



SCRYPTOOL

**Cryptocurrency intelligence solution powered by a
multi-source scraping tool.**

Web Analytics Final Project - Team 2

Sergio Aizcorbe, Bernardo Bouzas, Jaime Mardones, Manuel Nuño

1. Concept Design Process
2. Google Data Studio Dashboard
3. Scraping strategy and implementation
4. Natural Language Processing
5. Recap and potential improvements opportunities
6. Other state-of-the-art solutions
7. Attributions and references



Concept Design Process

1. Concept Design Process

Idea

Scrape, process, combine and analyze **18 cryptocurrencies** data.
Obtain it from different reliable sources and in a **3-month** date range.
Display the result in an **interactive dashboard** that offers insightful visualizations.

Metrics

- Financial statistics
- Social volume
- On-chain data
- Developers activity
- Sentiment analysis
- Word vectorization

Workflow

Design → Research → Scrape → Process → Analyze → Export → Visualize
(If needed)

1. Concept Design Process

Dashboard views

View	Name	Description
1	Market Overview	Comparison between 2 to 18 coins from 5 different market analysis angles.
2	Social Impact Analyzer	In-depth analysis of key social metrics and interactive study of correlation between price and social talk volume, per coin and month.
3	Perspectivizer	Tool that helps to estimate a Token A price if it had the Market Capitalization of a Token B.
4	Tweets Language Processing	Results of viral analysis and Natural Language Processing, both own-implemented, of influencers tweets.

1. Concept Design Process

Market Overview: *Datasets 1 & 2*

- Sentiment Overview, Market Cap, Developers Activity (Show **3-month aggregate**)
- Financial Analysis, On-Chain Analysis (Show **time-series with daily granularity**)

Possibility of selecting **multiple coins** to be compared in all 5 modules.

9X1620 TOTAL PER DAY				SENTIMENT					LUNAR CRUSH / SENTIMENT			
	Asset	Month	Day	Sentiment Positive	Sentiment Negative	Developer Activity	Dev. activ. change 30d	Contributors count	Market Cap			
	BTC	1	1									
	BTC	1	2									
									
	BTC	3	30									
	ETH	1	1									
									
	11X1620 TOTAL PER DAY				SENTIMENT				LUNAR CRUSH			
	Asset	Month	Day	Active Addresses 1 day	Exchange balance	Network Growth	Transaction Volume	Perpetuals funding rate	Price	Market Cap	Volume 24h	
BTC	1	1										
BTC	1	2										
...										
BTC	3	30										
ETH	1	1										
...										

1. Concept Design Process

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1. Concept Design Process

Social Impact: *Dataset 3*

- Social Scope Metrics (Show **4 scoreboards** with **3-month aggregate**)
- Price VS Social Volume (Show **time-series** with **daily granularity**)

Possibility of selecting **multiple coins** and **months** to be compared in both modules.

[illegible]

1. Concept Design Process

Perspectivizer: *Dataset 4*

- Social Scope Metrics (Show **4 scoreboards** with **3-month aggregate**)
- Price VS Social Volume (Show **time-series with daily granularity**)

Possibility of selecting **multiple coins** and **months** to be compared in both modules.

DASHBOARD 3				
4X18 DAY DECEMBER 1		LUNAR CRUSH / SANTIMENT		SANTIMENT
	Asset	Price	Market Cap	Circulating supply
		1 DAY ABSOLUTE	1 DAY ABSOLUTE	1 DAY ABSOLUTE
	BTC
	ETH
	ADA

1. Concept Design Process

Perspectivizer: *Dataset 4*

- Social Scope Metrics (Show **4 scoreboards** with **3-month aggregate**)
- Price VS Social Volume (Show **time-series** with **daily granularity**)

