

Dashboards

You can navigate to the Dashboards page using the left-hand navigation menu in Brandwatch Reviews. On the Dashboards page, you can create new dashboards or view any existing dashboards.

The screenshot shows the 'Dashboards' page in Brandwatch Reviews. The left-hand navigation menu includes 'Data', 'Dashboards', 'Tools', 'Admin', and 'Help and Support'. The main content area displays a table of existing dashboards. At the top right of the table area is a '+ Add dashboard' button. Below the table is a 'Show all' button.

| <input type="checkbox"/> | Dashboard | Reviews | Last reviewed | Last Opened | URLs | Creation date |
|--------------------------|---|---------|---------------|-------------|------|---------------|
| <input type="checkbox"/> | Advent Calendars - Dan Test | 11 | 19/12/2022 | 11/01/2023 | 1 | 23/12/2022 |
| <input type="checkbox"/> | Air Freshener Analysis | 909 | 27/12/2022 | 10/01/2023 | 1 | 29/11/2022 |
| <input type="checkbox"/> | Air Fresheners | 135274 | 10/11/2022 | 11/01/2023 | 118 | 03/11/2022 |
| <input type="checkbox"/> | Air Fresheners Test | 909 | 27/12/2022 | 16/12/2022 | 1 | 15/11/2022 |
| <input type="checkbox"/> | Air Fresheners Test 2 | 909 | 27/12/2022 | 28/11/2022 | 1 | 28/11/2022 |
| <input type="checkbox"/> | Air Wick | 909 | 27/12/2022 | 10/01/2023 | 1 | 02/11/2022 |
| <input type="checkbox"/> | Air Wick Dashboard | 909 | 27/12/2022 | 15/11/2022 | 1 | 03/11/2022 |
| <input type="checkbox"/> | Airoods Max | 992 | 18/12/2022 | 11/01/2023 | 1 | 14/12/2022 |
| <input type="checkbox"/> | Beauty Product Category | 92 | 19/12/2022 | 11/01/2023 | 3 | 30/11/2022 |
| <input type="checkbox"/> | Candles | 12014 | 02/01/2023 | 10/01/2023 | 49 | 20/12/2022 |

Creating New Dashboards

To create a new dashboard, click on the **+ Add Dashboard** button in the top-right corner of the page to open the dashboard creation wizard.

The 'New Dashboard' wizard presents three templates for selection. Each template thumbnail shows a preview of the dashboard layout, including a line chart, a bar chart, and a table. The 'Single Brand Deepdive' template is highlighted with a red border.

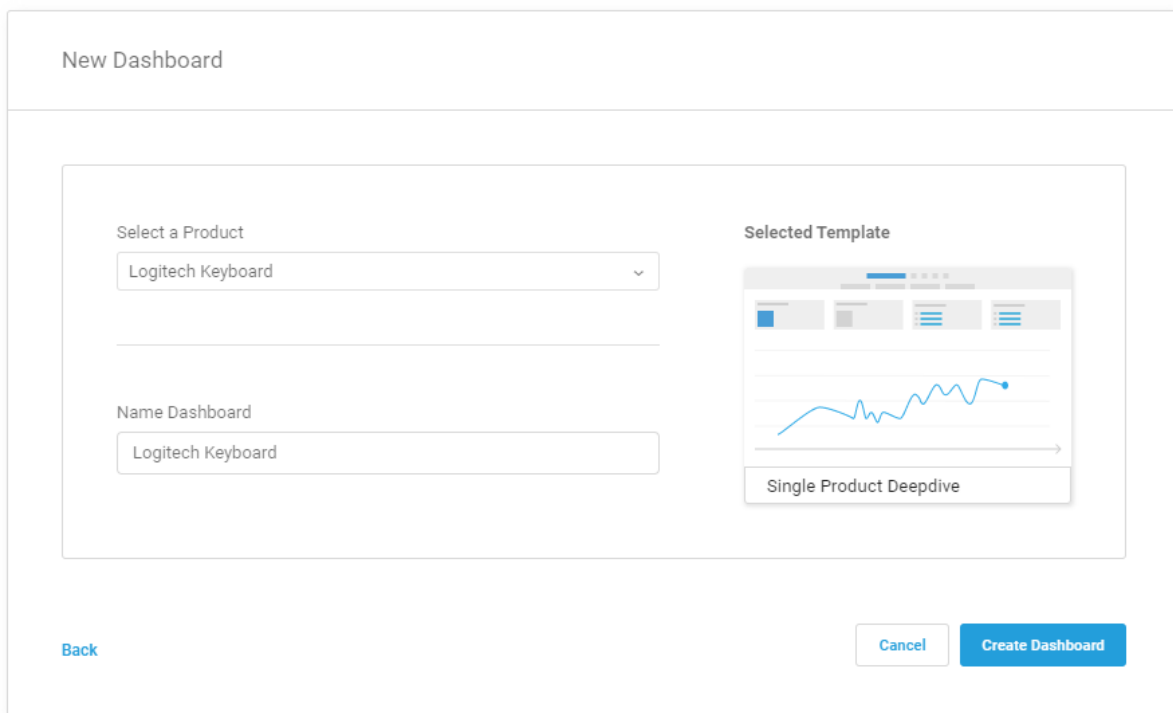
All dashboards start with a use case specific template. There are three templates available:

