



## Fantastic 5

Prospekt



# Data Sourcing

Media Source ▾

Locations ▾

Select date range ▾

Global Knowledge Graph (GKG): Starting point to filter data as per time series, countries, themes, etc eventually

Country/Region: Indonesia  
Theme : OIL  
Start Date : 2019-01-01

Country/Region : Africa  
Theme : Mining  
Start Date : 2019-01-01

Country/Region : Saudi Arabia  
Theme : Energy  
Start Date : 2019-01-01

Country/Region : Switzerland  
Theme : Tourism  
Start Date : 2019-01-01

Persons	Record Count ▾
1. rudolf diesel	1,740
2. mulyani indrawati	1,003
3. donald trump	712
4. nasution nasution	692
5. luhut pandjaitan	683
6. pertamina nicke w...	605
7. nicke widyawati	580
8. pertamina usman	561

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Persons	Record Count ▾
1. cyril ramaphosa	907
2. sibanye stillwater	478
3. donald trump	290
4. asia pacific	282
5. gwede mantashe	256
6. a prayuth chan	250
7. madison anderso...	220
8. aspen pharmacare	207

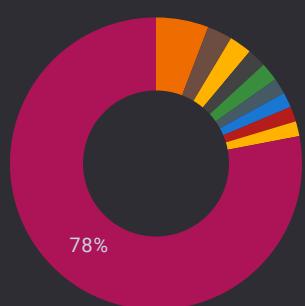
1 - 100 / 63907 < >

Persons	Record Count ▾
1. donald trump	2,375
2. abu dhabi	1,331
3. donald trump;mik...	771
4. asia pacific	582
5. vladimir putin	560
6. arabia arabia	552
7. mukesh ambani	431
8. ali baba	414

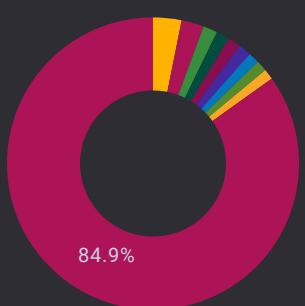
1 - 100 / 106264 < >

Persons	Record Count ▾
1. radoslaw wasiak ...	607
2. dirk klingenber...pi...	601
3. donald trump	520
4. heiko maas	489
5. los angeles	482
6. baltic sea	418
7. america latin	303
8. nick boden	269

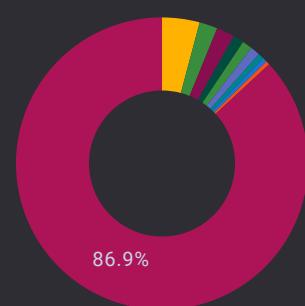
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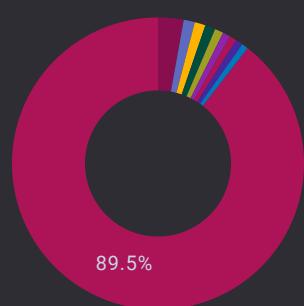
- tribunnews...
- antaranews...
- reuters.com
- bisnis.com
- liputan6.com
- okezone.com
- kontan.co.id
- republika.co...
- others



- reuters.com
- iol.co.za
- yahoo.com
- sina.com.cn
- msn.com
- cnfol.com
- eastmoney...
- hellenicship...
- indiatimes.c...
- oilprice.com
- others



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- yahoo.com
- sina.com.cn
- msn.com
- cnfol.com
- eastmoney...
- hellenicship...
- indiatimes.c...
- oilprice.com
- others



- sina.com.cn
- eastmoney...
- reuters.com
- msn.com
- ehfcl.com
- dw.com
- swissinfo.ch
- 24heures.ch
- tdg.ch
- others

# Data Pre Processing

**Data Segmentation:** Confirm data metrics, data scale-up and segment variable definition. followed by Profiling and interpretation.