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		1 DAY ABSOLUTE	1 DAY ABSOLUTE	1 DAY ABSOLUTE
	BTC
	ETH
	ADA

TimeA	TimeB	TimeC	TimeD	TimeE	TimeF	TimeG	TimeH	TimeI	TimeJ	TimeK	TimeL	TimeM	TimeN	TimeO	TimeP	TimeQ	TimeR	TimeS	TimeT	TimeU	TimeV	TimeW	TimeX	TimeY	TimeZ	TimeAA	TimeAB	TimeAC	TimeAD	TimeAE	TimeAF	TimeAG	TimeAH	TimeAI	TimeAJ	TimeAK	TimeAL	TimeAM	TimeAN	TimeAO	TimeAP	TimeAQ	TimeAR	TimeAS	TimeAT	TimeAU	TimeAV	TimeAW	TimeAX	TimeAY	TimeAZ	TimeBA	TimeBB	TimeBC	TimeBD	TimeBE	TimeBF	TimeBG	TimeBH	TimeBI	TimeBJ	TimeBK	TimeBL	TimeBM	TimeBN	TimeBO	TimeBP	TimeBQ	TimeBR	TimeBS	TimeBT	TimeBU	TimeBV	TimeBW	TimeBX	TimeBY	TimeBZ	TimeCA	TimeCB	TimeCC	TimeCD	TimeCE	TimeCF	TimeCG	TimeCH	TimeCI	TimeCJ	TimeCK	TimeCL	TimeCM	TimeCN	TimeCO	TimeCP	TimeCQ	TimeCR	TimeCS	TimeCT	TimeCU	TimeCV	TimeCW	TimeCX	TimeCY	TimeCZ	TimeDA	TimeDB	TimeDC	TimeDD	TimeDE	TimeDF	TimeDG	TimeDH	TimeDI	TimeDJ	TimeDK	TimeDL	TimeDM	TimeDN	TimeDO	TimeDP	TimeDQ	TimeDR	TimeDS	TimeDT	TimeDU	TimeDV	TimeDW	TimeDX	TimeDY	TimeDZ	TimeEA	TimeEB	TimeEC	TimeED	TimeEE	TimeEF	TimeEG	TimeEH	TimeEI	TimeEJ	TimeEK	TimeEL	TimeEM	TimeEN	TimeEO	TimeEP	TimeEQ	TimeER	TimeES	TimeET	TimeEU	TimeEV	TimeEW	TimeEX	TimeEY	TimeEZ	TimeFA	TimeFB	TimeFC	TimeFD	TimeFE	TimeFF	TimeFG	TimeFH	TimeFI	TimeFJ	TimeFK	TimeFL	TimeFM	TimeFN	TimeFO	TimeFP	TimeFQ	TimeFR	TimeFS	TimeFT	TimeFU	TimeFV	TimeFW	TimeFX	TimeFY	TimeFZ	TimeGA	TimeGB	TimeGC	TimeGD	TimeGE	TimeGF	TimeGG	TimeGH	TimeGI	TimeGJ	TimeGK	TimeGL	TimeGM	TimeGN	TimeGO	TimeGP	TimeGQ	TimeGR	TimeGS	TimeGT	TimeGU	TimeGV	TimeGW	TimeGX	TimeGY	TimeGZ	TimeHA	TimeHB	TimeHC	TimeHD	TimeHE	TimeHF	TimeHG	TimeHH	TimeHI	TimeHJ	TimeHK	TimeHL	TimeHM	TimeHN	TimeHO	TimeHP	TimeHQ	TimeHR	TimeHS	TimeHT	TimeHU	TimeHV	TimeHW	TimeHX	TimeHY	TimeHZ	TimeIA	TimeIB	TimeIC	TimeID	TimeIE	TimeIF	TimeIG	TimeIH	TimeII	TimeIJ	TimeIK	TimeIL	TimeIM	TimeIN	TimeIO	TimeIP	TimeIQ	TimeIR	TimeIS	TimeIT	TimeIU	TimeIV	TimeIW	TimeIX	TimeIY	TimeIZ	TimeJA	TimeJB	TimeJC	TimeJD	TimeJE	TimeJF	TimeJG	TimeJH	TimeJI	TimeJJ	TimeJK	TimeJL	TimeJM	TimeJN	TimeJO	TimeJP	TimeJQ	TimeJR	TimeJS	TimeJT	TimeJU	TimeJV	TimeJW	TimeJX	TimeJY	TimeJZ	TimeKA	TimeKB	TimeKC	TimeKD	TimeKE	TimeKF	TimeKG	TimeKH	TimeKI	TimeKJ	TimeKK	TimeKL	TimeKM	TimeKN	TimeKO	TimeKP	TimeKQ	TimeKR	TimeKS	TimeKT	TimeKU	TimeKV	TimeKW	TimeKX	TimeKY	TimeKZ	TimeLA	TimeLB	TimeLC	TimeLD	TimeLE	TimeLF	TimeLG	TimeLH	TimeLI	TimeLJ	TimeLK	TimeLM	TimeLN	TimeLO	TimeLP	TimeLQ	TimeLR	TimeLS	TimeLT	TimeLU	TimeLV	TimeLW	TimeLX	TimeLY	TimeLZ	TimeMA	TimeMB	TimeMC	TimeMD	TimeME	TimeMF	TimeMG	TimeMH	TimeMI	TimeMJ	TimeMK	TimeML	