- **Single Product Deepdive:** Analysis of a single product (collection of URLs).

- **Single Brand Deepdive:** Analysis of all products and URLs collected for a specific brand.
- **Single Category Deepdive:** Analysis of all products and URLs collected for a specific category.

Creating a Single Product Deepdive dashboard

To create a Single Product Deepdive dashboard, select a product (created in the Data table) from the drop-down menu, give your dashboard a name, and click **Create Dashboard**.



The screenshot shows a 'New Dashboard' form. On the left, there is a 'Select a Product' dropdown menu with 'Logitech Keyboard' selected, and a 'Name Dashboard' text input field also containing 'Logitech Keyboard'. On the right, under 'Selected Template', a preview of a dashboard is shown with a line chart and the title 'Single Product Deepdive'. At the bottom left is a 'Back' link, and at the bottom right are 'Cancel' and 'Create Dashboard' buttons.

Creating a Single Brand Deepdive dashboard

To create a Single Brand Deepdive dashboard, select a brand from the drop-down menu, give your dashboard a name, and click **Create Dashboard**.

Creating a Single Category Deepdive dashboard

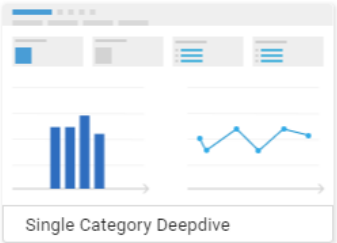
To create a Single Category Deepdive dashboard, select a category from the drop-down menu, give your dashboard a name, and click **Create Dashboard**.

New Dashboard

Select a Category

Name Dashboard

Selected Template



Single Category Deepdive

Back

Cancel

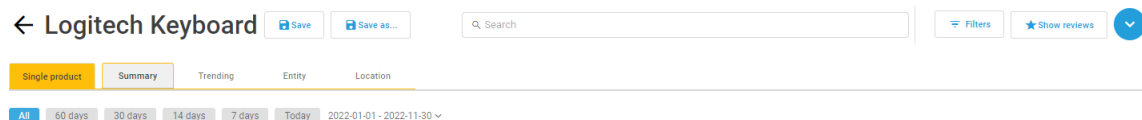
Create Dashboard

Dashboards Overview

Each dashboard is separated into tabs for easy navigation between the insights within:

- **Summary:** High-level summarized overview of the reviews data.
- **Trending:** Enables the comparison of two time periods side by side, including entity sentiment analysis.
- **Entity:** Breakdown of the entity sentiment in the form of a word cloud and topic wheel and offers the ability to create entity maps.
- **Location:** Summary of the geographic distribution of reviews.

