Hi everyone, I’m Yuming from Plato. Our innovation idea is E-shop comment analysis system for SAP B1. Let’s start from Mary’s story.

Mary runs an E-commerce company which sells clothes. She uses SAP’s ERP systems like B1 or Anywhere to manage her business. She has several E-shops on different E-commerce platforms. What troubles her recently is that there are more and more customers’ comments on these platforms and she can't spare time reading them one by one. She need an assistant that could provide multi-dimensional comment analysis and extract customers’ opinions.

While, how can we meet Mary’s need? We try provide a solution on B1. Our solution is that first build an independent analysis server and then integrate it with B1. Mary could finally see the result of comment analysis for a product on one dashboard like this. (… describe the dashboard with slides)

Here are some details about how we implement this solution.

First we need to prepare some comment data. We try to get product comments on E-commerce platforms by categories. By a crawler, we already have comments of 59864 products now. Then we use these comment corpus to train our word2vec model in out NLP Unit.

This is the flowchart of our comment analysis server. First we get product’s item ID from API. Then we get this product’s comments from E-commerce platforms. Currently, we use a crawler. We can use these platforms’ API in the future. Next we put these comments in our NLP unit and get the analysis result. Finally, we return the result in JSON format. In general, our comment analysis server get item ID from API and return analysis result to front end.

The NLP unit in the flowchart is our core unit. It consists of three parts: keyword extraction, similarity calculation, and sentiment analysis. It can cluster words with similar meaning and quantify customer’s sentiment by their expressions.

Now, let's see some demos. First is our comment analysis server. I try build one by Django. We can input item ID here and the server will return a JSON format analysis result. We can see there are numbers, keywords, comments, expressions here.

Next, we can see how our solution works on B1. I’m Mary’s secretary now and I want to tell Mary how customers think about our clothes. So, I log on B1. I can enable comment analysis service here. And I move to see our products. After I add links in UDF, I can show Mary the comment analysis result of this product here. Sentiment index, keywords, opinions, specific comments, Mary can get all she needs here.

What can Mary get? Have a quick overview on comments, Get multi-dimensional analysis, Know customers’ specific opinions

And we expect to integrate this with Anywhere in the future. The solution could be just like our solution on B1. We can provide Comment Analysis Dashboard on product information page and third party evaluation function on E-shop page.

Our ultimate goal is to provide independent comment analysis service, have an independent front end for query and display and integrate our service with SME’s products, perfecting their solutions to E-commerce customers.