TimeMN	TimeMO	TimeMP	TimeMQ	TimeMR	TimeMS	TimeMT	TimeMU	TimeMV	TimeMW	TimeMX	TimeMY	TimeMZ	TimeNA	TimeNB	TimeNC	TimeND	TimeNE	TimeNF	TimeNG	TimeNH	TimeNI	TimeNJ	TimeNK	TimeNL	TimeNM	TimeNO	TimeNP	TimeNQ	TimeNR	TimeNS	TimeNT	TimeNU	TimeNV	TimeNW	TimeNX	TimeNY	TimeNZ	TimeOA	TimeOB	TimeOC	TimeOD	TimeOE	TimeOF	TimeOG	TimeOH	TimeOI	TimeOJ	TimeOK	TimeOL	TimeOM	TimeON	TimeOO	TimeOP	TimeOQ	TimeOR	TimeOS	TimeOT	TimeOU	TimeOV	TimeOW	TimeOX	TimeOY	TimeOZ	TimePA	TimePB	TimePC	TimePD	TimePE	TimePF	TimePG	TimePH	TimePI	TimePJ	TimePK	TimePL	TimePM	TimePN	TimePO	TimePP	TimePQ	TimePR	TimePS	TimePT	TimePU	TimePV	TimePW	TimePX	TimePY	TimePZ	TimeQA	TimeQB	TimeQC	TimeQD	TimeQE	TimeQF	TimeQG	TimeQH	TimeQI	TimeQJ	TimeQK	TimeQL	TimeQM	TimeQN	TimeQO	TimeQP	TimeQQ	TimeQR	TimeQS	TimeQT	TimeQU	TimeQV	TimeQW	TimeQX	TimeQY	TimeQZ	TimeRA	TimeRB	TimeRC	TimeRD	TimeRE	TimeRF	TimeRG	TimeRH	TimeRI	TimeRJ	TimeRK	TimeRL	TimeRM	TimeRN	TimeRO	TimeRP	TimeRQ	TimeRR	TimeRS	TimeRT	TimeRU	TimeRV	TimeRW	TimeRX	TimeRY	TimeRZ	TimeSA	TimeSB	TimeSC	TimeSD	TimeSE	TimeSF	TimeSG	TimeSH	TimeSI	TimeSJ	TimeSK	TimeSL	TimeSM	TimeSN	TimeSO	TimeSP	TimeSQ	TimeSR	TimeSS	TimeST	TimeSU	TimeSV	TimeSW	TimeSX	TimeSY	TimeSZ	TimeTA	TimeTB	TimeTC	TimeTD	TimeTE	TimeTF	TimeTG	TimeTH	TimeTI	TimeTJ	TimeTK	TimeTL	TimeTM	TimeTN	TimeTO	TimeTP	TimeTQ	TimeTR	TimeTS	TimeTT	TimeTU	TimeTV	TimeTW	TimeTX	TimeTY	TimeTZ	TimeUA	TimeUB	TimeUC	TimeUD	TimeUE	TimeUF	TimeUG	TimeUH	TimeUI	TimeUJ	TimeUK	TimeUL	TimeUM	TimeUN	TimeUO	TimeUP	TimeUQ	TimeUR	TimeUS	TimeUT	TimeUU	TimeUV	TimeUW	TimeUX	TimeUY	TimeUZ	TimeVA	TimeVB	TimeVC	TimeVD	TimeVE	TimeVF	TimeVG	TimeVH	TimeVI	TimeVJ	TimeVK	TimeVL	TimeVM	TimeVN	TimeVO	TimeVP	TimeVQ	TimeVR	TimeVS	TimeVT	TimeVU	TimeVV	TimeVW	TimeVX	TimeVY	TimeVZ	TimeWA	TimeWB	TimeWC	TimeWD	TimeWE	TimeWF	TimeWG	TimeWH	TimeWI	TimeWJ	TimeWK	TimeWL	TimeWM	TimeWN	TimeWO	TimeWP	TimeWQ	TimeWR	TimeWS	TimeWT	TimeWU	TimeWV	TimeWW	TimeWX	TimeWY	TimeWZ	TimeXA	TimeXB	TimeXC	TimeXD	TimeXE	TimeXF	TimeXG	TimeXH	TimeXI	TimeXJ	TimeXK	TimeXL	TimeXM	TimeXN	TimeXO	TimeXP	TimeXQ	TimeXR	TimeXS	TimeXT	TimeXU	TimeXV	TimeXW	TimeXX	TimeXY	TimeXZ	TimeYA	TimeYB	TimeYC	TimeYD	TimeYE	TimeYF	TimeYG	TimeYH	TimeYI	TimeYJ	TimeYK	TimeYL	TimeYM	TimeYN	TimeYO	TimeYP	TimeYQ	TimeYR	TimeYS	TimeYT	TimeYU	TimeYV	TimeYW	TimeYX	TimeYY	TimeYZ	TimeZA	TimeZB	TimeZC	TimeZD	TimeZE	TimeZF	TimeZG	TimeZH	TimeZI	TimeZJ	TimeZK	TimeZL	TimeZM	TimeZN	TimeZO	TimeZP	TimeZQ	TimeZR	TimeZS	TimeZT	TimeZU	TimeZV	TimeZW	TimeZX	TimeZY	TimeZZ
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1. Concept Design Process

