



智慧新聞推薦助理

台大: 蕭湧 台大: 陳家偉 台大: 劉柏彥. 台大: 吳悅寧

台大: 吳育嘉 台大: 吳天友 政大: 楊瑾容 政大: 楊承羲

指導老師: 石百達教授

Mentor: 張明淇學長

A teal geometric graphic consisting of several overlapping triangles and polygons, creating a modern, abstract shape on the left side of the slide.

報告大綱

01 設計目的

02 介面設計

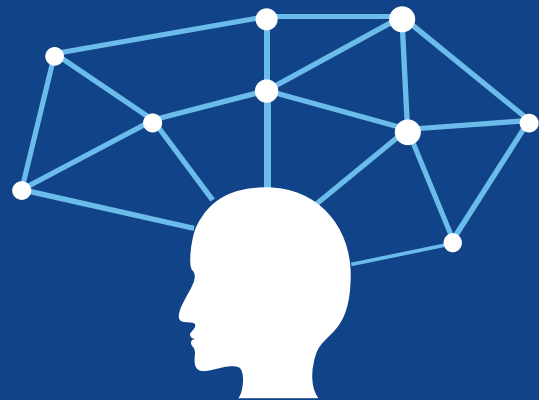
03 使用方法

04 原理介紹

05 改善項目

01

設計目的

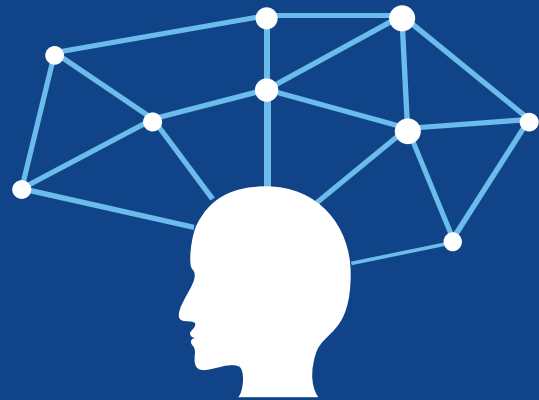


設計目的

- 建構科技協作模式，提升分析師(經紀人)對投資組合進行調整的**效率**
 - 幫助投資人快速得知關鍵新聞
 - 提升投資人掌握其投資的相關資訊
 - 減少查找時間
- 透過程式輔助推出更加**人性化**的新聞推薦
 - 記錄過程數據

02

介面設計



介面介紹

- 使用者可以選擇日期，投組方法和關鍵字
- 主要欄位分成三大區塊：分別為投資組合的公司名稱、投組新聞與焦點新聞
- 下方欄位呈現投組柱狀圖與Twitter推文



Portfolio Information
American Electric Power Company, Inc.
American International Group, Inc.
Arconic, Inc.
Arista Networks, Inc.
Atmos Energy Corporation
Cincinnati Financial Corporation
Coty Inc. Class A
DISH Network Corporation Class A
Eversource Energy
Federal Realty Investment Trust
HCA Healthcare Inc
Helmerich & Payne, Inc.
Kimco Realty Corporation

投組清單

Portfolio News
See which airlines are doing the most — and the least — to protect your elite status
Hess, ... here bankrupt
Diamond Offshore's biggest customers in 2019
Earnings Watch: Apple, Amazon and Gilead take anchor leg of earnings race with a big lead
AIG downgraded to hold from buy at CFRA
The \$60,000 Telegram That Helped Abraham Lincoln Abolish Slavery
See a preview of WWE's five-part documentary series on The Undertaker
The Lincoln Project Will Target Donald Trump's Senate Allies With New Attack Ads
Gap Inc. to reopen up to 800 stores by the end of this month, as COVID-19 frees

投組新聞

Top News		
CORONAVIRUS	OIL	US
11% of global CEOs fear their business won't survive coronavirus: YPO survey	Stock market live updates: Dow up 450, oil on pace for best day yet, Chipotle rallies 8%	Coronavirus Deaths in U.S. Nursing, Long-Term Care Facilities Top 10,000
Snap has the pieces in place to fight off the coronavirus downturn in advertising better than rivals, stock soars 36%	How Oil Markets Work, And Why Prices Fell Below Zero	First Virus Deaths in U.S. Came Earlier Than Authorities Thought
Billionaire Mike Bloomberg will help New York develop coronavirus test and trace program, Gov. Cuomo says	'We Pulled the Plug': As Oil Prices Plunge, Drillers in the Gulf of Mexico Shut Off Wells	US oil production plunges as the industry retrenches, and more cuts are expected after a price crash
Coronavirus job losses and pay cuts are hitting these households the hardest	Oil Crash Comes Without Silver Lining	US officials prepare for 'two viruses' next fall: coronavirus and the flu
Health Chief's Early Missteps Set Back Coronavirus Response	Negative Oil Prices Pose Headache for Futures Giant CME	COVID-19 case tally: 2.61 million cases, 181,235 deaths and U.S. leads with 834,858 cases
Coronavirus Changes Trump Re-Election Calculus in Key States	European markets close higher as oil prices make a comeback	U.S. oil futures settle with a 19% gain
Dallas Hotel Owner Is Biggest Beneficiary of Coronavirus Loan	Stock market live Wednesday: Dow up 450, oil rebounds from deep rout, Facebook pops 6%	Trump to Bar Immigration for Family of U.S. Citizens, Foreign Workers for 60 Days
	Oil jumps 19%, clawing back some of the recent losses	

