



BizViz User Guide

BizViz Sentiment Analyzer

Release: 2.5

Date: Nov. 9, 2016



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1. About this Guide

1.1. Document History

Product Version	Date (Release date)	Description
BizViz Sentiment Analyzer 1.0	June 9 th , 2015	First Release of the document
BizViz Sentiment Analyzer 2.0	February 18 th , 2016	Updated document
BizViz Sentiment Analyzer 2.5	Nov 9 th , 2016	Updated document

1.2. Overview

This guide covers:

- Introduction to the BizViz Sentiment Analyzer App
- Steps to extract sentiments out of a text or verbal data
- Description of the various charts

1.3. Target Audience

This document is aimed at business professionals who use BizViz Sentiment Analyzer to extract sentiments out of their business data.

2. Introducing the BizViz Sentiment Analyzer

2.1. Introduction

The BizViz Sentiment Analyzer is a text analyzer that chases words with positive or negative connotation. It then applies Natural Language Processing and machine learning algorithms to determine the exact correlation between expressive scripts and their social implementation. It is equipped with ANEW dictionary (“**Affective Norms for English Words**”), a set of normative emotional ratings for many words in the English language. This set of words have been rated in terms of pleasure, activation, and dominance to create a standard terminology for use in studies of emotion and attention. Subject matter for this app can be verbal data from news articles, blog posts, product reviews, Facebook comments, Tweets, and manually entered texts.



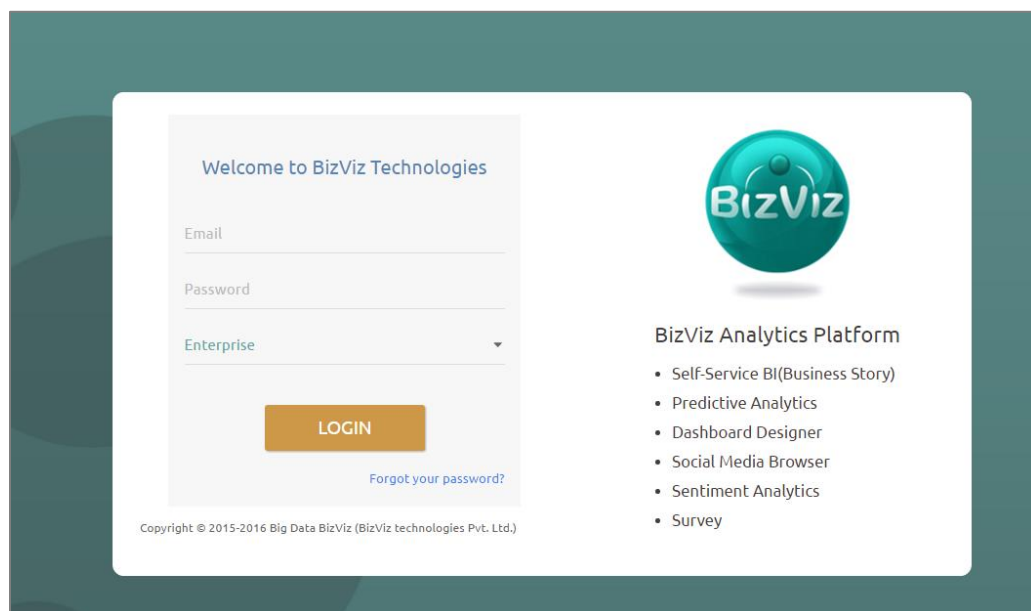
2.2. Prerequisites and Supported Devices

- Browser that supports HTML5
- Operating System: Windows 7
- Basic understanding of the BizViz Server

