ECONOB
Tune Your Future

LT-ACCELERATE

Focus on what truly matters!

Impact Analysis of

Finance Relevant Topics

in Social Media

LingRep

Text Analytics

- **What are relevant Topics?**
  - Underlyings: Stocks, Indices, Funds, Commodities
  - Financial Events: Ratings, Earnings Announcements
  - People: Opinion Leaders, Management
  - Regions: US, Europe, European Union, Italy
  - Regulations & Legislation: States, EU Parliament, FED, ECB
  - Marco Indicators: Unemployment rate, interest rate
  - Politics: Brexit, US Election

Peter Hargreaves @PkhPeter · 19 Std.
Germany struggling VW to cut 30,000 jobs; desperate for trade deal
BMW call UK Treasure Island. We need to do the Brexit deal now.

Mark Zuckerberg Explains How Facebook Plans to Fight Fake
Mark Zuckerberg outlined several steps Facebook is testing to fight
misinformation, an acknowledgment that the social network could b
wsj.com

Gold shifts lower to log lowest finish since June
Gold futures shift lower late in Thursday's session to finish at their lowest
level since June as Federal Reserve Chairwoman Janet Yellen backed up...
marketwatch.com

USA TODAY Money ✓ @USATODAYmoney · 17. Nov.
Jobless claims fell 19,000 to 235,000; **claims** have been below 300K for 89
straight weeks, longest streak since 1970 usat.ly/2g1GG3i

2016 – the year the PEOPLE took back control: Farage hails Brexit ...
ANGELA MERKEL and Barack Obama are in denial over the people's
repeated rejection of the establishment, Nigel Farage has blasted.
express.co.uk

- **How is the _Classification_ done and how is it used?**
  - Classes: Tax, Fraud, Buy/Sell, Trading, GlobalEconomy
  - Goal: Filtering, Selection & Routing, Weighing

- **How are (textual) statements _Evaluated_?**
  - Dimensions: Sentiment, Relevance, Confidence, Influence
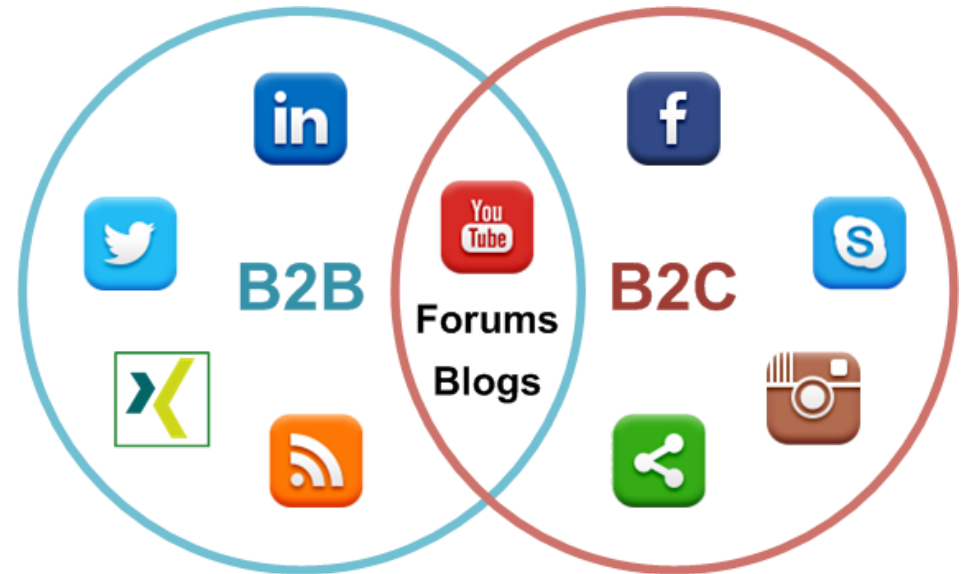
- **How to measure _Impact_?**
  - Complex combination ➜ 3 Tier Process
  - Time slots are generally small
  - No Absolute Truth: Explanations, Indications, and Tendencies

Topic + Class + Eval ⇒ IMPACT

- **Social Media Sources**
  - Quantity
  - Language
  - Length
  - Quality
  - Veracity

B2B

YouTube

Forums

Blogs

B2C

- **Selection should always be <u>Solution Driven</u>**
  - Awareness & Overview, Reporting
  - Hot Topic Detection, Alerting
  - Countersteer Management, Communications
  - Trend Analysis, Forecasting
  - Action Taking, Interfacing

- TWIction – Twitter in Action

  - Two Modes
    - Real time analytics
    - Research functionality on historic data

  - Tracking of
    - Finance: <u>Single Stocks</u>, <u>Rating Events</u>, and <u>Indicators (interest rate)</u>
    - Global: <u>Elections</u>, <u>People</u>, <u>Topics (crisis , terrorism)</u>

  - Qualitative analytics with drilldown
    - Content, HashTags, Locations, Users, Languages

➔ **Goal: Reduction of big data to managable amounts**

Financial Monitoring in Twitter (2)

Financial Monitoring in Twitter (3)

"Advice maybe wrong, but examples prove themselves."

