IBM Social Media Insight for Retail
Last updated: 2016-03-18

Solution Guide

IBM

Product Information

This document applies to IBM Social Media Insight for Retail and may also apply to subsequent releases.

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Contents

Introduction

The IBM Social Media Insight for Retail solution gives you the information and insight that you need to provide proactive service to your customers.

Audience

This guide is for users of the Social Media Insight for Retail solution. It describes the insight and analysis available from the Social Media Insight for Retail reports that you can access in the cloud.

Finding information

To find Social Media Insight for Retail product documentation on the web, including all translated documentation, access IBM Knowledge Center (www.ibm.com/support/knowledgecenter/SSSRG6_1.0.0).

Accessibility features

Accessibility features help users who have a physical disability, such as restricted mobility or limited vision, to use information technology products.

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Social Media Insight for Retail HTML documentation has accessibility features. PDF documents are supplemental and, as such, include no added accessibility features.

Forward-looking statements

This documentation describes the current functionality of the product. References to items that are not currently available may be included. No implication of any future availability should be inferred. Any such references are not a commitment, promise, or legal obligation to deliver any material, code, or functionality. The development, release, and timing of features or functionality remain at the sole discretion of IBM®.

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Chapter 1. Overview

IBM® Social Media Insight for Retail is an on cloud solution that provides you with insights into consumer buzz and sentiment about your products.

Social Media Insight for Retail analyzes external social signals and retailer data to give you improved understanding of the "why" as well as the "what" behind your customers' purchase behavior and trends.

What makes Social Media Insight for Retail different?

Social Media Insight for Retail analyzes data from multiple data sources such as Twitter, blogs, reviews, news forums, message boards, and video.

Social Media Insight for Retail helps you to understand why people feel the way they do about your products by aggregating, analyzing, and synthesizing large amounts of unstructured data.

Social Media Insight for Retail identifies trends and root causes by using scientific analysis rather than anecdotal evidence alone.

Social Media Insight for Retail provides a deeper level of analysis and insight by extending to the brand level for the department and category level.

What questions does Social Media Insight for Retail answer?

What is the social sentiment of the category that I manage today? Has it changed this week or this month?

How do shoppers perceive the quality, value, and convenience of my category? Is this improving or getting worse?

Why are customers perceiving my category to be lower quality, less convenient, or lower value? What is being said and how often?

Who is the most influential shopper from Twitter or from my own product reviews?

What has been said about my favorite topics today or this week? Is a new topic emerging?

Chapter 2. The reports

When you log in to IBM Social Media Insight for Retail you see **My Alerts - Rankings**.

Here's the list of available reports:

⚠   My Alerts - Rankings

   Displays the departments or categories for which the sentiment is significantly different from a previous period.

👁   Overview

   Analyzes the volume of review comments across departments and categories.

📊   Buzz

   Displays the distribution of ratings for the selected product hierarchy and period.

📈   Sentiment Trend

   Displays the tone of the comments for the selected product hierarchy and period. You can drill down into specific comments.

💬   Top Author Comments

   Displays the reviews from the top authors for the selected product hierarchy and period.

☁   Topic Cloud

   Displays the most talked about topics for the selected product hierarchy and period.

📡   Top Influencers

   Displays the top five influencers by influencer sentiment or influencer behavior and type of sentiment for the selected product hierarchy and period.

⊗   My Topics - Rankings

   Displays topics for which the sentiment is significantly different from a previous period.

To select a report, click one of the report icons.

Filtering

Each report has different filtering capabilities. Click the filter icon 🔽 to show or hide the filter panel.

Social Media Insight for Retail key terms

Here are some terms that will help you to understand the reports:

Snippet
   A segment of text contained in a comment that is relevant to your analysis.

Sentiment term

A word or words that express the tone of a sentiment. Social Media Insight for Retail applies linguistic rules to sentiment terms and creates sentiment phrases in a snippet. These phrases are used to determine the overall sentiment of the snippet. The sentiment can be positive, negative, neutral, or ambivalent.

