

MarketBuzz : Smarter Investments Through Intelligent News Analysis



Cluster
Innovation
Centre
University of Delhi

Student: Abdul Gaffar
Mentor: Dr. Sanjewani Sehgal

INTRODUCTION

In the ever-evolving financial landscape, individual investors often find themselves overwhelmed by the sheer volume of news and data available. Navigating this sea of information to make informed investment decisions can be a daunting task. The "MarketBuzz" project aims to address this challenge by leveraging advanced natural language processing (NLP) and machine learning techniques to provide a comprehensive solution that empowers investors to make well-informed decisions.

OBJECTIVE

The primary objective of the MarketBuzz project is to develop a user-friendly web application that analyzes financial news from multiple trusted sources, extracts key insights, and integrates them with real-time market data to assist investors in making more informed investment decisions. By providing a centralized platform that consolidates and interprets this wealth of information, including the Fear-Greed index and real-time market sentiment, MarketBuzz aims to help investors identify opportunities, manage risks, and potentially improve their overall financial outcomes.

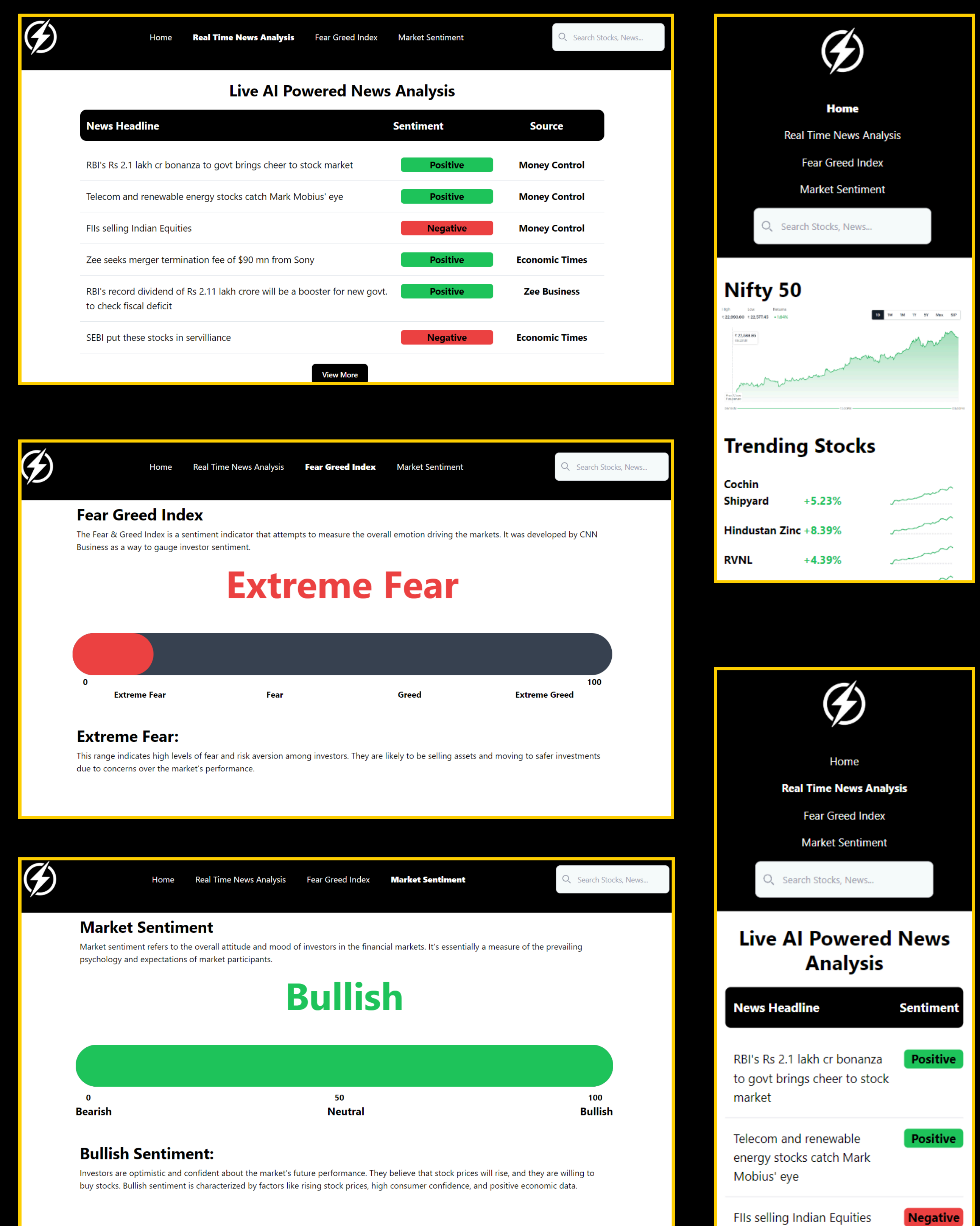
METHODOLOGY

The MarketBuzz project implementation includes a multi-faceted approach to achieve its objectives:

- **News Analysis:** NLP and Machine Learning techniques are utilized to automatically classify news articles as positive, negative, or neutral, and to determine the overall market sentiment (bullish, bearish, or neutral).
- **Intuitive User Interface:** The project includes development of an intuitive and user-friendly interface that enables both novice and experienced investors to easily access and interpret the insights provided by the application.

RESULT AND DISCUSSION

The initial results of the MarketBuzz project have been promising



The NLP-based news analysis has demonstrated a high degree of accuracy in classifying articles and determining market sentiment.

FUTURE WORK

Future Work includes Integrating Expert Insights, Social Media trend, Market movement forecasting, Expanding data sources and Development of mobile application.

References:

- Saxena, Aastha & Jain, Arpit & Sharma, Prateek & Singla, Sparsh & Ticku, Amrita. (2023). Sentiment Analysis of Stocks Based on News Headlines Using NLP. 10.2991/978-94-6463-074-9_12.
- Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications. by John J. Murphy
- The Intelligent Investor by Benjamin Graham

