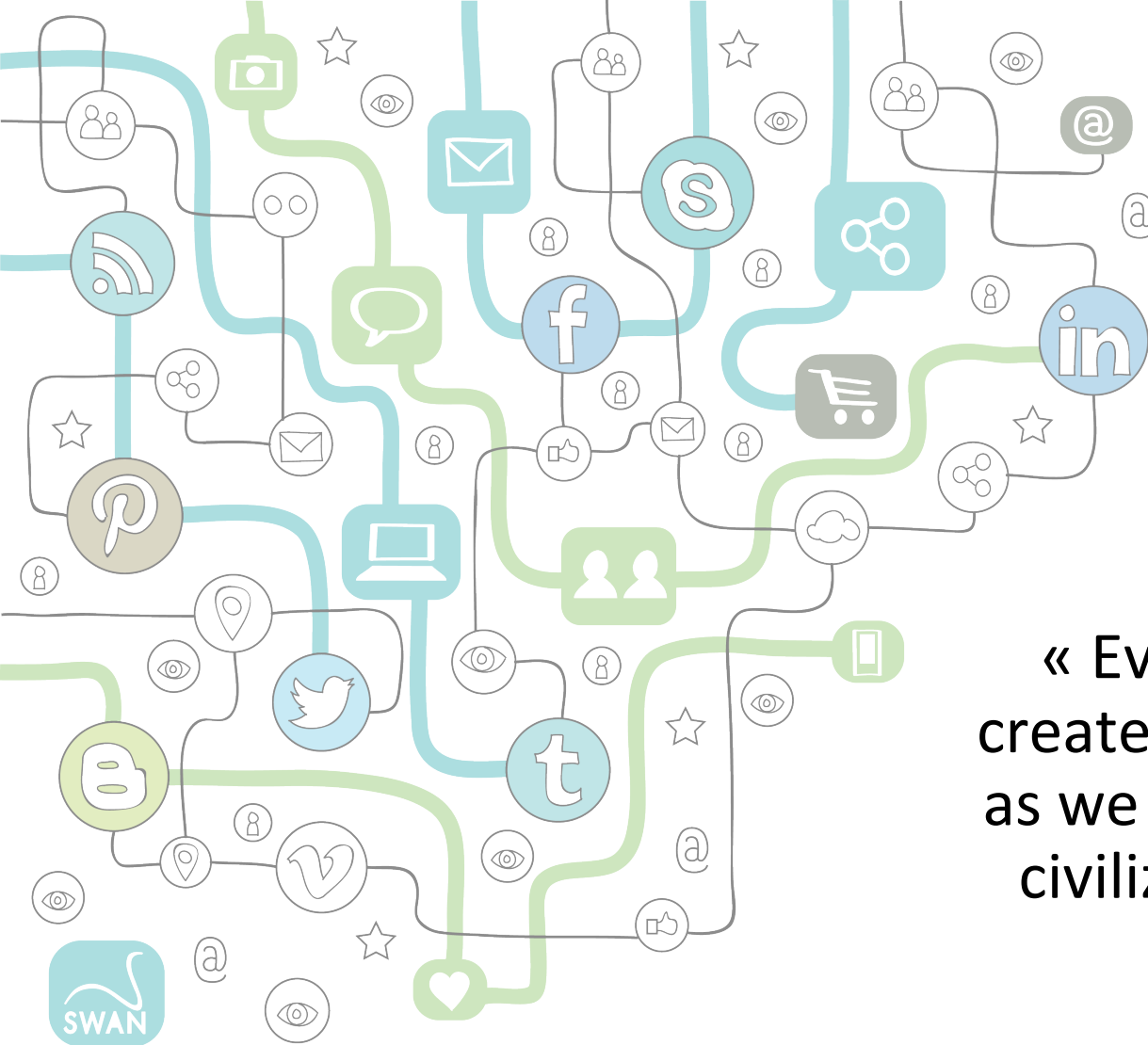


**Swan.** BUSINESS

Turn information into insights

Louis de Viron  
18/03/2015



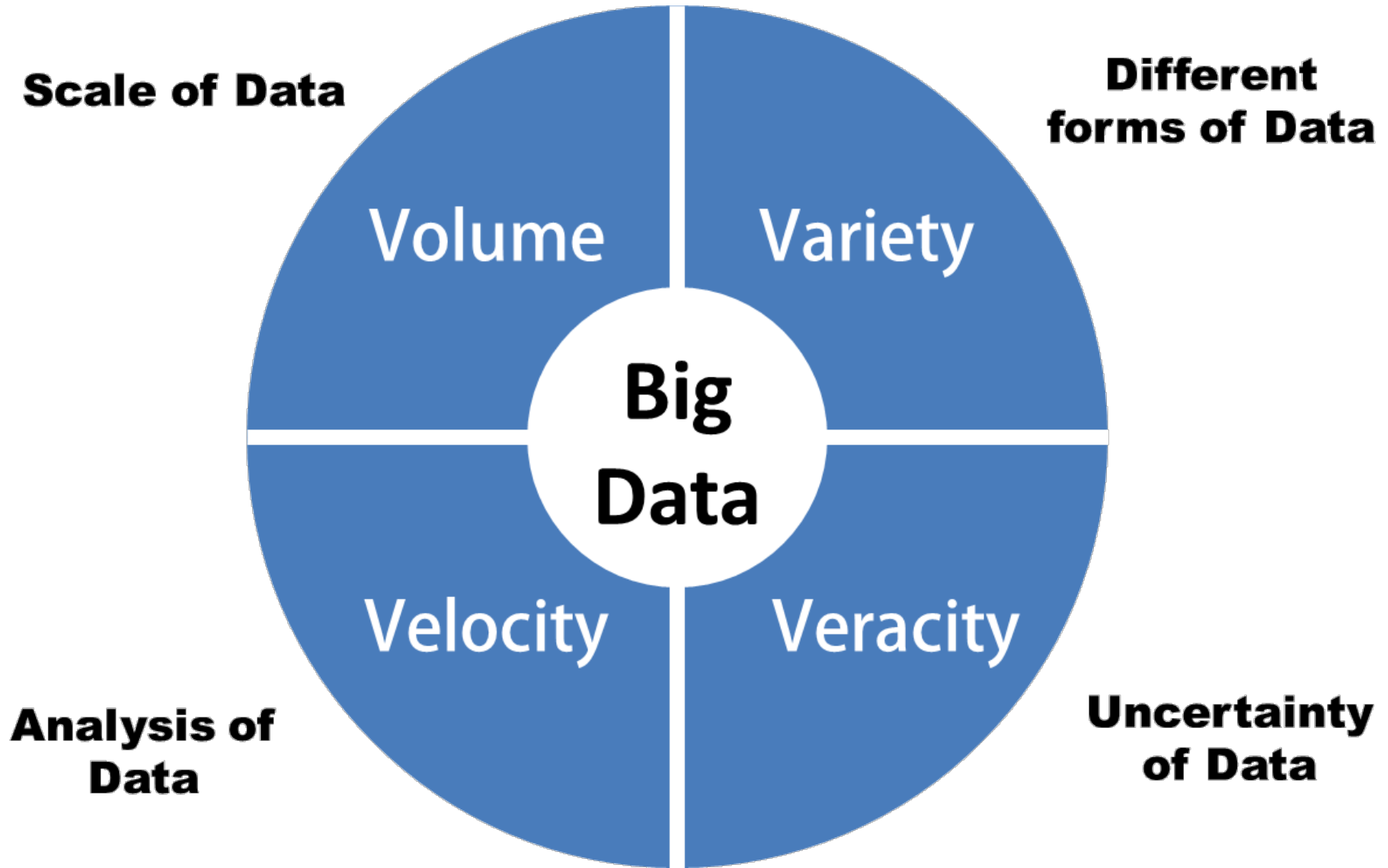
« Every two days now we  
create as much information  
as we did from the dawn of  
civilization up until 2003 »