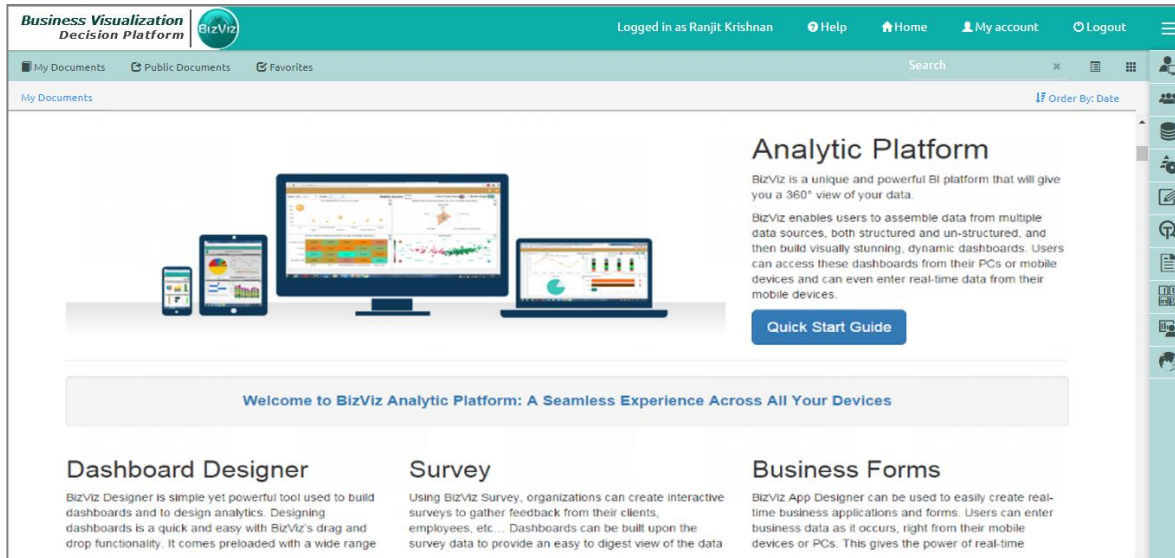
3. Getting Started with the BizViz Sentiment Analyzer


BizViz Sentiment Analyzer is a plugin application provided under BizViz Platform.

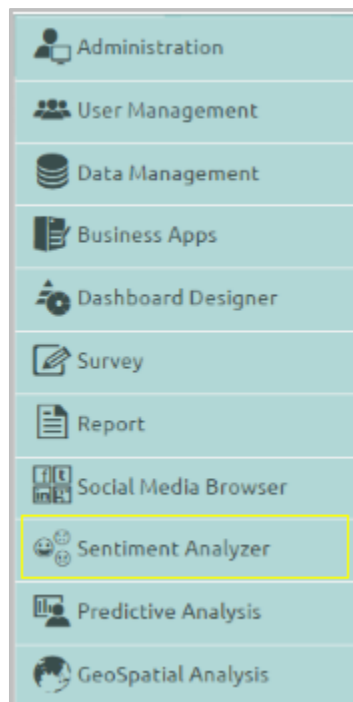
- Open BizViz Enterprise Platform Link: <http://apps.bdbizviz.com/app/>
- Enter your credentials to Login.
- Click '**LOGIN**'.



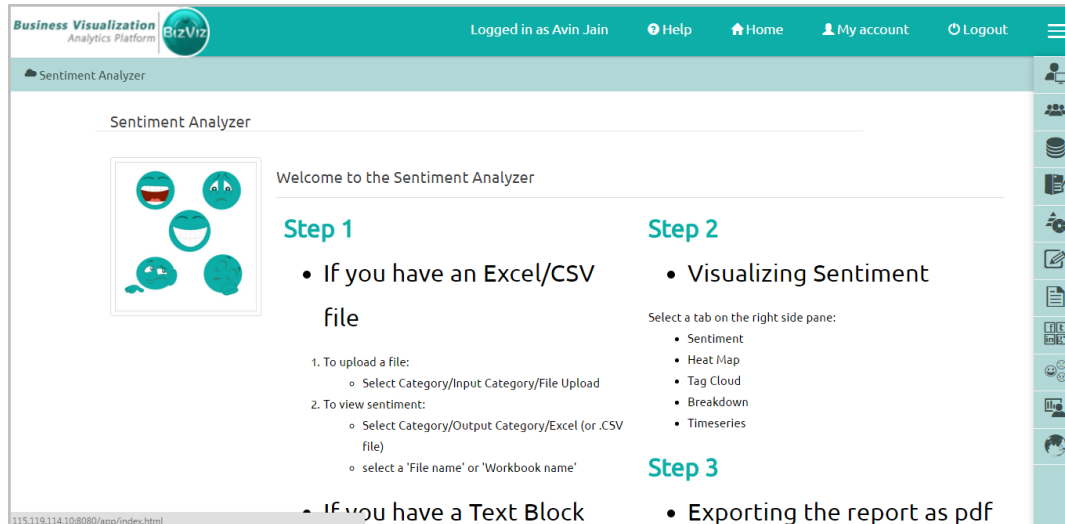
- Users will be redirected to the BizViz Platform home page.



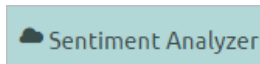
- v) Click on the 'User Menu'  to display a list of all the available plugins.
- vi) Select the 'Sentiment Analyzer' plugin from the list.



