DEEP

Credentials

OLIVIER LA ROCCA

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EUROPARTNERS

AGENDA

- What is Deep?

- How does it work?

- Case study

- Contacts

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Understanding the reality and the nuances of local communities is crucial when it comes to take decisions.
In fact, every day, million Euros are spent to run quantitative researches, surveys, interviews…
An immense amount of data that local administrations, political parties, private companies, use for their daily activities.

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However, a lot of these surveys use a too broad brush and fail to really understand the complexity and diversity of local communities. They are inadequate and misleading.
In order to help our clients to take informed and successful decisions, EUROPARTNERS has developed DEEP a tool that transforms data into… DEEP INSIGHTS.

+ DEEP

DEEP is an advanced hybridization of statistic, social listening and geotagging.

Advanced statistical analysis leverages open data to break down the geography of European countries into different Community Types with common socio-economic characteristics.

DEEP provides detailed analysis about targeted communities through ad hoc research and social listening based on keywords. Sentiment maps are used to take decisions about critical issues in specific areas.

How does DEEP work?

Brief

Data gathering

Sentiment analysis

Geomapping
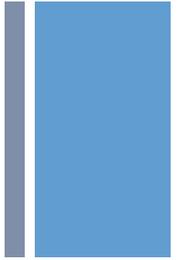
Client outlines the objectives of the research defining the exact scope for territory, type of challenge and targets.

Europartners has developed a proprietary software that extracts and combines data from all available public databases. Community Types with common socio-economic characteristics are defined.
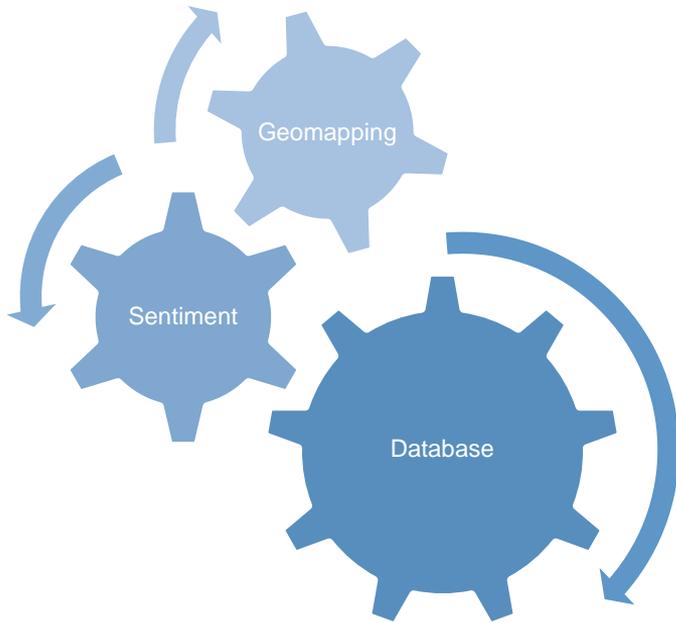
Based on specific keywords that are agreed with client, sentiment analysis provides qualitative insights on the opinion of the local community around specific themes.

Data from proprietary software is overlapped with the Sentiment analysis results and visualised in maps for intuitive reading and presentations.

DEEP an hybrid tool

- At Europartners we believe in the power of hybrid tools and hybrid teams; DEEP is the perfect result of our philosophy.

- DEEP brings together for the same objectives specialists with different backgrounds as well as tools developed from different disciplines.

  - Academics have developed a proprietary software that allows to extract info from the most relevant databases.

  - Social media analysts have developed tools to listen to real voice of local communities.

  - Technologists bring everything together and summarise insights into maps.

Why DEEP works better?

DEEP is the only tool available in the market that has been developed to hybridize for better results.

- Big companies can produce surveys filled with lot of figures, but that's limited without listening the voice of people and without a sufficient degree of geographical accuracy.

- Sentiment analysis provides interesting insights but they are not related with hard, socio-economic data

- Geomarketing offers interesting maps but they're limited without social listening and without a nuanced understanding of the socio-economic forces shaping local communities.

	Surveys	Geo mapping	Sentiment analysis	DEEP
Statistical significance	✓	✓	✗	✓
Maps	✓	✓	✗	✓
Real people voice	✗	✗	✓	✓

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+ In summary

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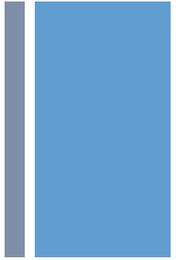
DEEP starts from the clear understanding of the challenge that clients are facing, whether a new candidate for mayor that needs to understand what motivates the local community or the current administrator who wants to understand the acceptance of a specific policy.

2

DEEP is based on solid and reliable data that are gathered by a proprietary software specifically developed for this purpose and tested over years.

3

DEEP combines quantitative with qualitative data to provide actionable insights.

A case study

DEEP®

case study

- **Challenge:** to understand what areas are more prone to acts of racism against certain minorities.

- **What have we done:** social listening, geotagging and sentiment analysis.

- **Results:** the study allowed local administrations to be more effective with their action on the most critical areas through a thorough understanding of the phenomenon.
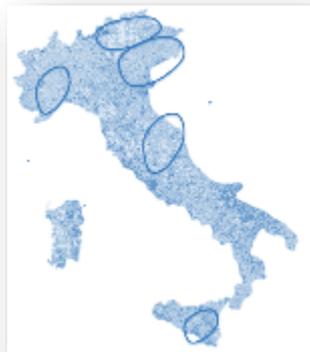
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