(Eric Schmidt, former CEO of Google)

**Opportunity**      Leverage the flood of data

**Challenge**      Extract insights out of the mass

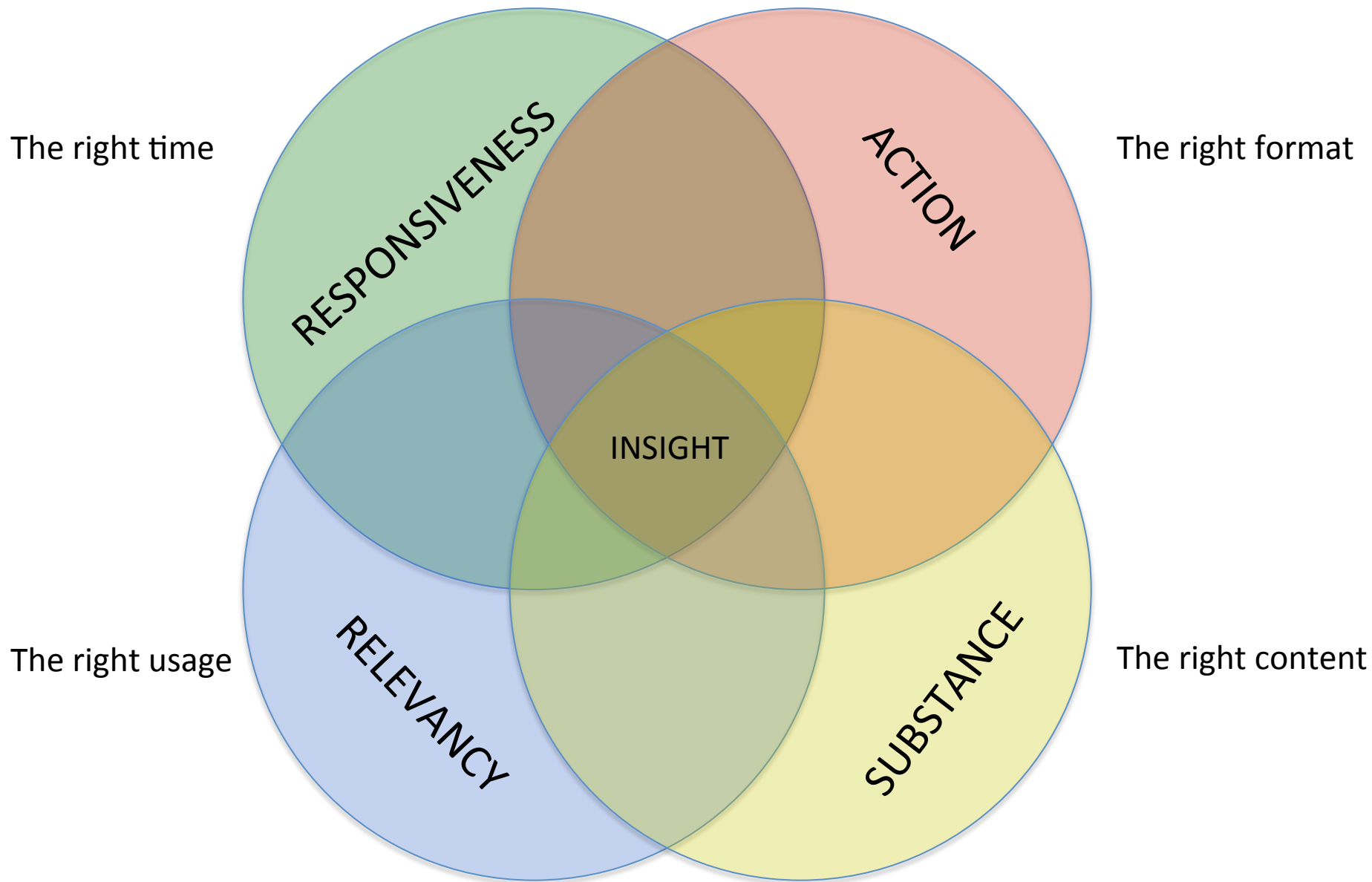
**Discipline**      Big Data

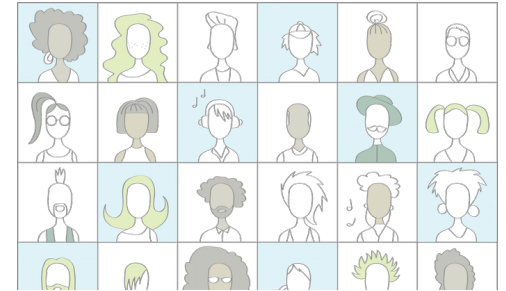






- Born in 2013
- Capitalize on Open Data and web data
- Generate insights in a B2B context

