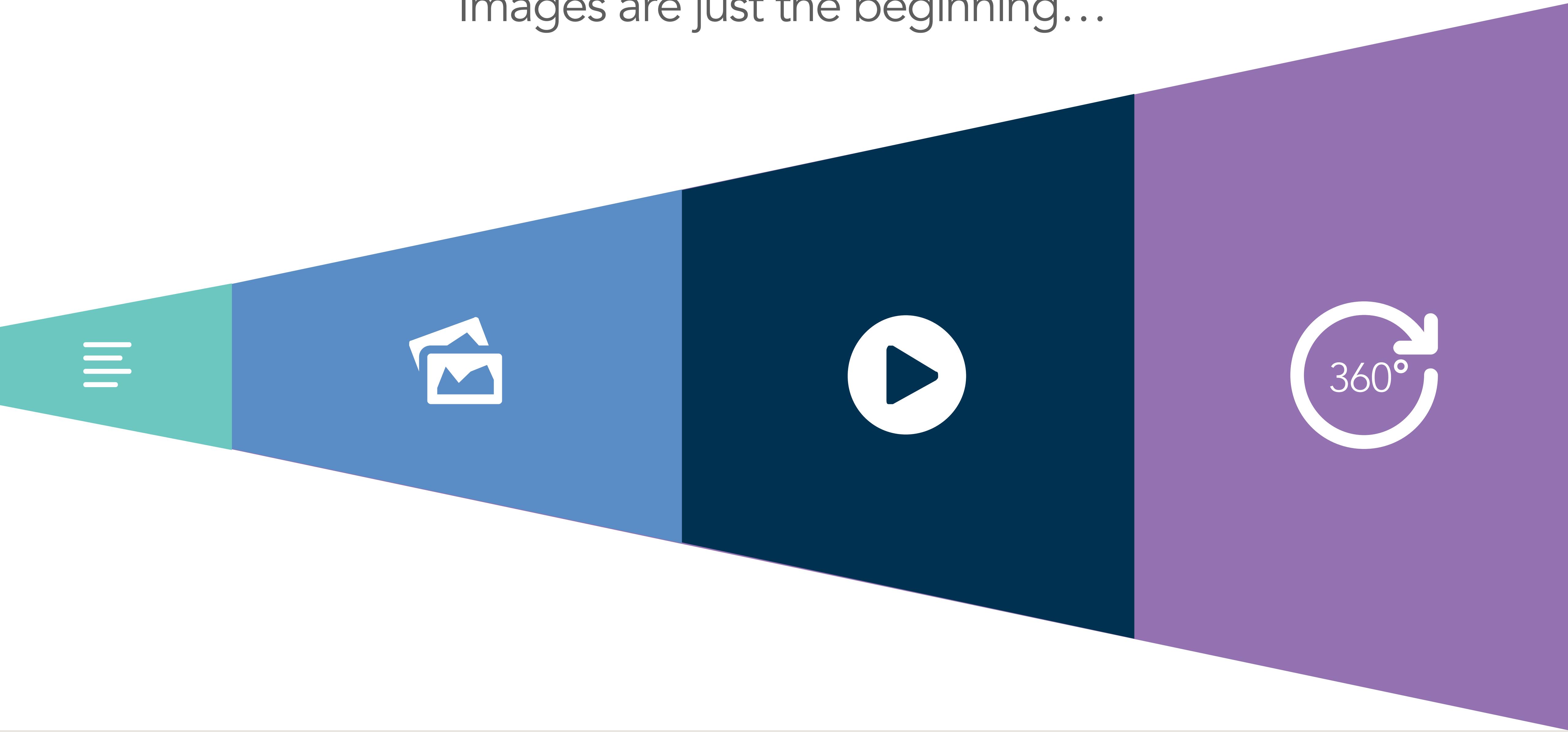
Initial Investment



Additional Revenue



Images are just the beginning...





Turning visual data into
actionable insights

Thank you

