HOSPITALITY GIANTS IN DESIGN

#IDgiants
“Nexalogy is a social discovery engine that analyzes vast amounts of data with advanced clustering and filtering technology that automatically finds new audiences, trends, risks, voters and removes spam.”
A Canadian boot manufacturer sought to identify new market segments to penetrate the US market.
LP Royer is a Canadian Safety Boog Manufacturer wanting to expand to the US

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Audience Analysis

123,456

Blogs Analysed
Finding the needle in the social media haystack
Predictive Audiences Discovered

ATVs

Women in BDSM
The Case of “Muslim Sniper”
The Gerasimov Doctrine

It’s Russia’s new chaos theory of political warfare. And it’s probably being used on you.
What is next?

Replacing The Human In Intelligence
# AI powered Twitter Analysis

NexaIntelligence

- Gather Data
- Clean Data
- Clustering
- Extract Entities

AI

- POS
- Chatbot

Summarization
Social Media Analyst

“Anything less than immortality is a complete waste of time.”
COMPONENTS OF LASSWELL’S MODEL

WHO (Sender)

SAYS WHAT (Message)

CHANNEL (Medium)

TO WHOM (Receiver)

WITH WHAT EFFECT (Feedback)
In this initial project we analyzed 115K tweet on the Hurricane Irma disaster and the current aftermath.

The results of the auto-summarization and AI pipeline proved to be quite efficient in summarizing the twitter chatter surrounding this event.
We applied a simple OR filter to the original dataset based on clustering (hurricane OR relief OR aid OR disaster OR Irma), we fed the remaining 4k into our NLP pipeline.

- **PERSON**: People, including fictional.
- **NORP**: Nationalities or religious or political groups.
- **FACILITY**: Buildings, airports, highways, bridges, etc.
- **ORG**: Companies, agencies, institutions, etc.
- **GPE**: Countries, cities, states.
- **LOC**: Non-GPE locations, mountain ranges, bodies of water.
- **PRODUCT**: Objects, vehicles, foods, etc. (Not services.)
- **EVENT**: Named hurricanes, battles, wars, sports events, etc.
- **WORK_OF_ART**: Titles of books, songs, etc.
- **LANGUAGE**: Any named language.
Hurricane Irma Auto-Summarization

Irma Tweets Summary 1:

- **jftheo1963** Hurricane Irma Live Updates Packing 130MPH Winds Storm Roars Into the Florida Keys.

- **prosjekthaiti** Irma continued its path across the north of Hispaniola the island shared by the Dominican Republic and Haiti.

- **haitianhero** Irma is coming Florida the Caribbean Haiti be prepared One love haitianhero.

- **HeartlineHaiti** Irma has strengthened to a Category 5 Hurricane As we prepare please join us in prayer for Haiti and all in its path.

- **CNN** Hurricane Irma a Cat 5 storm predicted to brush northern Haiti with 185 mph winds cross Cuba the Fl keys.

- **The Washington Post** Haiti has already been devastated by natural disasters Now its bracing for Irma.

- **CNN** Hurricane Irma kills 9 in Caribbean islands as Florida awaits storm.

- **Jacquiecharles** USEmbassyHaiti has banned personnel from traveling north of PAP with Irma approaching & cancelled travel plans of all.
We would like to offer our thanks to the NRC and IRAP for their continuous support and funding which helped us bring this project to life as we continue to make it even better.