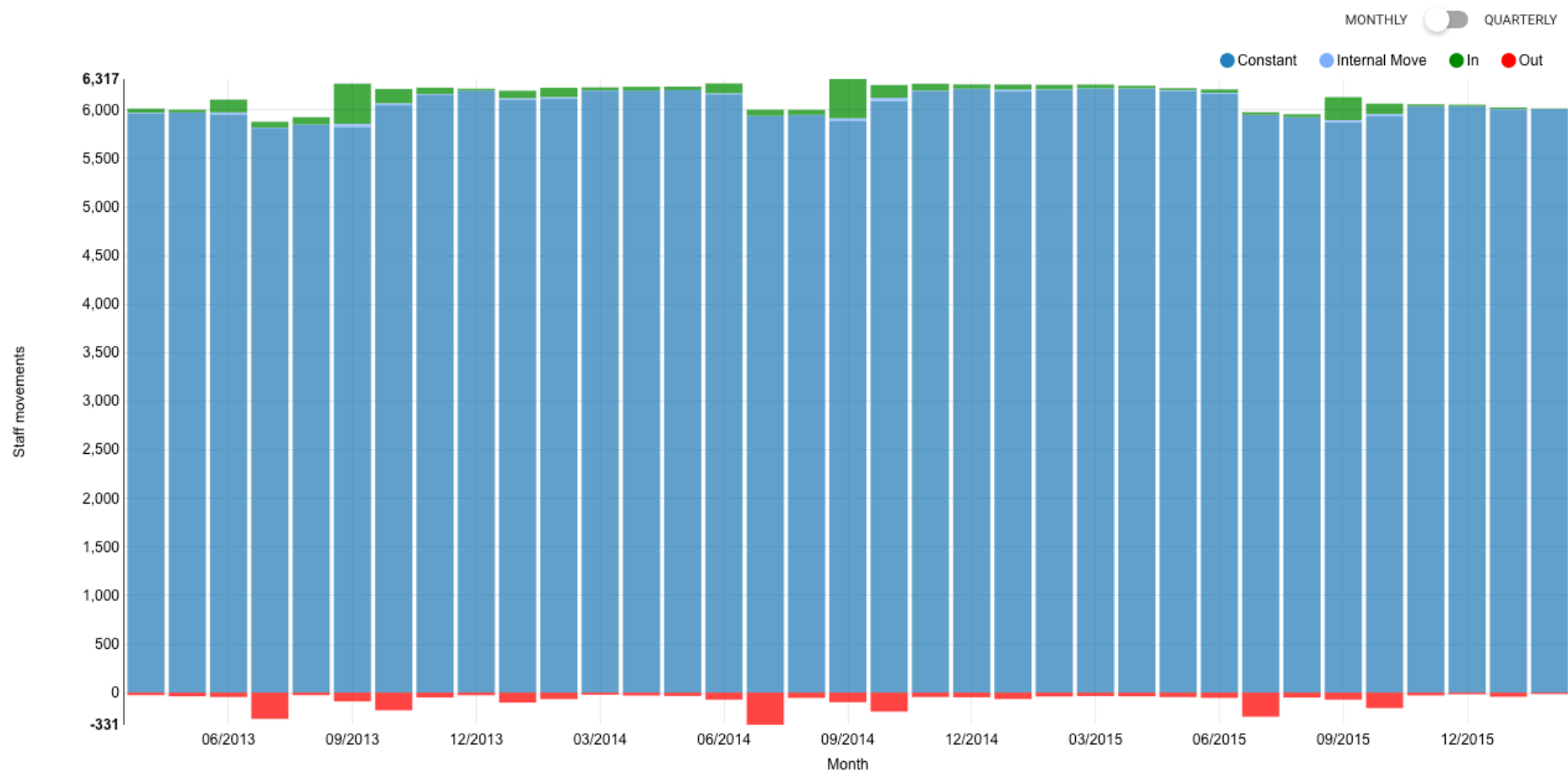


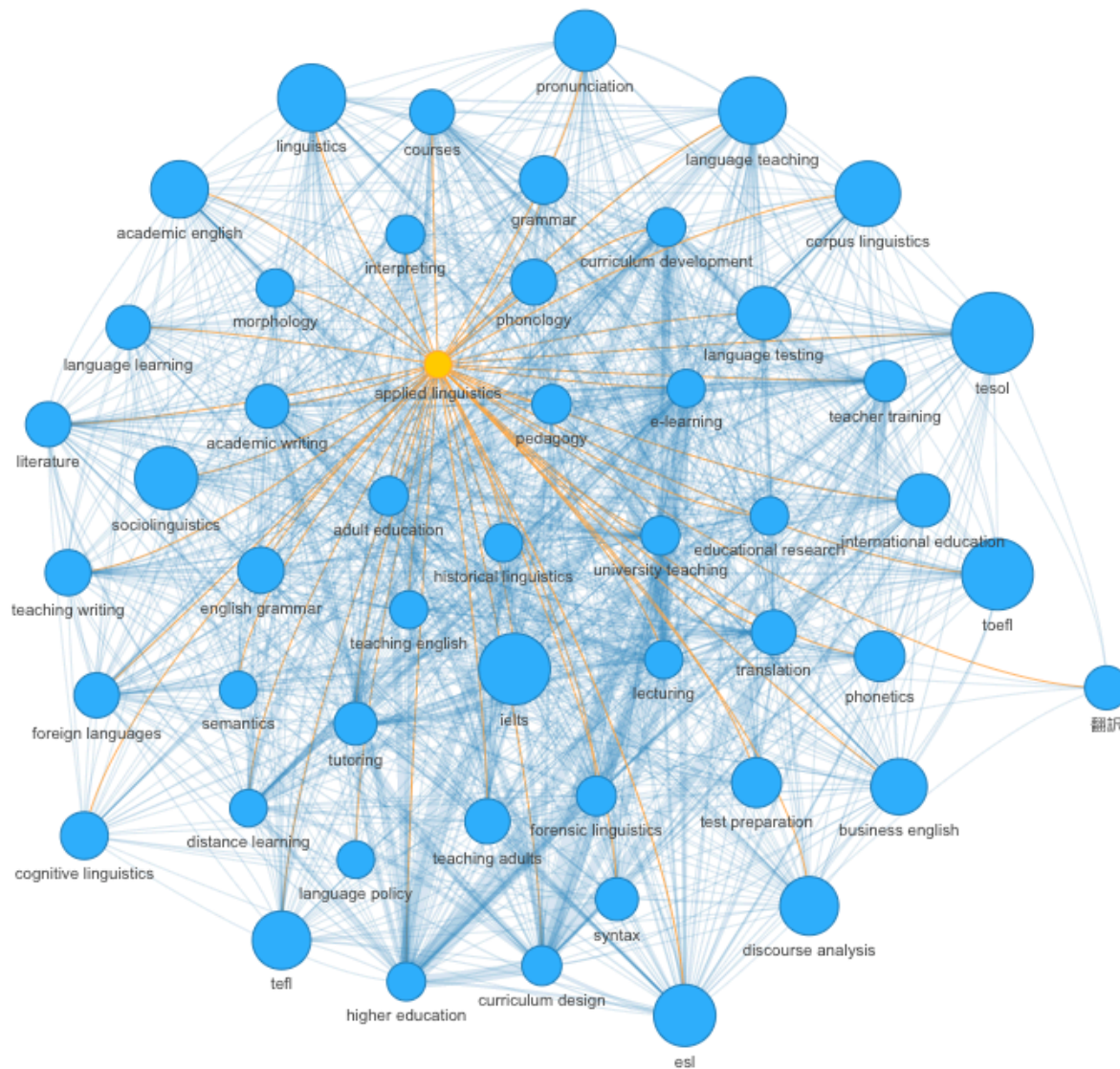


Swan. JOBS