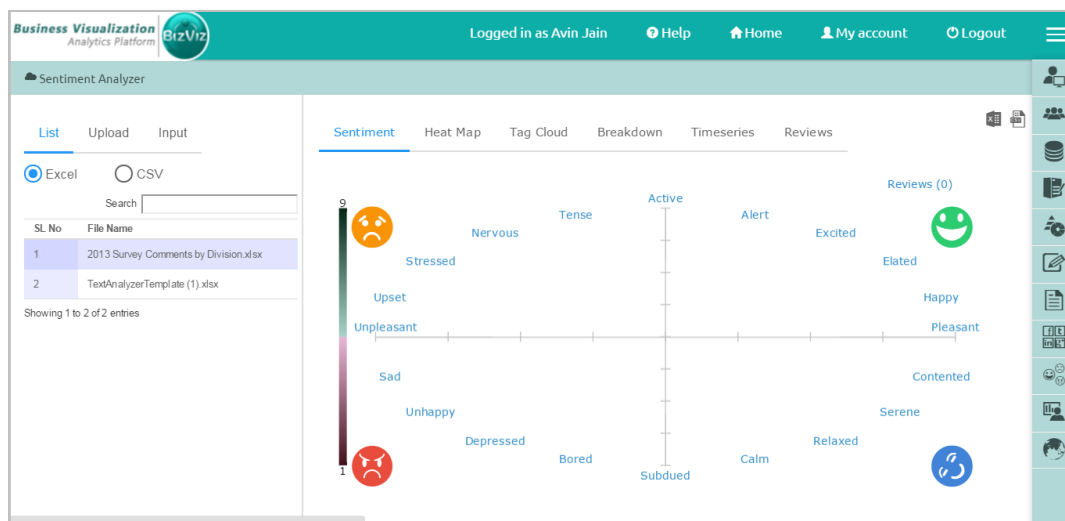
- i) Users will be redirected to the Sentiment Analyzer landing page.



ii) Click the ‘Sentiment Analyzer’ option



iii) Users will be redirected to the Sentiment Analyzer home page.



4. Options

This section describes 3 options to read text data from the data source.

- **List:** To display the available data files in Excel or CSV format
- **Upload:** To upload data files in Excel or CSV format

- **Input:** To insert the verbal data manually

4.1. List

This option will display all the uploaded Excel and CSV files that can be used as data source for the Sentiment Analyzer.

The screenshot shows the 'List' tab selected. There are three tabs: 'List', 'Upload', and 'Input'. Under 'List', there are two radio buttons: 'Excel' (which is selected) and 'CSV'. Below the radio buttons is a search box labeled 'Search'. A table below the search box lists files with columns 'SL No' and 'File Name'. The first row is highlighted in blue and contains '1' and '2013 Survey Comments by Division.xlsx'. The second row contains '2' and 'TextAnalyzerTemplate (1).xlsx'. At the bottom of the table, it says 'Showing 1 to 2 of 2 entries'.

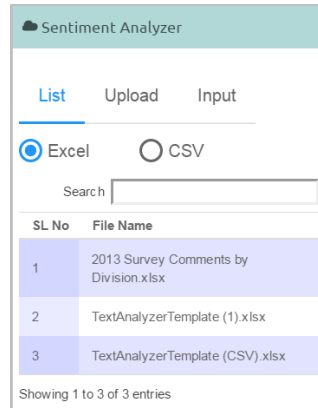
SL No	File Name
1	2013 Survey Comments by Division.xlsx
2	TextAnalyzerTemplate (1).xlsx

Note:

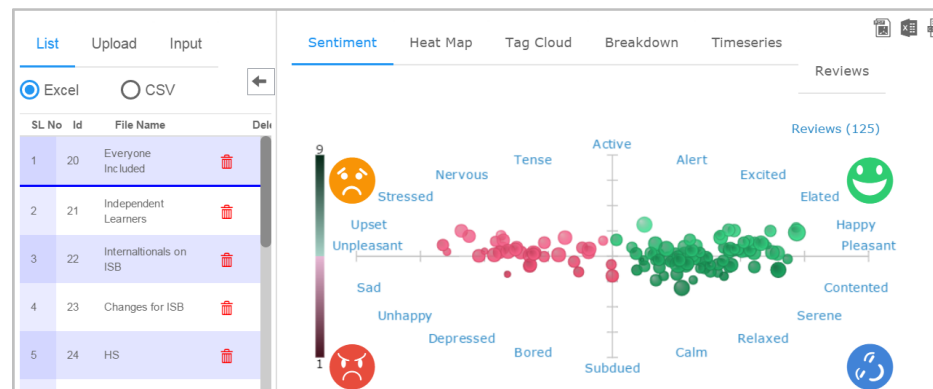
- Use 'Search' box to search a specific file from the given list
- A list of all the existing Excel files will be displayed by default

4.1.1. Opening an Excel File

- Navigate to the Sentiment Analyzer home page.
- Click 'List'.
- A list of all the existing/uploaded Excel files will be displayed (by default.)
- Select an Excel file from the list.