Tweets Language Processing: *Datasets 5,6,7*

- **Cloud Word** with most popular terms.
- **Top 5 Influencers** and sentiment analysis distribution of their tweets.
- **Top 5 Tweets** by own-computed Viral Score.

Possibility of selecting **multiple coins** to be compared in both modules.

COIN				
COIN	INFLUENCER	POSITIVE	NEGATIVE	NEUTRAL
btc	a			
btc	b			
btc	c			
btc	d			
btc	e			
eth	f			
eth	g			
eth	h			
eth	i			
eth	j			

COIN				
COIN	RANK	TWEET	(1*RT+0.5*FA/S) METRIC	SENTIMENT
btc	1	blabla	90432	Positive
btc	2	blabla	69420	Neutral
btc	3	blabla	20400	Negative
btc	4	blabla	7888	Neutral
btc	5	blabla	420	Positive
eth	1	blabla	90432	Neutral
eth	2	blabla	69420	Negative
eth	3	blabla	20400	Positive
eth	4	blabla	7888	Neutral
eth	5	blabla	420	Negative

WORDCLOUD		
COIN	WORD	COUNT
15 top words	a	222
	b	111
	c	69
	d	42
	e	
	a	222
	b	111
	c	69
	d	42
	e	



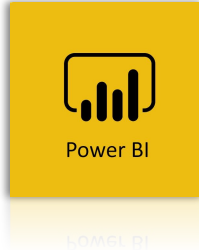
Google Data Studio Dashboard

2. Google Data Studio Dashboard

Possible approaches

Code it with python libraries:

- Classical (matplotlib, seaborn...)
- Dash
- Streamlit

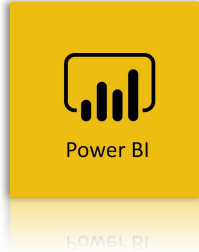


2. Google Data Studio Dashboard

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Code it with python libraries:

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- Streamlit



Final result





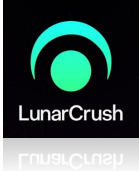



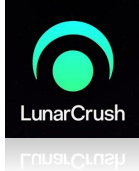
<https://datastudio.google.com/s/qEaOm08vdWs>