Specifically what's included in each section depends on the template selected.



Within all dashboards you can:

- Filter to a specific data range, either using the quick selections just under the tabs, or by picking specific dates.

- Using the search box at the top center, perform a free text search to look for reviews containing specific keywords.
- Show verbatim reviews by selecting the **Show Reviews** button in the top-right corner.
- Apply a range of filters using the **Filters** button (to the left of **Show Reviews**).
- Save the dashboard, which will preserve any filters or entity maps you've applied.
- Save the dashboard with a different name using **Save As**, which enables you to save different views on the data (e.g. different date ranges for quarterly reports, or with different entity maps applied to look at different aspects of the reviews).

In every tab (with the exception of the Trending tab, which has its own date range controls), filters are applied to all components within each dashboard.

Overview of the Single Product Deepdive dashboard

The Single Product Deepdive dashboard is designed to enable users to:

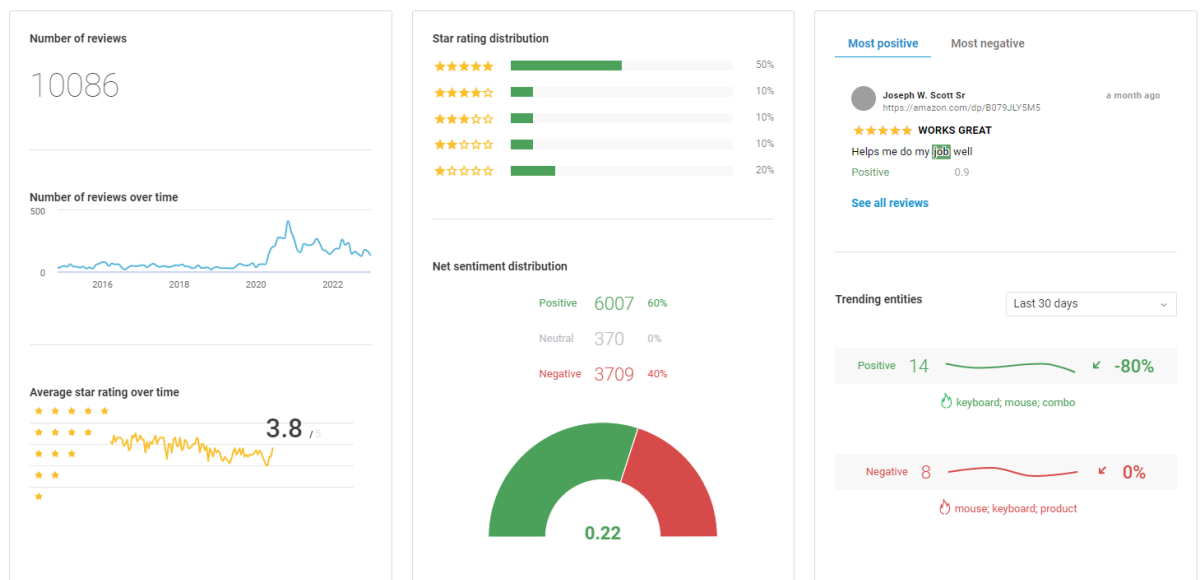
- Identify the strengths of the product to give feedback to research and development and accentuate strengths in marketing materials and product descriptions.
- Identify weaknesses of the product to give feedback to research and development.
- Uncover potential issues with misleading product descriptions.
- Uncover potential issues with resellers or deliveries.
- Identify unexpected uses of the product or themes in the reviews that could be leveraged.
- Understand if the average star rating is trending down, and if so, what the drivers of that trend are so they can be addressed (e.g. price, delivery, product defects etc.).
- Identify which countries the product is best received in and if there are any differences between how a product is received by country.

Summary tab

The Summary tab includes:

- **Number of Reviews:** The total number of reviews collected for the product.