## **Profiling:** Building a profile map and perform social and news analytics



**NLP** : Stop Word Removal, Tokenisation, Stemming, Lemmatisation, Frequency & Sentiment Analysis, N-Gram Modelling, TF-IDF to find out high frequency n-grams  
**ML** : LDA Clustering

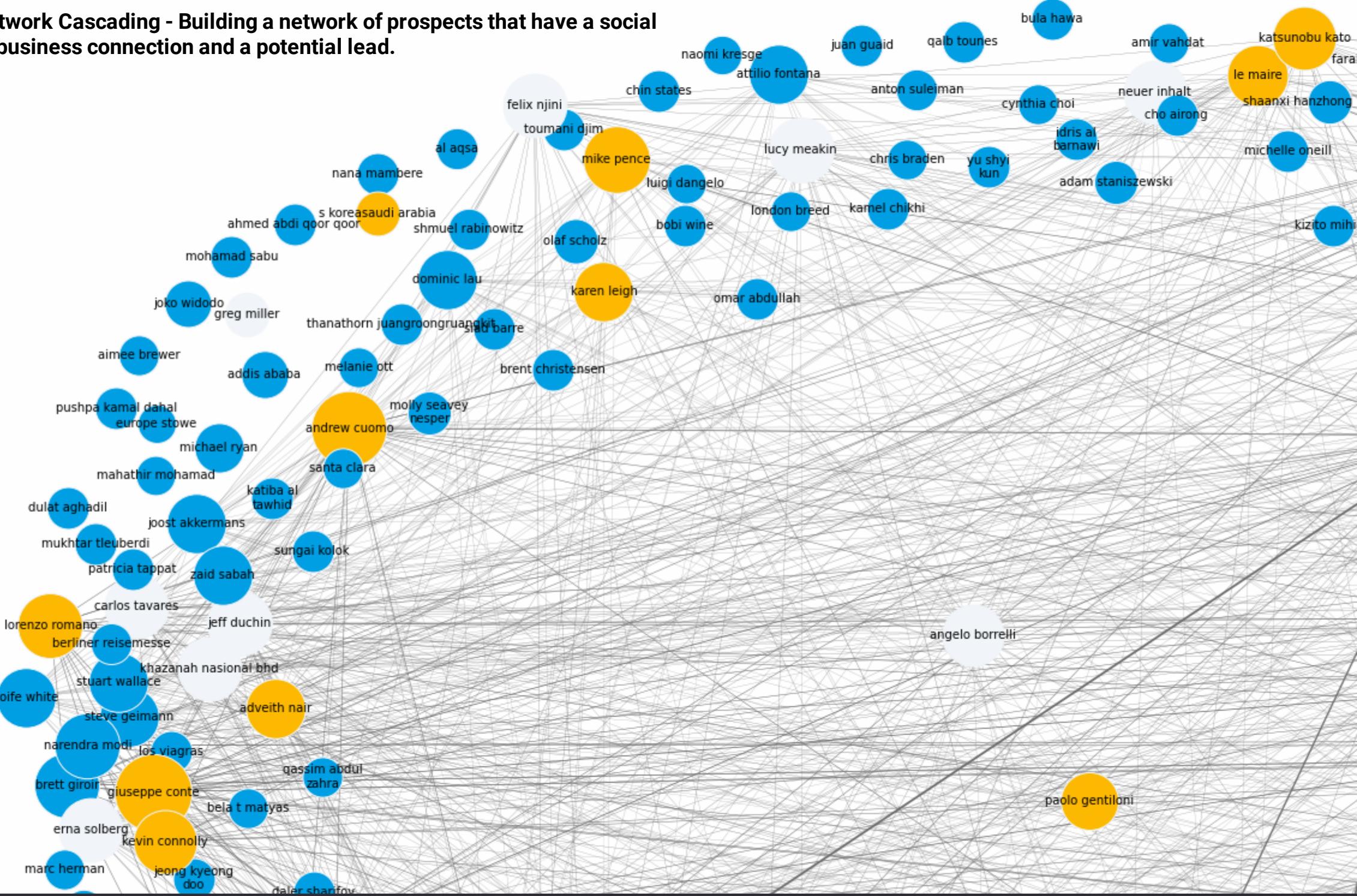
# NLP Techniques and Machine Learning

NLP Page - Clustering identified prospect to the trending topics using the Machine Learning based LDA Algorithm> Helps RMs to target in groups.



