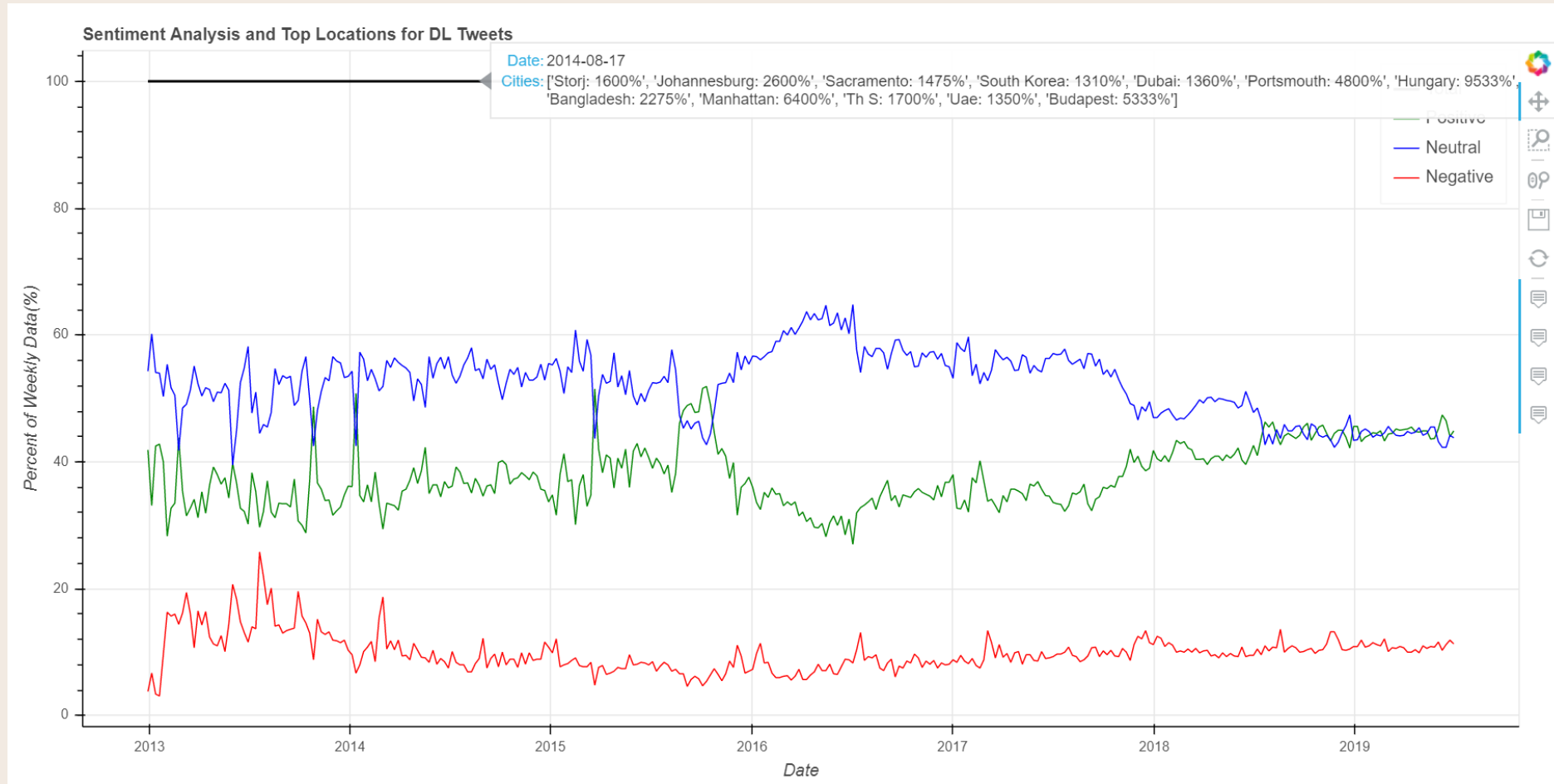**Cass Business School**
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Index Description

This presentation gives an overview of the various aspects of 2 graphs that can be used as an index for AI and DL adoption

Lebanon, Aug 15, 2019

Toni Narciss

Index 1 and 2

Sentiment Analysis and Top Locations for DL Tweets

Date: 2014-08-17
Cities: ['Storj: 1600%', 'Johannesburg: 2600%', 'Sacramento: 1475%', 'South Korea: 1310%', 'Dubai: 1360%', 'Portsmouth: 4800%', 'Hungary: 9533%', 'Bangladesh: 2275%', 'Manhattan: 6400%', 'Th S: 1700%', 'Uae: 1350%', 'Budapest: 5333%']

Index 1 and 2 (Continued)

Description
This dynamic chart looks at the sentiment of tweets from 2013 till the present by looking at weekly intervals. It also shows the hot/spiking locations for each month.

Structure
The line chart has 1 line for each positive, neutral and negative sentiment and each point on those lines shows what percentage of the tweets in that week was positive, neutral and negative, respectively. In addition, there is a line showing the total sentiment which is always at 100% and this line is used to show the locations with a significant increase in twitter mentions relative to the previous month.

Functionality
Details can be seen by simply hovering over the line; this will show a text box including the date, sentiment value(%), and hot locations. The x-axis is also dynamic which means that using the box zoom functionality on the side the user can select any range and the graph axes will adjust automatically.

Data
There are 2 such graphs, one is for the Distributed ledger related tweets(displayed above) and the other is for the AI related tweets.

Purpose
The graph above can be used as an index for the introduction of new ideas within the AI and DL spheres on a macro level. E.g. the above graph shows significant decline in neutrality of people's sentiment to DL in the past 2 years.

Positioning
Since this is a macro index it is best used at the beginning of the website to introduce the user to the data being covered.

Index 3

Rank	Company	Frequency Count	Rank Change
0	Microsoft	2898	0
1	Ibm	2252	0
2	Google	790	7
3	Twitter Com	787	New
4	Nvidia	505	3
5	Georgios Fradelos Company	485	3
6	Amazon	480	0
7	Forbes Com Sites	424	-3
8	Facebook S	420	New
9	Apple	417	1
10	Intel	407	-5
11	Facebook	281	0
12	Analyticship Bi Ai Bigdata Analytics	222	New
13	Huawei	218	-1
14	Gartner	216	-1
15	Accenture	177	2

Index 3 (Continued)

Description
This is a static table that shows the top 100 companies per month. The top 100 are chosen based on the frequency count.

Structure
The table has firstly the rank. Secondly, the company name. Thirdly, the frequency count of the company which is the number of times a company was detected in the DF per month by Spacy's named entity recognition functionality. Lastly, the rank change which shows if the company moved up or down the chart from the previous month and by how many rank points, or displays new

Functionality
The table has a simple scroll bar on the side.

Data
There are 2 such tables for each month, one is for the Distributed ledger related tweets and the other is for the AI related tweets. This results in 156 tables since 2013.

Purpose
The table is dominated by established companies and shows new entries occasionally. Thus it can be used to gauge the public's perception of AI and DL technology adoption among the established companies. Furthermore, by focusing on the companies that are "NEW" to the list the user can identify emerging companies and the sub-industry that these new-entrants might share.

Positioning
These lists can be used as a product on the website that are displayed