- **Star Rating Distribution:** The distribution by volume of star ratings for the product.
- **Most Positive/Negative Review:** The most positive review is the five star review with the highest document level sentiment score; the most negative review is the one star review with the lowest document level sentiment score.
- **Number of Reviews Over Time:** A line chart showing reviews volume over time.
- **Average Star Rating Over Time:** A line chart showing the average star rating for each period plotted over time.
- **Net Sentiment Distribution:** Displays a breakdown of document-level sentiment for all reviews of the product.
- **Trending Entities:** Enables users to select a time period from the drop-down menu above the component, which then shows the entities that have trended for the period selected, compared with the same preceding period.

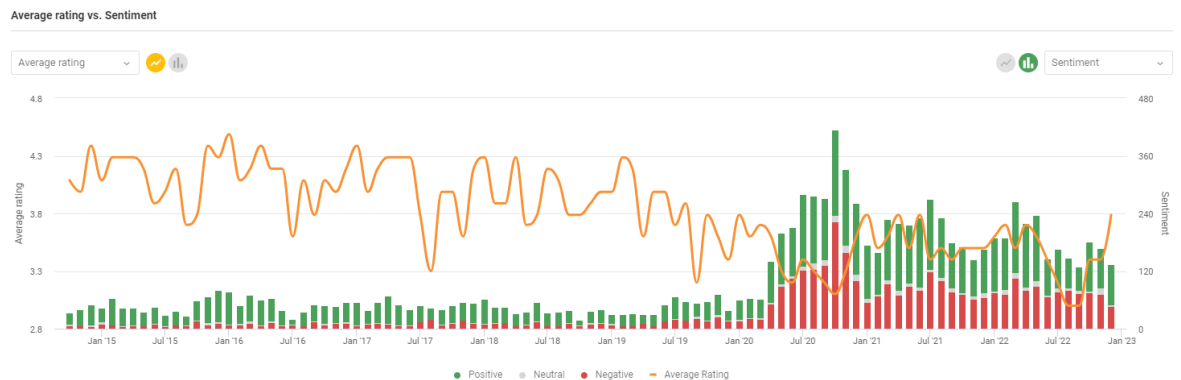


- **Sites Analyzed:** Provides a breakdown of the different domains where reviews have been sourced from, including volume, net sentiment, and average star rating.

| Sites analysis | Reviews | Net sentiment | Average star rating |
|----------------|---------|---------------|---------------------|
| amazon.com | 5080 | 0.11 | ★ 3.42 |
| amazon.co.uk | 5006 | 0.34 | ★ 3.92 |

- **Configurable Volume Over Time:** A double-axis configurable chart that enables users to plot average star rating, volume, sentiment distribution, or rating

distribution over time against each other.



Trending tab

The Trending tab has its own date range selector at the top of the page. From here, you can either choose from one of the quick selections (e.g. this quarter vs. last quarter, or this year vs. last year), or select two specific date ranges you'd like to compare from the date picker.