Topic A way to analyze Twitter data and track sentiment over time.

Source

Twitter, blogs, reviews, news forums, message boards, and video.

Documentation

For detailed descriptions of the reports, click the help icon ⊕ .

Overview

The Overview analyzes review comments across departments and categories. The source of the comments is e-commerce only.

The Overview is a tree map in which the main branches are departments. The branches split into categories and then subcategories.. When you hover over a branch, the following items are displayed:

- Department
- Category
- Subcategory
- Number of mentions

Click a branch to drill down in to a category or subcategory. You can also right-click and select **Drill Down** or **Drill Up**.

You can filter the report by year.

My Alerts - Ranking

My Alerts - Rankings shows you the departments or categories for which the daily sentiment is significantly different from a previous quarter or week. This report is a good starting point to explore your data because it shows you the areas that need your attention.

Select **Week** or **Quarter** to report on.

Expand a department folder, select a category radio button and then click the sentiment trend icon ⊡ or the comments icon ⧉ .

Sentiment is derived from the text of the product review. The current IBM sentiment score, on a scale from 1 to 100, is displayed, along with the sentiment score for the previous period. The arrow indicates the direction in which the sentiment is trending.

Sentiment Trend

This report displays a bar or line for each sentiment type (positive, negative, neutral, and ambivalent) for the reporting period. The x-axis shows the week or quarter and the y-axis show the number of mentions or IBM sentiment score. The data source is e-commerce sites only.

After the report displays, you can filter further in the following ways:
- Line chart or bar chart.
- Number of mentions or IBM sentiment score.
- If you select number of mentions, then you can also filter by sentiment type: all, positive, negative, neutral, or ambivalent.

Comments view

The comments view of this report shows you the snippets from comments that contribute to the sentiment ranking.

A list of snippets that are related to the brand displays. For each comment, the title, snippet, and date of the comment is displayed. In the snippet, the words that are positive, negative, neutral, and ambivalent are underlined. Click the reviewer icon to see the full product review.

Buzz

Buzz shows you the distribution of ratings for the selected department, category, subcategory, SKU, and period. This report does numerical analytics on a rating scale of 1 to 5.

This report provides a view of the state of consumer opinions about products to help you quickly focus in on more challenged products. The opinions are from e-commerce sites.

In the **Product Hierarchies** pane, you can filter on the following items:
- Department
- Category
- Subcategory (single or multi-select)
- SKU (single or multi-select)
- Quarter or date range.

Click **Refresh** to run the report.

The data is displayed in a bar chart that shows the number of mentions on the x-axis and category on the y-axis. Hover over a section in the bar to see the average rating and number of mentions for the section.

Under **Overall Change**, you can see trend values that are compared to today, the last 30 days, and the last 90 days.

Sentiment Trend

Sentiment Trend shows the distribution over time of sentiment for products. You can see an overall sentiment score and drill down into specific comments.

Sentiment is a measure based on text analytics. Sentiment can be an overall measure or it can be based on analysis of specific perspectives such as quality, value and convenience. For example, if a review discusses the quality of a product, its sentiment is included in the quality perspective of the report. This report transforms a collection of reviews into scientific sentiment scores based on the presence of key words. Using a synthesized, more analytically derived metric provides a better measurement to assess the change in attitudes about your products.

Select a perspective. If a review mentions the perspective, its sentiment is included in the corresponding perspective report.

In the **Product Hierarchies** pane, you can filter on the following items:
- Department
- Category
- Subcategory (single or multi-select)
- SKU (single or multi-select)
- Quarter or date range.

Click **Refresh** to run the report.

After the report displays, you can filter further in the following ways:
- Line chart or bar chart.
- Number of mentions or IBM sentiment score.
- If you select number of mentions, then you can also filter by sentiment type: all, positive, negative, neutral, or ambivalent.

