

Aquila

Fatima Makkeh

Data is the most expensive currency in our modern times, and it is reshaping our world. That is why everyone is trying to collect and analyze data. The Arab world has a very vibrant social media culture, however, when it comes to Arabic dialects, the available social media listening tools are very limited. A group of three computer and communication engineers: Ahmad El Moussaoui, Hiba Ghalayini and Fatima Makkeh decided to fill the existing gap between the resources and the needs, leading to the creation of Aquila.

Aquila is a social media-monitoring tool that collects and analyzes tweets in Arabic dialects using natural language processing. This was our final year project.

For two semesters we were blessed to have the help and support of our advisor, Dr. Fadi Zaraket, who accompanied us step by step during this journey. We used twitter application programming interface (API) to collect tweets in Arabic dialects, before using our computational model to clean, process and analyze the data.

We have created Arabic models covering four dialects. The Yemeni, Iraqi, Saudi and Bahraini dialects were implemented in our software. It was important for us that the interface be very simple, that's why using Aquila is straight forward;

you have a topic that you wish to know what people think about, you write your keyword and Aquila will search the internet traffic for relevant information, analyze it and give you what you need to know. We believed that Aquila has the potential of becoming a successful business. However, at its inception, we didn't know where to start nor what to do. That is why we applied to the Final Year Project Accelerator Program. We were lucky to be one of the teams selected by the judges to join the program where we got hands on experience in market study, business modeling and client approach. We also learned how to pitch our idea, what really interests investors and what they wish to hear.

By the end of the first semester we made it through the second round of interviews, which enabled us to carry on in the accelerator program during the spring semester.

We attended workshops on marketing, finance, law and many other aspects of the business life. We met mentors, incubators and successful people. Slowly, we acquired the needed knowledge to launch our own startup. Today, we are ready to face the world. Our first step will be to participate in the accelerator's competition in order to try and win a

AQUILA IS A SOCIAL MEDIA-MONITORING TOOL THAT COLLECTS AND ANALYZES TWEETS IN ARABIC DIALECTS USING NATURAL LANGUAGE PROCESSING.



\$30000 prize that will help us start our own company. Following the competition, we will be working on enhancing our product, covering more dialects and approaching clients knowing that we already have some video game companies that interested in our product and are waiting for the final result. Aquila made Arabic data easily accessible because Aquila is the future of market study "Bel 3arabi" ■

TODAY, WE ARE READY TO FACE THE WORLD.