

# Pulse-X

The complete social media intelligence platform with dynamic sentiment analysis

**Domain** : Student Innovation

**Team name** : git\_commit

**Team members**

- Aboli Marathe
- Kaustubh Odak
- Muskaan Shraogi
- Priyal Belgamwar
- Saloni Parekh
- Tanmay Pardeshi

# Problem Statement

As companies enter a new era of online marketing and e-commerce, they are exposed to feedback from a world-wide audience now more than ever which can become overwhelming.



We propose **PULSE-X**,  
a software to overcome this  
problem by introducing an intelligent  
system to categorically filter, classify and  
summarize the relevant reviews in the  
simplest way.

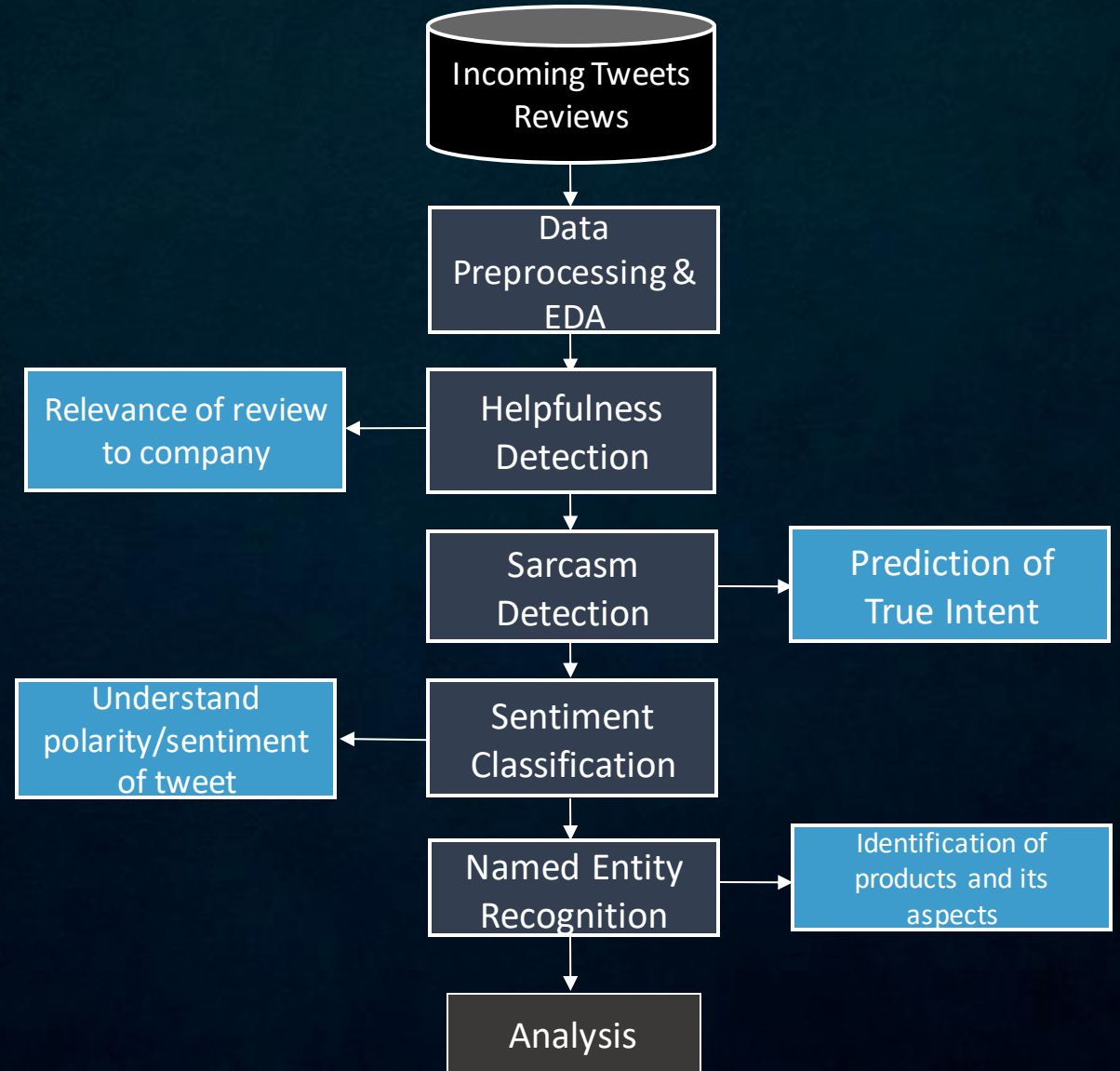
# Proposed Solution

- PULSE-X is a multi-layered market sentiment aggregator with real time analytics, that uses Artificial Intelligence to help companies segregate relevant feedback from the internet.
- The social media data goes through three layers of filtering that detect helpfulness, sarcasm and sentiment. The feedback is then summarized to understand which product and what aspects of it are being spoken of.
- Finally, the highly condensed data is sent over to the employees through an intuitive interface which supports speedy updates and smooth transitions.



