

FUSIONEX ANALYTICS GIANT - SENTIMENT ANALYSIS

LISTENING TO YOUR PEOPLE

Ever felt helpless with Big Data?

- *Looking for a **Big Data solution**, but the technologies involved are **overly complex**.*
- *Unable to cope with ever increasing data and report demands.*
- ***Unaware of new sources of information** that can improve business performance (e.g. social media, log files, customer sentiment).*
- ***Unable to derive actionable insights** & decisions with current reports.*
- ***Complicated and user unfriendly systems**.*
- *Inability to generate single, unified report across the whole organisation.*

INTEGRATING SOCIAL MEDIA USING BIG DATA TECHNIQUES TO PROVIDE SENTIMENT ANALYTICS

Fusionex Analytics – GIANT provides a powerful engine for Social Media Monitoring. With in-built text analytics and sentiment analysis software capabilities, **Fusionex Analytics** can empower organizations to monitor keywords, social sentiments, brands, and the voice of the people.

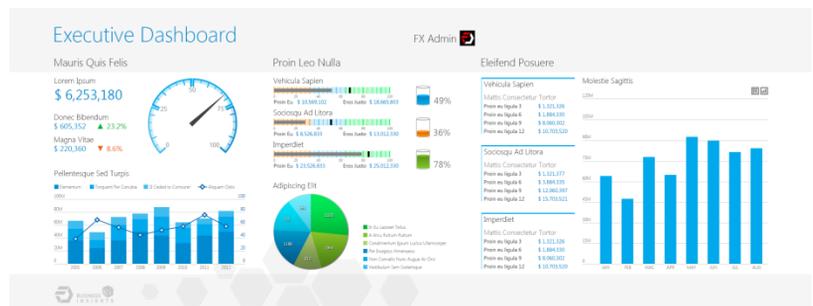
Measuring social media sentiments is important to identify whether a certain comment, blog or text was positive or negative. This has become a thriving need for organizations because of its sheer size. If thousands or millions of comments are streaming in every now and then, how do organizations keep up with such volume and velocity? With substantial amount of experience across various industries particularly travel & hospitality, government agencies, financial institutions, retail and logistics, **Fusionex Analytics** uncloaks sentiment scoring to measure web or mobile content including evaluation of thread, brand analytics and public satisfaction.



It leads to serious consequences if not handled properly

- **Data scattered** everywhere, in different departments, files, legacy systems or cloud services.
- **Painfully slow and manual** way of compiling reports.
- **Ineffective and low productivity** leading to **cost escalation**.
- **Losing business opportunities** with slow report generation, and unable to respond to new business trends.
- **Wrong decision making** due to insufficient, slow to produce and ill-prepared reports.

With the new world evolving and placing an increasing emphasis on social listening, our platform can help your organization provide most of the major social media channels analysis including Twitter, Facebook, blogs, message boards etc. to **build stronger cyber awareness** of what people are saying, blogging across these media channels about topic of interest.



VALUE

With text mining features, **Fusionex Analytics** is capable of gathering all relevant impressions from structured, semi structured and unstructured text to analyse and interpret the data. We can then draw conclusions and synthesize for trends and patterns.

For government intelligence, entity names or keywords can utilize **Fusionex Analytics** to search for patterns and trends relating to such entities to summarize the 'voice of the people' in relation to new or existing policies.

For business organizations, the same can be done with prioritization typically towards customer insights, brand awareness and market sentiments in an automated procedure to understand the expressions people are using to articulate their view of certain policies, brand, and line of service or market conditions.

KEY FEATURES

- **Automatically extract social media content** from internet channels to listen for trends and patterns.
- **React with adaptive models** based on the **'voice of the people'** to refine policies and business strategies.
- **Utilize advanced statistical models**, NLP techniques and large libraries of word dictionaries to classify articles from owners and identify whether content is positive, negative or neutral without emotion.
- **Utilize the power of big data technology** and techniques to provide optimal performance, scalability and processing options (real time or batch).
- **Configure active alerts** to signal key climatic changes to the right audiences to take action.
- **Demonstrate social media intelligence with rich visualizations** and dashboards across multiple devices and form factor.