Scraping strategy and implementation

3. Scraping strategy and implementation

Sources

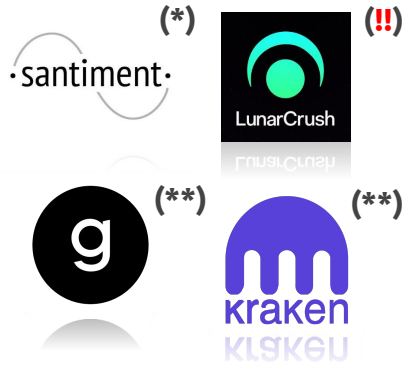
COIN OVERVIEW (Dashboard 1)		SOCIAL IMPACT (Dashboard 2)		PERSPECTIVIZER (Dashboard 3)	NLP ANALYSIS (Dashboard 4)	
DEV. METRICS	ON-CHAIN METRICS	SOCIAL VOLUME	SOCIAL METRICS	MARKET METRICS	TWEETS	TOP INFLUENCERS
	 			 		

3. Scraping strategy and implementation

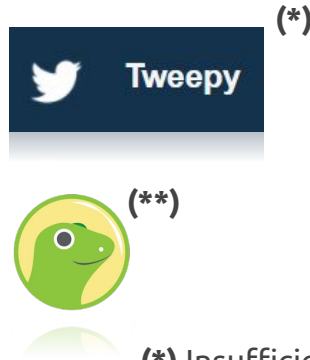
Implementation

Several APIs have been considered throughout the project and their respective wrappers have been implemented. Some have been improved to minimize the computational time and to avoid rate limit.

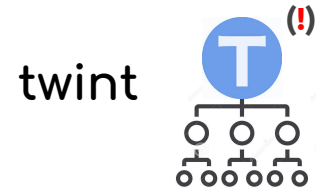
Custom API Wrappers



API Wrappers



Web Scraping



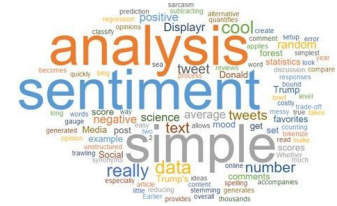
(*) Insufficient recent data (**) Insufficient public data
(!) Inefficient (!!) Server errors



Natural Language Processing

4. Natural Language Processing

The data flow



Who?

What?

Why?