- v) A list containing sub-files will be displayed.
- vi) Select a sub-file from the list.
- vii) The file content will be displayed through a chart (on the right side of the screen).




4.1.2. Export Options for an Excel File

This section explains 3 export options provided for an Excel file.


1. Export a Report as PDF

- i) Select an Excel File from the list.
- ii) A list of all the worksheets will be displayed.
- iii) Click the 'Export report as pdf' option 
- iv) The various charts of all worksheets will be exported as a pdf report.

2. Export Data in Excel

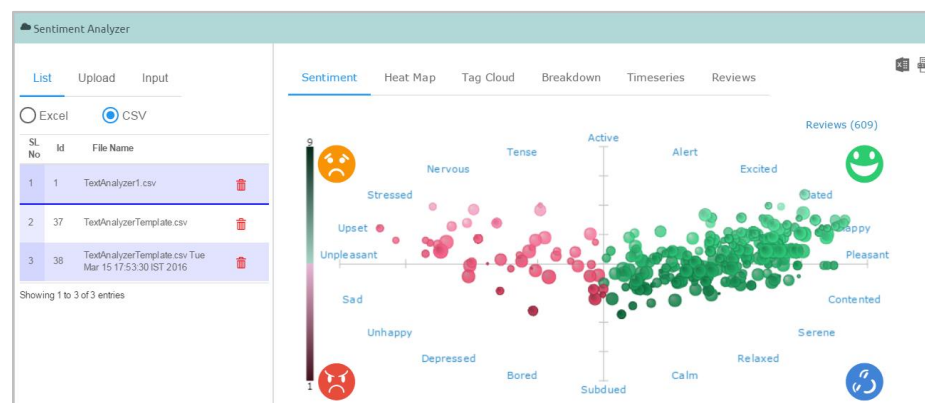
- i) Select an Excel File from the list
- ii) A list containing sub-files will be launched
- iii) Select a sub-file
- iv) Click the ‘**Export data in excel**’ option 
- v) The text data will be exported into an Excel file.

3. Export Data in CSV

- i) Select an Excel File from the list
- ii) It will launch a list of available sub-files
- iii) Select a sub-file
- iv) Click the ‘**Export data in CSV**’ option 
- v) The text data will be exported into a CSV file

4.1.3. Opening a CSV File

- i) Navigate to the Sentiment Analyzer app screen
- ii) Click ‘**List**’
- iii) It will display a list of all the existing Microsoft Excel files (by default)
- iv) Click the ‘**Check Box**’ to select ‘**CSV**’ option
- v) A list containing all the CSV files will be launched
- vi) Select a CSV file from the list
- vii) The file content will be displayed through a chart (on the right side of the screen)




Note: Extracted sentiments will be displayed via the Sentiment chart (by default).


4.1.4. Export Options for a CSV File

This section explains 2 export options provided for a CSV file.

1. Export Data in Excel

- i) Select a CSV file from the list.
- ii) Click the 'Export data in excel' option 
- iii) The file data will be exported into an Excel file.

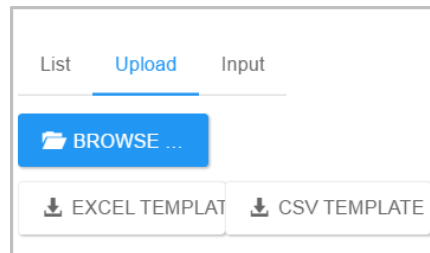
2. Export Data in CSV

- i) Select a CSV file from the list.
- ii) Click the 'Export data in CSV' option 
- iii) The file data will be exported into a CSV file.

