POWERFUL | EASY | PERSONALIZED

Target Marketing

GROUP**4** Presents

OPEN DATA DELAWARE

BIG DATA

MACHINE LEARNING

ARTIFICIAL

NATURAL LANGUAGE PROCESSING

INTELLIGENCE

Our **MISSION**

Utilize Data and Modern Artificial Intelligence to help MILLIONS of businessmen

Save time planning & **Earn** more profit & **Optimize** the world society

Our **PRODUCT**
POWERFUL | EASY | PERSONALIZED

Some Features:

1.**Only** need to input a paragraph of the description of your business, and we will extract information (e.g. location, product type/consumer demographics)

2.**Pick** your priorities of considerations

3.**Specific** location suggestion linked to Google Map

……

Our **PRODUCT**

FULL-STACK SOLUTION

Complete web app including:
1. User-friendly UI
2. Large Scale data/features collection
3. Sophisticated ranking

Our Solution @ **Big Data**

Extensive demographic information:
More than 400 features, consisting of various combinations of age, race, and gender, allowing the algorithm to extract real insights.

Our Solution @ **AI**

Deep ranking/indexing mechanisms

1. Use Natural Language Processing to parse user's information from user's description

2. Use locality sensitive hashing to index large number of markets.

3. Supervised machine learning model to predict the target markets.

4. Use SVD to incorporate relevant target markets, improve coverage.

DEMO

GitHub: https://github.com/OpenBracketDelaware/
Open-Source-Target-Marketing-Solution-Group4

THANK YOU