The reporting period displays on the x-axis and the number of mentions or IBM sentiment score displays on the y-axis.

Click a bar or point in the chart to display the comments view. A list of comments that are related to selections you made in the **Product Hierarchies** pane and time period displays. For each comment, the author, review title, comment, and sentiment is displayed. Click the review title to see the full product review.

You can also see this report from My Alerts - Rankings.

Top Author Comments

Top Author Comments shows you the reviews from the top authors. A top author is someone that has a strong influence on the overall sentiment.

A top author is determined by the following things:
- How recent a review is
- The number of positive and negative snippets in the comment
- If the review is from Twitter, the number of followers the author has

Select a perspective. If a review mentions the perspective, its sentiment is included in the corresponding perspective report.

In the **Product Hierarchies** pane, you can filter on the following items:
- Department
- Category

- Subcategory (single or multi-select)
- SKU (single or multi-select)
- Quarter or date range.

Click **Refresh** to run the report.

The report displays the author, rating, and comment. Click the author to see the full product review.

After the report displays, you can filter further in the following ways:
- Sentiment type: all sentiments, positive, negative, neutral, or ambivalent.
- Behavior type: all behavior, user, prospective user, recommender, detractor, potential churner.
- Number of authors: top 5, 10, 15, or 20 authors.

Topic Cloud

Topic Cloud shows you the most talked about topics for your products in a period.

Select a perspective. If a review mentions the perspective, its sentiment is included in the corresponding perspective report.

In the **Product Hierarchies** pane, you can filter on the following items:
- Department
- Category
- Subcategory (single or multi-select)
- SKU (single or multi-select)
- Quarter or date range.

Click **Refresh** to run the report.

The report displays as a word cloud. The size of the bubble indicates the frequency or importance of the topic. Each bubble displays the top 5 terms in the topic. Hover over a bubble to see its topics and topic weight.

Right-click a bubble and select **Go To** to choose one of the following reports:

Reviews

Displays a detailed list of comments. For each comment, the title, snippet, and date of the comment is displayed. In the snippet, the words that are positive, negative, neutral, and ambivalent are underlined. Click the reviewer icon to see the full product review.

Terms
Displays the terms that are related to the topic in a word cloud.

You can also filter the report by number of topics.

Top Influencers

Top Influencers shows you the top five influencers by influencer sentiment or influencer behavior and type of sentiment. The source of the comments is e-commerce only.

This report tells you which author has the biggest impact on sentiment in a given time period for a given product category.

In the **Product Hierarchies** pane, you can filter on the following items:
- Department
- Category
- Subcategory (single or multi-select)
- SKU (single or multi-select)
- Quarter or date range.

Click **Refresh** to run the report.

The data displays in a bar chart. Each bar in the chart shows the degree of influence as a percent for a day or a month, depending on the date range you selected. Click a section of a bar to display the Author Profile view. The Author Profile view lists all the comments of the author, including ones that are unrelated to the filters that you selected in the Product Hierarchies pane. For each comment, the title, snippet, and date of the comment is displayed. In the snippet, the words that are positive, negative, neutral, and ambivalent are underlined. Click the reviewer icon 🧑 to see the full product review.

After the report displays, you can filter further in the following ways:
- Influencer: sentiment or behavior
- Sentiment: all, positive, negative, neutral, ambivalent

My Topics - Ranking

My Topics - Rankings shows you the topics for which the sentiment is significantly different from a previous period.

Select a quarter or date range, and then click **Refresh**. Select a topic from the list that displays, and then click the sentiment trend icon 📈 or the comments icon 📄 .

Sentiment is derived from the text of the product review. The current IBM sentiment score, on a scale from 1 to 100, is displayed. The arrow indicates the direction in which the sentiment is trending compared to the previous period.

Sentiment Trend

This report displays a bar or line for each sentiment type (positive, negative, neutral, and ambivalent) for the reporting period. The x-axis shows the week or quarter and the y-axis show the number of mentions or IBM sentiment score.

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