Overview of Entity Maps

Entity maps are a way to consolidate entities into more refined, higher-level concepts, and remove entities that are not relevant to your analysis.

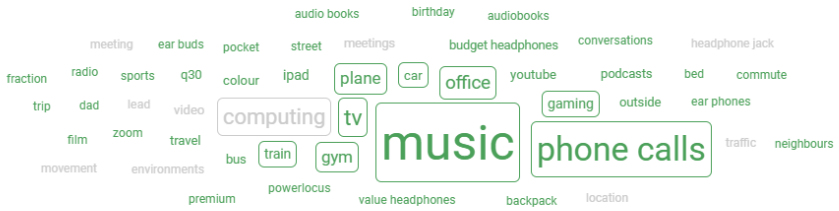
For example, considering reviews of headphones, you may see a list of the following entities surfaced from the initial sentiment analysis.

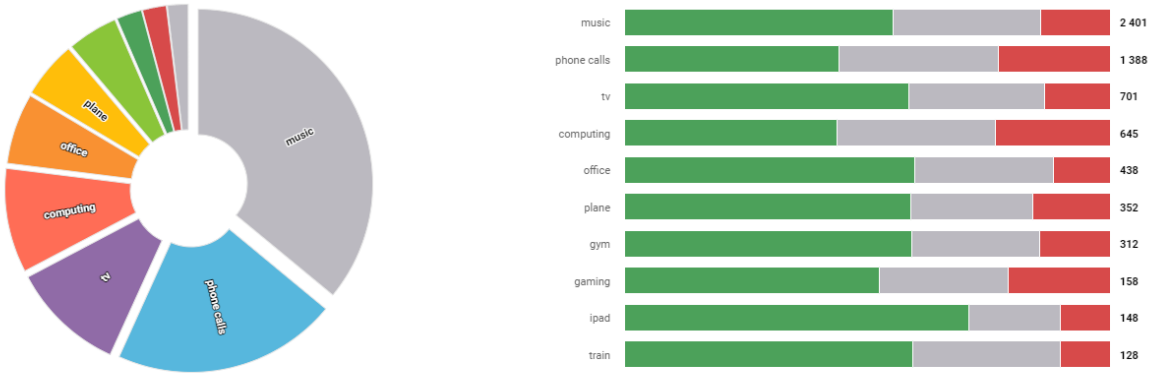
In this example, entity maps would allow you to:

- Exclude the entities: “one,” “lot,” “everything,” and “something.”
- Group the entities: “price,” “money,” and “value” together into an entity group called “price/value.”
- Group the entities: “battery” and “battery life” into an entity group called “battery life.”

Then, when applied, the entity map will aggregate all the sentiment data into a single entity group. The example end group could look like this:

It’s also possible to use entity maps to hone in on specific aspects of the reviews that you would like to analyze. In the example below, we’ve excluded all entities that did not relate to the usage of headphones:



