**Data tables**

articles(doc\_id, doc\_text).

sentences(doc\_id, sentence\_id, sentence\_text, tokens, lemmas, pos\_tags, ner\_tags).

strategy\_mention(doc\_id, sentence\_id, mention\_id, mention\_text, begin\_index, end\_index).

candidate\_strategy(strategy\_id, strategy\_name).

strategy\_qel(strategy\_name).

user\_strategy(strategy\_name, ponderation).

strategy\_rule(strategy\_num, strategy\_name, rule\_name).

strategy\_weight(strategy\_name, weight).

**Dictionary**

articles: data table.

candidate\_strategy: data table of the possible strategies.

begin\_index: position where the strategy mentioned in a sentence begins.

doc\_id: identifier of the document contained in the article.

doc\_text: textual content of the document.

end\_index: position where the strategy mentioned in a sentence ends.

lemma: A form of a word that appears as an entry in a dictionary and is used to represent all the other possible forms. For example, the lemma "build" represents "builds", "building", "built", etc. (Cambridge Dictionary).

mention\_id: identifier of the mention of a strategy contained in a sentence.

mention\_text: text of the mention of a strategy.

ner\_tags: list of tags of the names of entities recognized.

ponderation: strategy weight of a business in general.

pos\_tags: list of tags of parts of text.

rule\_id: identifier of the heuristic rule of a business.

sentences: data table.

sentences\_id: identifier of a sentence.

sentences\_text: text of a sentence.

strategy\_id: identifier of a strategy.

strategy\_mention: data table of business activities and a user strategies extracted from the sentences.

strategy\_name: name of a strategy.

strategy\_qel: data table that contains a user strategies of a specific business.

strategy\_rule: data table of all strategies with rules fulfilled.

strategy\_weight: data table of strategies with their weight.

token: each word that makes up a text.

user\_strategy: data table that contains a user strategies, weighted.

weight: the weight assigned to a strategy according to compliance with heuristic rules.