

Web Listening

2022

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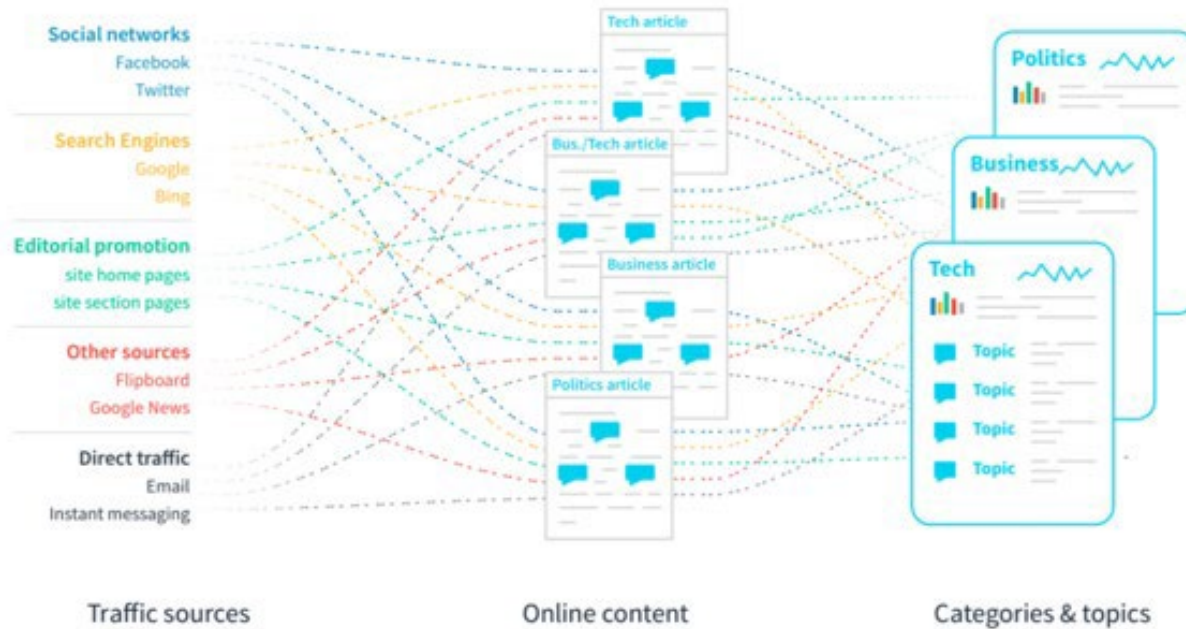
- Web listening, also known as social media monitoring, is the process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.
- Conversations on the Internet produce massive amounts of unstructured data.
- Companies monitor conversations online to keep up to date with what is voluntarily discussed or shared about their product or brand.



Project Objective

- Develop an automated web listening solution
 - Real-time web data fetching
 - Descriptive analytics: Keyword visualisations
 - Advanced analytics: Topic modelling & sentiment analysis
- To implement NLP techniques using topic modelling, sentiment analysis and classification methods to understand online conversations and predict future trends.
- Explore the use of NLP for various industries.

Project Outcome



Use Case Scenario

- Brands Comparison
 - E.g. Coke & Pepsi, Adidas & Nike
- Keywords Investigation
 - E.g. COVID-19, Cyber Security, Machine Learning



Thank you.