ARA BY PROPHET USER MANUAL

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A Message from Chain Reactions Africa

Welcome to the future of intelligence.

We created ArabyProphet to solve a paradox: in an age of data abundance, true clarity is rare. For too long, our continent has been analyzed through external lenses, often missing the rich, nuanced cultural context that drives public perception.

ARA is our answer. She is more than a platform; she is a strategic partner designed to understand Africa from within. Powered by the Prophet engine, she stands at the intersection of AI and Human Intelligence, ready to help you unravel yesterday, make sense of today, and predict the future.

You are now part of the Prophet intelligence community. We are thrilled to have you with us.

1. The ArabyProphet Philosophy

1.1 ARA: The Robotic Interface

ARA is the face and voice of the platform. She is a responsive advisor, a cultural decoder, and a real-time forecaster. Her personality is warm, strategic, and witty—designed to interact like a seasoned strategist, not a search engine. When you use the "Ask ARA" feature, you are conversing with her directly.

1.2 Prophet: The Intelligence Engine

Prophet is the cognitive engine working behind the scenes. It is a massive system of AI, machine learning (ML), and Natural Language Processing (NLP) models that ingests and analyzes millions of data points from media, social signals, and surveys in real-time. Prophet powers every piece of data, every chart, and every insight that ARA delivers.

1.3 Our Commitment: An African-Built Global Solution

ArabyProphet is a sovereign solution, proudly designed and developed by Chain Reactions Africa. Our system is trained on diverse African datasets, ensuring our insights are culturally intelligent, relevant, and free from the biases of imported systems.
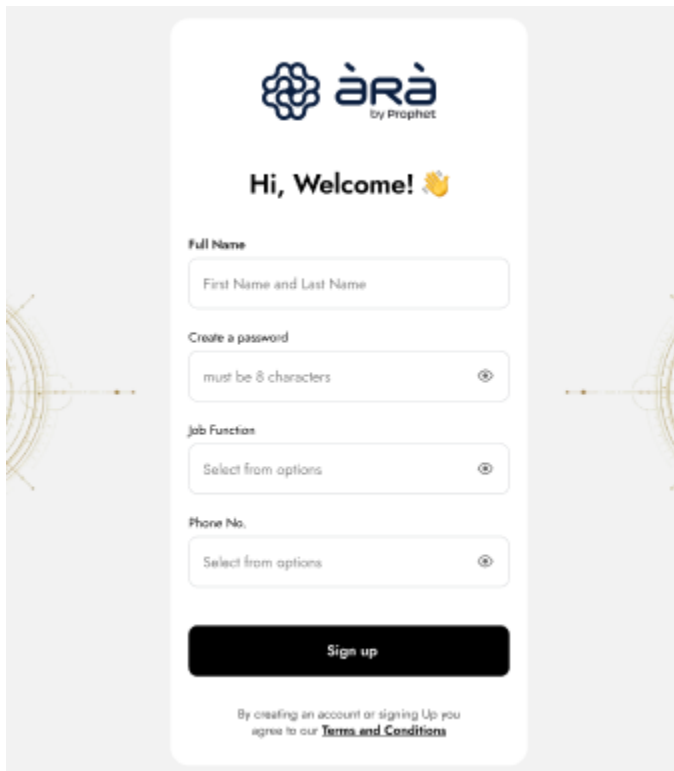
1.4 Purpose of this Manual

This manual provides a complete guide to navigating, configuring, and utilizing the ArabyProphet Platform. It is intended for registered users, analysts, and decision-makers who require actionable insights for communication, strategy, and reputation management.

2. Getting Started

2.1 Creating Your Account

1. Visit https://arabyprophet.com

2. Click 'Start Free Trial'

3. Fill in your details, including name, organization, and role.

4. Submit the registration form.

2.2 Verification & Login

After registering, check your email for a One-Time Password (OTP). Enter this OTP to verify your account. Once verified, log in using your email and password to access your dashboard.

2.3 How to Log In

1. Visit https://arabyprophet.com
2. Enter your registered email and password.
3. Click **Sign In**.

If you forget your password, click **Forgot Password?** and follow the reset instructions sent to your email.

3. The Dashboard

The Dashboard serves as your intelligence command centre. From here, you can access all four analytical tools, Ask ARA, Brand Watch, Sentiment Analysis, and Reports. The dashboard layout is designed for simplicity, clarity, and real-time visibility.

