< Nuveen Hackathon >

Team YOLO

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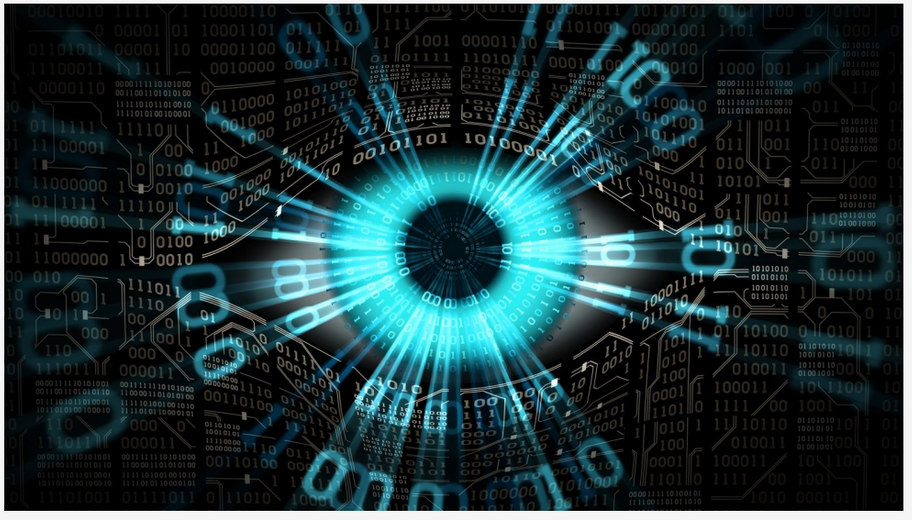
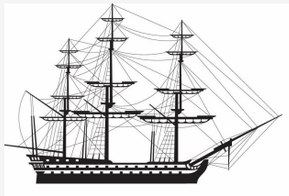


nuveen
A TIAA Company

< The Problem >

>> How does the world perceive Nuveen and where do they stand in comparison to their competitors in the Market?

BlackRock



Vanguard®

UBS

< The Data >

>> Utilizing Global Database of Events, Language and Tone, GDELT, Google BigQuery, and Google DataStudio. We used top 3 themes from each event to collect this data.

>> We were able to gather over 70k rows of data related to Nuveen

>> Over 13 Million rows for top 5 competitors (Blackrock, Vanguard, Fidelity, UBS, Goldman)

< The Solution >

Goal:

>> To find sentiment score that takes into account various elements we used NumMentions, NumSources to calculate appropriate weights for each.

Approach:

