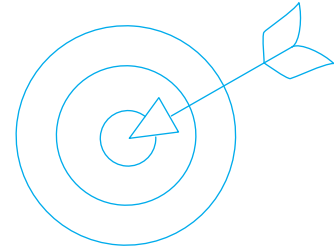# Intelligence for Financial Markets

Provide valuable market intelligence insights

G Goal

To create indicators that would supplement technical analysis and help in determining price fluctuations and facilitating investment decision-making on the cryptocurrency market.

S Solution

Based on our internet activity data, our client has access to up-to-date information to analyze sentiment regarding specific cryptocurrencies. The data allows to enhance their algorithms, predict price movements and create indicators that can be turned into trading signals for their customers.

- Algorithm enhancement
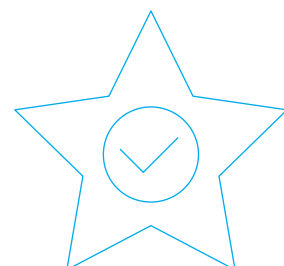- Sentiment analysis
- Development of financial indicators

D Daily application

- Gain web traffic data filtered by keywords of interest (specific cryptocurrencies).
- Data parsed through sentiment determining algorithm.
- Applied criteria translated into into additional indicators regarding price fluctuations.

R Results

Cloud Technologies data has helped our client complement their data with additional market intelligence - using soft data next to technical analysis has improved their algorithms and allowed to increase the accuracy of trading signals and in turn resulted in better portfolio performance of their customers.

Indicators based on Web traffic data

Our data leads to the creation of two key indicators:

Web Sentiment which summarizes the number of websites with positive and negative sentiment

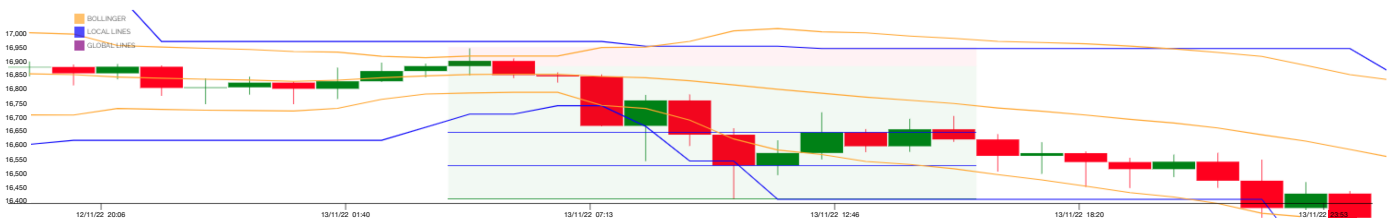Web Sentiment Domain which categorizes the number of visited domains in a similar manner

B Benefits

Evaluating both indicators allows you to determine whether positive or negative news is widely distributed across the market or if a particular response is driven by a relatively small number of sources, which could indicate market manipulation.
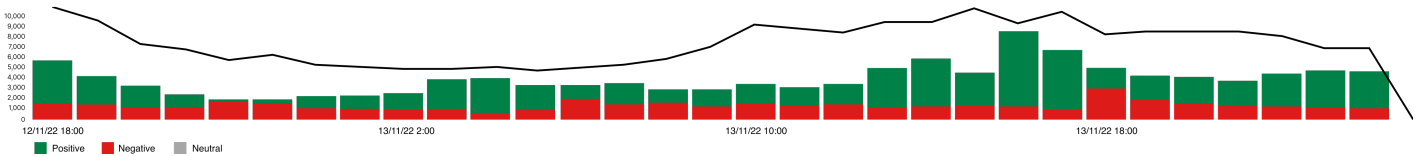
In the example, you can observe that a decrease in the price of bitcoin is reflected in the aforementioned indicators, whereas data from X/Twitter does not indicate any price change.

This analysis provides valuable insights into market developments, aiding in making informed decisions in the field of finance and investments.
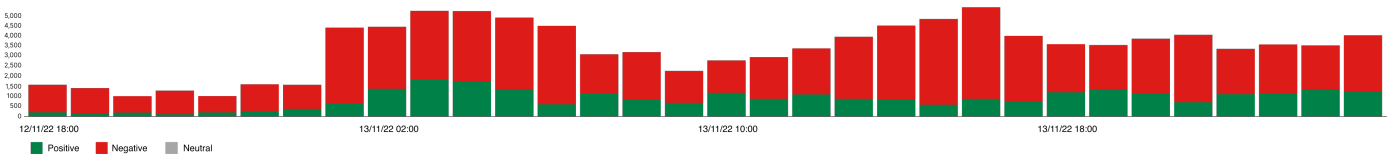
Candlestick

Twitter

Web Sentiment

Web Sentiment Domain