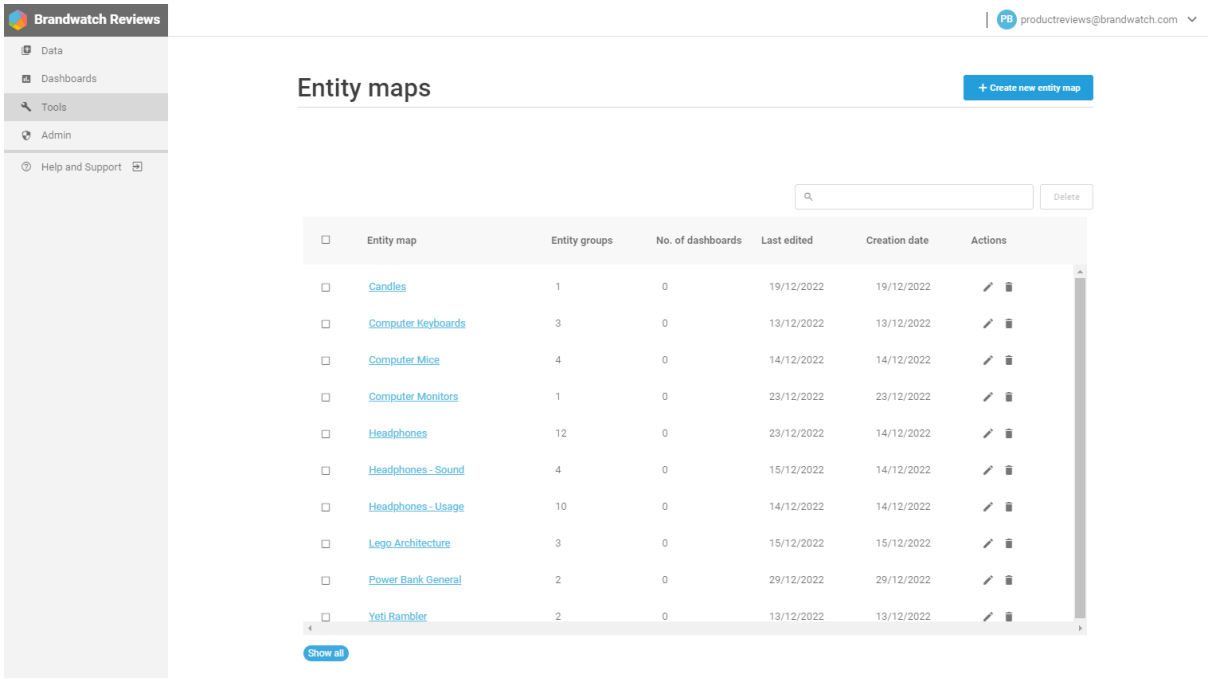


Entity maps are transferable, meaning that once they are created you can apply them to any dashboard to create a common language for the different products, categories, and brands to be meaningfully compared.

With an entity map constructed, you can apply it like any other filter in the top-right of your dashboard. A filter lozenge in the top right will indicate whether the entity map is currently engaged. Once engaged, the entity map applies to the entire dashboard.

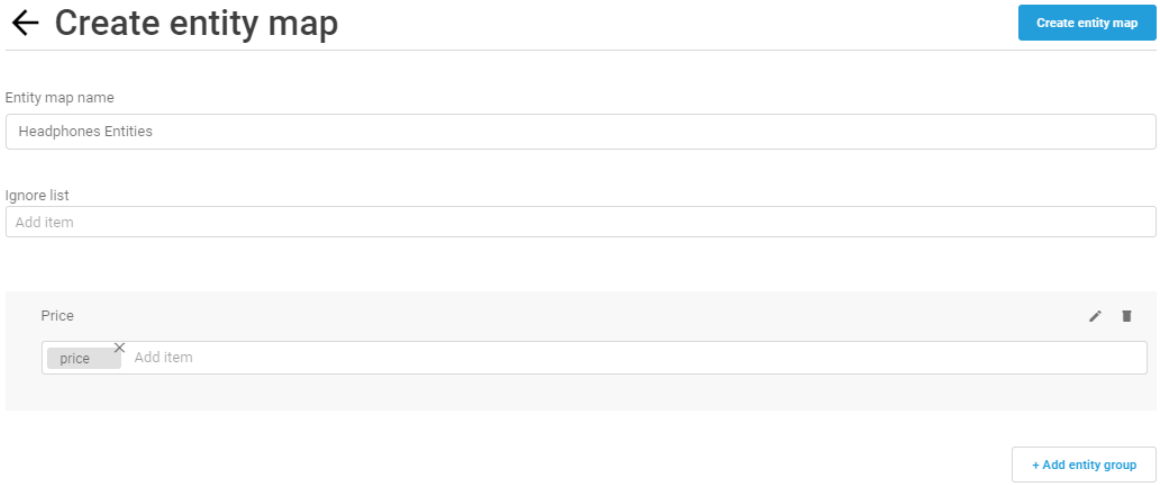
Creating Entity Maps

You can create and manage entity maps by clicking on the **Tools** section in the left-hand navigation menu of the platform.