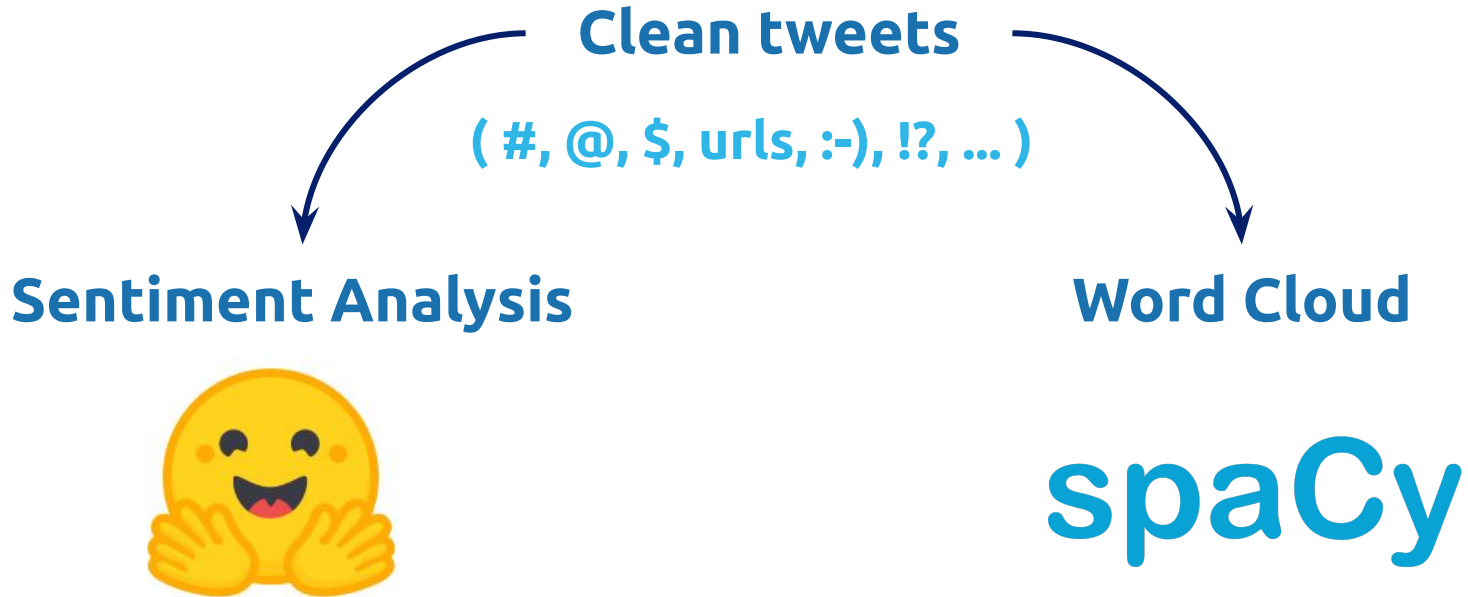
Top 10 influencers from each coin

Tweets where they talk about their coin

Sentiment Analysis and Cloud Word

4. Natural Language Processing

The Data Flow



4. Natural Language Processing

The Sentiment Analysis

Hugging Face is a startup in the Natural Language Processing domain that offers open-source libraries and pre-trained models for the general public.

Which resources do we use from it?

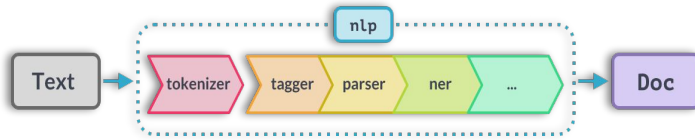
- ***Transformers***: library that provides thousands of pre-trained models and a pipeline to perform tasks on different areas such as text, vision, and audio.
- ***Beto-sentiment-analysis***: sentiment analysis pre-trained model part of *pysentimiento*, a Python toolkit for Sentiment Analysis and Social NLP tasks.

4. Natural Language Processing

The Word Cloud

SpaCy is a free open-source library for Natural Language Processing in Python that features word counts for building word clouds.

SpaCy NLP() built-in pipeline



Model Selection

en_core_web_sm

Specific stopwords removal

Iterative process to remove **non-insightful words**, such as: coin names, currency, crypto, usd, ...

Extracting popular terms

Rank words by count



**Recap and potential
improvements
opportunities**

5. Recap and potential improvements opportunities

Recap

We implemented...

4 custom APIs wrappers and used **2** APIs with a total of **39** different endpoints, **1** asynchronous parallel web scraper.

We scraped ...

More than **50** different cryptocurrency metrics for **+90 days** and **+30,000 tweets** stored

We implemented ...

1 NLP pipeline with **8** different analysis steps + **1** Sentiment Analysis model transformer

We designed ...

4 dashboard views with **3** tables, **14** scoreboards, **3** time-series, **1** barchart, **1** rectangles plot, **1** word cloud, **6** filter controls and **2** community visualizations.

5. Recap and potential improvements opportunities

Improvement Opportunities

Some coins were missing specific metric values.

Scrape more tweets over a longer period of time.

Further research in NLP.

Connect dashboard to online database that gets updated every day.

Scoreboards showing coin name and logo, dynamically depending on the asset selected.