# Unique Selling Points

- Cross Platform Synchronization: Android, iOS or any modern browser. This will allow users to:
  - Synchronize their work effortlessly across different platforms.
  - Flexibility
- Detection of helpfulness, sentiment and sarcasm.
- Quick Identification of the product and its aspects.
- Interactive and intuitive User Interface.
- Grass-root level Analytics.





# Competitive Advantage

TaskUs



## Pulse-X



Detailed Analytics



Global Reach



AI Support



Gamified UI



Affordable



Sarcasm Detection

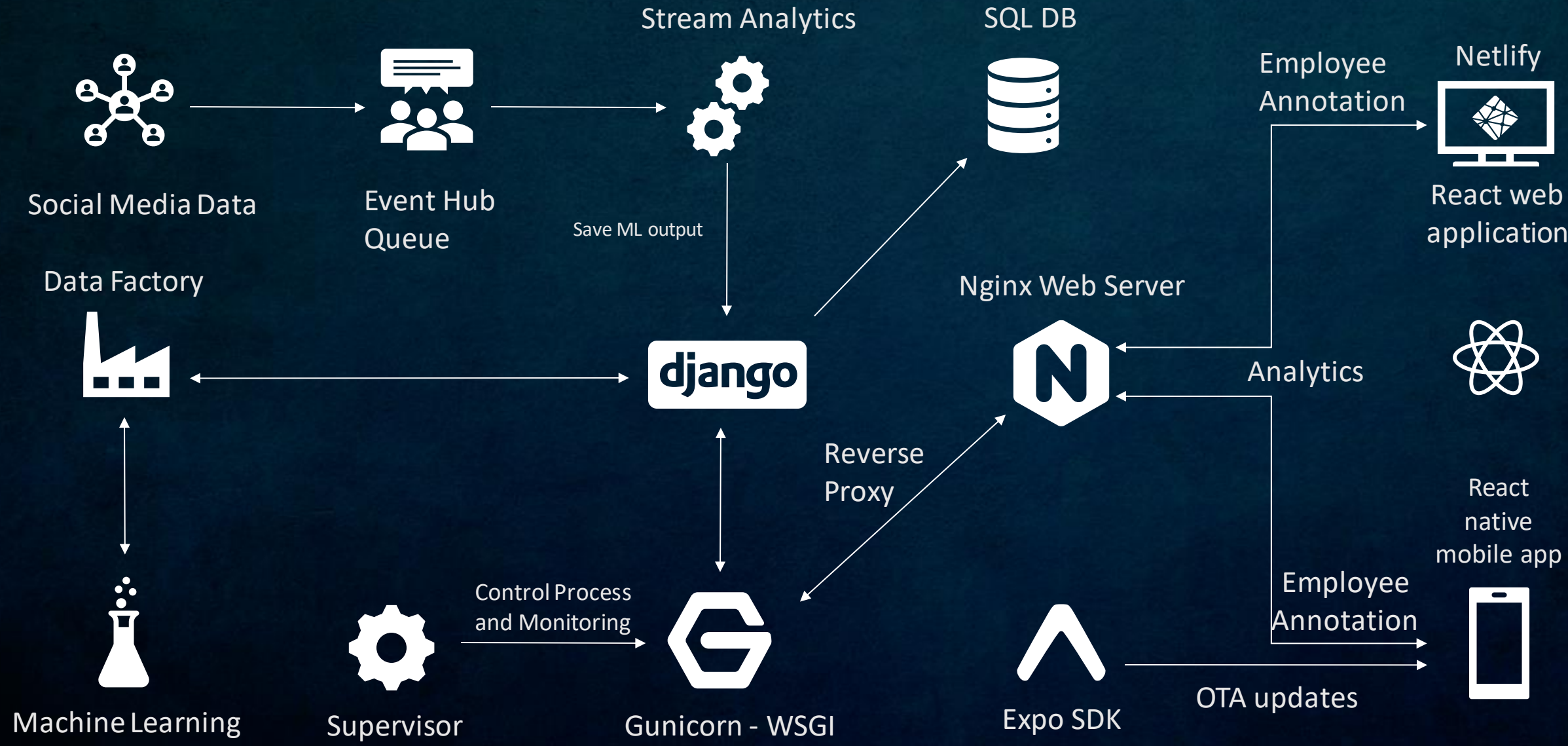


Intelligent Filtering



Named Entity  
Recognition

# Architecture





# Tech Stack



## Machine Learning

- DeepPavlov
- Networkx
- NLTK
- Pytorch
- Keras
- Transformers
- Spacy
- BERT
- Sci-kit learn
- Tensorflow



## Website Frontend

- ChartJS
- Material UI
- ReactJS



## Server & Deployment

- Azure
- Django Rest Framework
- Gunicorn
- NGINX
- SQL
- Netlify



## Mobile app development

- Expo SDK
- React Native
- React Native Paper (UI)
- React Navigation

# Future scope

**Automated replies Pattern Recognition  
and AI.  
2020 Q4**

**Addition of the feature of voice recognition,  
to include live feedback from users.  
2021 Q4**



**Creating a spam filter to detect bot  
generated feedback.  
2021 Q2**

**Support for multi-language content using  
Amazon Polly.  
2022 Q2**