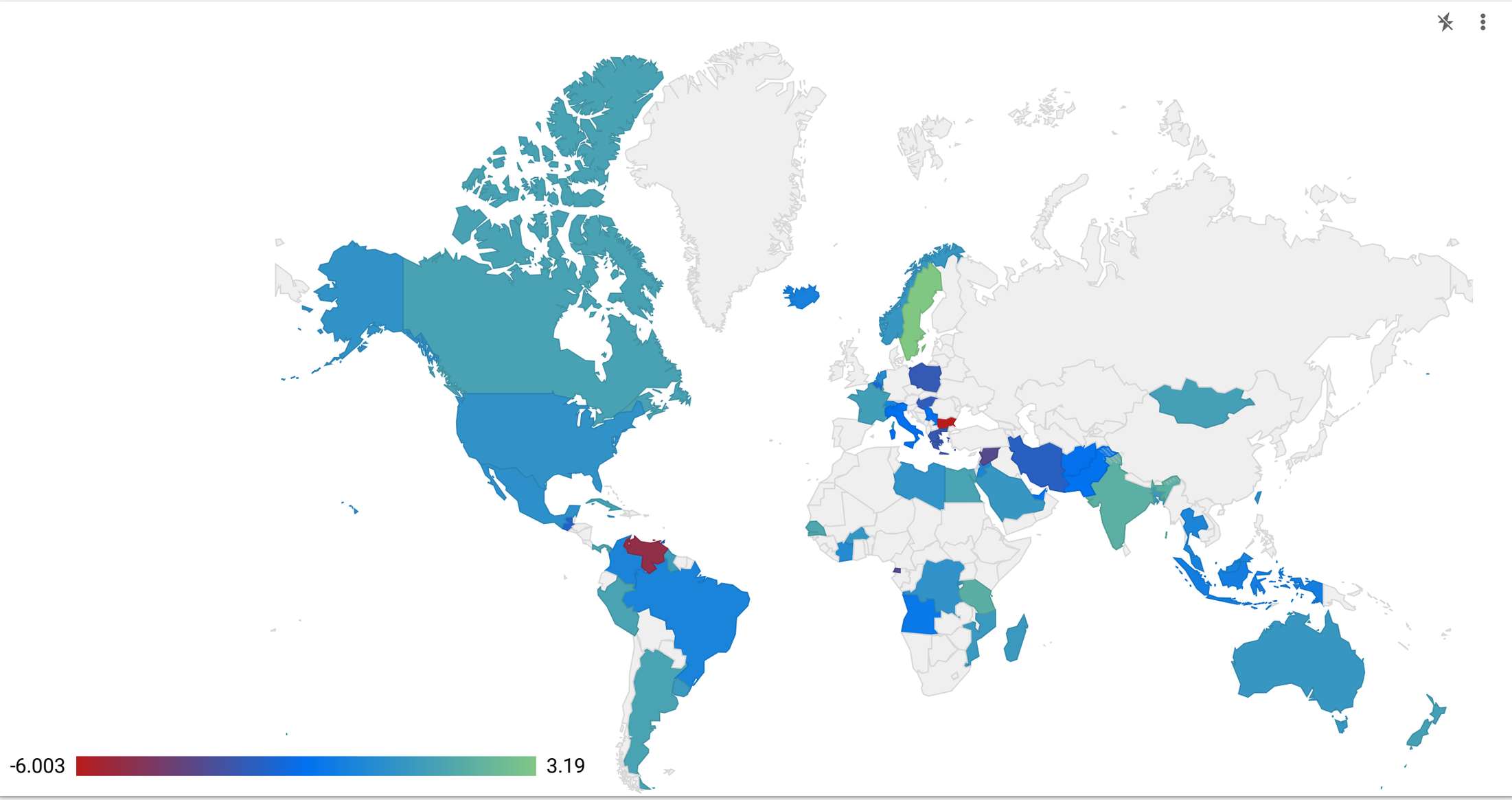
>> We looked at correlation between different elements, to guide our weightage calculation.

>> Based on above data, we were able to create visualizations.