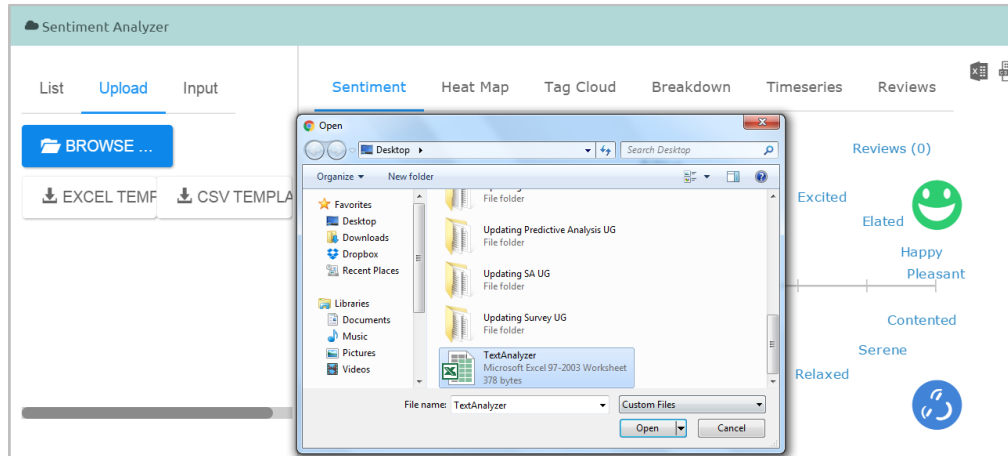
4.2. Uploading a File

This section explains how to upload an Excel or CSV file for Sentiment Analyzer.

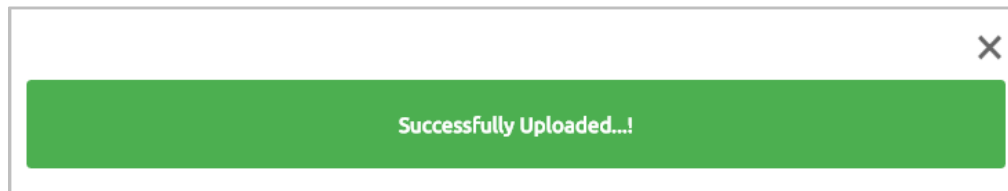
- i) Navigate to the BizViz Sentiment Analyzer home page.
- ii) Click 'Upload'.



- iii) Browse a file from the system.
- iv) Click 'Open' to upload the file.



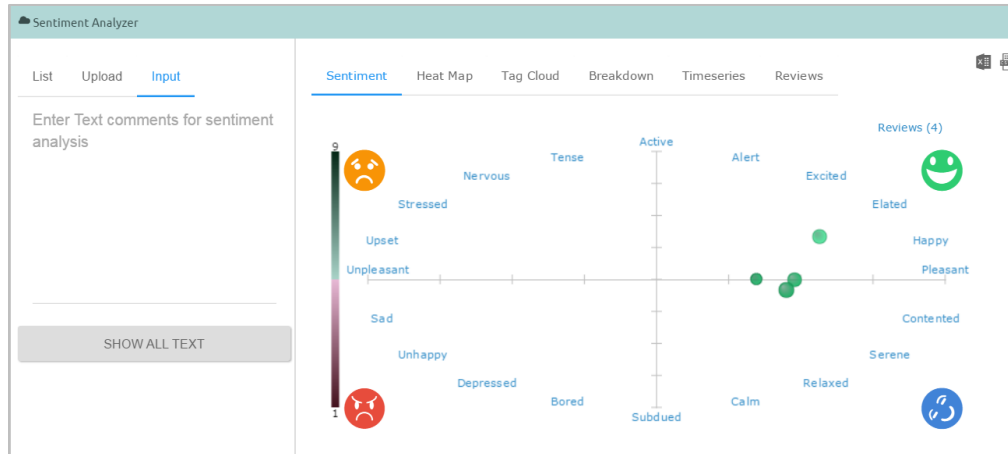
v) A message will pop-up to assure that the selected file has been uploaded.



Note: Click the 'Download' option  to download Microsoft Excel and CSV templates.

4.3. Input: Inserting a Text Block

- i) Navigate to the BizViz Sentiment Analyzer home page.
- ii) Click 'Input'.
- iii) Enter a text comment manually in the 'Input' box.
- iv) Click the 'SHOW ALL TEXT' option.
- v) Inserted comment/text will be displayed in a Sentiment chart.



Note: Sentiment Chart opens by default when clicking on ‘SHOW ALL TEXT’.