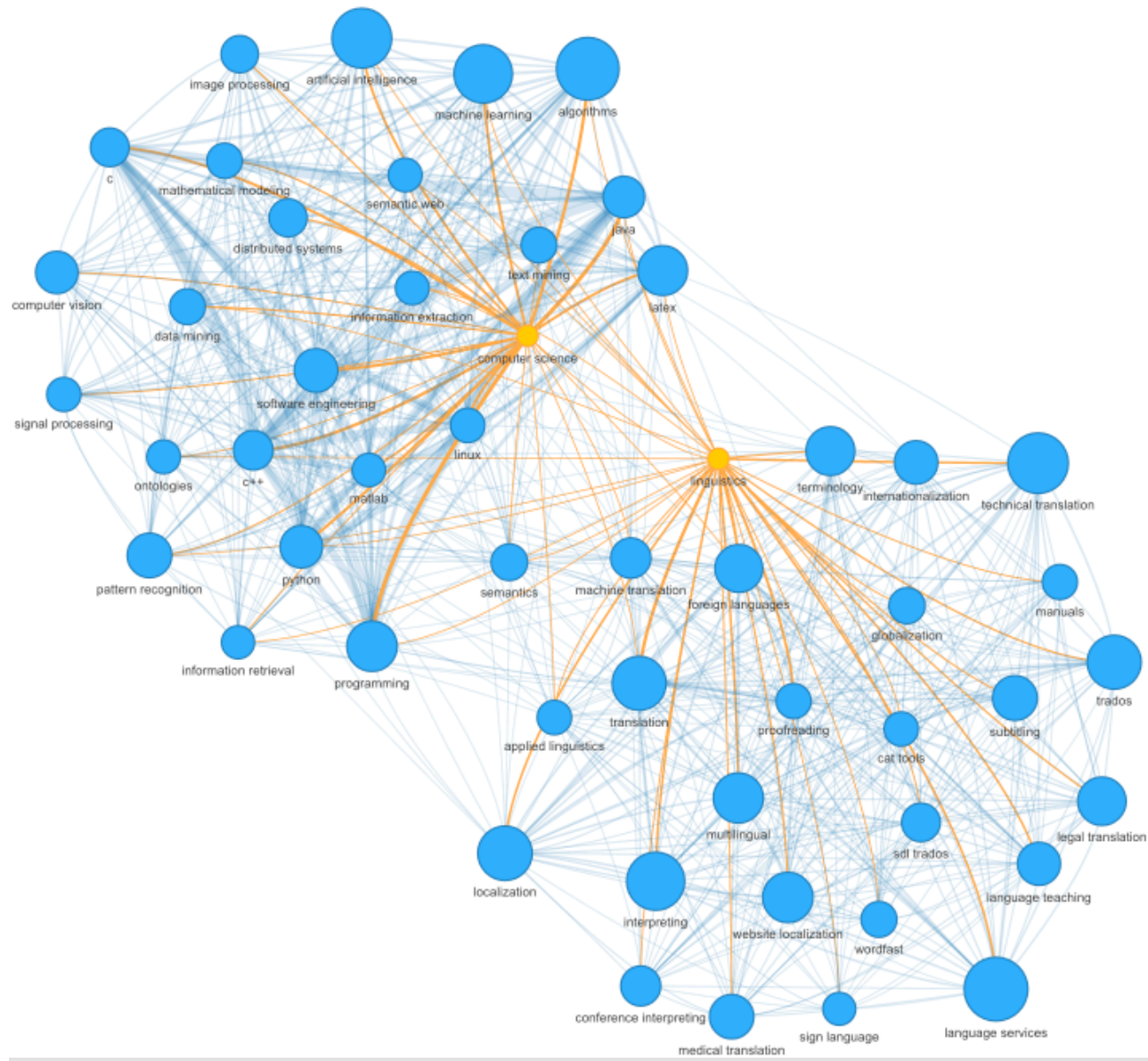
# Swan. JOBS

Swan Workforce Trends (Université catholique de Louvain)