Dashboard /

Dashboard
Monitor your brand performance and sentiment analysis

| 1D | 7D | 30D | 3M | 6M | 13M | 📅 11/02/25 – 17/02/25 |

Export Data

Hi Shola,

| Ask Ara AI | Multi-Channel Monitoring | Sentiment Analysis | Reports |
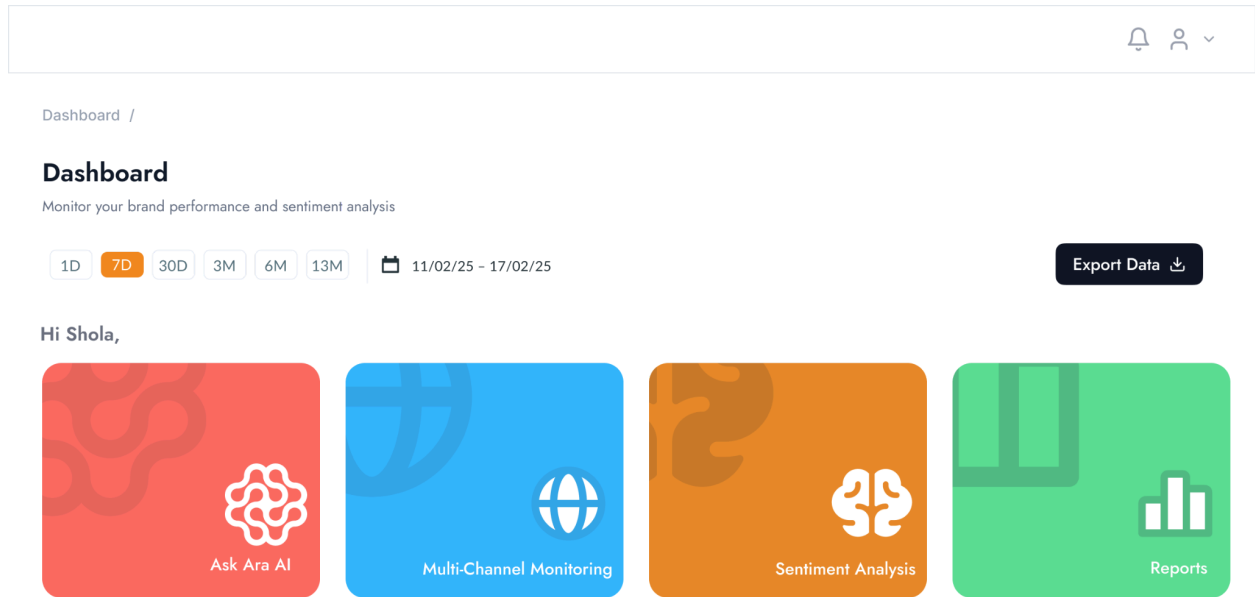
4. Core Intelligence Tools

