Brand Sentiment Analysis

This dashboard is an effective tool for a PR manager to identify (1) the most risky **Industries** and (2) their **Media Coverage (Publishers)**.
Graph 1 - Identifies the **industries with the most negative average sentiment.**
Graph 2 - Regions or countries where articles with negative sentiment originated.
Graph 3 - Cumulative contribution to % of total to drill on the **most harmful publishers**.
Graph 4 - Cycle graph of mean sentiment distrubution, providing a guide of where the 'Normal' is.
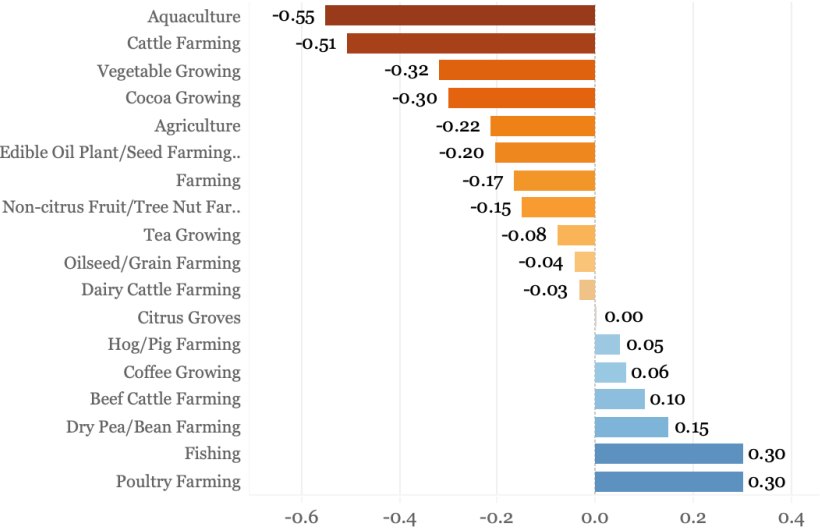The dashboard is actionable as it allows to **proactively address potentially risky publisher**s to **minimise the possibility of future negative sentiment**.
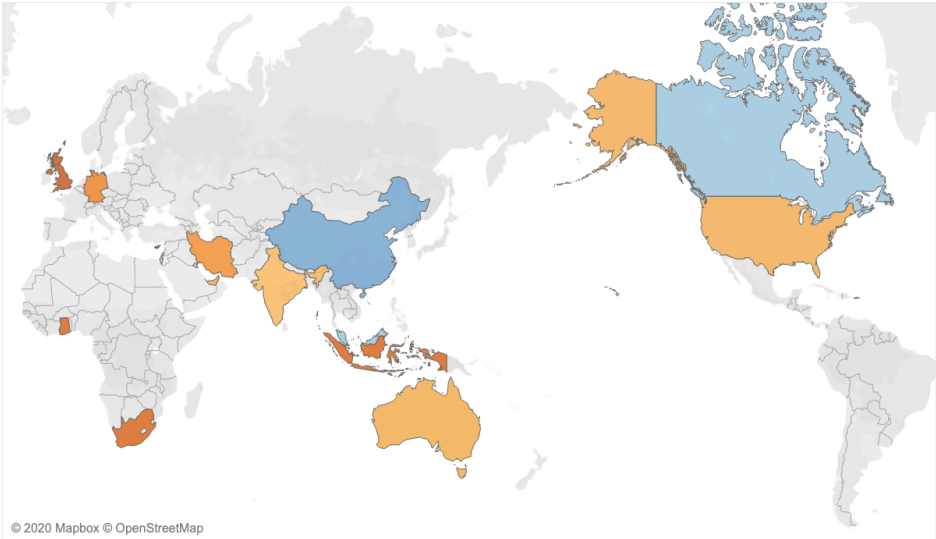
Select Industry

(Multiple values) ▼

Average Sentiment by Industry

Industry	Value
Aquaculture	-0.55
Cattle Farming	-0.51
Vegetable Growing	-0.32
Cocoa Growing	-0.30
Agriculture	-0.22
Edible Oil Plant/Seed Farming..	-0.20
Farming	-0.17
Non-citrus Fruit/Tree Nut Far..	-0.15
Tea Growing	-0.08
Oilseed/Grain Farming	-0.04
Dairy Cattle Farming	-0.03
Citrus Groves	0.00
Hog/Pig Farming	0.05
Coffee Growing	0.06
Beef Cattle Farming	0.10
Dry Pea/Bean Farming	0.15
Fishing	0.30
Poultry Farming	0.30

Average Sentiment by Country

Region

(All) ▼

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Select Desired Chart

The Pareto chart proves the 80/20 princinple in wh... ▼

Sentiment

-0.700   0.600
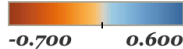
Date

17.01.2009 ———————————————————○———○ 13.11.2019

The Pareto chart proves the 80/20 princinple in what percentage of publishers contribute to total sentiment (click on the bar to get accurate results)

3.45%

52.60%

% of Total Sentiment

% of Unique Publishers

⊞ **Dashboard 1** | Pareto per publisher Name | Sheet 4