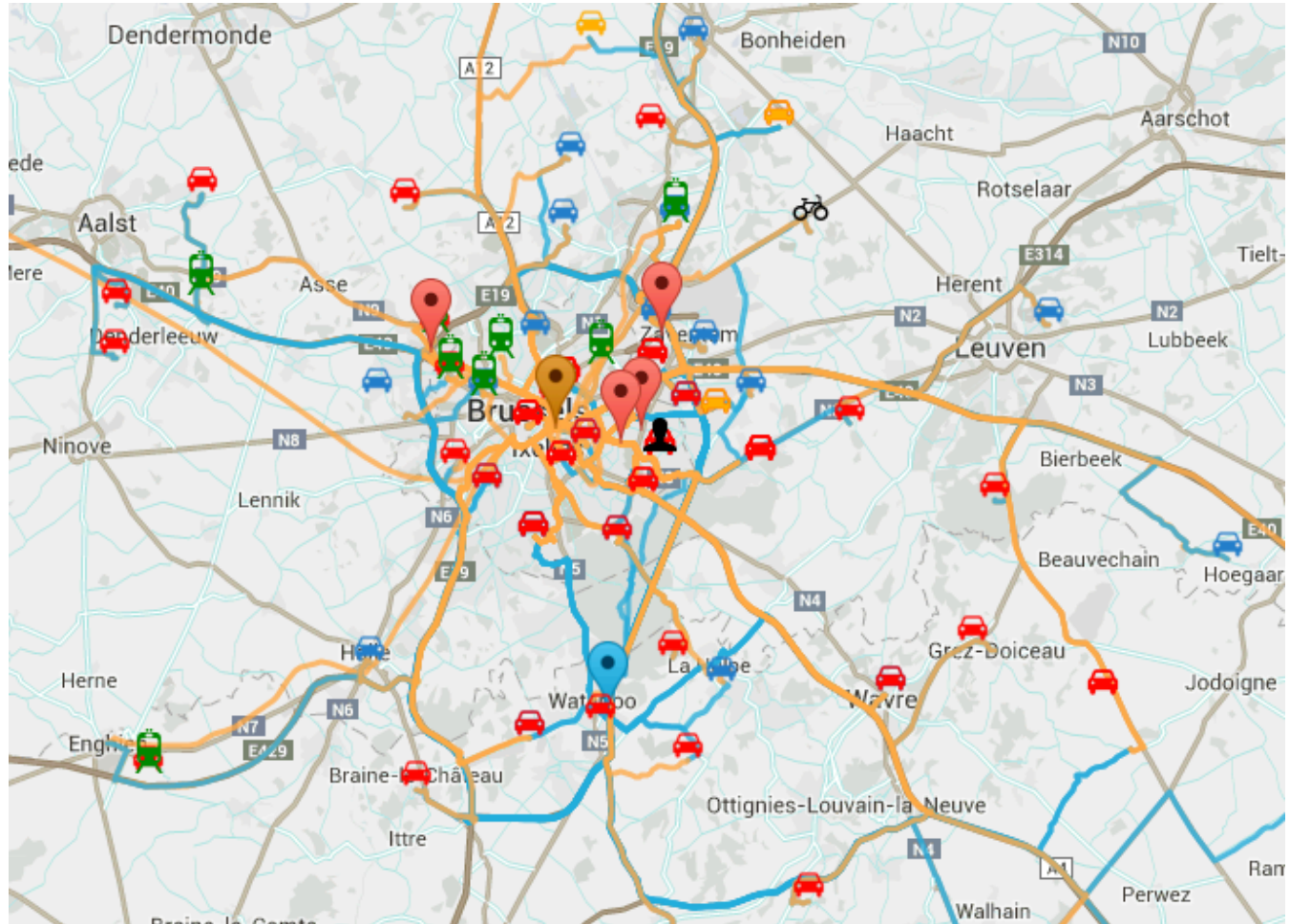


# Swan. JOBS





# Swan. ESTATE



# Swan. ESTATE

● Location A — Rue Belliard 40, 1000 Bruxelles

● Location B — Drève Richelle 161, 1410 Waterloo



● Location A preferred

## ● Mobility — Rue Belliard 40, 1000 Bruxelles

Daily estimate, cumulative over employees (both ways)  
Assumes only one transport type per employee

TOTALS ☒ AVERAGES

Transport	Employees	Distance (km)	Travel time	Fuel (liters)	CO <sub>2</sub> (kg)
Fleet <sup>2</sup>	68	2 505	02d 04h 06m	150.3	23.59
Private <sup>3</sup>	31	956	23h 16m	57.4	9.01
Public <sup>4</sup>	9	341	14h 59m	—	—
Car sharing	3	129	02h 37m	—	—
Other <sup>5</sup>	2	50	04h 19m	0	0
No route <sup>6</sup>	0	—	—	—	—
Total	113	3 982	04d 01h 19m	207.7	32.6

<sup>1</sup> Averages are calculated per employee

<sup>2</sup> Includes motorised company vehicles

<sup>3</sup> Includes private motorised vehicles

<sup>4</sup> Includes metro, tram and bus

<sup>5</sup> Includes bicycle and walking

<sup>6</sup> Includes employees whose route could not be computed using the transport of choice

## ● Mobility — Drève Richelle 161, 1410 Waterloo

Daily estimate, cumulative over employees (both ways)  
Assumes only one transport type per employee

TOTALS ☒ AVERAGES

Transport	Employees	Distance (km)	Travel time	Fuel (liters)	CO <sub>2</sub> (kg)
Fleet <sup>2</sup>	68	3 752	02d 05h 06m	225.1	35.35
Private <sup>3</sup>	31	1 629	01d 00h 06m	97.7	15.34
Public <sup>4</sup>	0	0	00d 00h 00m	—	—
Car sharing	3	198	02h 33m	—	—
Other <sup>5</sup>	2	103	10h 34m	0	0
No route <sup>6</sup>	9	—	—	—	—
Total	113	5 682	03d 18h 21m	322.9	50.69

<sup>1</sup> Averages are calculated per employee

<sup>2</sup> Includes motorised company vehicles

<sup>3</sup> Includes private motorised vehicles

<sup>4</sup> Includes metro, tram and bus

<sup>5</sup> Includes bicycle and walking

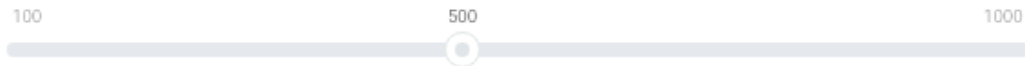
<sup>6</sup> Includes employees whose route could not be computed using the transport of choice



# Swan. ESTATE

## Points of Interest

Select a radius (metres)



Category	● Location A	● Location B
Mobility (public transport)	20	0
Mobility (parking, taxies, ...)	8	0
Food	67	6
Finance (ATMs, banks)	40	5
Parks	2	0
Schools	11	3
Medical (pharmacies, doctors, ...)	65	10
Police	0	0



- A B2B platform with four goals:
  - Generate leads
  - Have a good knowledge of its market
  - Anticipate its competitor movements
  - Anticipate its customer leavings

# Companies

## INBEV BELGIUM

**Manufacture of beverages**

Belgium

### Contact Information

Phone **070225300**

E-mail [info.belgium@inbev.com](mailto:info.belgium@inbev.com)

Website [www.ab-inbev.com](http://www.ab-inbev.com)

Headquarters  
[See map](#) Industrielaan n:21, 1070 Anderlecht

VAT Number **BE0433666709**

Financial Information (€/2014)