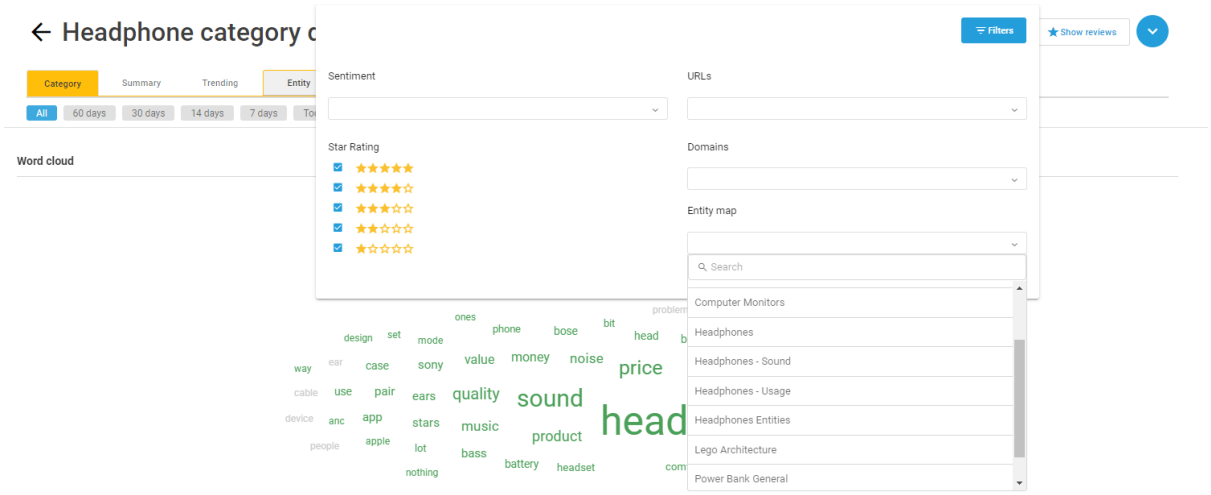
To create a new entity map click the blue **+ Create new entity map** button in the top-right corner of the screen.

Start by giving your entity map a name. Following the headphones example, it could be “Headphone Entity Map.” You can build the entire entity map out from this screen if you already know which entities you would like to group. However, to save the entity map you only need to include a single entity group (e.g. “price”), as in the example below. You can then save your entity map by clicking **Create Entity Map** and edit it within the dashboard.