5. Charts

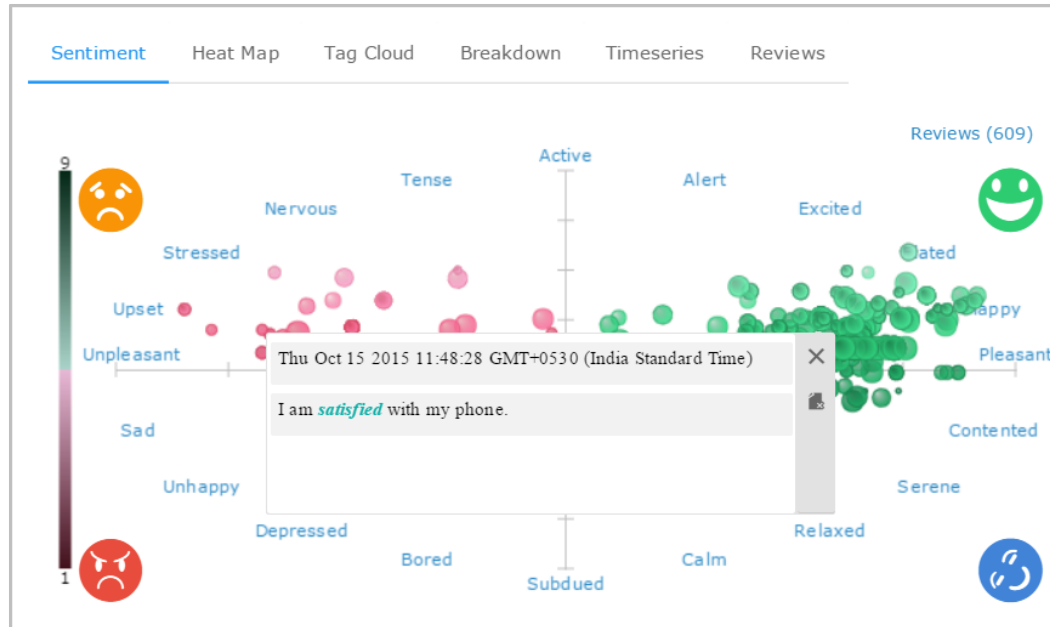
This section explains various charts.

5.1. Sentiment Chart

The Sentiment Chart uses multidimensional scaling to position 20 emotional states, with ‘**pleasure**’ plotted along the horizontal axis and ‘**activation**’ along the vertical axis. It displays all the individual reviews in the form of circles.

The following parameters reveal significant information about the review sentiment:

- **Colour:** Overall valence or pleasure of the review is presented through the colour. All the pleasant reviews are in green colour, and unpleasant in red.
- **Brightness:** Overall arousal of the review is displayed through brightness of the circle. Active reviews are brighter, and subdued reviews are darker.
- **Size and Transparency:** These two measures are to assure assessment of individual review sentiment. More confident sentiment estimations are presented through the bigger size and less transparency of the circles.



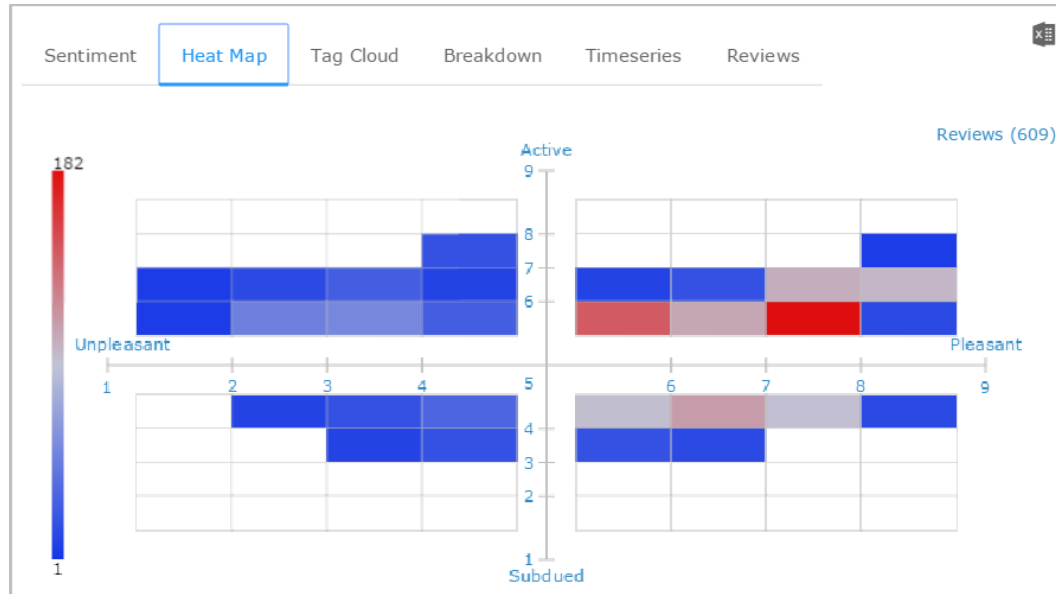
Hover the mouse over a review circle to reveal its body. Click on any review to generate a dialog box displaying the review details with a day, date, and time. ANEW dictionary terms in a review will be highlighted in Italics. It may open more than one dialog box while clicking on the dense areas (with more circles). The opening of more dialog boxes indicates that all the opened reviews carry either similar words or sentiments.

