

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
 - Al 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

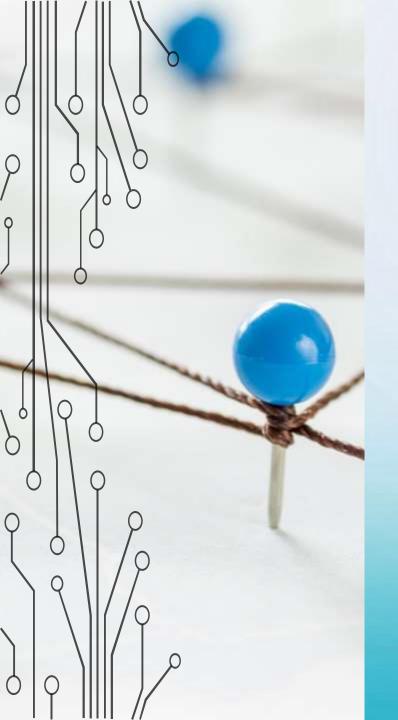


- •Market Researchers: Gauge reaction to a product launch.
- •PR & Comms Teams: Track brand reputation and manage crises.
- •Financial Analysts: Understand market sentiment around a company.



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