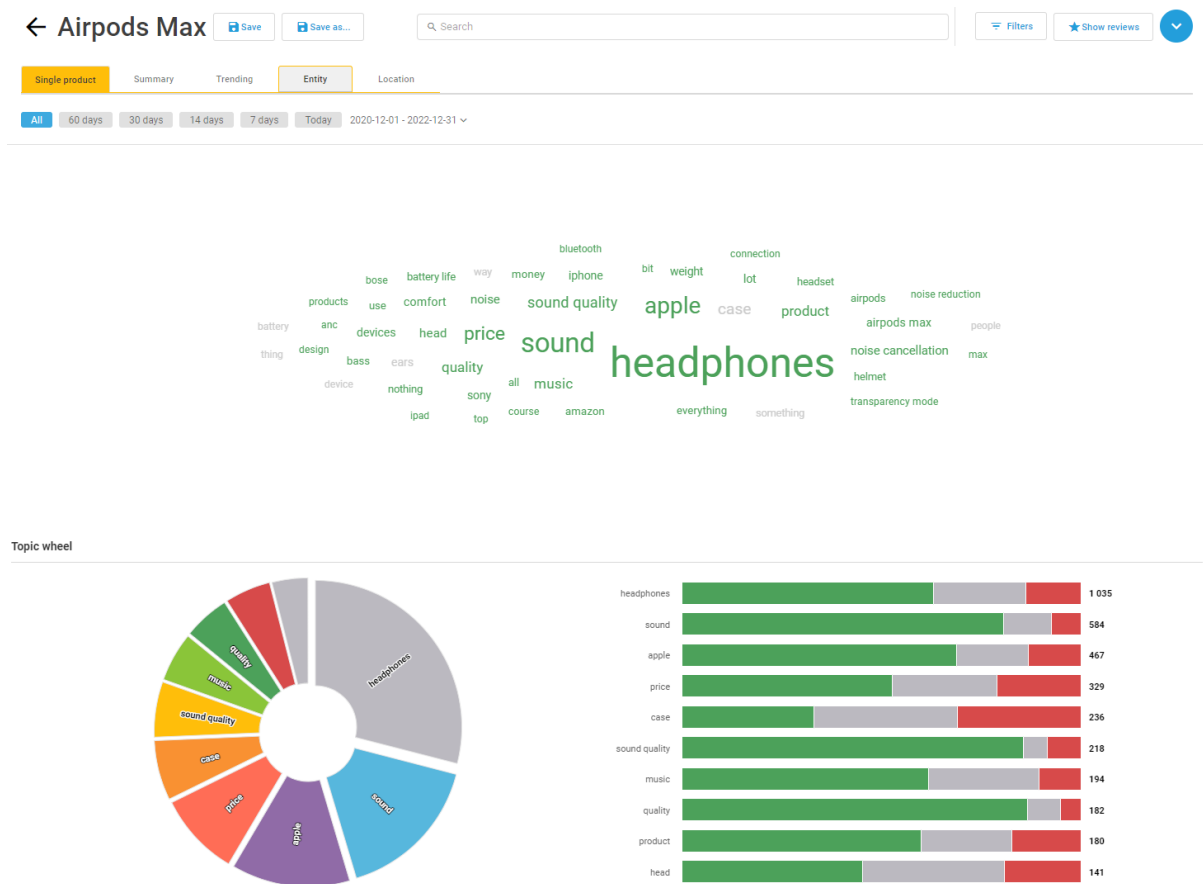
The components in the Trending tab include:

- **Number of Reviews:** The total number of Reviews collected for the product from the time period selected.
- **Net Sentiment Distribution:** Displays a breakdown of document-level sentiment for all reviews of the product within the time period selected.
- **Topic Wheel:** Breakdown of the key entities extracted from the reviews by volume (i.e. when an entity map is applied these are grouped together into themes).
- **All Entities:** A word cloud showing all the entities in each time period, sized by volume and colored by sentiment.



Entities tab

The Entities tab is where you can view the key entities/keywords that have been extracted from the product reviews and edit entity maps to group similar entities into key themes.



It includes:

- A word cloud, with the key entities extracted from the reviews for the product, colored by sentiment and sized by volume.
- A topic wheel, with entities sized by volume.
- A horizontal bar chart, showing the top 10 entities by volume, broken down by entity sentiment.

An entity map can be applied to a dashboard by selecting filters and **Add Entity Map**. This enables additional controls on the word cloud to remove irrelevant entities and group similar entities into thematic groups. To read more about how to create and manage entity maps, visit our help center article on [Entity Maps](#).