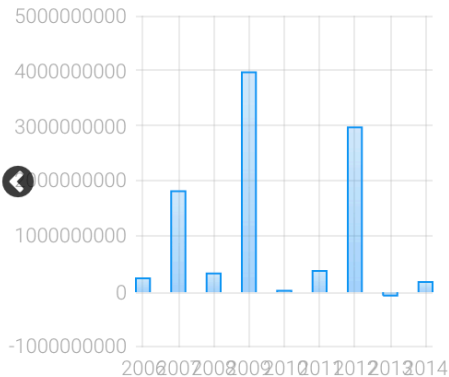
CHARTS



DATA

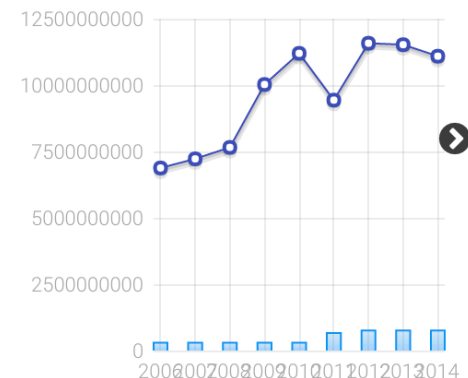
## INBEV BELGIUM

EBIT (dark)



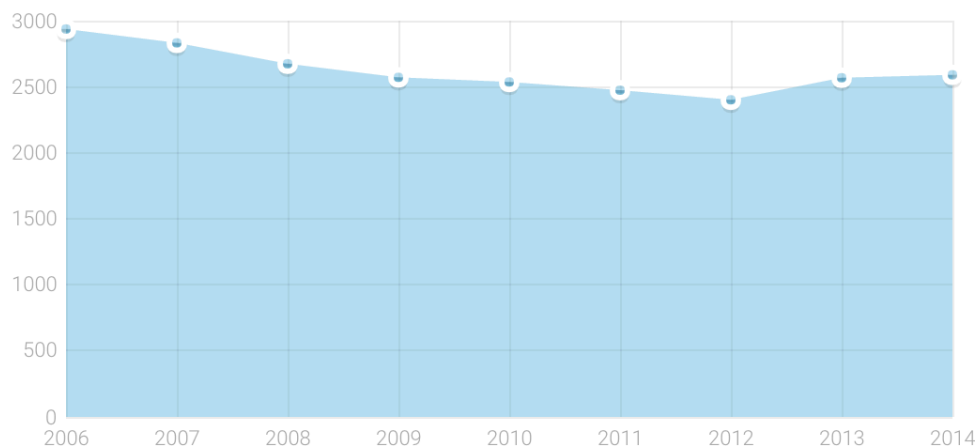
Total Assets (line)

Capital (bars)



## People (2,590 employees total)

Employees



# Events

## Recent Stories about INBEV BELGIUM

A tender has been awarded to inbev belgium for a value of 270 227,46 EUR

Beer



## Jupiler-brouwerij moet uitbreiden

Jupiler-brouwerij moet uitbreiden. AB InBev investeert dit jaar 49,8 miljoen euro in haar brouwerij in Jupille, in Luik. De investering is een gevolg van de groeiende vraag uit het buitenland. Dat he ...



# Legal Sources

- Bankruptcies
- Relocations
- Changes of activity
- Establishment creation
- Changes into the board of directors
- ...



0465.232.685

**Arrêté**

Depuis le 1 mars 2016

**Clôture de faillite**

Depuis le 1 mars 2016

12 janvier 1999

MOJO

Dénomination en néerlandais, depuis le 11 mars 2010

Neerveld 12

2550 Kontich

Depuis le 29 décembre 1998

N° d'entreprise : 0456.038.471

Dénomination

(en entier) : **bpost banque**

(en abrégé) :

Forme juridique : SA

Siège : rue du Marquis 1 / 2 , 1000 Bruxelles  
(adresse complète)

Objet(s) de l'acte : nomination

# Professional social networks

- Massive hiring
- Massive leaving
- Changes in key-functions (C-Level)
- Job Postings



## **CEO - Owner**

Quilinder bvba

December 2015 – Present (4 months) | Brussels Area, Belgium

Sustainable Business modeling (national and international)



## **CFO**

CMOSIS

March 2014 – December 2015 (1 year 10 months) | Antwerp Area, Belgium

# Tenders

- Tender awarding (with amount)
- Tender publishing



# News

- M&A
- Investment
- Massive layoff
- New unit creation
- New product launching
- ...