Henry Wheeler Shaw

- Volkswagen (VOW3, DE0007664039)

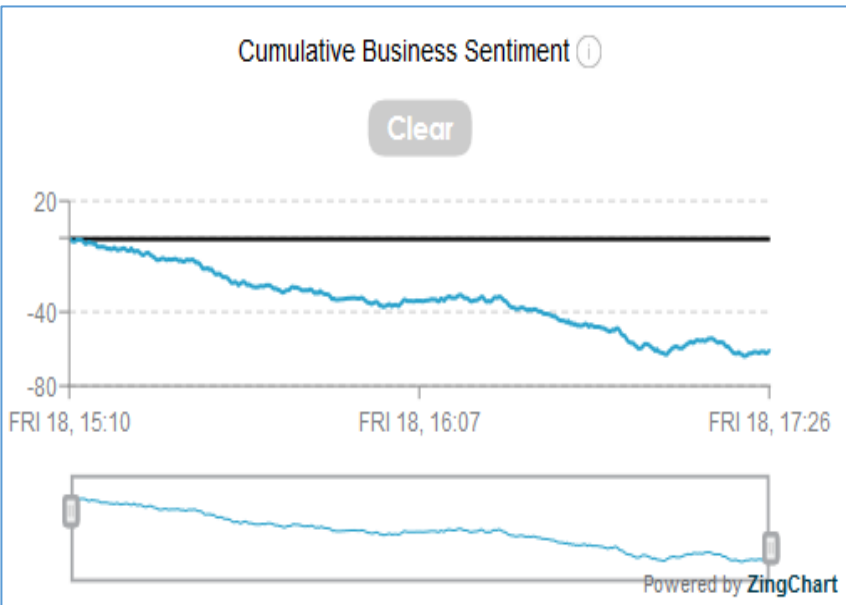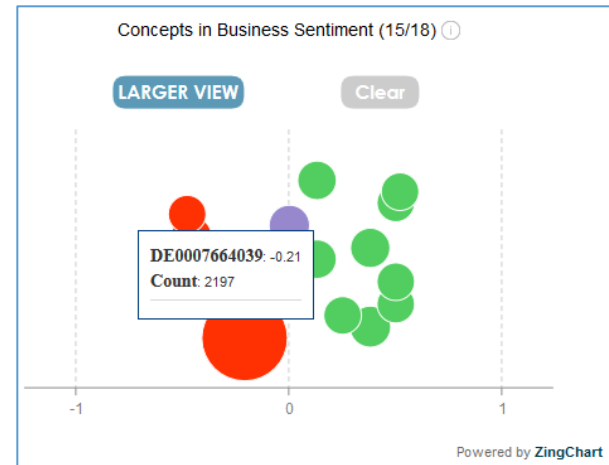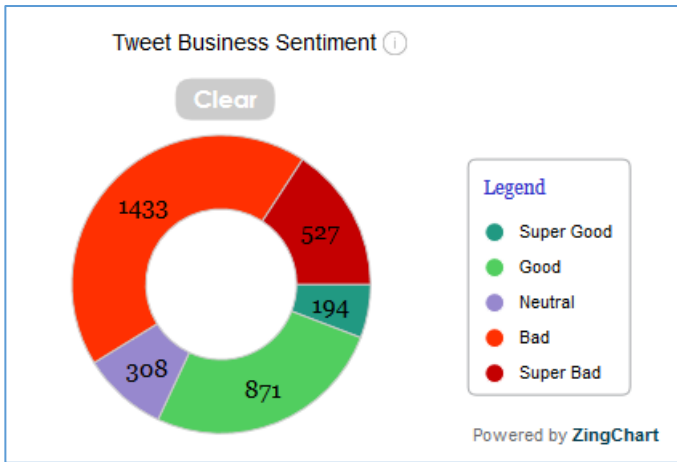| Tweet	Topic	Class	Eval
VW Emissions scandal: 30,000 jobs to go at Volkswagen https://t.co/heNUUo5qbF 2016/11/19 18:40:07 (385ms), Car Parse	VOW3	Fraud	-0.75
RT @business: BREAKING: Volkswagen confirms it's cutting 30,000 jobs worldwide https://t.co/JpL4EiKDAt Latest video: https://t.co/7roZ6dfq... 2016/11/18 15:10:24 (470ms), josephine	VOW3	?	-0.84
RT @kprescott: VW forsees 25% improvement in productivity at its German plants 2016/11/18 15:24:44 (445ms), RLS Business Studies, Buckingham, England	VOW3 Productivity	Global Economy	0.38
RT @WSJ: VW to slash up to 30,000 jobs over five years, as part of efforts to boost profits in wake of emissions scandal https://t.co/GVtlc... 2016/11/18 15:19:02 (530ms), hayasinaoko	VOW3	Buy / Sell	0.42
Germany's VW to focus on electric vehicles, aims to return to profitable growth https://t.co/MlH4gXFYht 2016/11/18 15:46:24 (350ms), Graeme Paterson, London	VOW3	Trading	0.75
VW Amarok Naked Ute a commercial success #VolkswagenAmarok https://t.co/PJSJBpxH7l #VolkswagenAmarok 2016/11/18 15:10:52 (374ms), Peggy, Florida	VOW3	Trading	0.50