Other state-of-the-art solutions

6. Other state-of-the-art solutions

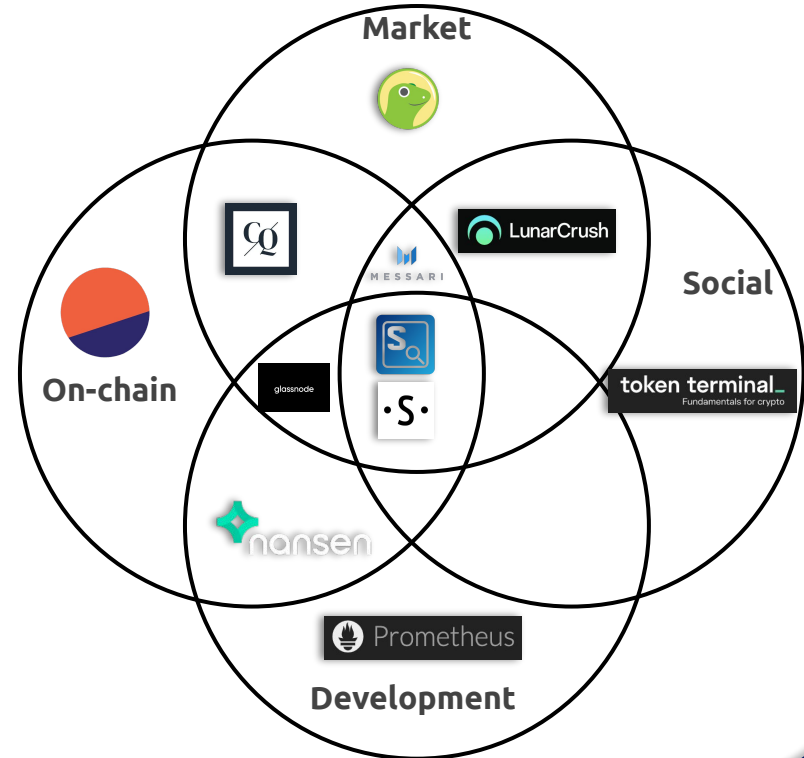
Market Overview and Social Impact Analyzer

We are better in ...

- Simplified, user-friendly interface.
- Aggregation of multiple angles.
- Insightful overview.
- Compare different social volumes in same visualization.

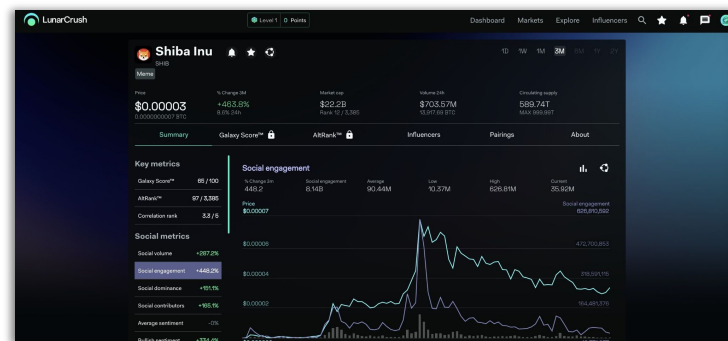
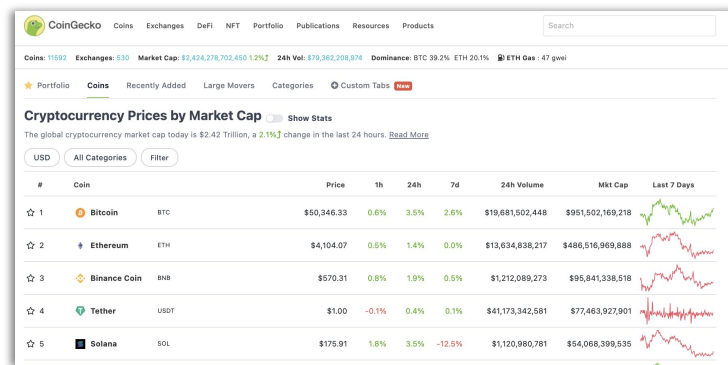
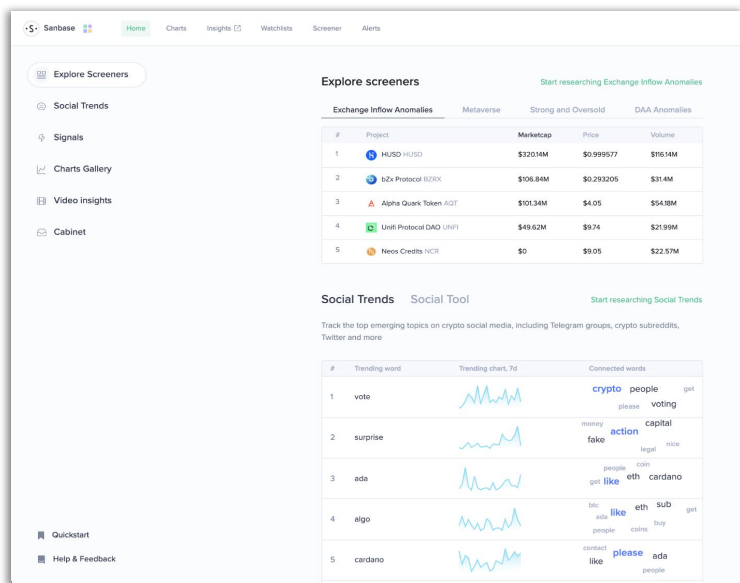
We lack ...

