PYTHIA USER-MANUAL

WHAT DO WE DO DIFFERENTLY THAN OTHERS?

Pythia is the new way to conduct market research through artificial intelligence. We provide you with data and forecasts to support you in your decisions. We analyze data based on a neural network that mimics the functions of the human brain. Due to the large number of connections, filters and levels in our codes, we can evaluate individual trends meaningfully, intelligently and quickly by creating forecasts. As a result, we provide the possibility for a machine to think and learn like a human being. All of this with much higher performance and memory.

We start with you sending us a certain amount of search terms/keywords, which we import into our database and make the data accessible to our artificial intelligence. Algorithms collect, control and evaluate the data and provide precise forecasts for future market demands and trends. At the end of the month, you will receive an individual and processed evaluation in an Excel file. Using our regular reports, you can identify trends faster than ever before, make better purchasing decisions and restructure your sales area.

WHICH TIME PERIOD DO WE EVALUATE?

Our calculations evaluate the past 5 years as long as data is available. For our forecast, we examine the upcoming 18 months.

HOW IS MY REPORT STRUCTURED?

E-Commerce relevance (0 to 5):
The value „E-Commerce relevance" indicates the level of interest in the searched term on online market-places. We use a variety of data with a mathematical focus on the world's largest retailer: Amazon.

Trend score (-10 to +10):
We calculate the trend score of each individual term and provide you with a machine-optimized future fore-cast. This value determines the future relevance of this keyword and assists you in making your decision. Eve-ry positive value is expected to show a good development, every negative value should cause you to reflect. When calculating the trend score, we attach great importance to the intelligent use and processing of data. Here, as well, our artificial intelligence and the neural network calculate various factors in the evaluation and weighting of the data.

Average monthly search volume:
The average monthly search volume indicates how often this term was searched for on average per month in the past (last 5 years). We gather the average number of searches on Google and provide them with ab-solute numbers. You therefore know what was searched for and how often.

Current monthly search volume:
Our evaluation also shows the key figure of the absolute search volume from the previous month. This value is not only relevant for our calculations: You can easily see how important and popular a keyword is in your sector.

Total score (-10 to +10):
We also calculate an overall score for your keyword. For this purpose we set the E-commerce relevance and the trend score in a ratio of 3 to 7. On the basis of this result it is quite easy to determine how relevant the keyword will be for you as well as your customers in the next 18 months.

WHEN CONSIDERING THE SEARCH VOLUME: HOW IS THE VOLUME ITSELF SCORED?

For the scoring we have developed a logarithmic algorithm. Thus, search volumes between 100 and 10,000,000 can be integrated into a scale of 1-10.

GRAPHICAL REPRESENTATION

The distribution of probability in the graphs is based on the calculations we obtain from the collected data. In this respect, the graphical development can be derived from the previous columns on the one hand, and on the other hand the algorithm calculates the probability distribution using many different factors. The calculation is constantly evolving and learning on the basis of the acquired and predicted data. The graphs provide information about the development of the search volume of the term over a total period of 3 years/18 months. The green color gradient indicates the area in which the forecast is likely to develop. The orange dotted line represents the most probable further course of the term according to the estimation of our machine.

Related Search Queries:

In the related search terms column, we display the words that are typically searched for with your keyword. This column is interesting in many ways: On the one hand, you can see what people think about when they search for your keyword. On the other hand, you can also discover very individual, new trends from your industry. We sort the related search terms by relevance in descending order.

Subdivision into countries:

If you wish, we can divide the search into geographical markets. A wide range of different countries are available to us and you.

Top 100:

We do not limit our calculations to the keywords you provide us with. Rather, we provide additional key-words of our own that we find and track specifically for you. These are always terms from your industry that could potentially be interesting. This enables you to find and evaluate articles, ideas, ingredients or new products that you may not even have heard of.