- Volkswagen (VOW3, DE0007664039)

■ **Indicators for Germany**

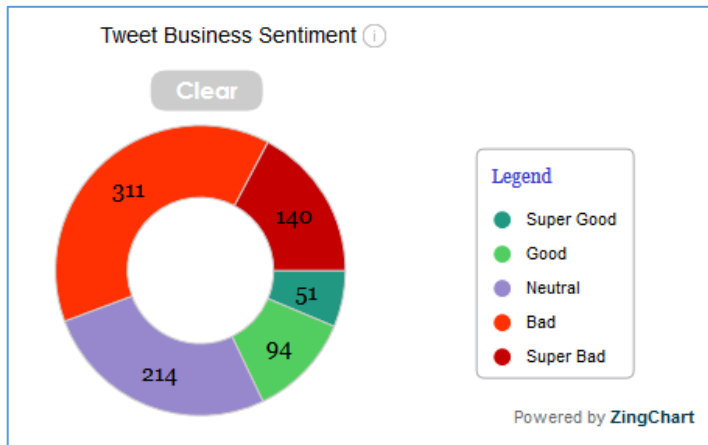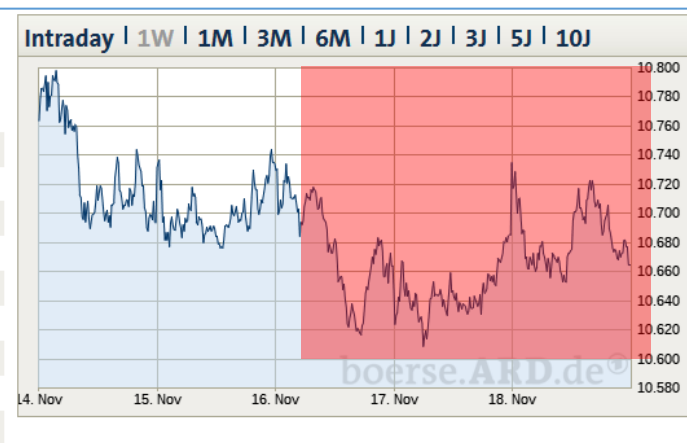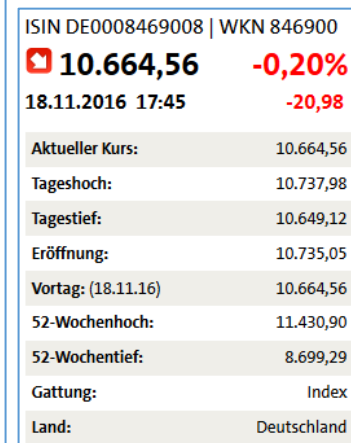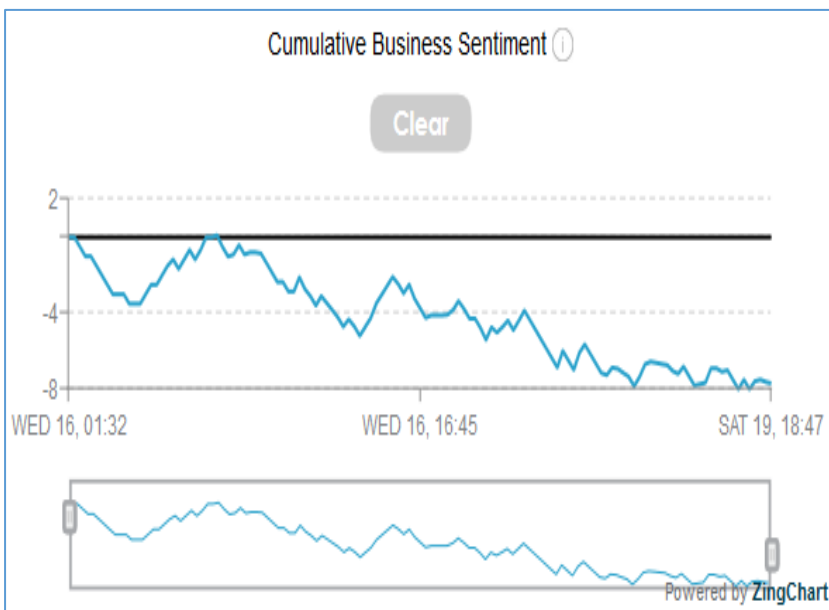| Tweet	Topic	Class	Eval
@Cheeky_Blobfish a drop of just 25% in sales would cost the German auto industry about 5 billion pounds that ginna hurt any economy 2016/11/19 16:38:31 (165ms), mick	Sales	Buy / Sell	☹ -0.27
German economy creates more jobs, but employment growth slows.. Related Articles: https://t.co/0ekUh2ZVJw https://t.co/YrXakcxA6Z 2016/11/18 17:24:34 (386ms), Business News	Labor Market	Global Economy	☹ -0.50
RT @shelleypetersen: German economic growth to be slower for rest of 2016: ministry https://t.co/7FbszRazeU healthinnovations #pharma #ban... 2016/11/18 17:02:11 (460ms), meeeh	Growth	Global Economy	☹ -0.18
German exports to UK, U.S. fall sharply in third quarter https://t.co/WOwt59hFJ2 https://t.co/SiXhzEmOW1 2016/11/18 16:06:02 (208ms), Vanilla Bizcotti, Menasha, WI	Exports	Global Economy	😠 -0.75
Performance still good despite Brexit – German economy ministry https://t.co/rJZwHOgGPA 2016/11/18 07:37:26 (562ms), Orix Capital Trading, Japan	Performance	Trading	😄 0.66
RT @OlafGersemann: This just in: Inflation in #Germany was .8% yoy in October, hitting a two-year high, @destatis reports. Germany OlafGersemann,destatis... 2016/11/11 09:01:54 (424ms), Isabel Schnabel, Bonn, Germany	Inflation	Global Economy	☹ -0.25

