



### Project Goals

- Curate relevant information about users' customers and prospects
- Classification and analysis of the curated data based on company, person, and location
- Seamless distribution of key insights & information to users

### Technologies Used

- ML
- Ruby on Rails
- Hadoop

### Benefits

- **10x** improvement in the amount of news and social feeds being processed
- **70%** manual efforts removed for content tagging
- **50%** improvement in data relevancy

### Client Testimonial

*"Trantor team understood our requirements quickly and provided a solution that was much to our satisfaction.*

- CTO

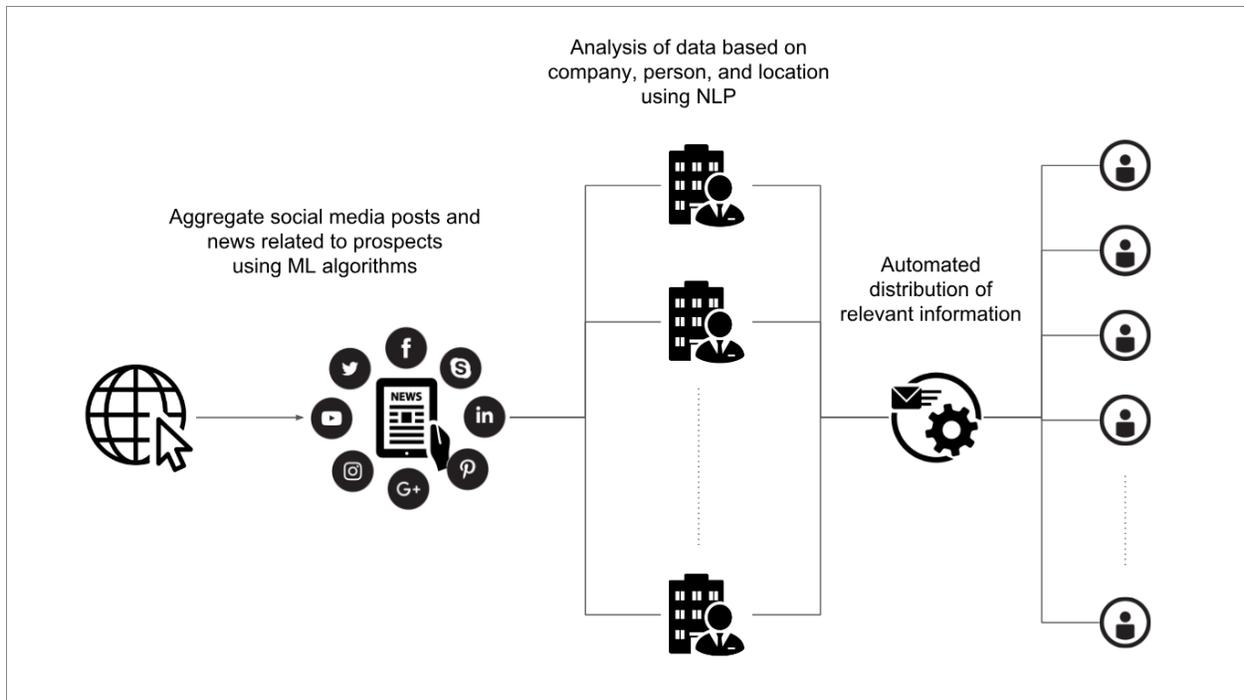
### Problem Statement

The existing version of LinkYogi was good enough for users (sales professionals and business analysts) to connect with their customers and prospects. But it didn't provide them much details, which can be relevant to establish a strong connection with them.

- Identify social media and news mentions of customers and prospects over the web and filter out the relevant information
- Classify the data based on company, person, and location and allow users easy access to the information relevant to them

### Solution

- Embedded BDG (Big Data Grinder) capability to aggregate news and social feeds from multiple sources using Machine Learning from multiple resources
- NLP-backed analysis filters the curated content based on company, person, and location
- Developed client interfacing system in Ruby on Rails for sending scheduled data feeds to registered tenants
- Automated distribution and alert system for users to have seamless access to the information relevant to them



**Fig:** High-level diagram of the implemented solution

## About Trantor

Trantor delivers innovative technology solutions, which enable our clients to achieve their business objectives at reduced cost. With expertise in both Cloud-based and traditional applications, we understand all aspects and challenges of software development from product and feature definition to core product development and QA, deployment, and ongoing maintenance. Our deep experience in fintech, ecommerce, captive centers, and custom software development is unparalleled.

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