ESG News Analyzer & Sentiment Tracker

Introduction

In today's world, companies are expected to behave responsibly towards the environment, society, and people connected to their business. These responsibilities are measured using ESG factors, which stand for Environmental, Social, and Governance. Investors, governments, and customers use ESG information to understand how ethical and responsible a company is. However, most ESG information is available only through news articles that are spread across many websites, which makes it hard to follow and understand.

Problem Statement

ESG-related news about companies is available on many different news platforms. Reading and analyzing this news manually takes a lot of time and effort. It is difficult for investors, analysts, and general users to understand whether the news is positive, negative, or neutral. It is also hard to know which ESG category the news belongs to and how a company's ESG performance is changing over time. Because of this, important ESG risks and improvements may be missed.

Challenges

ESG news is not organized and comes from many different sources. Manually checking the sentiment of news is slow and depends on personal opinion. Classifying news into Environmental, Social, or Governance is not easy. Tracking ESG trends for a company over time is difficult. Users do not get a clear summary of important ESG issues.

Proposed Solution

The ESG News Analyzer & Sentiment Tracker is a web-based application that solves these problems using Artificial Intelligence (AI). The system collects ESG-related news articles for selected companies and analyzes them automatically. Each article is checked to find its sentiment, such as positive, negative, or neutral. The system also classifies the article into Environmental, Social, or Governance categories. The platform shows this information using simple dashboards and AI-generated summaries so users can understand ESG trends easily.

Key Objectives

- To collect ESG-related news for well-known companies.

- To automatically analyze the sentiment of news using AI.

- To classify news into Environmental, Social, or Governance categories.

- To show ESG trends using simple charts and graphs.

- To generate short AI summaries of major ESG issues.

Expected Impact
This platform helps users understand ESG information quickly and clearly. It reduces manual work and saves time by converting large amounts of news into useful insights. Users can easily track a company's ESG performance and make better decisions. The platform also helps promote responsible business practices and sustainability awareness.

Conclusion
The ESG News Analyzer & Sentiment Tracker helps convert unorganized ESG news into clear and useful information. By using AI for sentiment analysis and ESG classification, the platform provides an easy and reliable way to monitor ESG performance of companies. It helps investors, analysts, and users stay informed and make responsible decisions.