

The Great, Fantastic Team Company: CJ Affiliate

By: Kyle Ng, Nathan Guan, Joey Zhang, Minliao Li, Zhuo Chen

Problem

- Blog advertisements can be random and not related to the blog at all
- Makes the advertisement ineffective
- Can make the webpage look cluttered





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Solution

- Web application:
 - Input: Blog as text



- $\circ~$ Output: Offers based off of keywords from text
- Currently:
 - Input: keyword checkboxes
 - Output: Offers based on singular keyword search

Technical Details

- Frontend
 - \circ Loopback
 - Multi-pages







Technical Details

- Backend
 - Machine learning algorithm
 - Keyword parsing
 - Amazon Comprehend
 - \circ Trending topics
 - Google Trends

API explorer	- Entity
Paste the text that you would like to analyze with natural language processing.	This API returns the named entities ("Person", "Organization", "Locations", etc.) within the text you analyzed.
	List Tiles JSON Filter Show all categories •
As I was preparing to write this post. I took an estable look at the blog post I worke when we launched XWS	0.95 💊 0.61 🛗 0.99+
	one dozens of colos over 60 locations # 0.49 # 0.72 # 0.92
937 of 1000 characters to	
Language Auto-Detect • Analyze Detected language Englah	Amazon EFS CloudWatch
	0.99 0.42 0.78 0.78 Commercial Confidence
	Show all
	 Language
	 Sentiment

Next Steps



- Improve selection algorithm with social media trends
- Adjust the look of current web app to match that of current CJ products
- Output offers with filter options and code snippet to add to site
- Save offers



Thank you!

Questions?