4.1 Ask ARA – Conversational AI Assistant

Ask ARA allows users to engage with the platform conversationally. She provides strategic, insight-driven responses based on real-time data.
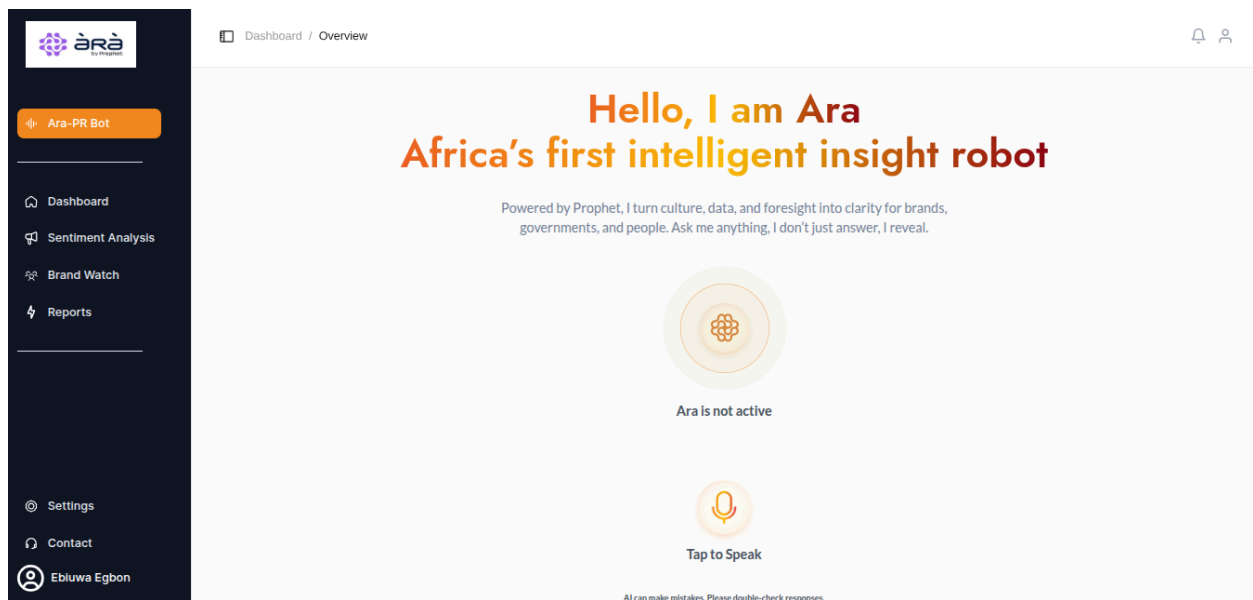
4.1.1 Best Practices for using Ara

- Be Specific: Ask specific questlions like, 'What is the key negative sentiment driver for Brand X this week?'
- Provide Context: Example – 'For a fintech startup targeting youth, what are trending trust issues?'
- Ask for Strategy: Example – 'Suggest three strategic responses for negative sentiment trends.'

4.2 Brand Watch – Real-Time Monitoring

Brand Watch helps you track mentions, competitors, and keywords across multiple channels in real-time.

It continuously scans online and offline media sources, such as news outlets, blogs, social networks, and forums, to track mentions of your brand, competitors, or any keywords you choose.
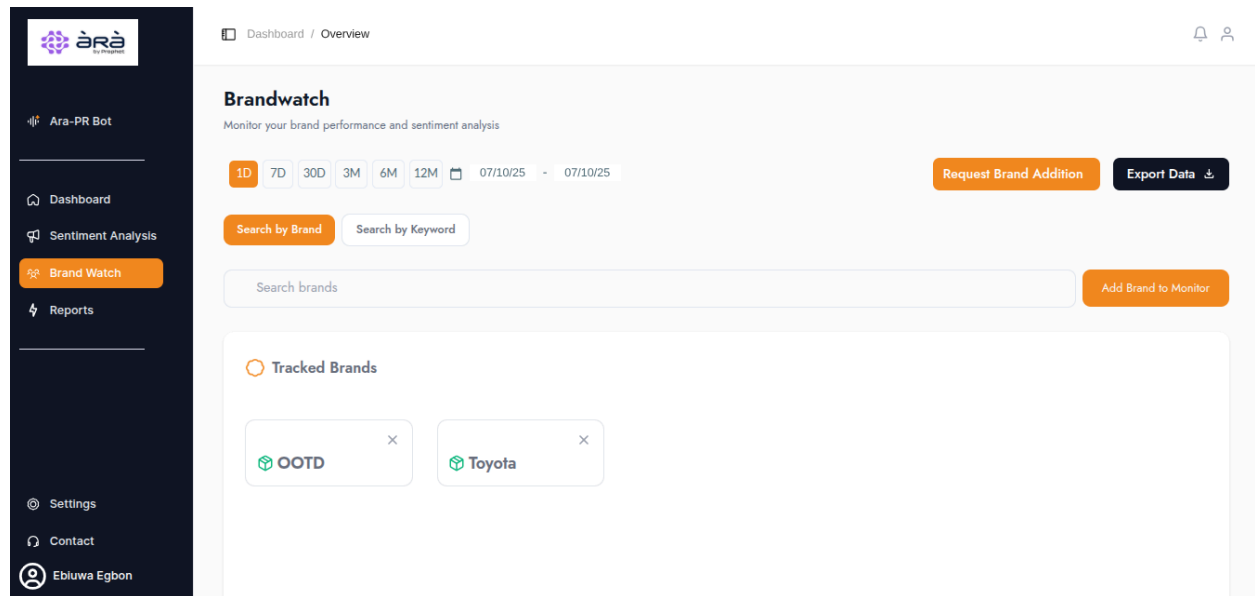