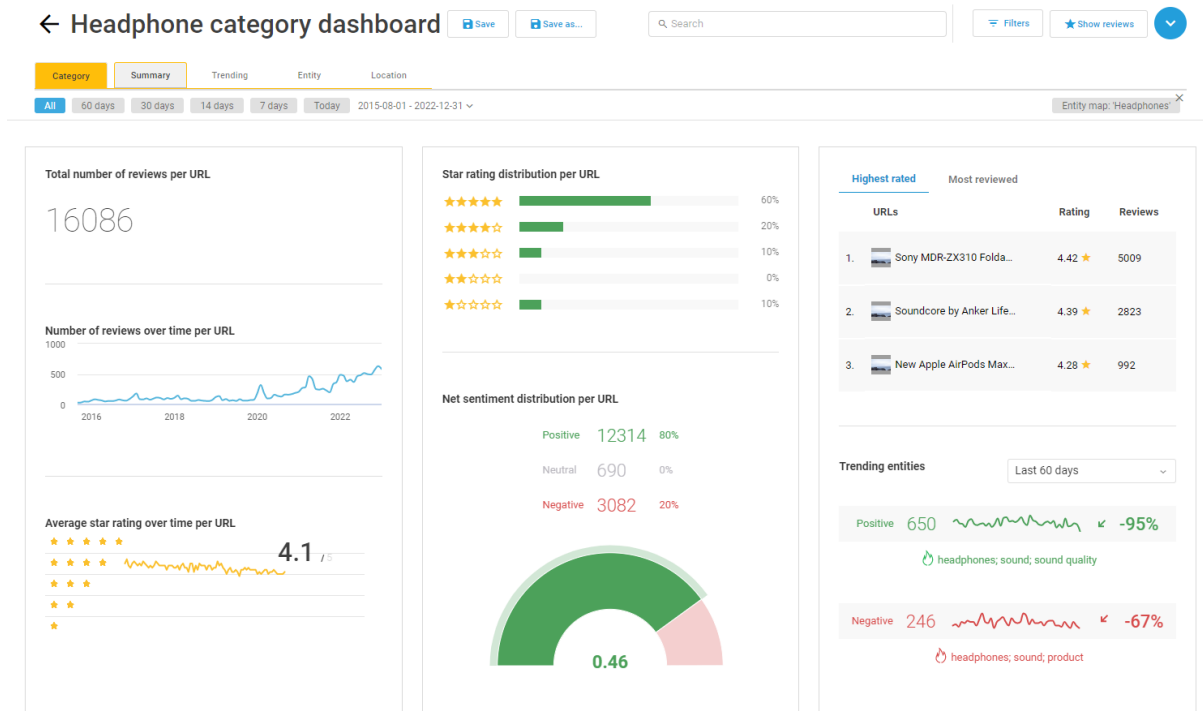
The Single Category Deepdive dashboard enables users to:

- **Identify the best/worst performing products and trends within the category for deeper analysis.** (e.g. in a “tea” category, perhaps individually wrapped bag tea bags are trending down because of broader consumer trends, such as heightened concerns around plastic waste.)
- **Identify new entrants to the category, with products ranked by their popularity and speed of growth within the category.** Understand what’s making them successful, such as — have they added a new feature, or uncovered an unmet need that’s differentiating them? Are they significantly undercutting the price of equivalent products? Are they investing heavily in marketing/promotion? This data can inform research and development (i.e the potential to develop new products to compete), pricing strategy (e.g. do we need to reduce price to remain competitive), and marketing (i.e. if we feel our product is competitive, should we spend more to promote our product and compete with the new entrant?).
- **Benchmark brand performance within the category.** For example, who has the most share of the market based on reviews volume? How is it trending for that category? Are there any emerging brands we should be aware of? This data can be included as part of brand benchmarking reports.

Summary tab

The Summary tab includes:

- **Number of Reviews:** The total number of reviews collected for the category.
- **Star Rating Distribution:** The distribution by volume of star ratings for the category.
- **Highest Rated/Most Reviewed Products:** Shows either the products with the highest average rating or with the most reviews in the category.
- **Number of Reviews Over Time:** A line chart showing reviews volume over time.
- **Average Star Rating Over Time:** A line chart showing the average star rating for each period plotted over time.
- **Net Sentiment Distribution:** Displays a breakdown of document-level sentiment for all reviews in the category.
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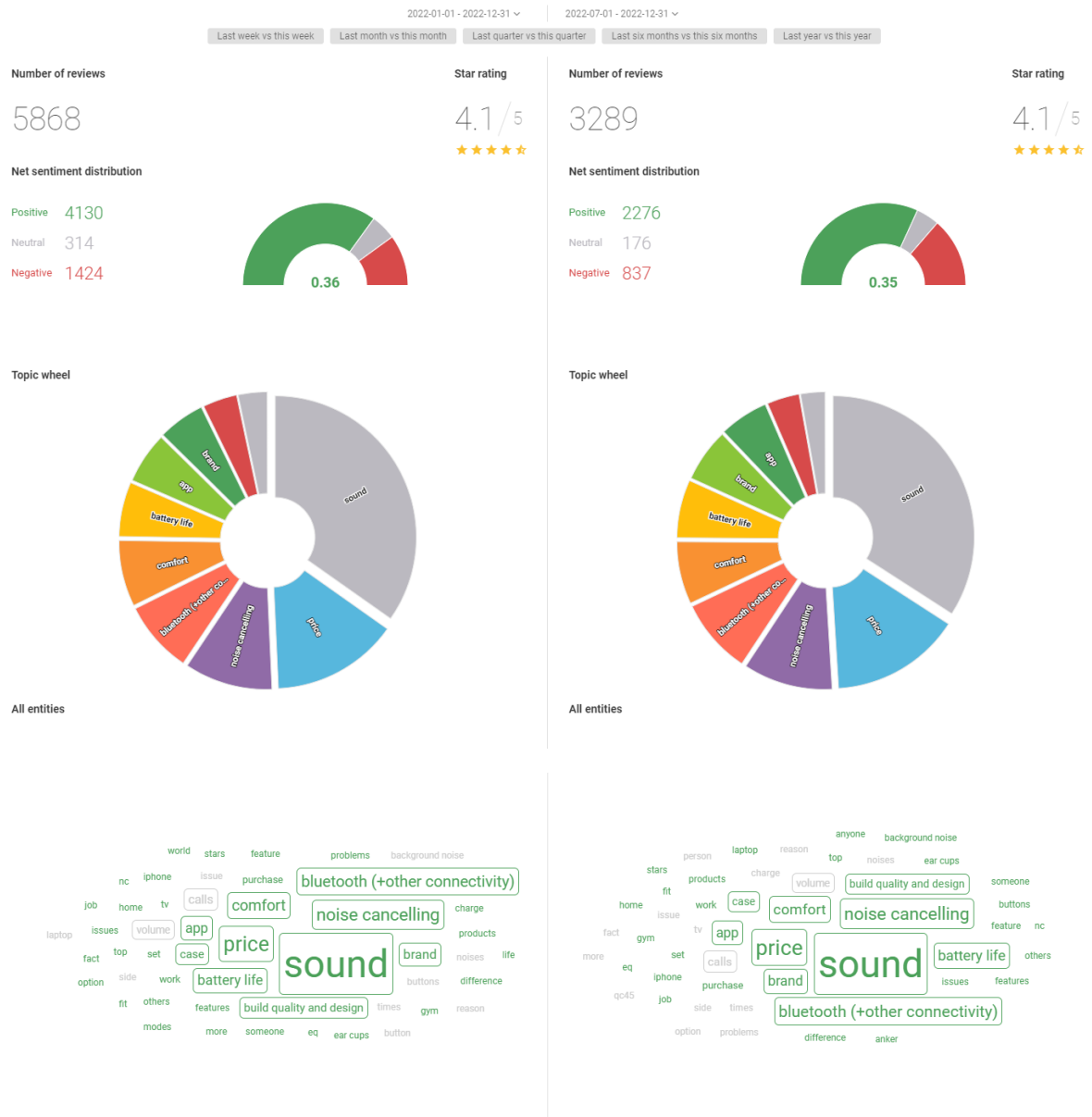


