

FINDING SIGNALS FOR ALPHA WITH RAGE RTI™

Interpreting Unstructured Data to Detect Signals for Alpha for Carnival Cruise Lines

THE UNSTRUCTURED DATA CONUNDRUM

80-90% of all potentially usable business information is unstructured.

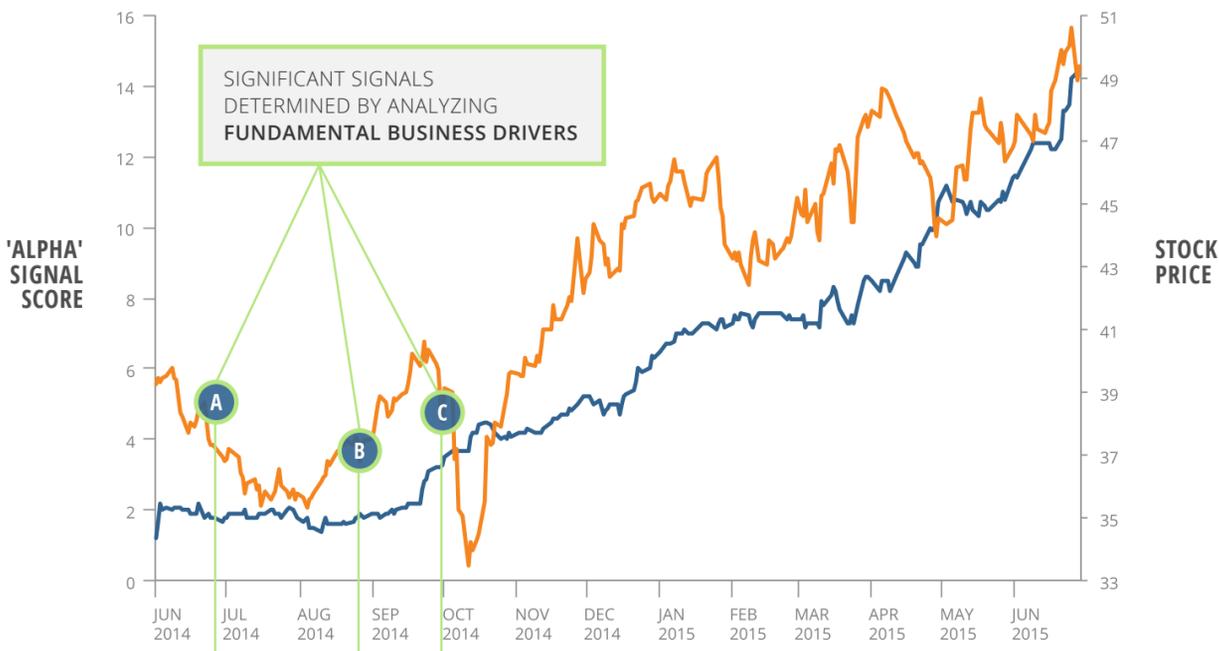
The bigger problem? Financial firms lack the manpower and technology to continuously interpret every blog, news source, and tweet to pick up the signals that potentially affect their active investment strategy. That's why we built Rage Real Time Intelligence (RTI™) for Capital Markets.



Artificial Intelligence and Natural Language Processing (NLP) technology can be used to continuously interpret unstructured content into signals based on contextual relevance. The ability to quickly assess local and global events reported in the news, emerging research and more is essential to determining the relevance and rating the impact of information found on the Internet.

CARNIVAL CORP. [CCL.N]

PREDICTING ALPHA FOR CARNIVAL STOCK PRICES IN REAL-TIME



UNDERSTANDING THE SIGNAL POINTS

Rage RTI™ creates a daily predictive score for each company by analyzing all the key market developments and events, mined continuously from thousands of Internet sources, that could impact business performance of the company. The key market developments and events are interpreted automatically in the context of each company using the proprietary computational linguistics technology. The Rage RTI™ signal leads the stock price movement by days, weeks, and sometimes months.

KEY :

— SIGNAL
— STOCK PRICE

UNCOVERING THE HIDDEN GEMS IN UNSTRUCTURED DATA

The power of the white box

Uniquely, Rage RTI™ is not a “black box” – the reasoning is completely traceable to source documents. Users can drill right down to phrases and words in each article and understand precisely how Rage RTI™ arrived at the conclusions it did.

Here's how we did it for Carnival:

A + 0.5

B + 0.1

C + 0.1

WHAT RTI™ SAW TO DETERMINE ITS POSITIVE RATINGS FOR CARNIVAL CRUISE LINES

SOURCE:

Carnival Cruise Lines Press Release

“Will build upon its leadership position...”

“Expanding capacity...”

“Deploying its newest class of ship...”

“Significantly 'upping our game' in Port Canaveral...”

SOURCE:

International Trade Administration

“Total travel and tourism-related spending grew by 9.1 percent...”

“Overall growth in prices for travel...”

“...accelerated in the second quarter of 2014...”

SOURCE:

Late Cruise News Magazine

“Issues confronting the Mediterranean's flourishing cruise market...”

“Increasing popularity of upscale cruising, logistics and ship supply...”

“...knowledge on this lucrative market.”