▪ Indicators for Germany

Tweet Business Sentiment

Legend
- Super Good
- Good
- Neutral
- Bad
- Super Bad

Powered by ZingChart

ISIN DE0009660167	WKN 966016	
1.752,68		**-0,77%**
18.11.2016 17:45		-13,67
Aktueller Kurs:		1.752,68
Tageshoch:		1.771,87
Tagestief:		1.749,90
Eröffnung:		1.764,58
Vortag: (18.11.16)		1.752,68
52-Wochenhoch:		1.878,28
52-Wochentief:		1.200,69
Gattung:		Index
Land:		Deutschland

Intraday | 1W | 1M | 3M | 6M | 1J | 2J | 3J | 5J | 10J

DAXSector Basic Resources Perf.

German DAX

Cumulative Business Sentiment

Powered by ZingChart

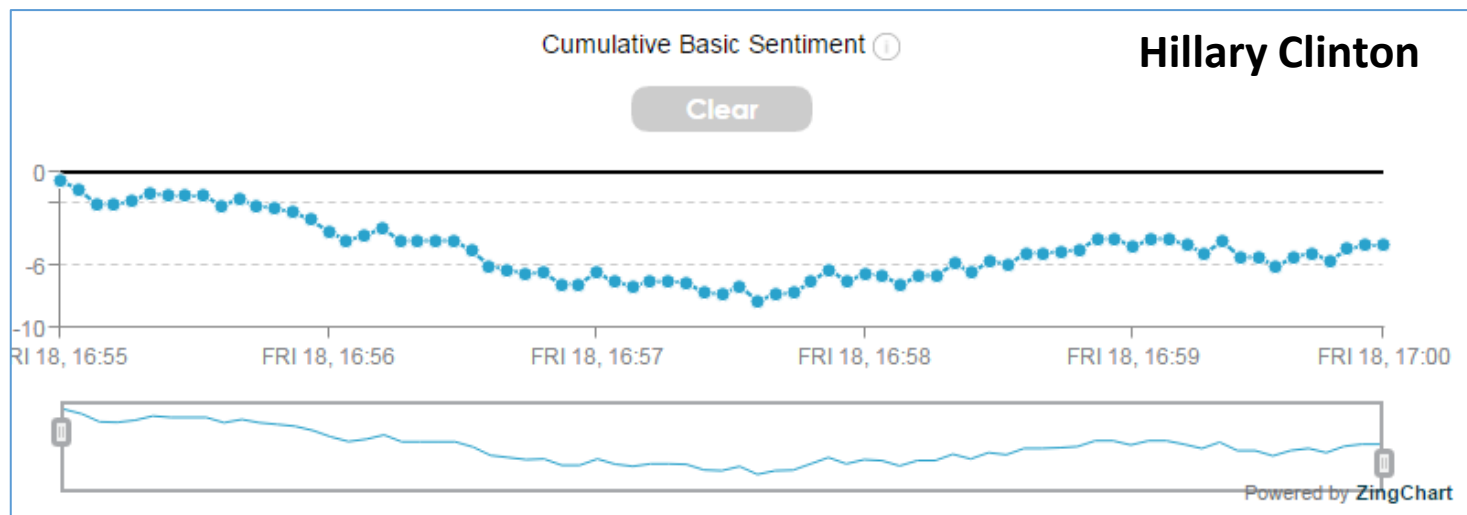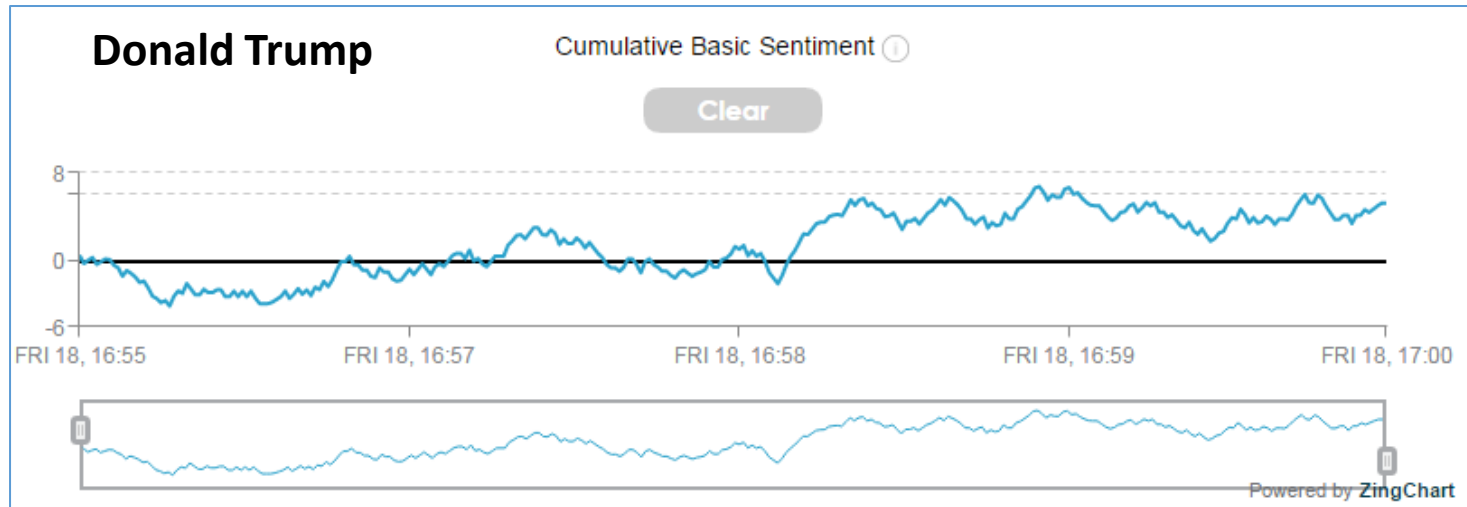| ISIN DE0008469008	WKN 846900	
10.664,56		**-0,20%**
18.11.2016 17:45		-20,98
Aktueller Kurs:		10.664,56
Tageshoch:		10.737,98
Tagestief:		10.649,12
Eröffnung:		10.735,05
Vortag: (18.11.16)		10.664,56
52-Wochenhoch:		11.430,90
52-Wochentief:		8.699,29
Gattung:		Index
Land:		Deutschland

