

# FINDING SIGNALS FOR ALPHA WITH RAGE RTI™

Interpreting Unstructured Data to Detect Signals for Alpha for Walmart

## THE RISE OF UNSTRUCTURED DATA

Unstructured data is growing at a rate of

# 62% PER YEAR

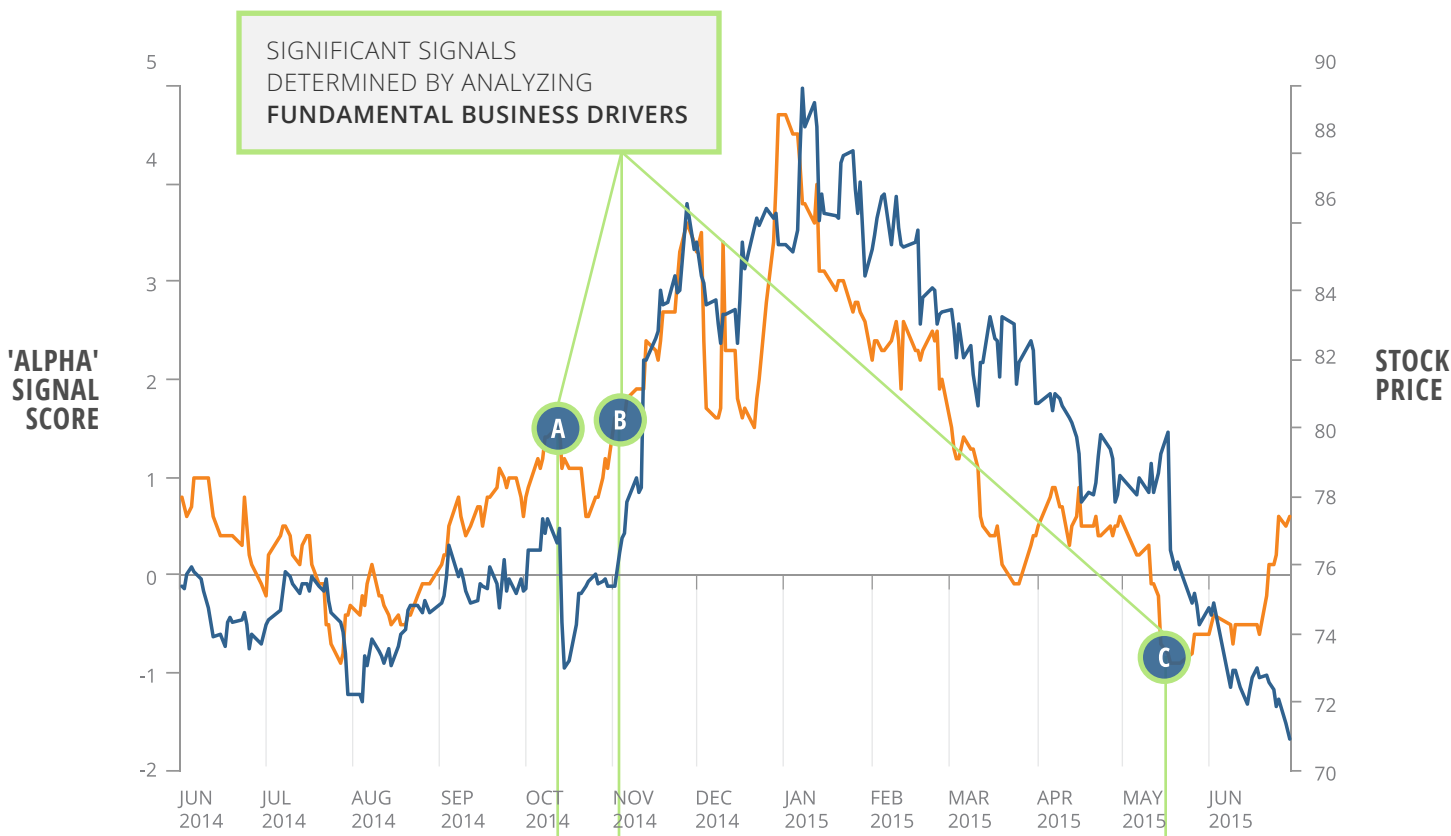
and data volume is expected to grow 800% over the next 5 years! How can financial firms possibly keep up with every blog, news source, and tweet to pick up the signals that potentially affect their active investment strategy? The truth is, they can't. That's why we built Rage Real Time Intelligence (RTI™) for Capital Markets.



Rage RTI™ provides a game-changing approach by using Artificial Intelligence and Natural Language Processing (NLP) technology 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.

## WALMART STORES, INC. [WMT]

### PREDICTING ALPHA FOR WALMART STOCK PRICES IN REAL-TIME



**KEY :**

— SIGNAL (orange line)

— STOCK PRICE (blue line)

**VALUE FOR YOUR INVESTMENT PROCESS**

- Integrate with algorithmic trading strategies
- Focus attention on relevant developments at sector, geography, and security levels
- Compare with internal research and use another pair of eyes
- Integrate into Analyst or Fund Manager-specific investment process

## 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 Walmart:

**A** - 0.1

**B** + 0.1

**C** + 0.3

### WHAT RTI™ SAW TO DETERMINE ITS POSITIVE RATINGS FOR WALMART

**SOURCE:** CNBC

“Walmart Stores would open fewer stores in the U.S. in the next fiscal year...”

“...and ramp up spending on e-commerce.”

**SOURCE:** Wall Street Journal

“Credit-card debt rebounded after declining slightly in August...”

“...(and) rose at a 2% pace in September to \$881.76 billion.”

**SOURCE:** Engadget

“Walmart will launch a delivery service that costs \$50 a year, almost half the cost of the Amazon service.”