



Mention Monitoring

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Motivation

The application is specifically designed to assist businesses in effectively monitoring, analyzing, and understanding customer sentiments and feedback gathered from social media platforms and review websites.

This innovative application is a valuable tool for businesses looking to monitor and analyze customer sentiment effectively, ultimately helping them improve customer satisfaction, brand reputation, and business growth.

Objective

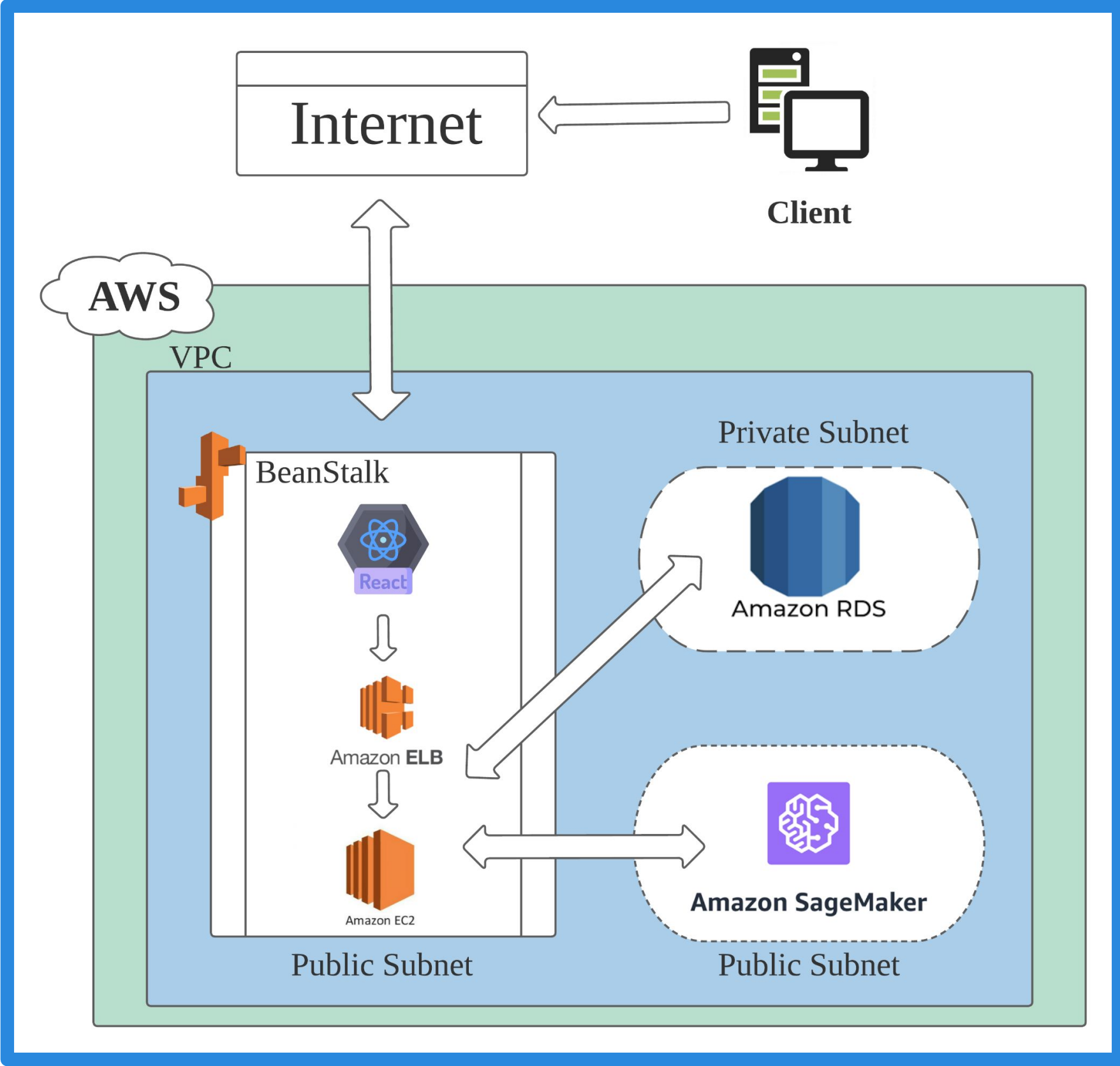
Our solution offers a holistic approach with four core functionalities: Automated Monitoring, Advanced Data-Visualization, Intelligent-Summarization, Self-Sentiment Analysis.

Approach

The presentation layer features a sleek, interactive user interface, which was designed using the React framework and Material UI libraries.

In the application layer, we built RESTful APIs with Java Spring Boot to handle user requests and integrated NLP models for sentiment analysis and summarization of social media mentions. We selected cardiffnlp/twitter-xlm-roberta-base-sentiment for sentiment analysis and knkarthick/meeting_summary for comment summarization. To expedite inference speeds, these two models were deployed on AWS SageMaker with ml.m5.xlarge instances.