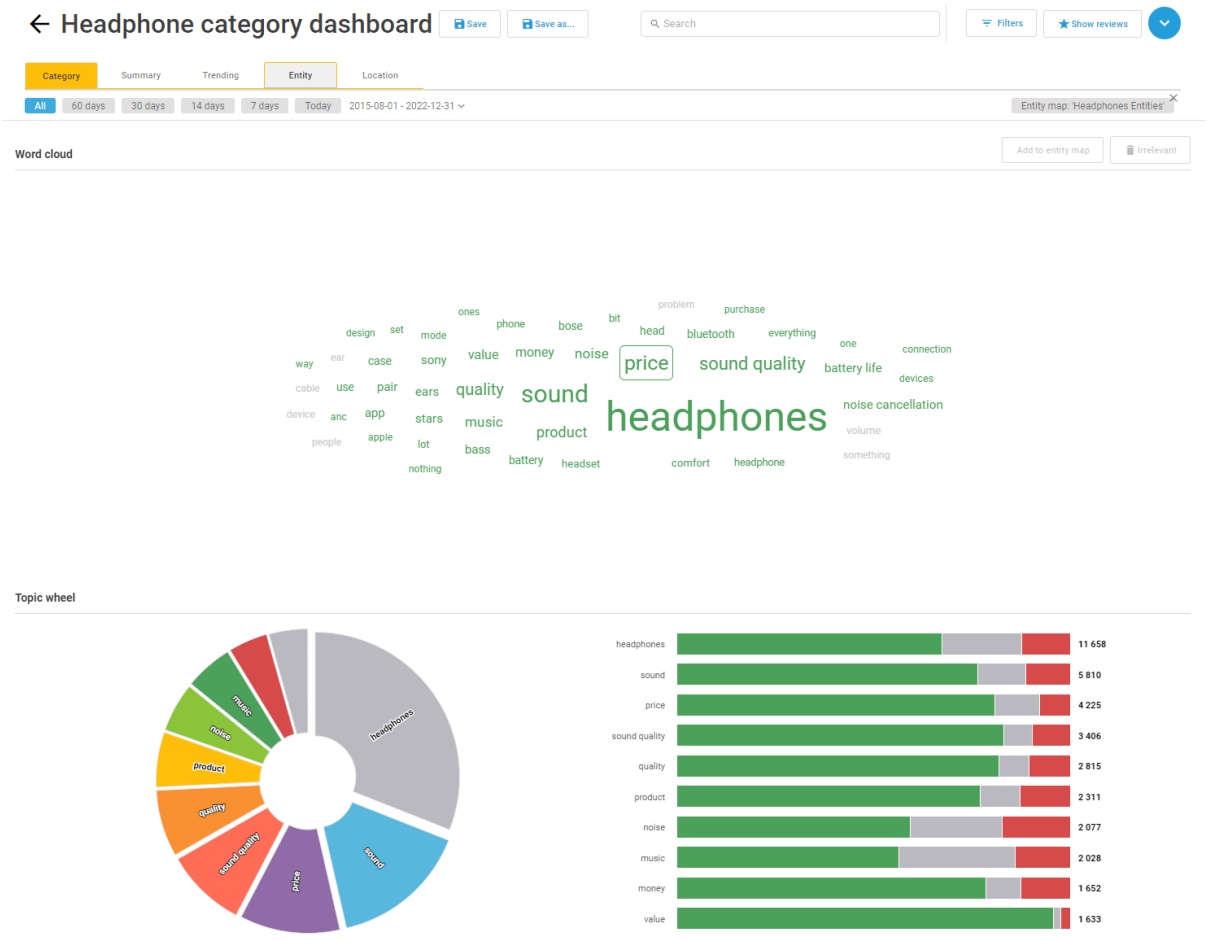


Applying and Editing Entity Maps in Dashboards

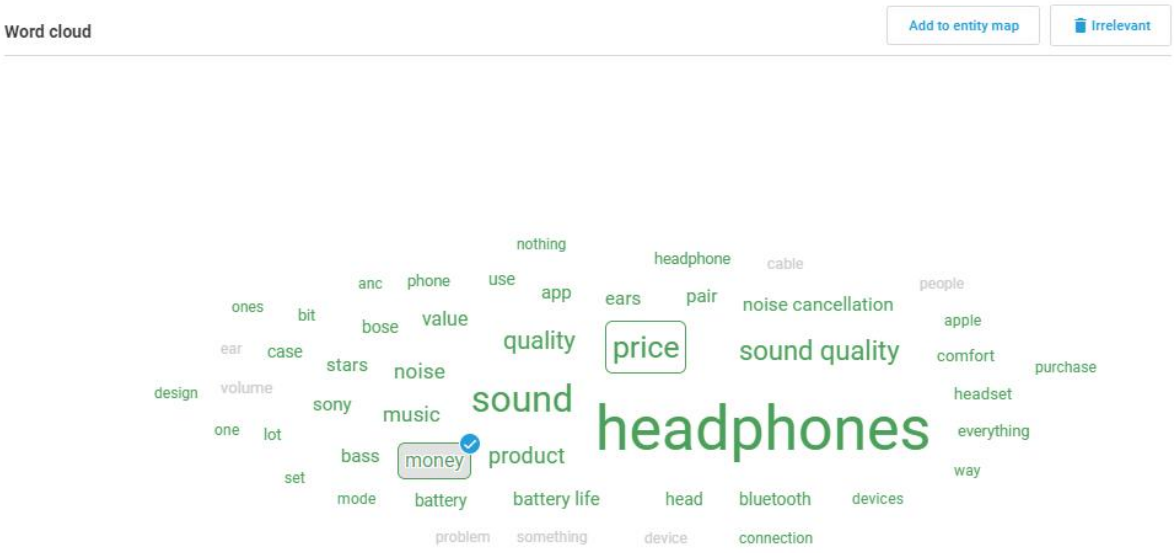
To apply an entity map, open the filters in any dashboard, select the **Entity Map** dropdown, and click on the entity map you'd like to apply.