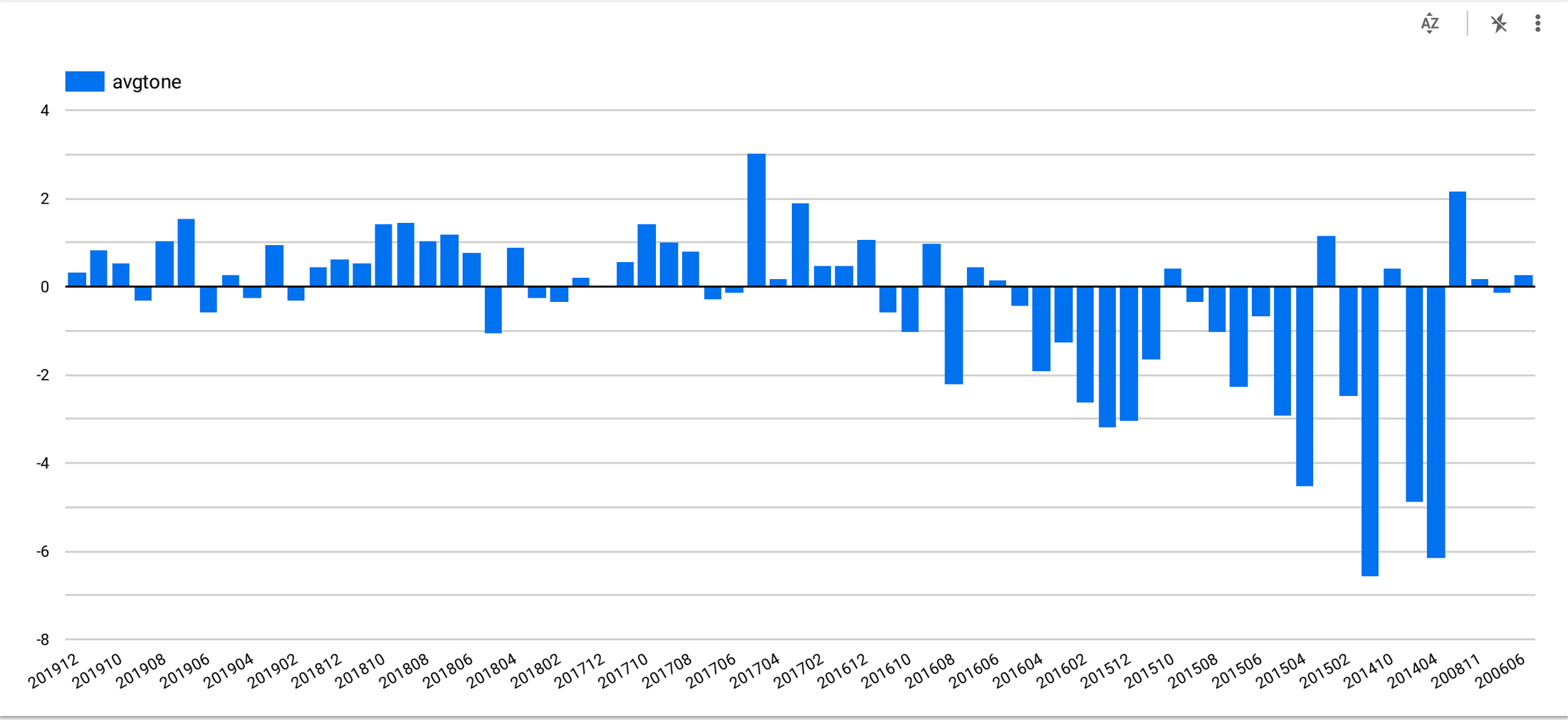
Tools used:

>> Due to large dataset (10 TB+), we relied on Google BigQuery to filter the data that we were interested in. By running several queries we extracted the data of interest into a series of tables in Google BigQuery. We used Google Studio to build visualizations and this presentation.