5.2. Heat Map Chart

The Heatmap chart displays various sentiment regions each containing some amount of reviews in it. It highlights dark red regions with many reviews and light blue regions with only a few reviews.

The emotional scatter-plot is subdivided into an 8×8 grid of bins representing a one-unit step in pleasure and arousal. The number of reviews falling within each bin is calculated and displayed using a specific color:

- **Red** coloured bins contain more reviews than average
- **Blue** coloured bins contain less reviews than average
- **White** coloured bins contain no reviews



Stronger, more saturated colors lie farther from the average. Hover the mouse over a bin to know the number of reviews included in the bin.

5.3. Tag Cloud

The tag cloud displays frequently occurred terms. It uses the following parameters to reveal sentiments out of each term:

Size: Size of a term indicates how often it occurs over all the reviews. Terms mentioned in large size occur more frequently compared to the terms that are small in size.

Colour: Each term is coloured based on the sentiment that it reveals/based on the revealed sentiment.

Four shades of colours are used to indicate different sentiments:

- Relaxed terms in dark green colour
- Happy terms in lighter shade of green colour
- Unhappy terms in dark red colour
- Upset terms in lighter shade of red colour

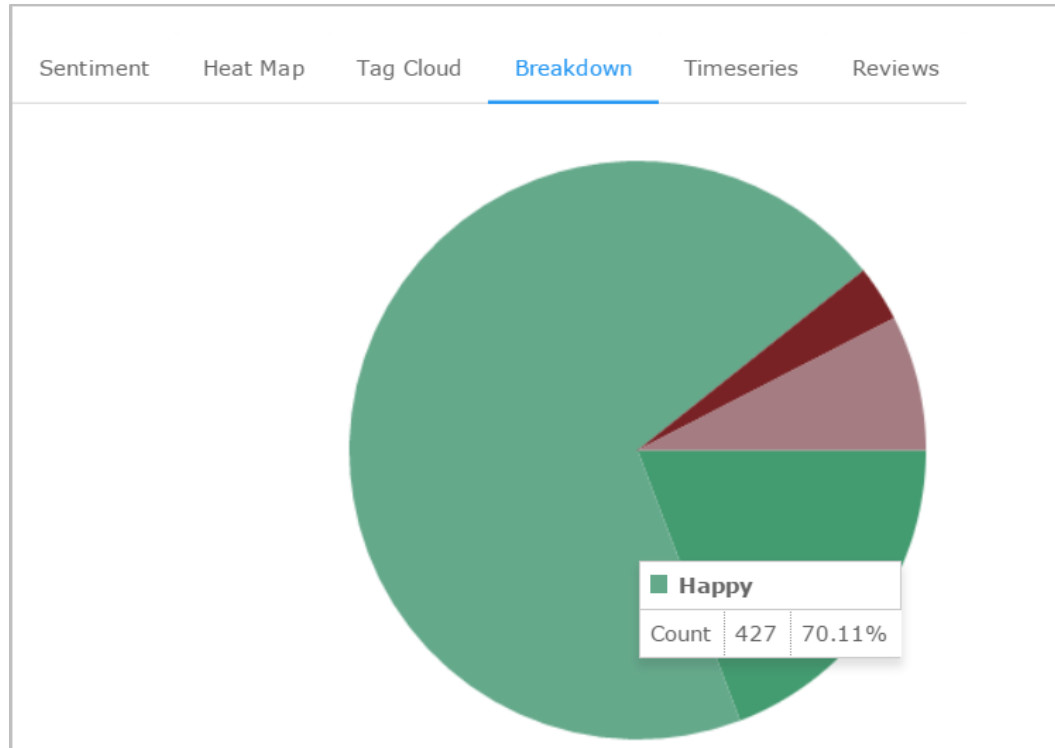


Hover the mouse over a term to reveal 'Lift' and 'Confidence' (frequency) count.