# Network Graph

**Network Cascading - Building a network of prospects that have a social or business connection and a potential lead.**



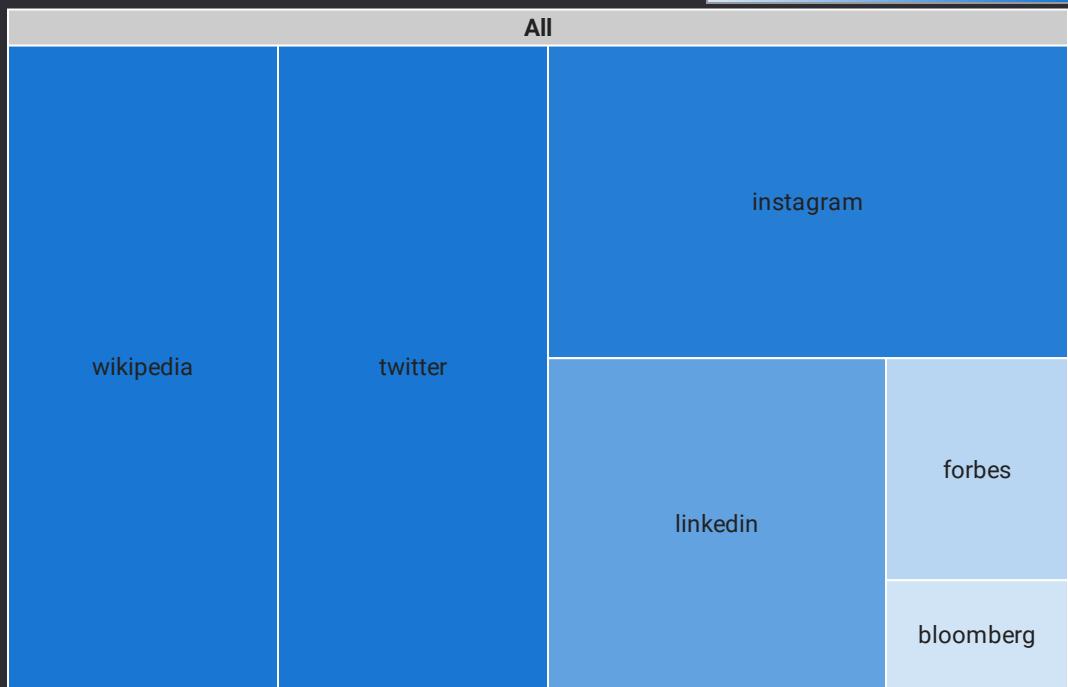
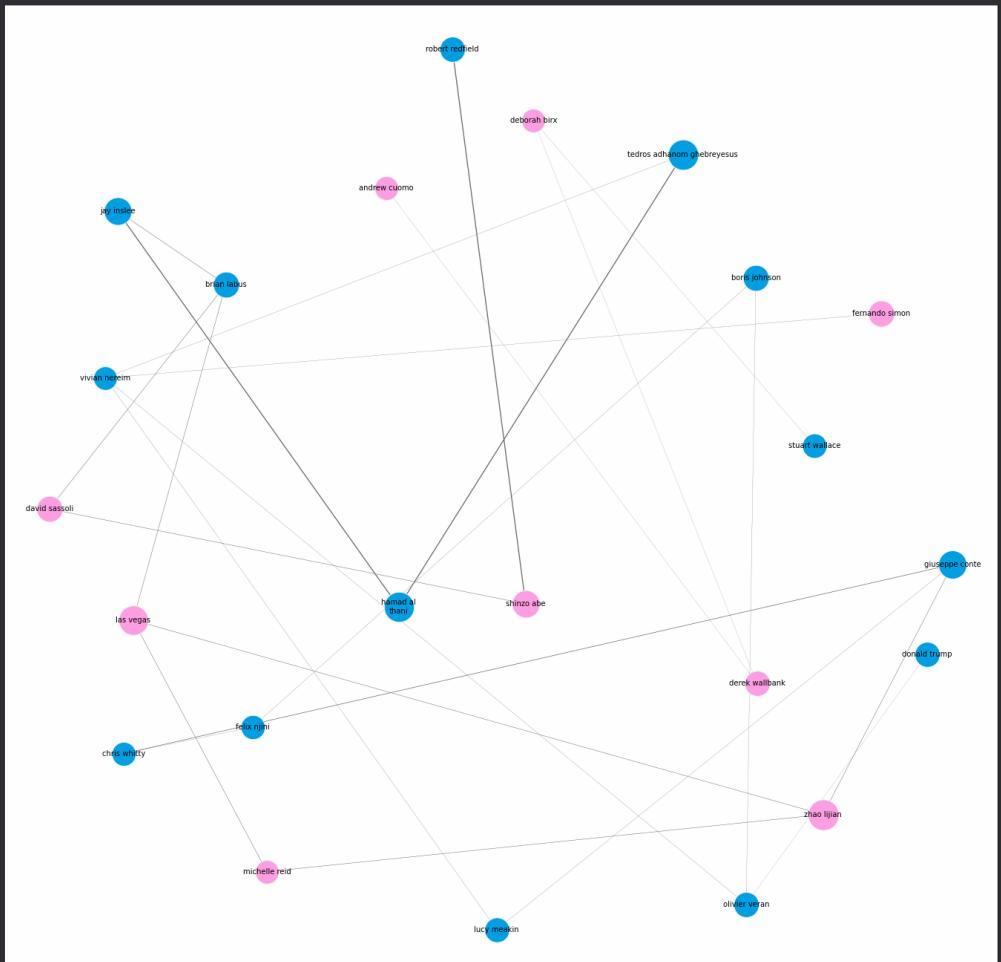
# Social Media Analytics