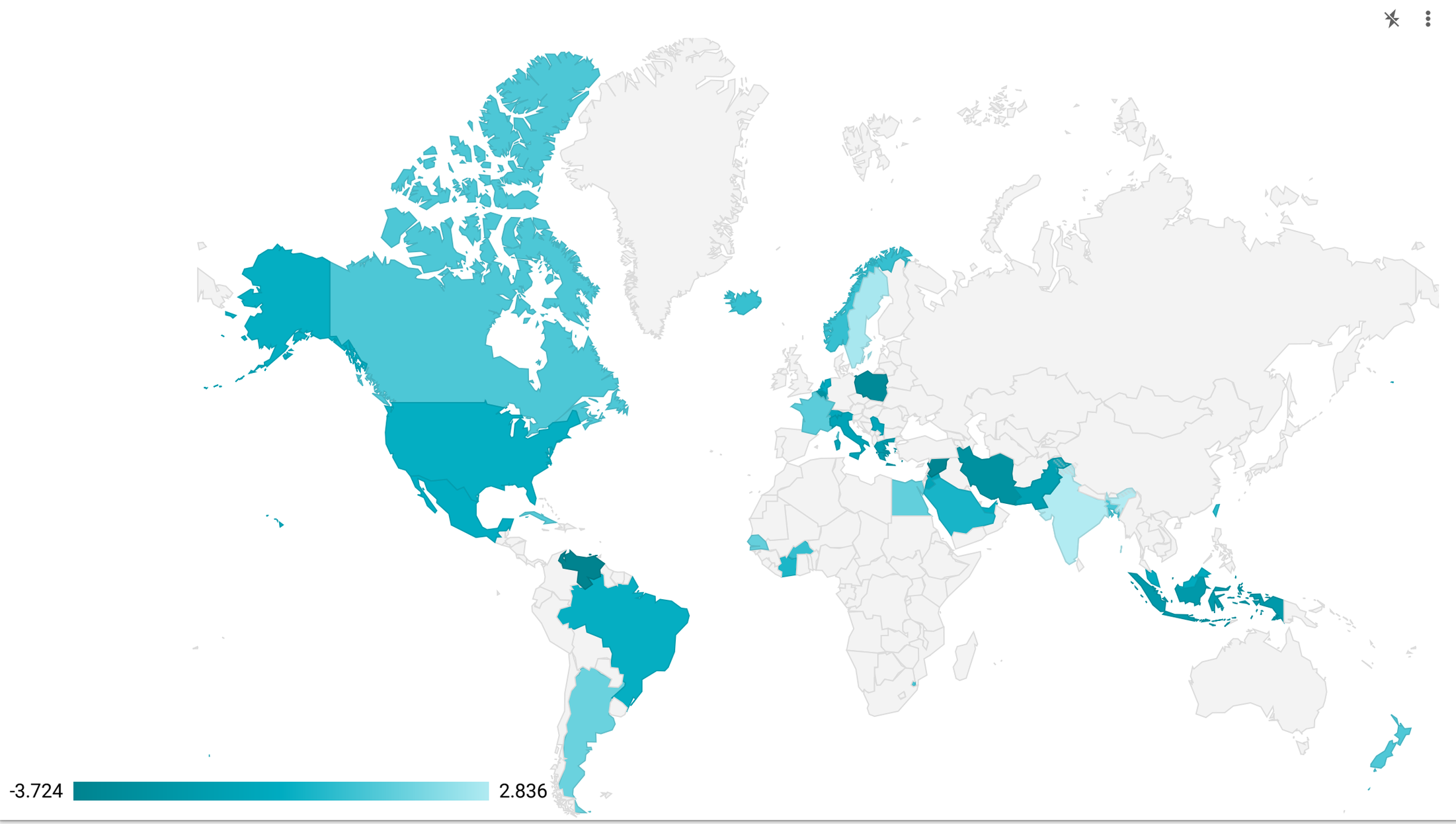
< Nuveen - AvgTone by Geography >



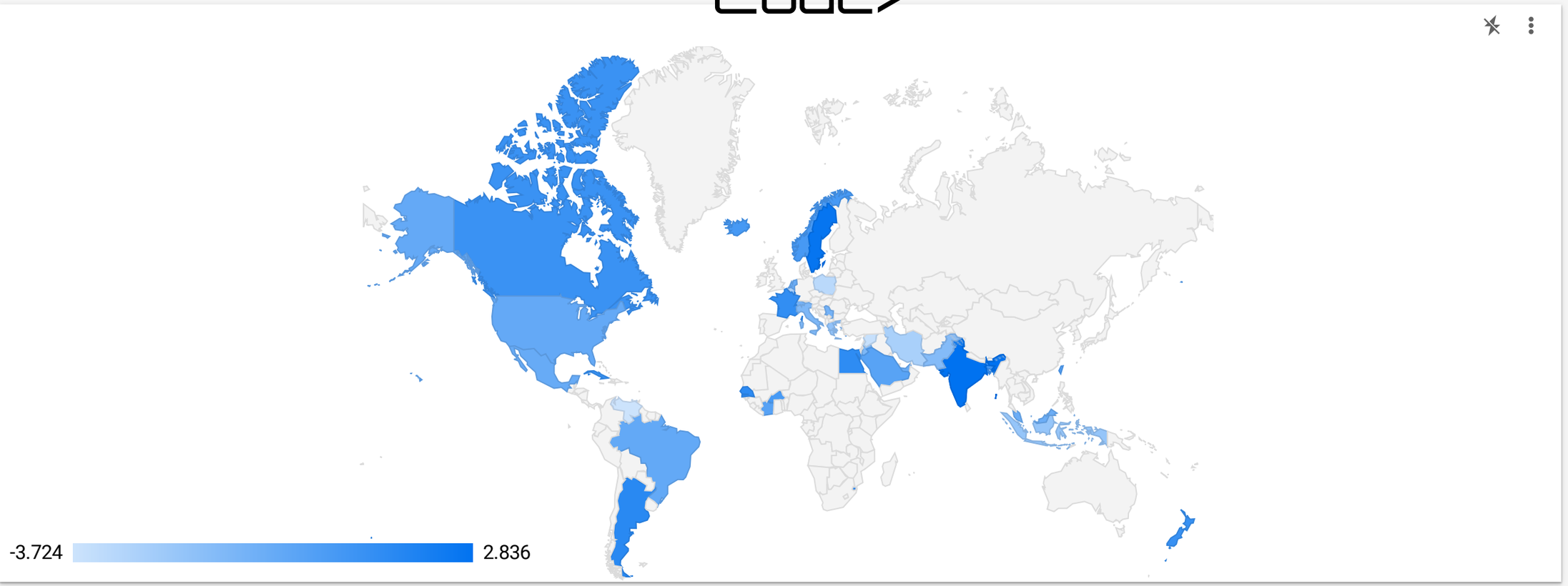