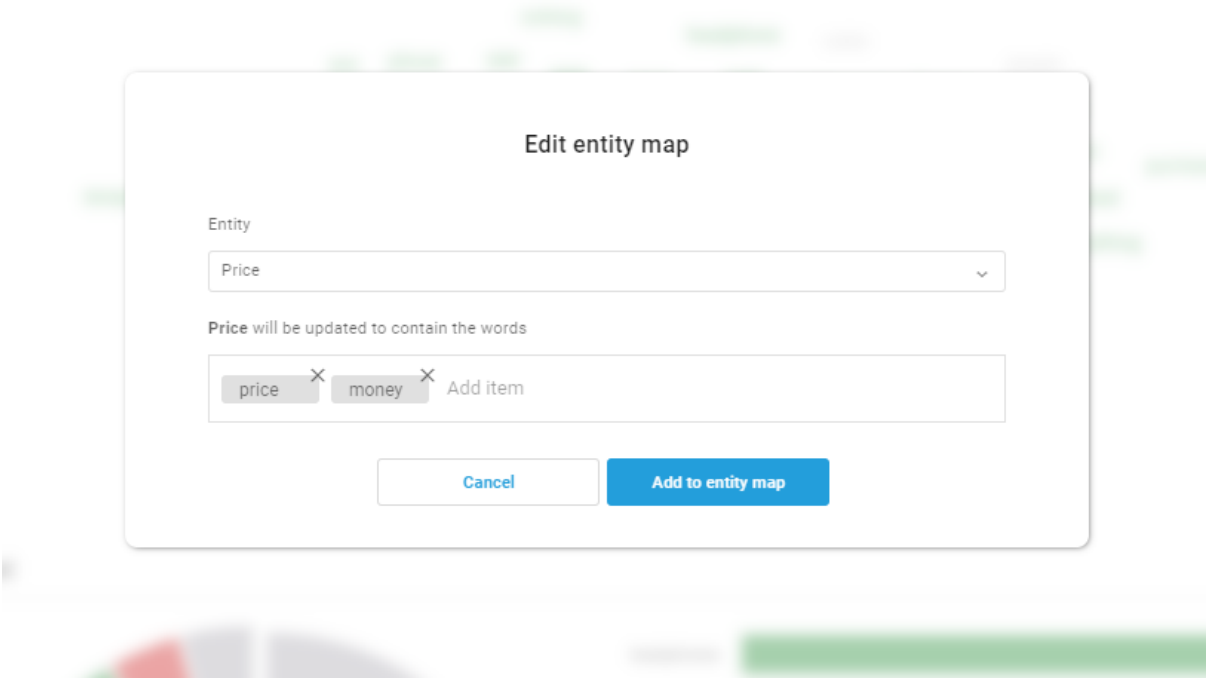
Once you've selected the entity map, it will be applied to the dashboard. You can remove the entity map by clicking the **x icon** in the filter lozenge to the top-right of the screen.



If you would like to add a new entity to an existing entity group, hover over the entity you'd like to add and click on the **blue tick** to the top right of the word.

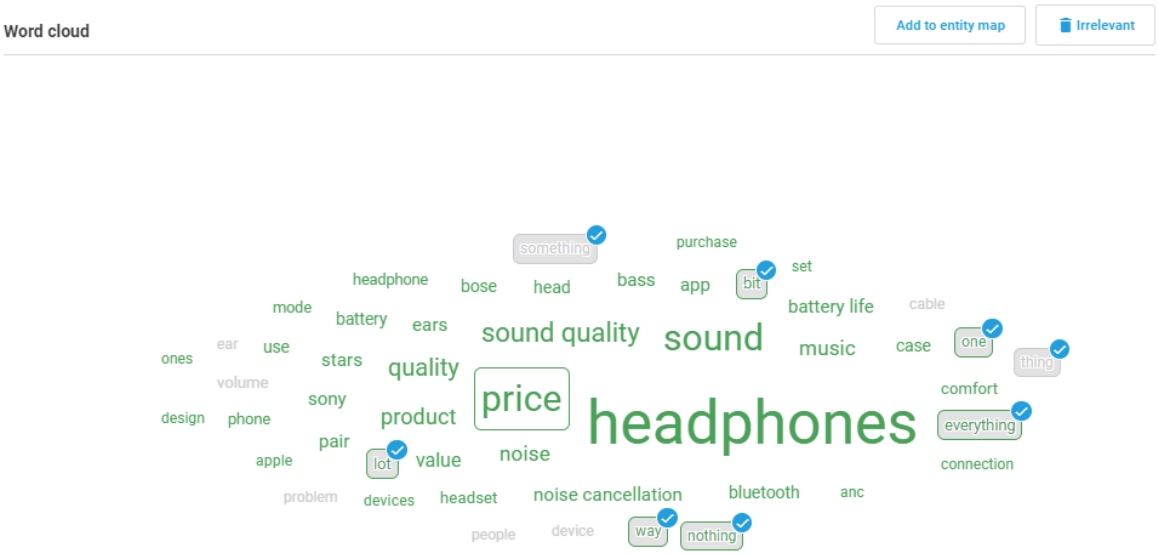


Once selected, click the **Add to Entity Map** button to open the modal.



Here you can select the entity group you'd like to include the entity within, or create a new entity group. In this example, we're adding "money," to the entity group price. When you have finished editing your entity, click **Add to entity map.**

If you'd like to remove irrelevant entities, simply select the entities you'd like to remove, then click on the **Irrelevant** button and those entities will then be removed from your view.



By taking this action, you are not deleting any data from your account but rather creating a lens through which to view your data. If you remove the entity map from the dashboard, then all of the entities will reappear.

If you make mistakes and wish to put back in irrelevant words, or move entities between groups, you can do this from the **Entity Maps** page under **Tools**.