When put to use optimally, sentiment analysis can be essential to various [social listening analysis](#), [predictive analytics](#) and [powerful insights](#) to understanding your organizations social performance regardless of any vertical, private or public sector. **Fusionex Analytics** social media monitoring enables sentiments to be extracted over a period of time or real time with statistical and NLP (Natural Language Processing) techniques to provide detailed feedback from various channels.

Whether it is internal or external content, our software is capable of evaluating articles to classify whether opinions are positive, negative or neutral to allow for adaptation of go-to market strategies or to refine policies at a very early stage, enabling proactivity at its fullest potential.

Utilizing Big Data techniques, **Fusionex Analytics** truly harnesses the power of real time analytics to provide advanced JIT (Just in Time) insights to crawl the internet for web articles and process content. Text analysis includes processing of most of the major languages such as English, Japanese, Arabic, French, German, Malay, Chinese, Spanish and many others so that you can perform analytics worldwide. Extend these findings with rich visualization using **Fusionex Analytics dashboards** or further build predictive models to simulate what could possibly happen in the future based on historical trends and patterns.

Proactive monitoring includes automated alerts which can be configured to send emails or text messages when irregularities take place or certain defined sentiment scores are met. Predefined keywords can also be composed to enable push alerts to the designated audience group.



KEY FEATURES continue

- *Write and integrate predictive models into the platform to **predict reaction** of the public towards new business strategies, policies or brand line.*
 - ***Supports most of the major languages** globally including English, Japanese, French, German, Malay, Chinese, Arabic, Spanish etc.*
 - *Crawl and explore any social media site, blogs, website content or intranet systems. Combine social media channel collated data with survey data to provide a holistic view of sentiments. **Supports structured, semi structured and unstructured data format.***
 - *Provides a facility to easily search for content with multiple filters, analysing content at various levels to drill down into actual conversations.*
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HOW IT IS DONE

The 1st step in text analysis would be to breakdown a statement into verbs, adjectives, adverbs, nouns. The next step is to pick opinions from within a statement, further breaking it down to a topic and sentiment. By identifying the sentiment, **Fusionex Analytics** will process its score based on our large dictionary of sentiment store and advanced data science algorithms. Scores are determined for a phrase based on the frequency of positive and negative words.

Weightage of certain adjectives with heightened emotions are added as part of the calculation to associate intensity of a positive or negative word influencing the entire sentence structure.

The **Fusionex Analytics** engine is also capable of identifying entities by name and every subsequent instance of the entity i.e. he, she, the company, the party by referencing the earlier stated entity name i.e. John, Sarah, Best Store Ltd etc.

Entities are defined as opinion owners so that the system is able to identify entities and their opinions. **Fusionex Analytics** is able to tag opinions to more than one owner to provide better accuracy of owner sentiments. Scores are attached to such individual entities to derive the sentiment of each individual entities as rolling up to the overall sentiments in relation to specified semantics.

To enable better accuracy, our engine takes into consideration subjective, neutral comments which are non-opinionated as many a time's statements don't express sentiments without indication of emotions.

BI & BIG DATA - TURNING DATA INTO USEFUL INFORMATION

Fusionex's mission is to help businesses plough through and make sense of their data to gain powerful insights and derive meaningful business value, helping them increase revenue and profitability whilst lowering expenses and costs.

By leveraging the **Fusionex GIANT** product, companies will be able to empower business users to discover the various patterns, trends & information within their corporate data, consisting of both structured and unstructured information via a simple and user friendly interface, shielding users from the complexity of Big Data technology.



For further information

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Say goodbye to all the complex software development – ETL, Data Warehouse, Cube, Hadoop, MapReduce, Hive, Pig, Python, and HDFS. GIANT handles all of them behind the scenes!