< Nuveen - AvgTone by MonthYear >



< Nuveen - AvgTone by Theme and NumArticles>



< Nuveen - AvgTone by Theme and Country Code>



< Nuveen Related Calculated Average Tone by Month and Year >

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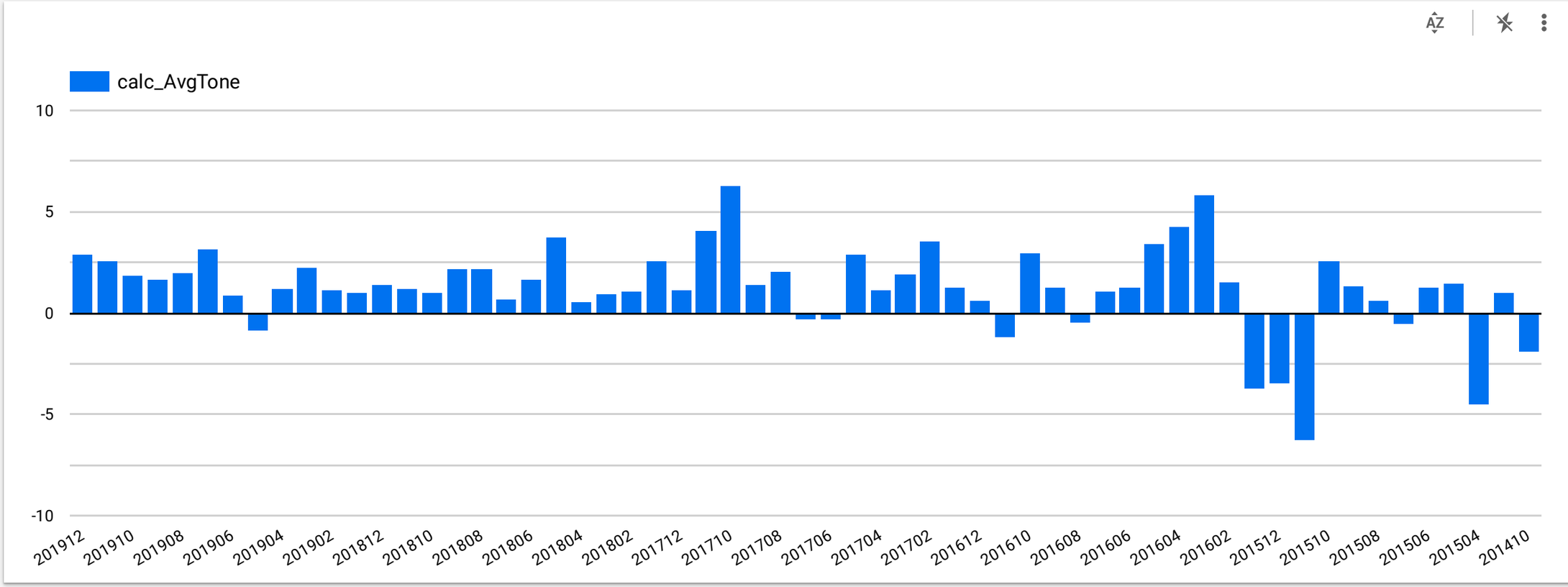