4.2.1 How to Use Brand Watch (Step-by-Step)

1. From your main dashboard, click **"Brand Watch."**
2. Enter the brand name, competitor, or keyword you want to monitor.
3. Use Boolean operators (AND, OR, NOT) to narrow or broaden results.
4. Choose the time frame (e.g., past 24 hours, 7 days, 30 days).
5. Look at charts for volume over time, channel distribution, and sentiment trends.
6. Use these visuals to understand how public perception changes.
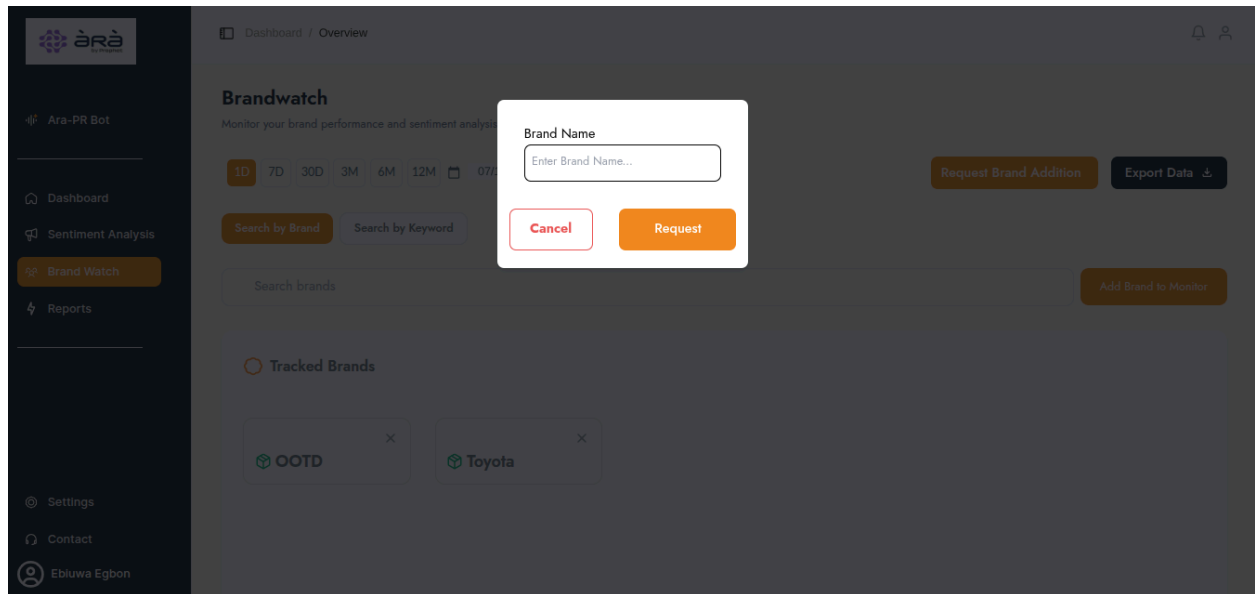
4.2.2 Best Practices for Effective Monitoring:

a. Use Boolean Logic: Use operators like "AND", "OR", "NOT" to refine your keyword searches (e.g., "Brand X" AND "Sustainability" NOT "Partnership Y").

b. Monitor Competitors: Set up a permanent watch for your top 2-3 competitors to benchmark performance and identify opportunities.

c. Track Campaign Hashtags: Create specific watches for your campaign hashtags to measure real-time engagement and reach.

