



RFP 304404
Data Mining & Customer Intelligence Monitoring

Questions & Answers #1

August 7, 2018

Questions and Answers are provided for informational purposes.

Q.1	Will the raw data for analysis be provided by CapMetro or do you expect vendors to gather the data from the social media sources?
A.1	No, we will not be providing any data. The objective of this contract will be to gain insight from conversations and posts taking place <i>outside</i> of our own social media accounts
Q.2	If the data will be provided, is there a published API already defined? If so can you share a copy of that so we can estimate integration effort.
A.2	Please refer to Question 1.
Q.3	What social media sources does CapMetro monitor?
A.3	Facebook, Twitter and Instagram.
Q.4	How much data (number of reviews or comments) do you get on a daily, weekly or monthly basis?
A.4	It varies greatly, although this is not relevant to this contract, as we are looking for insights from social media conversations outside of our own accounts.
Q.5	The RFP calls for weekly reports with the potential for daily reports at certain periods of time - show many daily reports should we be planning for on an annual basis?
A.5	Daily reports will only be required occasionally, on as-needed basis--typically when something newsworthy happens that affects the agency. It is difficult to estimate how many daily reports will be requested annually, as those events are often unexpected.
Q.6	What type of additional customer data will be provided with the social media data e.g. demographics, customer history etc.?
A.6	We will not be providing any data. We are looking for a qualitative analysis of the sentiments of conversations happening online. These conversations might not even directly mention Capital Metro, but can provide us with nuanced insights into sentiments, values and attitudes that can help us inform and refine our engagement efforts.

Q.7	Would CapMetro be able to provide a sample dataset for review/analysis so we can generate a sample report as a part of the proposal?
A.7	Analysis of our own social media conversations is not the objective, but rather an analysis of what is being said <i>outside</i> of our own outlets. In order to perform the work required in this contract, the successful proposer will use their tools to mine those online conversations.

END OF QUESTIONS AND ANSWERS #1