焦點新聞

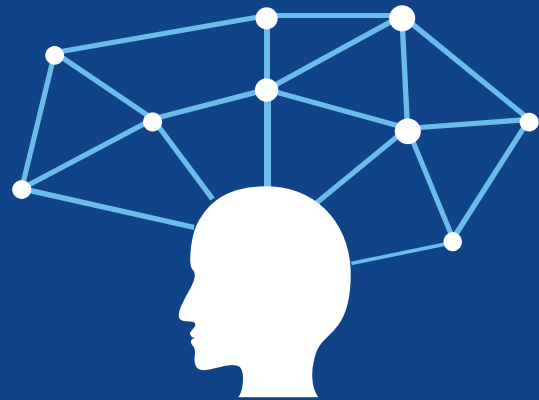
投資組合介紹

- 公司資料的部分為標普500公司
- 我們的投資組合以報酬率漲跌為主要關注，公司的漲跌幅度是最容易且最重要的觀測目標，故我們先以此策略實作
- Portfolio的部分有5種方法可以選擇:包括日報酬漲跌大於5%，周報酬漲跌大於10%與月報酬漲幅大於20%



03

使用方法



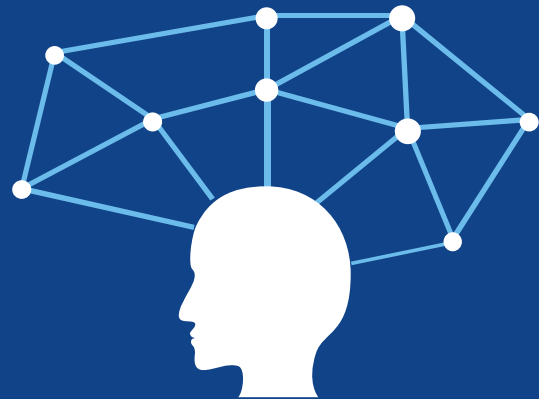
使用方法

- 登入帳號密碼
- 選擇日期與投資組合
- 輸入想搜尋的關鍵字
- 點擊搜索



04

原理介紹

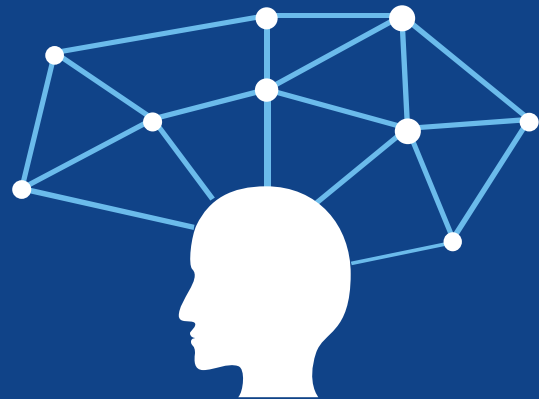


原理介紹

- 在過往新聞的部分使用公司名稱近似詞搜尋例如Apple公司的近似詞AAPL, AAPLUS等，並且呈現選擇日期兩個禮拜的所有公司相關新聞
- 利用word2vec演算法，根據演算法抓取當天新聞最重要的三個關鍵字作為搜尋，呈現出新聞名稱與連結
- 使用者也可以依照使用習慣自行輸入關鍵字，再輸入關鍵字後過往新聞欄位與焦點新聞欄位皆會依照關鍵字呈現
- 記錄使用者點擊資訊，方便以後根據使用者關心的主題做出推薦
- 優化執行速度，使用者選擇完畢便可馬上出現結果

05

改善項目



改善項目

- 配對個股及其新聞，增加易讀性
- 新增每日最高點擊率新聞，幫助投資人立即得知當日焦點
- 將投組柱狀圖與Twitter推文補上