5.4. Breakdown Chart

The Breakdown chart displays total number of reviews through different categories of a pie chart. Pleasant reviews are mentioned in green colour, and unpleasant reviews in red. All the reviews are split into four parts as per the revealed sentiments, each part is indicated through a different shade of colour:

- Relaxed reviews in dark green colour
- Happy reviews in lighter shade of green colour
- Unhappy reviews in dark red colour
- Upset reviews in lighter shade of red colour



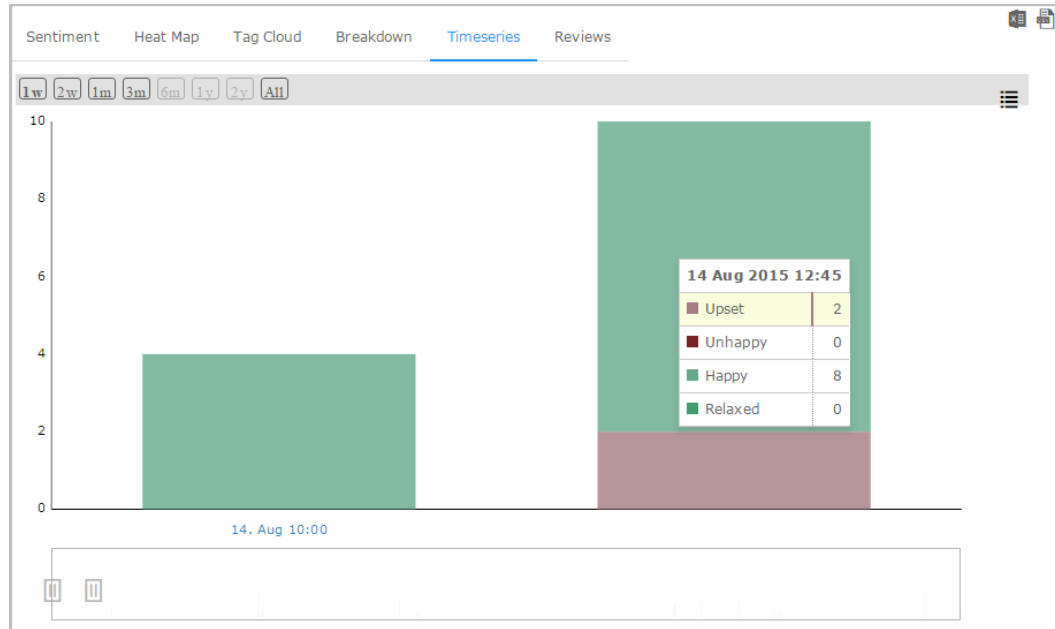
Hover the mouse over a pie to see the total number of reviews in that section.

5.5. Time Series Chart

The Time Series Chart uses column chart with slicer to display different reviews within the chosen range of time. The user can select a specific period of time by using a menu that is provided at the top. A dragger is provided below the chart to drag deep into the time slots when a widespread range of time is chosen. X axis in the chart shows date and time for the collected reviews while Y axis indicates total review counts.

Column slicer reveals sentiments by using a different shade of colour as described below:

- Relaxed reviews in dark green colour
- Happy reviews in lighter shade of green colour
- Unhappy reviews in dark red colour
- Upset reviews in lighter shade of red colour



Hover the mouse over a column to see review details.

5.6. Review List

The review list contains body of a review, day-date-time for a review, user name, overall valence 'v', overall arousal 'a', and 'delete' option. ANEW terms are highlighted in bold and coloured either in green or red as per the suggested sentiments. The review list can be arranged in ascending or descending order by clicking on the column header. The user can avail term specific review list by inserting a term in the search box.



Sentiment Heat Map Tag Cloud Breakdown Timeseries **Reviews**

Show 10 entries Search

Review	Date	User	v	a	Delete
	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	a	--	--	
	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	a	--	--	
good #test	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	b	7.47	5.43	
good #test2	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	a	7.47	5.43	
HD display and good camera ..the one plus one is in my list	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	a	7.47	5.43	
#test abc	Thu Oct 15 2015 11:48:28 GMT+0530 (India Standard Time)	b	--	--	

Showing page 1 of 61 Previous 1 2 3 4 5 ... 61 Next

6. Logging Out

Click **'Logout'** on the menu row of the BizViz Platform. You will be successfully logged out from the **BizViz Sentiment Analyzer** and **BizViz Platform**.

Note: Clicking on **'Logout'** will redirect the user back to the **'LOGIN'** page of the BizViz platform.