# Pulse7

**THE WEEK IN A BEAT**

CUTTING THROUGH THE NOISE TO FIND THE NARRATIVE.

TEAM 7

CARDIFF NLP HACKATHON 2025

# INFORMATION OVERLOAD IS A BUSINESS BLIND SPOT

- Manual research is slow.

- Sentiment is invisible.

- Key events are buried.

- Core Question: How can you quickly understand the story, sentiment, and key moments of the past week?

# AN NLP-POWERED INSIGHT ENGINE

- Key Technologies:

    - Sentiment Analysis: NLTK VADER

    - AI Daily Summaries: Hugging Face Transformers

    - Interactive Visuals: Plotly & WordCloud

    - Live Dashboard: Streamlit

# LIVE DEMO: PULSE7 IN ACTION

# FROM HOURS TO SECONDS: ACTIONABLE INSIGHTS ON DEMAND

**Business Value:**

- *Market Researchers:* Gauge reaction to a product launch.
- *PR & Comms Teams:* Track brand reputation and manage crises.
- *Financial Analysts*: Understand market sentiment around a company.

**Innovation (The 'Wow' Factor):**

- *Temporal Sentiment:* Visualizes the daily distribution of sentiment, not just an average.
- *AI-Distilled Narratives:* Creates a unique, high-level story from dozens of daily articles.
- *Real-Time by Design:* Built to work on a continual data stream.

# THE FUTURE IS COMPARATIVE & PROACTIVE

- Next Steps:
  - *Comparative Analysis:* Track "iOS vs. Android" head-to-head.
  - *Proactive Alerts:* Push notifications for sudden sentiment shifts or volume spikes.
  - *Geo-Mood Map:* Visualize news sentiment on a world map.

- Conclusion: Pulse7 doesn't just show you the news; it gives you the narrative.

# THANK YOU