Intraday | 1W | 1M | 3M | 6M | 1J | 2J | 3J | 5J | 10J

- **Trump vs Clinton**

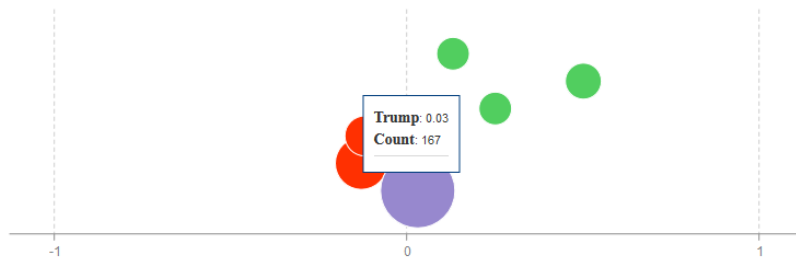| Tweet	Topic	Class	Eval
Michael Hudson: Donald Trump Wants to Make the 1% Even Richer https://t.co/0jvdPRYKCV 2016/11/18 16:59:18 (84ms), jackie, Harrisburg, Pa	Trump	Intention	☺ 0.50
How Donald Trump will double growth and jobs - #Millennials watch and learn about pro growth @TPUSA https://t.co/IuVaUo2sj6 2016/11/18 16:56:06 (87ms), Andrew Brandt, Southeastern Michigan	Trump	Psychological	😄 0.88
If Donald Trump gets his way, his administration will be disastrous. https://t.co/11SJuG0WuN 2016/11/18 16:55:36 (86ms), SharonAvraham, Hertsmere CLP	Trump	Outlook	😠 -0.75
I Wish I'd Said It: I Love Hillary Clinton https://t.co/58RCBLaueH via @ElleMagazine 2016/11/18 16:58:53 (81ms), Dr Lost, Alappuzha	Clinton	Psychological	😄 0.75
From 'Bush doesn't care about why people' to this. I must say tho, that Hillary was no saint either, so man's got a... https://t.co/Lx6EKmscKs 2016/11/18 16:57:08 (80ms), Soumiya Benaali, España	Clinton	Review	☹ -0.25

▪ Trump vs Clinton

- Trump
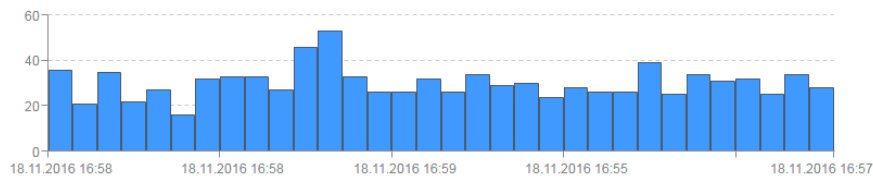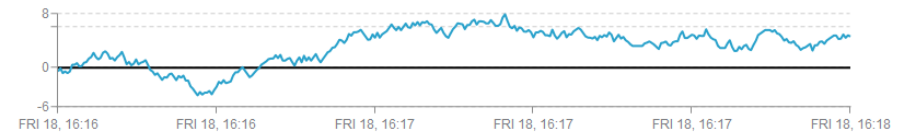
- Trump – Wallstreet Impacts

Bank of America

BNPParibas

JPMorgan

WellsFargo

- **Impact Analysis of Finance Relevant Topics**
  - Financial Expertise Required
    - Topics + Classification + Evaluation (3 Tier Process)
    - Data Source Selection
  - Clear Goals
    - Use Case, Application, and Viewpoint dependent
    - Time Frame Considerations
  - ➔ <u>No Absolute Truth, but Good Indictions</u> about the Impacts

- **LingRep – TextAnalytics**
  - Customizable, fault tolerant, fast, simple API
  - Proven technology in
    - Finance, Insurance, eHealth, Communications, Marketing
  - **http://lingrep.com, http://processing.lingrep.com**

Thank you!

Marcus Hassler
Founder, CTO

econob GmbH
A-9020 Klagenfurt, Lakeside B01a

+43 660 4890 448

marcus.hassler@econob.com

www.econob.com

- **Free API: http://processing.lingrep.com**

■ **Free API: http://processing.lingrep.com**

- **Free API: http://processing.lingrep.com**