TRENDING
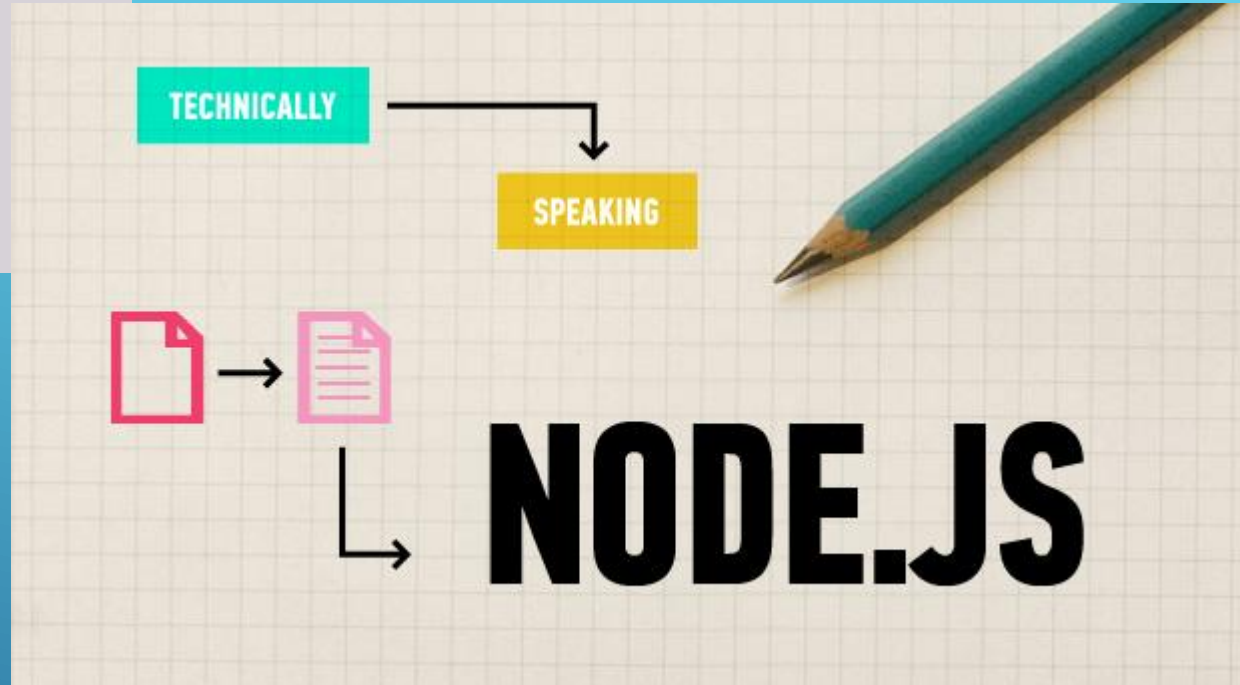
EASY – USEABLE – REALTIME

TREND ANALYSIS

- Trend analysis is not a feasible task

- No access for the general public

- Make it useable for everyone → Make it **_EASY_**!

GOAL:
PROVIDE ONLINE TREND ANALYSE FOR _EVERYONE_

HOW DOES IT WORK?

Crawl ANY website!

Search for specific pattern:

- Facebook likes
- User commments
- Specifiy *ANY* pattern
- Collect *BIG DATA* and analyse actual *TRENDS*

PROGRAM IS LEARNING – USER CAN ADJUST SEARCH PATTERN!

- **DETECT** UPCOMING TRENDS FASTER
- **ADJUST** BUSINESS STRATEGIES
- **REFINE** TRENDING ANALYSES
  - MORE INSIGHTS!
  - MORE POSSIBILITES!

WHO WILL BENEFIT? → *YOU*!

▶ PROOOF OF CONCEPT

ANY QUESTIONS?