4.3 Sentiment Analysis – Understanding Emotion

Sentiment Analysis interprets emotional tone in media and public conversations. It goes beyond counting to understand the 'why' behind opinions.
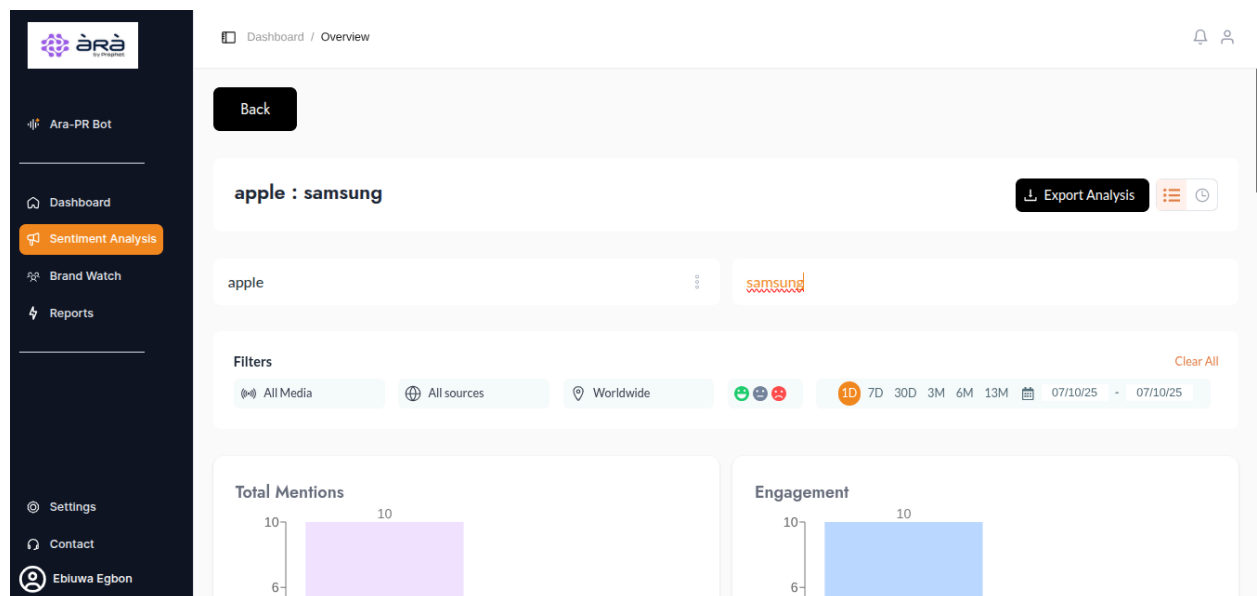
Here's how it works:

- **Positive Sentiment:** Mentions that express approval or praise.

- **Negative Sentiment:** Mentions showing criticism or dissatisfaction.

- **Neutral Sentiment:** Mentions that are factual or unbiased.

Each mention is labelled and colour-coded.
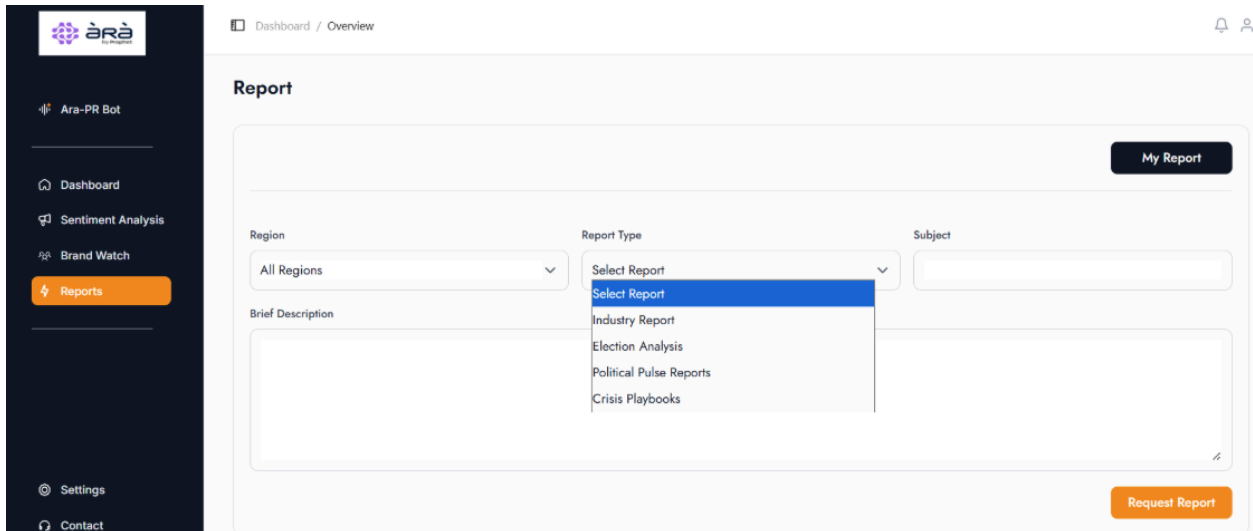
🟢 Positive

⚪ Neutral

🔴 Negative

ArabyProphet allows you to compare the sentiment analysis of two brands.