- We only show 18 coins with some metrics.
- Dashboard loading times.
- Presence of missing values.



6. Other state-of-the-art solutions

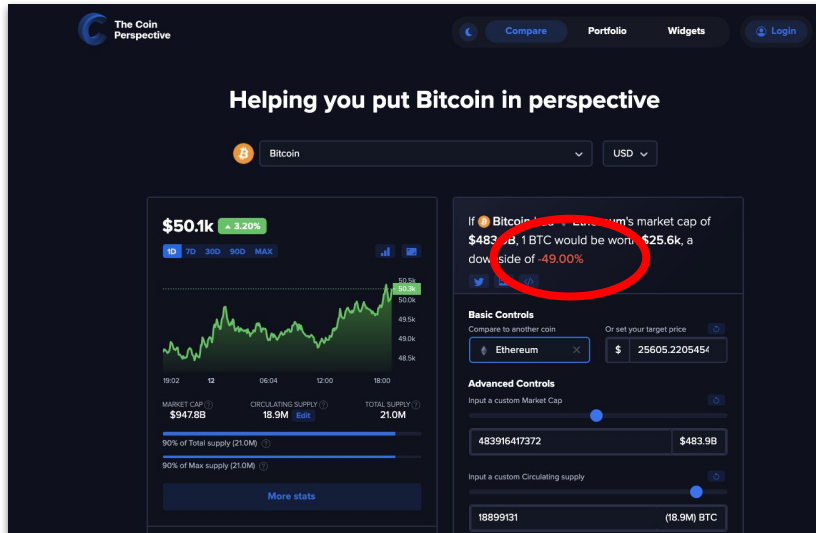
Market Overview and Social Impact Analyzer



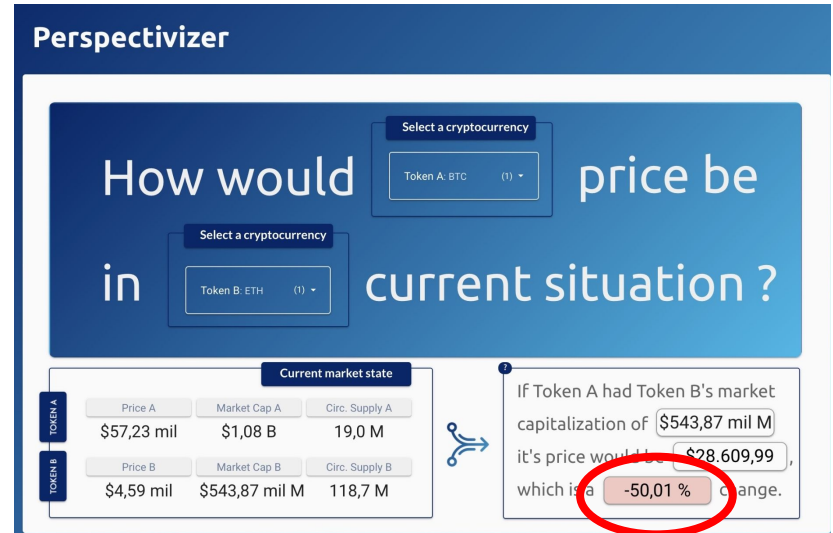
6. Other state-of-the-art solutions

Perspectivizer

Go-to solution in the market:



Our solution:





Attributions and references

7. Attributions and references

Icons

Flaticon repository

Data Scraping

- [tweepy: Twitter for Python!](#)
- [twint: Asynchronous Twitter scraping](#)
- [sanpy: Santiment API Python Client](#)
- [pycoingecko: Python wrapper for the CoinGecko API](#)

NLP

- [pysentimiento: A Python Toolkit for Sentiment Analysis and Social NLP tasks](#)
- [HuggingFace: State-of-the-art NLP](#)



THANK YOU