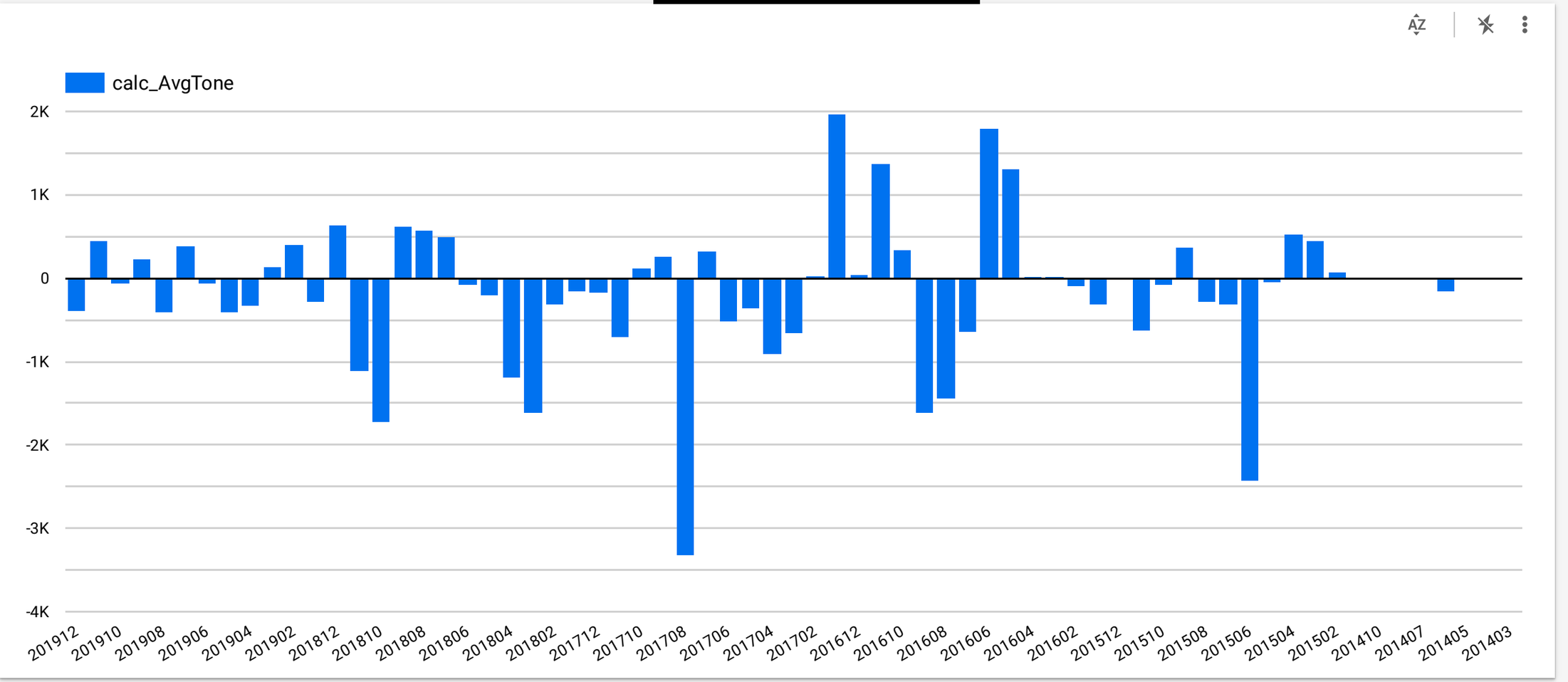
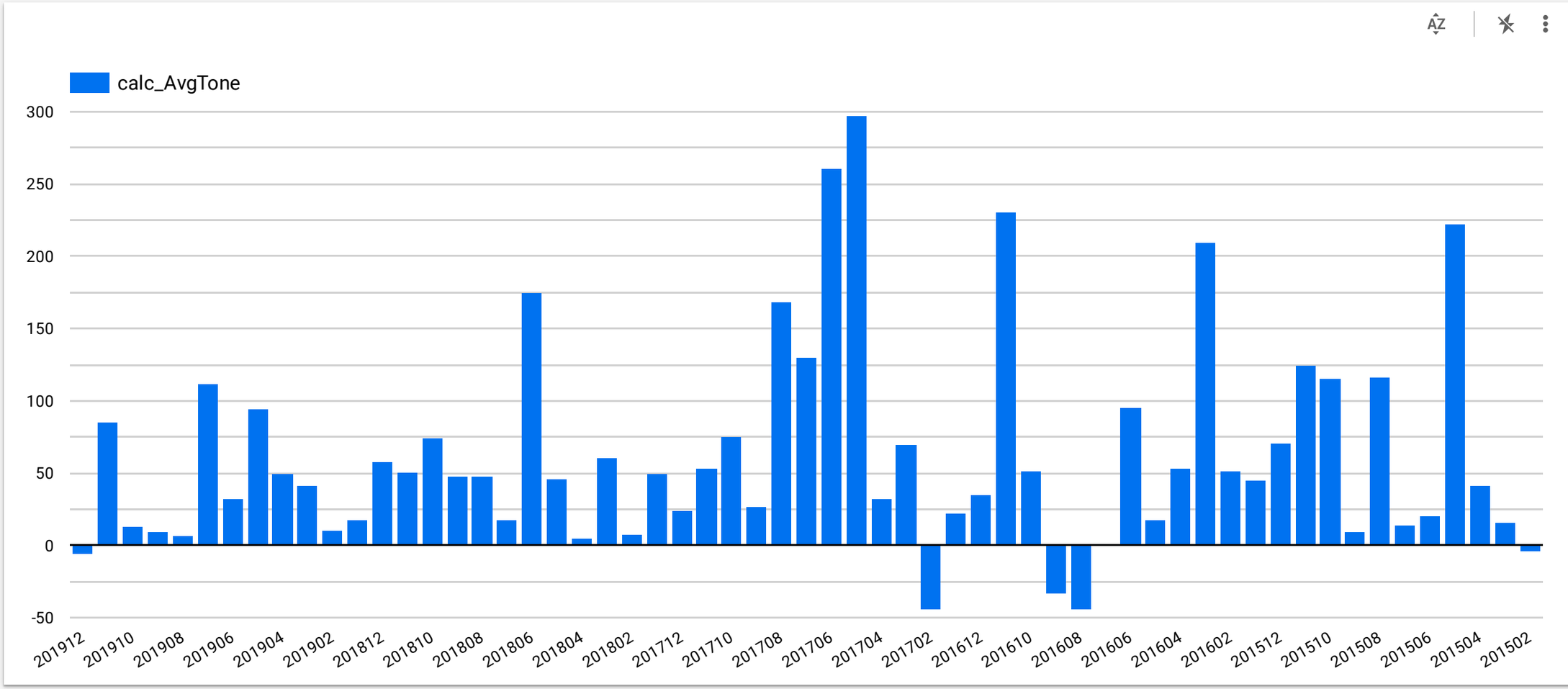
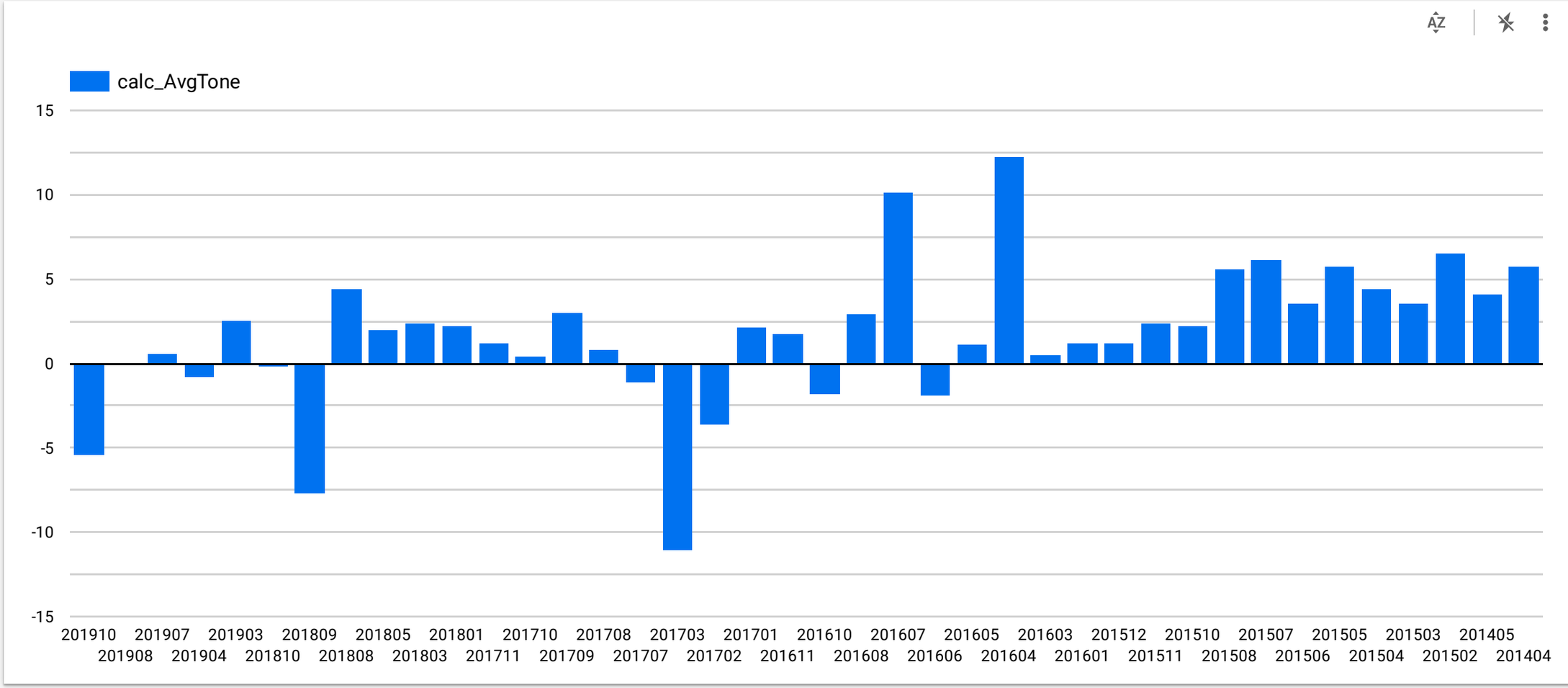


< Blackrock: Calc AvgTone by MonthYear >



< UBS: Calc AvgTone by MonthYear >



< Vanguard: Calc AvgTone by MonthYear >