

# Business Insight Report

## Text Analytics

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### Executive Summary

The project done is about understanding The Economist as a media, is The Economist a good media for people to refer to? Is The Economist useful for business people?

The Economist provides articles that are very interesting to read about due to it being very critical and able to picture the global socio-political / business / economical movements. The Economist in general discusses global political and business movements. It also tends to cover other economic activity indicators such as unemployment rate, bond yield rate, and policies that might be important to be paid attention for the upcoming year.

Surprisingly, The Economist is able to critically capture and discuss topics that are going to be viral and with great importance in the near future. An interesting example to discuss is about drones. The Economist discusses about drones on their January and December 2019 issues however did not cover any drone topics on January 2020 issue. In their January 19<sup>th</sup> 2019 issue, The Economist discusses about the application of drones as an autonomous weapon and that it should be regulated. In their December 7<sup>th</sup> 2019 issue, it starts to discuss about real news regarding drones being shot down.

Beyond the discussion about drones, On the January 2019 and 2020 period, The Economist discusses about Iran (See Figure 2). On the 2019 period, it discusses about Iranian nuclear deal with the US, however on the 2020 period, it discusses about the assassination of Qaseem Suleimani with drones as the method of assassination. It is very interesting that both the topic of "Iran" and "drones" overlaps each other across issues of the media. From these two examples, I would definitely be able to say that The Economist provides huge in-depth critical insights on a global matter context.

Another interesting find is that The Economist tends to publish a magazine with a certain topic on each edition. For example, the December 7<sup>th</sup> 2019 edition mainly focuses on civil unrest and reformations. It can be seen on December 2019 Bigram (Figure 3) that the token of "civil war" are showing more than 20 times in the same magazine, however did not appear in different issues in December nor January. It would be interesting to find out whether or not there will be a civil war happening in this year (2020).

## January Period Insights

What is interesting from The Economist is that during the new year period, it will try to recap the highlights from the previous year, it can be seen on the Quadrogram for January 2019 and 2020 (Figure 7 and 8). Another interesting insight is that The Economist will also cover politics and government movement such as Trump's impeachment and Brexit on January, however not discussing it on December. It might be a prediction by The Economist to tell us important political events that may happen in the same year.

The articles about Trump's impeachment that came out on January 2019 magazines also gives a very strong focus on Texas. On January 2019's Quadrogram (Figure 8) that there is a statement regarding an interference made by Russia on Texas regarding the impeachment votes. On a side note, Texas has been known as a very conservative state in the US which might be also affect the sentiment of "conservative" in the word cloud sentiment analysis.

## December Period Insights

An interesting topic highlight that is covered on December 2019 is about climate change which can be seen on the Bigram for December 2019 (Figure 3) with the tokens of "carbon emission" and "negative emissions". This is very related to the World Economic Forum (WEF) conference topic set on a later date; January 21<sup>st</sup> – 24<sup>th</sup> 2020. The conference discusses about climate change and its relation to the world economy. The conference made a strong importance on how important it is to place the center of economy around the sustainability on the planet (Worland, 2020).

## Other Topics

There is an interesting token that is shown by the correlogram named "tiger". This is actually a token that needs further analysis, so see in the Bigram for December 2019 (Figure 3) would help a lot. The "tiger" token actually refers to "Asian Tigers" which is discussed in the special topic of December 2019 issue about. Hong Kong, Taiwan, South Korea, and Singapore. A summary about the article would be basically discussing about the slowing-down economy for these four countries and that they need to find a solution before it's too late.

Another major highlight would be from the sentiments analysis which discusses the negative sentiments of: corruption. The Economist seems to be highlighting the sentiment across its issues. In the issues on January 2020, The Economist discusses the pursuing of corruption for Guatemala, Israel, and Brazil. The December 2019 discusses about corruption cases in Malaysia and South Africa. Perhaps the next agenda for the world would be eradicating corruption after dealing with climate change policies as discussed in the December issue. A specific article discussed is about Dos Santos which is involved in an embezzlement case (See Figure 5).

**Conclusion**

The data exploration project from 11 issues from The Economist has provided a very strong insight on the media itself. As mentioned previously, The Economist provides articles that are very interesting to read about due to it being very critical and able to picture the global socio-political / business / economical movements.

Although more thorough research might be needed using more issues, the current analysis and conclusion leads to a fact where The Economist provides good insights whether its for politics, social, business, or economical movements.

Personally, I would recommend this media for people to read to gain critically essential information and insights, especially business people that always needs to leverage information in order to stay competitive in their respective field.