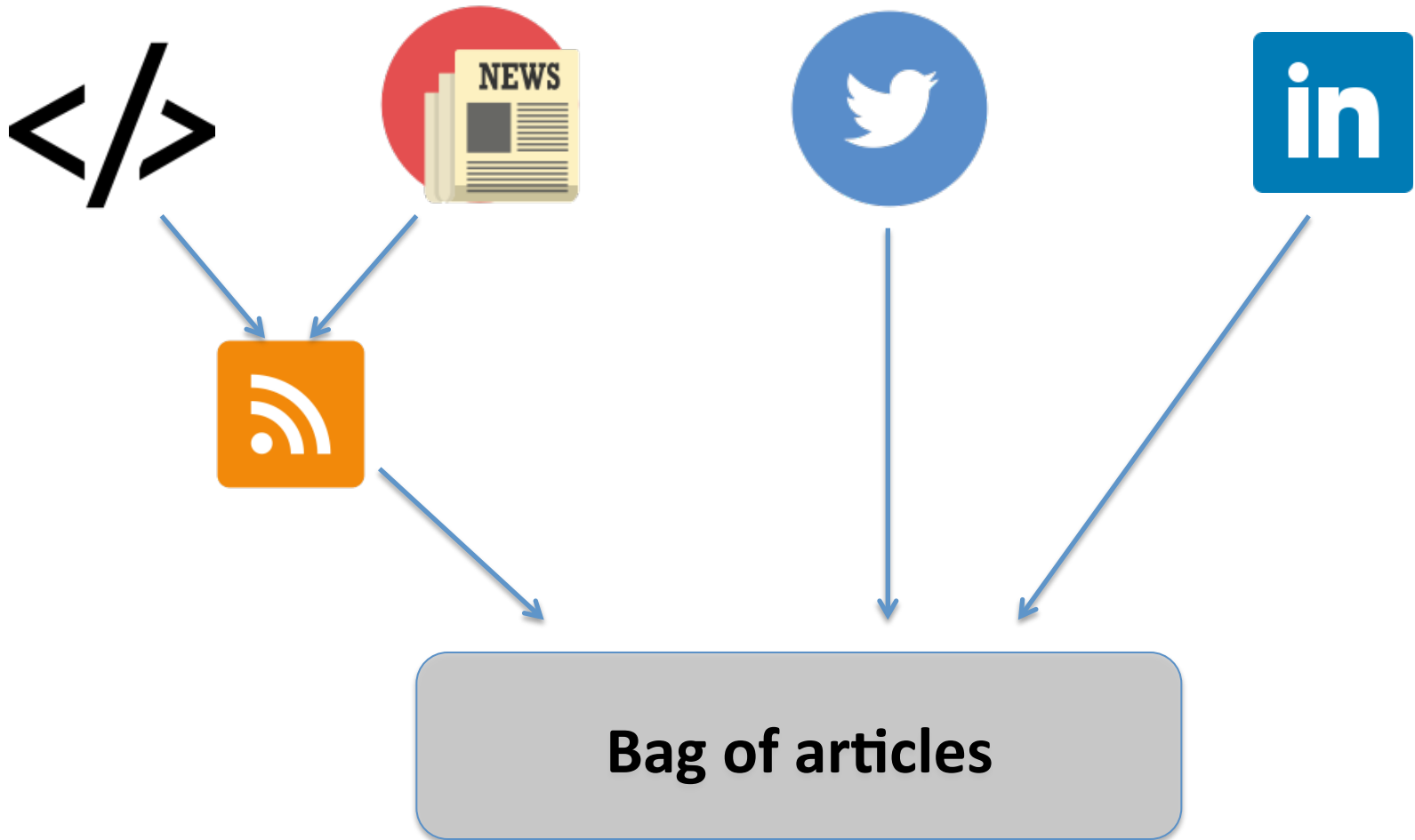


The background of the slide features a stylized illustration. At the bottom, a thin grey line represents the horizon of a globe. Below this line is a simple black outline map of Europe. Above the horizon, a large, dense cloud of blue dots of varying sizes rises into the sky, resembling a data visualization or a representation of information being processed. The dots are concentrated more heavily around the map of Europe and spread out as they rise.

**Event acquisition from news**

**Processing chain**

# 1. Article Acquisition



## 2. Event Extraction

[“https://corporate.mobistar.be/en/news-medias/mobistar-signs-partnership-kinopolis](https://corporate.mobistar.be/en/news-medias/mobistar-signs-partnership-kinopolis)



Language Detection



Entity Detection



Event Detection

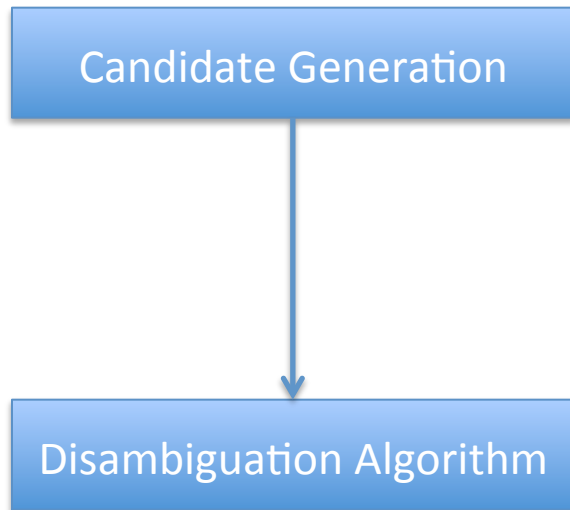


Partnership:

- Mobistar
- Kinopolis

...

# 3. Event Disambiguation



Kinepolis Film Distribution

KINEPOLIS IMMO LIEGE

KINEPOLIS FINANCIAL SERVICES

Kinepolis Immo B.V.

KINEPOLIS LIEGE

KINEPOLIS GROUP

....

## Main features

- Name distance
- Name popularity
- Geographical Distance
- Similarity between article and candidate activity
- Common results on search engines



## 4. Relevance Filters

- **Entity Centrality** : is the entity the main subject of the article?
- **Geographical Relevance** : does the article cover my market?
- **Temporal Relevance** : is the event timely relevant?
- **Business Relevance**: is the article mainly financial?

**Sony Corporation** announced today that it will acquire **Altair Semiconductor** for \$212 million. Founded in 2005 by three former Texas Instrument executives, Israel-based Altair makes chips that connect devices to LTE and its technology will help develop Sony's Internet of Things business.