## Sourcing from:

1. Instagram
2. Wikipedia
3. LinkedIn
4. Twitter

## Prospect grouping by:

Geography  
Social media platform.



## CV Profiling:

- \* Date of birth
- \* Employment history
- \* Designation
- \* Colleagues
- \* Family
- \* Website
- \* Wealth identification (wikipedia)

## Know Your Prospect

Prospect Name: frans timmerma... (1) ▾

frans timmermans



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Net Worth : N/A

Country of Birth : N/A

### Social Activity : High/Low

## Location:

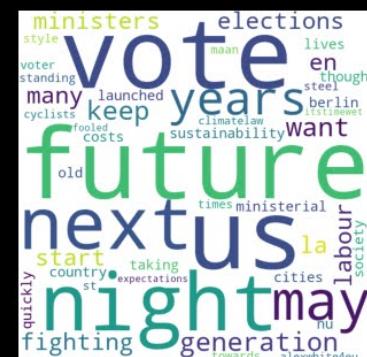
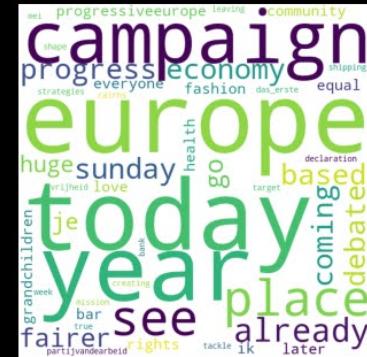


Source	SourceURL
1. wikipedia	<a href="https://en.wikipedia.org/wiki/Frans_Timmermans">https://en.wikipedia.org/wiki/Frans_Timmermans</a>
2. twitter	<a href="https://twitter.com/TimmermansEU">https://twitter.com/TimmermansEU</a>
3. instagram	<a href="https://www.instagram.com/frans_timmermans/">https://www.instagram.com/frans_timmermans/</a>

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## Profile Highlights

# Insta\_word\_cloud



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