4.4 Reports

Request your report through the report channel. Each report is prepared by expert analysts using Prophet's data engine and is delivered within 24 hours.

4.1 Best Practices for Effective Brief Writing

a. State Your Objective Clearly: "The objective of this report is to identify market white space for a new mobile banking app in Ghana."

b. Ask Specific Questions: "1. Who are the top 3 competitors? 2. What are their primary weaknesses according to customer sentiment? 3. What features are most requested by users?"

c. Define Your Scope: "Please focus on data from the last 6 months and limit the analysis to urban areas."

5. Account and Settings

Your Settings let you personalize your experience, manage notifications, update billing details, and keep your data secure.
 Everything related to your profile, preferences, and alerts can be managed from one place.

5.1 Accessing Your Account Settings

To access your account settings, click on Settings from the Navigation Bar. You'll see multiple tabs for managing your account (KYC, Notifications, Billing, etc.)

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6. Strategic Workflows in Action (Use Cases)

6.1 Workflow for PR Agencies: Managing a Brewing Crisis

1. **Brand Watch:** Set up an immediate, real-time watch on the brand name and crisis-related keywords.

2. **Sentiment Analysis:** Analyze the incoming mentions to gauge the severity and emotional tone of the public response. Identify the primary channels where the crisis is unfolding.

3. **Ask ARA:** Ask, "Based on this sentiment data, what are the recommended immediate actions to de-escalate the situation?"

4. **Reports:** Commission a "Crisis Playbook" report for a long-term strategic response plan.

6.2 Workflow for Marketers: Planning a Gen Z Product Launch

1. **Ask ARA:** "What are the core cultural values and media consumption habits of Gen Z in Lagos and Accra?"

2. **Brand Watch:** Monitor keywords related to the product category to understand existing conversations and identify unmet needs.

3. **Sentiment Analysis:** Analyze the sentiment around competitor products to find their weaknesses and your potential advantages.

4. **Reports:** Request an "Industry Report" to get a full market landscape analysis before finalizing your launch strategy.

6.3 Workflow for Government: Monitoring Public Discourse

1. **Brand Watch:** Set up monitors for specific policies, ministries, or public figures.

2. **Sentiment Analysis:** Track public reaction to a new policy announcement. Use the "Results Over Time" graph to see if sentiment improves or declines as communications are rolled out.

3. **Ask ARA:** "Identify the main sources of misinformation regarding the new tax policy."

4. **Reports:** Commission an "Election Analysis" report to understand voter behaviour cues and public trust indicators.

7. Data Governance & Privacy

Your trust is our priority. The ArabyProphet platform is fully compliant with leading data privacy regulations, including **GDPR** and Nigeria's **NDPR**. All data is handled with the utmost security and confidentiality

7.1 Our Responsible AI Framework

Prophet operates on principles of inclusivity, transparency, and accountability. It uses diverse datasets, maintains audit trails, and avoids cultural bias.

8. Support & Community

If you face any problems or need help, visit the **'Contact'** section on our website.

As a user, you are a valued member of the **Prophet intelligence community**. Be on the lookout for exclusive briefings, webinars, and insight reports.

9. Glossary

Term	Definition
Alert	A notification Prophet sends when mentions or sentiment change suddenly.
ARA	The humanoid robotic interface you interact with.
Brand Monitoring	Tracking mentions of your brand or keywords across online and offline media.
Competitor Tracking	Comparing your media presence and sentiment with other brands.
Dashboard	The main Prophet screen showing mentions, charts, and sentiment.
Data Source	A website, social media platform, or media outlet that Prophet monitors for mentions.
Export	The ability to download Prophet data or reports in formats like PDF, CSV, or PowerPoint.
Keyword	The word or phrase Prophet uses to find mentions (e.g., your brand name).

Mention	Any occurrence of your brand, keyword, or topic in the media.
Potential Reach	An estimate of the potential audience size for a given set of media mentions.
Sentiment	The emotional tone of a mention — positive, neutral, or negative.
Trend Analysis	Monitoring how mentions and sentiment change over time.
Report	A document summarizing your Prophet data for sharing or analysis.