

Brain Market Sentiment

Product Summary

The objective of Brain Market Sentiment (BMS) Indicator is to give a score on the general mood of the market by automatically selecting and analysing thousand of news from the most popular financial media.

The BMS is an aggregate score for the sentiment of news topic of the previous day and it varies between 0 and 100. An aggregation by region is available: global, US, Europe and Asia.

Methodology

1. Financial news are collected every few minutes from various financial media;
2. All relevant news are clustered by topic in order to account for news repetition;
3. A sentiment score is assigned to each topic using proprietary BRAIN NLP engine;
4. The BMS provides an aggregate score for the news topic sentiment for the previous day.
5. Intraday values are also available and can be accessed through a dedicated Dashboard.

Example of Topics Calculation

The financial news are clustered by topic in order to account for news repetition; an example is shown here:

Topic Date	Last Article	Last Article Timestamp	Topic Words
25/02/2019	First Powell, now Xi. Wait, and the market's troubles disappear	25/02/2019 - 18:26 UTC	xi, troubles, disappear, first, powell
25/02/2019	Dollar inches higher despite strong risk appetite after trade deadline extension	25/02/2019 - 18:17 UTC	risk, extension, dollar, trade, deadline
25/02/2019	Gold moves lower as global stock market gains draw investor interest	25/02/2019 - 18:07 UTC	gold, global, lower, subdued, gains
25/02/2019	Hopes of trade deal push Wall Street higher	25/02/2019 - 18:04 UTC	deal, trade, hopes, wall, chip
25/02/2019	US STOCKS-Hopes of trade deal push Wall St higher	25/02/2019 - 18:02 UTC	trade, industries, optimism, tech, boosts
25/02/2019	'Yellen delivers harshest criticism yet of Trump, who declined to hire her for secoc	25/02/2019 - 17:58 UTC	criticism, hire, trump, harshest, term
25/02/2019	'Oblivious' investors aren't ready for the bursting of the 'everything bubble,' hed	25/02/2019 - 17:09 UTC	aren't, investors, 'oblivious', manager, reac
25/02/2019	3 Stocks That Can Gain Even More If a China Trade Deal Becomes Reality	25/02/2019 - 17:07 UTC	trade, stocks, wrap, markets, optimism
25/02/2019	Stock market bulls are running on fumes	25/02/2019 - 16:59 UTC	market, bull, stock, bulls, fumes

Frequency and Delivery Settings

The Brain Market Sentiment (BMS) Indicator can be delivered through FTP, API, email report or visualized on a dashboard on two frequencies:

1. Daily frequency: the BMS score is calculated using the relevant news articles clustered by topics corresponding to the previous day.
2. Intraday frequency with updates every 5 minutes: the BMS score is computed using the news articles of the previous hours

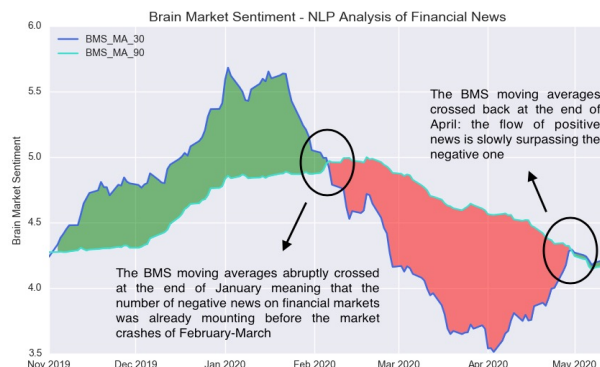
Last update: 11/10/2022

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Use Case: BMS after Covid Outbreak

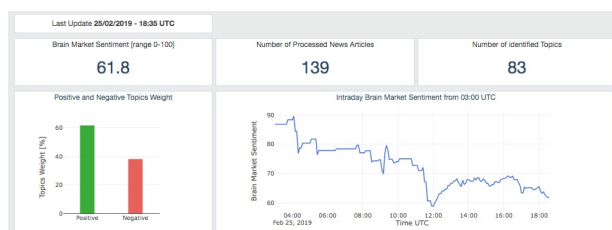
As use case we show the trend of BMS indicator after the Covid outbreak by charting the moving averages of the BMS over time:

1. January – March 2020: Negative news surrounding financial markets already began mounting almost a month before the market crash. We see a crossing of the 30-day moving average over the 90-day moving average as soon as the end of January.
2. January – May 2020: positive financial news slowly increased throughout April, with the 30-day moving average crossing back over the 90-day moving average at the end of the month.



Example of Intraday Calculation

The following snapshot of our Market Monitor Dashboard shows the intraday value of BMS for a sample date with update frequency of 5 minutes (blue line)



Contacts

BRAIN is a Research Company that develops proprietary signals based on alternative data and algorithms for investment strategies on financial markets.

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