



Sentiment analysis +

Web reputation made easy



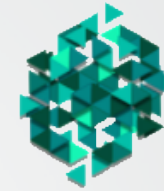
Web reputation

- Companies need to keep track of social networks
- Huge amount of information
- Domains:
 - marketing
 - politics
 - decision-making
 - business intelligence

Meet Sentiment Analysis+

- Automatic text categorization (e.g. tweets)
- Three categories: negative, neutral, positive
- A model based on recurrent neural networks
- A layer of long-short term memory

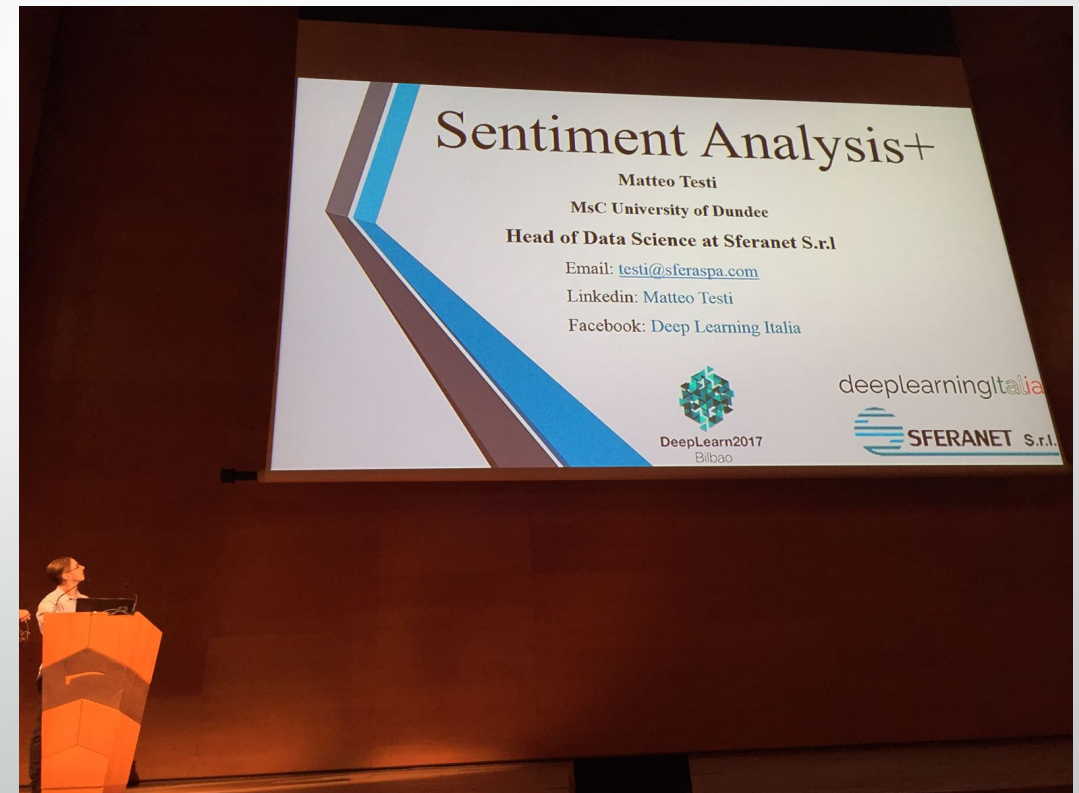
A bleeding-edge deep learning model



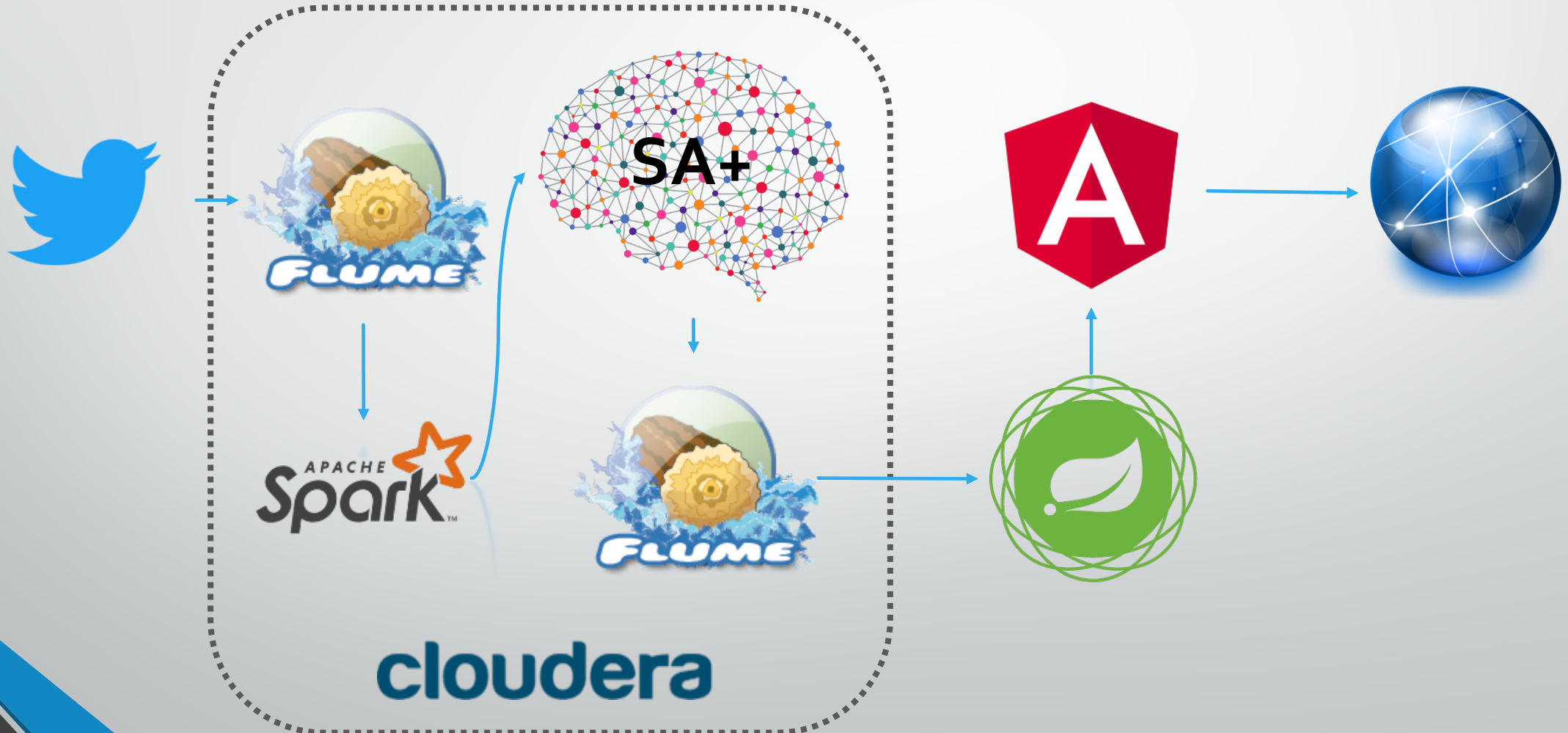
DeepLearn2017
Bilbao

We use a model developed by our data scientists

Presented at the
International Summer School of Deep Learning
Bilbao, 17-21 July 2017



A fast data system



SA+ main flow

- Default Twitter Flume connector as source
- Flume SparkSink
- Spark Streaming
 - Keras
 - Tensorflow
- Spring Boot and Angular to show diagrams
- Oozie scheduling for model training

Not only Twitter

Sentiment Analysis + can be connected to many sources:

- Twitter
- Facebook
- LinkedIn
- Instagram
- Reddit

Tailored to your needs

Choose:

- Users
- Hashtags
- Groups / Subreddits

And keep track of your web reputation

The dashboard

Sentiment Analysis Administrator

Keywords: Choose your favorite keywords | Language Selection: EN

Start date: Choose your favorite date | Start Time: 23:00:00 | End date: Choose your favorite date | End Time: 23:00:00

[search] [Cancel]

Focus Cloud: Word [v] [Download Image]

The dashboard provides a comprehensive interface for sentiment analysis. It includes search filters for keywords, date ranges, and language selection. The results are visualized through a word cloud and a network graph, allowing users to explore the semantic structure of the data. The word cloud highlights terms like 'trump', 'this', 'you', 'has', 'when', 'from', 'donald', 'fort', 'jr', 'that', 'Trump', 'was', 'be', 'he', 'with', 'it', 'president', 'people', 'just', 'can', 'like', 'russian', 'at', 'by', 'not', and 'is'. The network graph shows 'trump' as a central node connected to many other entities, including names like 'SageAnn', 'Betsavet2797N3', and 'NewYorkPhotoGal'.