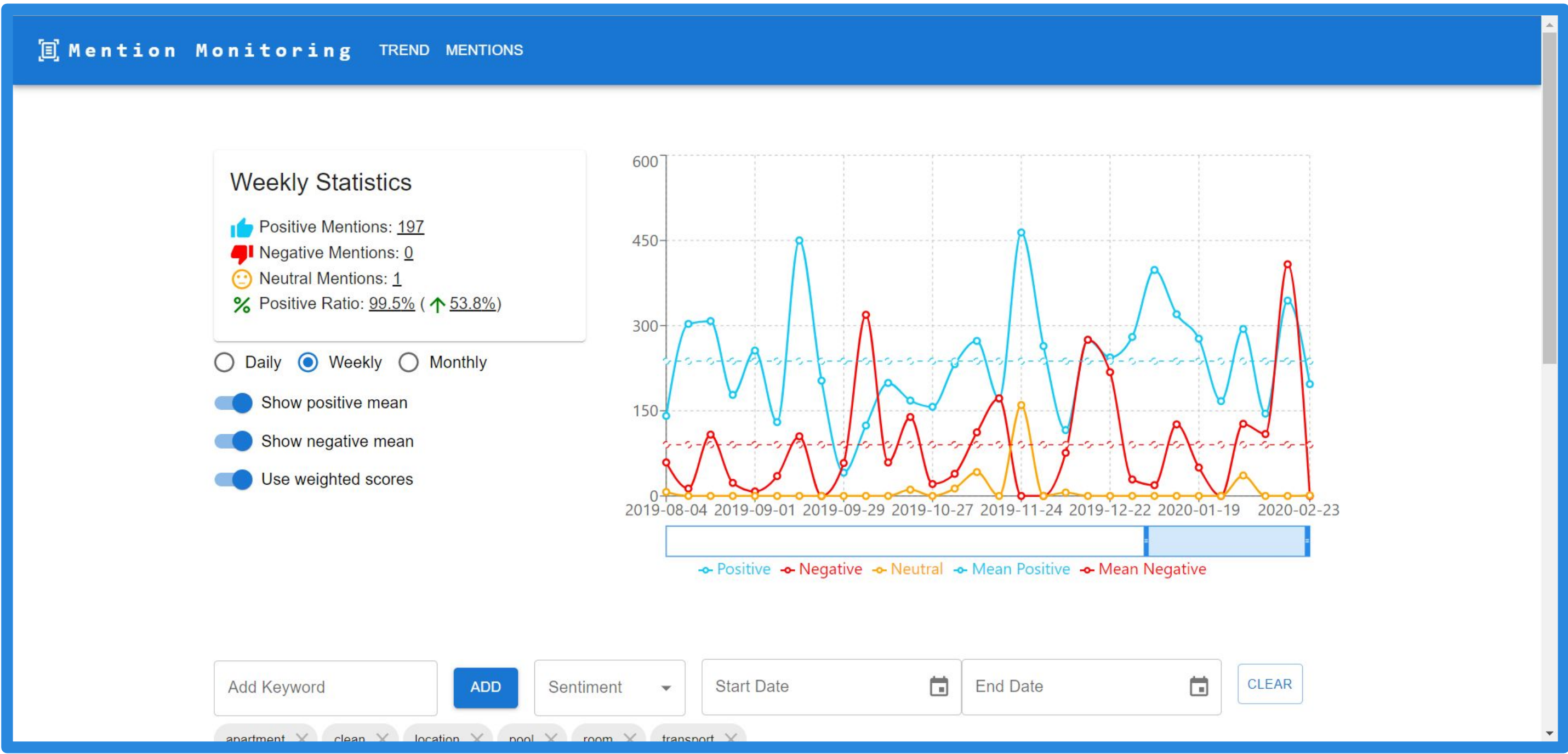
For the data layer, we implemented a MySQL database on AWS RDS to ensure high availability and scalability, providing a solid foundation for our application's data management needs.



Implementation



Trend Analysis



Weighted Trend Analysis with Mean

Mention Monitoring				
TREND MENTIONS				
Add Keyword <input type="text"/> <input type="button" value="ADD"/> Sentiment <input type="text"/> Start Date <input type="text"/> End Date <input type="text"/> <input type="button" value="CLEAR"/>				
apartment clean location pool room transport				
Summary	Sentiment	Created At	Keywords	
The apartment has a comfort location near BTS. The apartment...	👍	2020-02-02	pool location	
They enjoyed their stay in Bangkok. The apartment was spotless...	👍	2020-01-21	pool location	
The BTS Skytrain station is located near MBK and Siam...	👍	2020-01-06	pool location	
There is a swimming pool and gyms at the house.	👍	2019-12-18	pool location	
BTS is minutes away from central Bangkok. The BTS is...	👍	2019-11-14	pool location	
They provide free tuk tuk to sanam pao bts, which...	👍	2019-09-24	pool location	

Comments Overview with Filters

Mention Monitoring				
TREND MENTIONS				
Add Keyword <input type="text"/> <input type="button" value="ADD"/> Sentiment <input type="text"/> Start Date <input type="text"/> End Date <input type="text"/> <input type="button" value="CLEAR"/>				
apartment clean location pool room transport				
Summary	Sentiment	Created At	Keywords	
A very stylish apartment for very reason...	👍	2020-02-29	pool location	
According to Wikipedia, it's a great place...	👍	2020-02-29	pool location	
The accommodation meets the 4Cs: Clean, Comfortable, Conv...	👍	2020-02-29	pool location	
There is a guard at the entry. There is a...	👍	2020-02-28	pool location	
A modern pool 10 minutes walk to BTS.	👍	2020-02-27	pool location	
My husband and wife are very happy with their stay...	👍	2020-02-25	pool location	
A great place to spend the night at.	👍	2020-02-24	pool location	
I spent a few days in Bangkok and really liked...	👍	2020-02-23	pool location	

Comment Detail

Service	Pricing Model	Price/Volume
Basic Comment Seizing	Flat fee	\$19.99 per month/ \$95.99 per 6-months/ \$155.99 per 12-months
Auto-Sentiment Analysis	Volume-based	\$0.1 per comment
Volume-based Comment Summarization	Volume-based	\$0.1 per comment

Service	Pricing Model	Price/Volume
All Included Plan	Subscription-based	\$44.99 per month/ \$249.99 per 6-months/ \$499.99 per 12-months
On-site/online training and support	Freemium	-