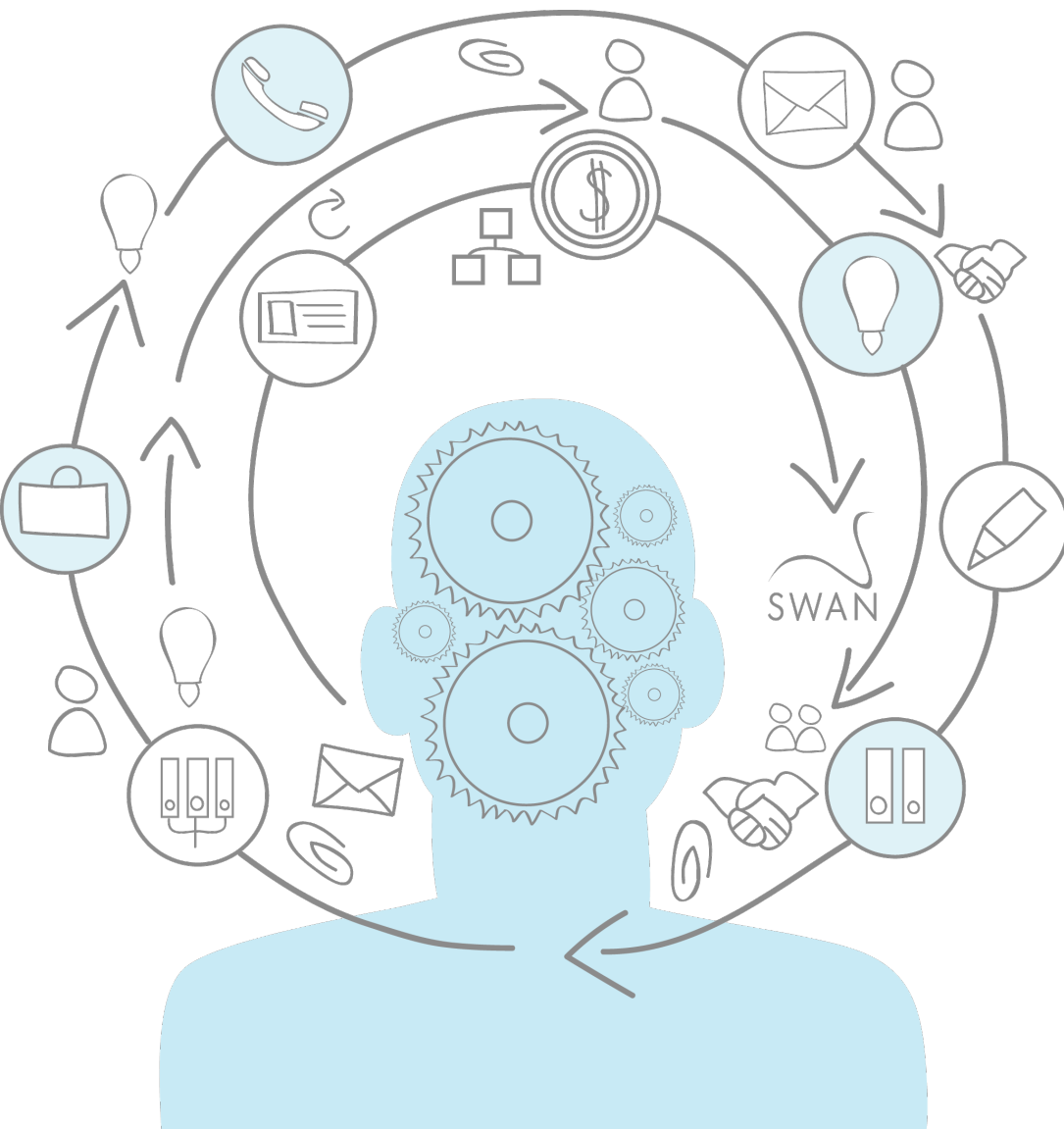
Article Classification  
LSA algorithm



Business Relevance Computing  
Supervised Machine Learning

Business : 0.49  
Stock Market : 0.28  
Leisure : 0.22  
Sports : 0.18  
Environment: 0.19  
Politics : 0.17  
Technology : 0.66

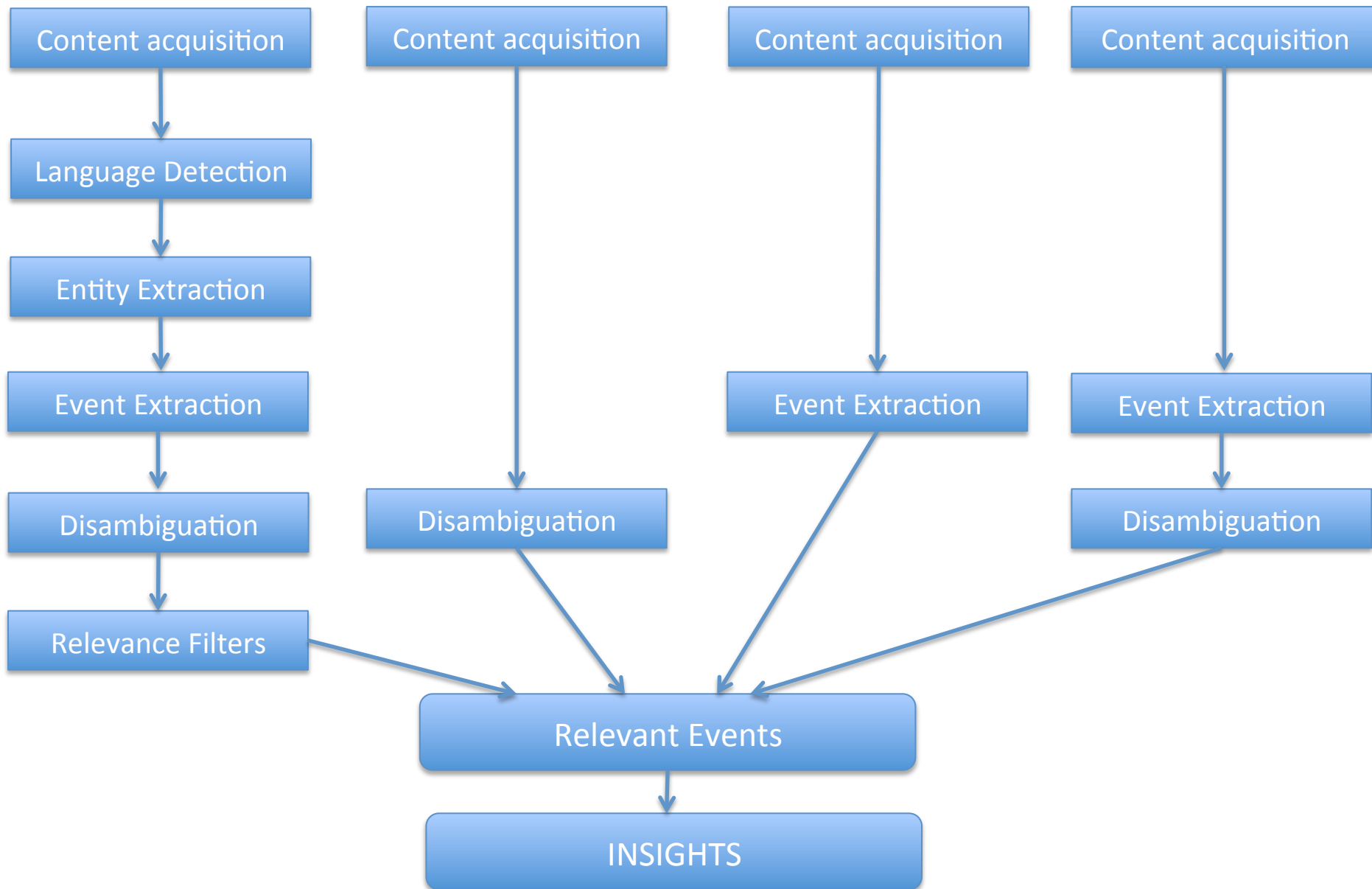
business\_relevance : 0.85



**Turn information  
into insights**

- Define scenarios based on events we have detected
  - Predict relocations
  - Predict financial performances
  - Predict massive hirings / layoffs





**Thank you for your attention !**



Contact: [louis@swaninsights.com](mailto:louis@swaninsights.com)