Business Specification:

We need to build an Interactive dashboard which can help the Business Users to better understand the perceived presence of IonIdea/Client business in the marketplace.

The dashboard will help to capture and curate content & conversations based on social insights analysis that can become digital assets based on external messaging.

The dashboard will focus on these Industries:

- Retail
- Healthcare
- Telecom

We need to analyze the sentiment across the conversations and classify the data on geography and demographic dimensions.

Choose the best in class architecture to implement this requirement and build the dashboard using Tableau/any Web User Interface

Data Source:

Please refer to the search keywords for each Industry and collect last 3 months data (i.e. July 2015 – Sep 2015) from Twitter Feeds and other Social Media sources like linked-in, Facebook, blogs, news, videos…

As the source of the data will be in the form of JSON files, you need to parse the data and run through NLP (Natural Language Processing) algorithm for exploring the sentiment/emotions within the conversations

As the data volume would be very high restrict the document count to 1 Million per month

Industry Specific Theme & Brand Classifications:

1) **Retail**

   a. E-Commerce
   b. Retail Customer Centricity
   c. Mobile Retailing

2) **Healthcare**

   a. Patient Engagement
   b. Healthcare Optimization
   c. Reform Compliance

3) **Telecom**

   a. Digital Services
   b. Smarter Networks
   c. Internet of Things

EXAMPLE USE CASES of the Dashboard

WHAT'S HOT IN SOCIAL MEDIA?

The Industries/Themes we used are very relevant to IonIdea/Client. If you want to see which theme is trending high in social media, look at the Themes panel. If you read the content associated with that theme, you can discover what people are talking about the most. You can see the words people use to talk about it and who is talking about it. *Are we using the right words to convey our messages, i.e. words that people will recognize and understand?*

WITH WHOM SHOULD WE BE ENGAGING?

If you want to engage with people actively talking about a topic, look at the Influencer panel. *Are we talking to these people?* If you want to engage on Twitter, filter by Channel to see only Twitter content and find out who is talking about a topic and decide if you want to jump into the conversation, engage with those people.

WHAT ARE OUR COMPETITORS TALKING ABOUT?

If you want to know more about what our competitors are talking about, look at the company panel. See who is actively engaging on a specific topic and understand what they are talking about. *Do we differentiate ourselves from them or are we all saying the same thing? How can we rise above the noise?*

Keywords for data gathering:

Retail Keywords:
retail,retail store,retailing,retailers,retail shop,omnichannel,omni-channel,ecommerce,e-commerce,ecommerce platform,e-retailing,On-demand delivery,same day delivery

Retail Influencers:
(from:RetailProphet OR from:roxyyo OR from:TheRetailDoctor OR from:rohitbhargava OR from:retailgeek OR from:NeilGale OR from:sixteennine OR from:kizerandbender OR from:LisaLarter OR from:DebraTemplar OR from:dennisyu OR from:andrewbusby OR from:davidjrich OR from:clarerayner OR from:MKCallConsult OR from:AntonyWelfare OR from:Retail_Guru OR from:nrfellen OR from:KristiLeBlanc OR from:deniseleeyohn OR from:SmartRetail OR from:customerexplabs OR from:NancyGeorges OR from:staceyretail OR from:retailxpert)
(@RetailProphet OR @roxyyo OR @TheRetailDoctor OR @rohitbhargava OR @retailgeek OR @NeilGale OR @sixteennine OR @kizerandbender OR @LisaLarter OR @DebraTemplar OR @dennisyu OR @andrewbusby OR @davidjrich OR @clarerayner OR @MKCallConsult OR @AntonyWelfare OR @Retail_Guru OR @nrfellen OR @KristiLeBlanc OR @deniseleeyohn OR @SmartRetail OR @customerexplabs OR @NancyGeorges OR @staceyretail OR @retailxpert)

(to:RetailProphet OR to:roxyyo OR to:TheRetailDoctor OR to:rohitbhargava OR to:retailgeek OR to:NeilGale OR to:sixteennine OR to:kizerandbender OR to:LisaLarter OR to:DebraTemplar OR to:dennisyu OR to:andrewbusby OR to:davidjrich OR to:clarerayner OR to:MKCallConsult OR to:AntonyWelfare OR to:Retail_Guru OR to:nrfellen OR to:KristiLeBlanc OR to:deniseleeyohn OR to:SmartRetail OR to:customerexplabs OR to:NancyGeorges OR to:staceyretail OR to:retailxpert)

Retail Brands:
"Tesco","Carrefour","Walmart","CVS","Amazon","Sears"

Telecom Keywords:

(Telecom OR Telco OR Telecommunications OR "Communication Service Provider" OR "Network Operator"~3 OR "Mobile Operator"~3 OR "Wireless Service" OR "Wireless Carrier" OR "Broadband Service Provider" OR "Self-optimizing networks","Self organizing networks","Network Capacity Management","Traffic Management","Network Analytics"~3,"Programmable Networks","Software Defined Networking","Network as a Service","Network-as-a-Service","Cloud NFV",CloudNFV,"Network Virtualization"~5,NaaS,"Next-generation networks"~5,"Future Networks"~5,"Real-time OSS","Real-time BSS","Telco Cloud","Cloud networks"~5,"Software controlled networks")

Telecom Influencers:

(from:jandawson OR from:jeffkagan OR from:IDC OR from:forrester OR from:Staten7 OR from:mattreed1 OR from:CRASingapore OR from:rcostelloIDC OR from:stiennon OR from:bhanuchadha OR from:StorageMojo OR from:JasonAndersson OR from:phochmuth OR from:john_p_d OR from:rvillars OR from:catherineshu OR from:ToddWasserman OR from:Numeson OR from:richardlai OR from:stshank OR from:kimmaicutler OR from:TelecomEditor OR from:telecoms OR from:TelecomAsia OR from:FierceTelecom OR "@jandawson" OR "@jeffkagan" OR "@IDC" OR "@forrester" OR "@Staten7" OR "@mattreed1" OR "@CRASingapore" OR "@rcostelloIDC" OR "@stiennon" OR "@bhanuchadha" OR "@StorageMojo" OR "@JasonAndersson" OR "@phochmuth" OR "@john_p_d" OR "@rvillars" OR "@catherineshu" OR "@ToddWasserman" OR "@ingridlunden" OR "@garykim" OR "@sampitroda" OR "@suemarek" OR "@TelecomEditor" OR "@telecoms" OR "@TelecomAsia" OR "@FierceTelecom" OR to:jandawson OR to:jeffkagan OR to:IDC OR to:forrester OR to:Staten7 OR to:mattreed1 OR to:CRASingapore OR to:rcostelloIDC OR to:stiennon OR to:bhanuchadha OR to:StorageMojo OR to:JasonAndersson OR to:phochmuth)

Telecom Brands:

"AT&T","Cisco","Ericsson","Huawei","Nokia","Amdocs"

Healthcare Keywords: TBD (will be shared shortly)

Sample exclude keywords:

shipping,free,coupon,job,jobs,hiring,sale,discount,discounts,"click here","buy now"