Trending tab

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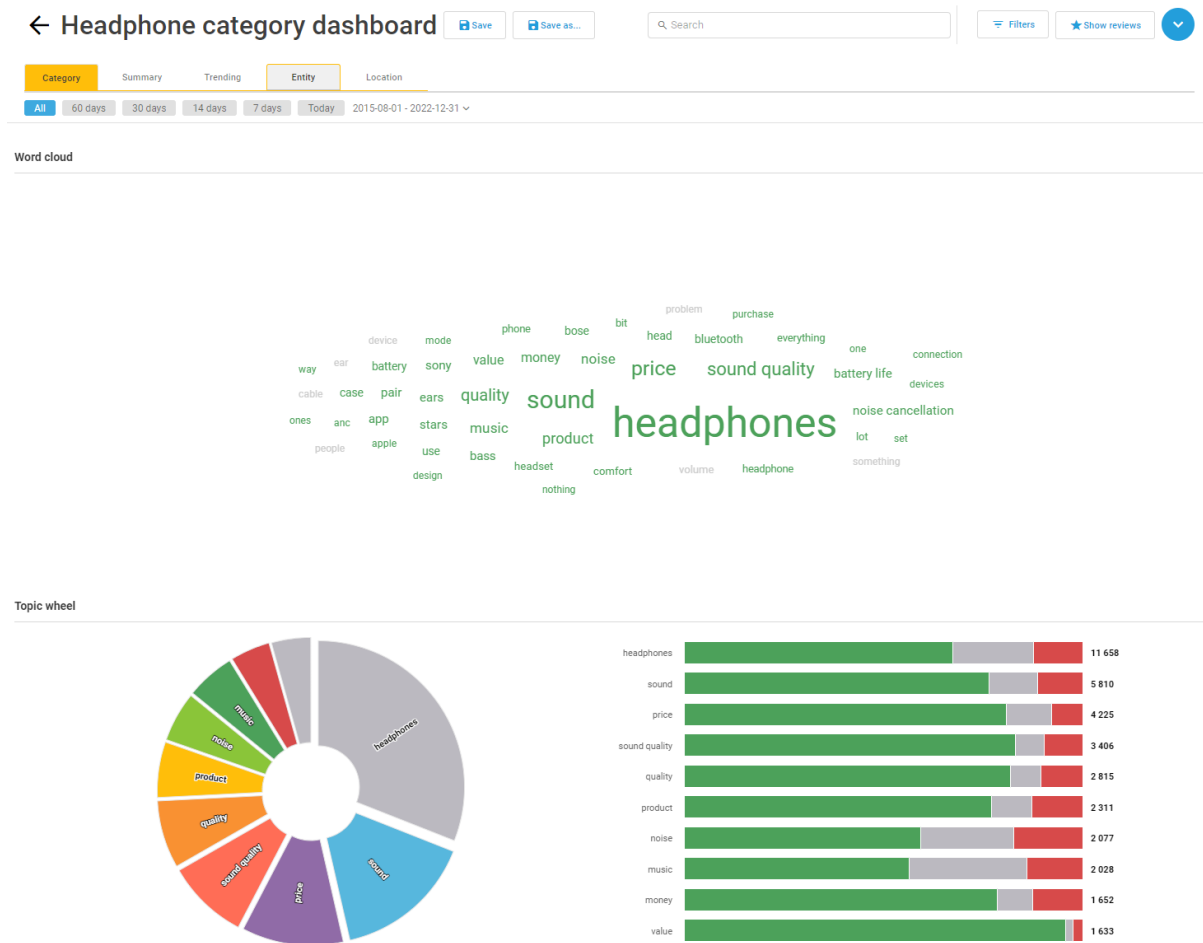
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- **Topic Wheel:** Breakdown of the key entities extracted from the reviews, by volume (when an entity map is applied these are grouped together into themes).
- **All Entities:** A word cloud showing all the entities in each time period, sized by volume and colored by sentiment.



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Location tab

The Location tab enables you to view reviews by country of origin and identify differences in sentiment by country. It includes a map visualization and horizontal bar chart.

Location

