

EMPOWERING ENEDIS WITH AI TOOLS FOR RAPID MEDIA IMAGE ANALYSIS

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SIAPARTNERS

ENEDIS

bpifrance

MISTRAL
AI_

nvidia

aws

INTRODUCTION

USE CASE OBJECTIVE



©Laporte Thierry for Enedis

Context:

Enedis operates Europe's largest electricity distribution network and is regularly featured in the media.

Usecase:

Leverage AI to analyze **1400 media articles** and assess Enedis' perception in national and regional press.

Rational:

Automatically identify trends, key topics, and public sentiment to assist the communications team in their missions.

INTRODUCTION

SOLUTION OBJECTIVE

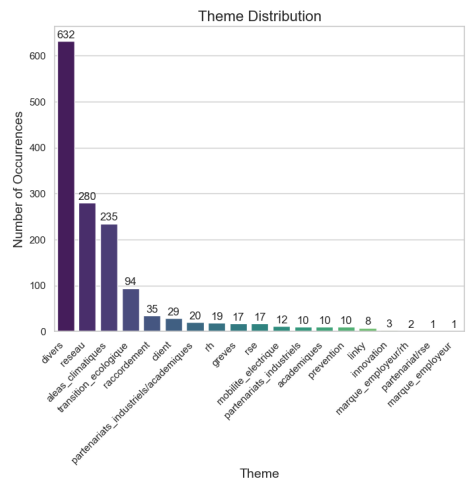
These are the main objective we are seeking:

- ▶ **Scalability and Seamless Deployment:** Ensuring plug-and-play integration for effortless expansion.
- ▶ **Computational Efficiency:** Implementing customized approaches optimized for specific needs through specialized agents.
- ▶ **Pragmatic and Business-Driven Solutions:** Delivering solutions that are both realistic and aligned with business objectives.

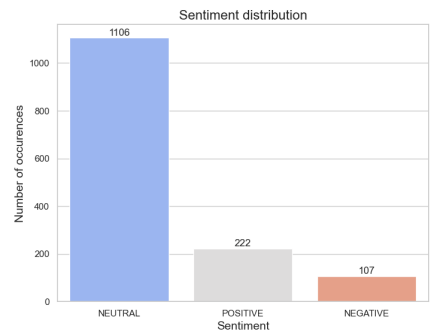
DATA PRESENTATION

DATA ENGINEERING

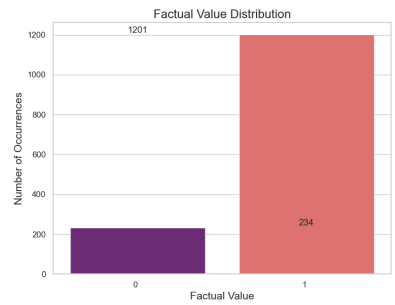
We have 1400 articles and are interested about the sentiment, the theme and the factuality.



Distribution of the different themes



Distribution for the sentiment modality



Distribution for the factuality modality

PROPOSED SOLUTION

INFRASTRUCTURE DEPLOYED

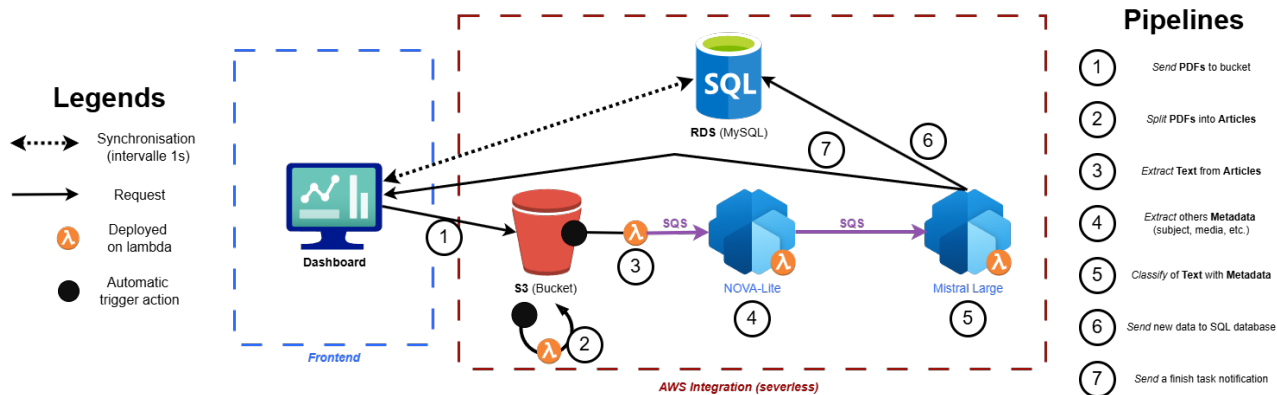


Figure 1. Complete solution architecture deployed using AWS Serverless services with Nova Lite and Mistral Large LLMs

RESULTS

CLASSIFICATION REPORTS

Class	Precision	Recall	F1-Score	Support
NEGATIVE	0.24	0.88	0.38	42
NEUTRAL	0.77	0.30	0.43	170
POSITIVE	0.45	0.38	0.42	39
Accuracy			0.41	251
Macro avg	0.49	0.52	0.41	251
Weighted avg	0.63	0.41	0.42	251

Table 1. Classification Report for Sentiment Modality.

Class	Precision	Recall	F1-Score	Support
0	0.00	0.00	0.00	50
1	0.80	1.00	0.89	201
Accuracy			0.80	251
Macro avg	0.40	0.50	0.44	251
Weighted avg	0.64	0.80	0.71	251

Table 2. Classification Report for Factual Modality.

CONCLUSION

- ▶ **Fully Usable Pipeline:** We have successfully deployed a complete and efficient pipeline to analyze Enedis' media presence, equipped with an intuitive dashboard for seamless usage. The whole pipeline is fully documented for an easier integration.
- ▶ **Future Enhancements:** The models can be further optimized through finetuning, including adjustments to thresholds and temperature parameters to improve accuracy and adaptability.
- ▶ **Ongoing Development:** Continued work on refining model performance and expanding the solution's capabilities will ensure that it remains aligned with evolving business needs.