

Crystal Advanced Analytics

User Manual

Version: 1.0

Author: Harshil Haumeer, hhaumeer2014@my.fit.edu

Table of Contents

- 1. GENERAL INFORMATION 2
 - 1.1 INTRODUCTION 2
 - 1.2 TOOLS 2
 - 1.3 FEATURES..... 2
 - 1.4 SYSTEM OVERVIEW 3
 - 1.4 INTENDED USERS..... 4
- 2. GETTING STARTED..... 4
 - 2.1 SYSTEM REQUIREMENTS 4
 - 2.2 ACCESSING CRYSTAL ADVANCED ANALYTICS 4
 - 2.3 NEW USERS / REGISTER..... 4
 - 2.4 RETURNING USERS / LOG IN 4
 - 2.5 RESETTNG PASSWORD 5
- 3. EXPLORING CAA 5

1. General Information

This user manual is intended for Crystal Advanced Analytics users. It covers the overview of the system, tutorials on how to use it, trouble shooting and other useful resources.

1.1 Introduction

CAA is a web application used to optimize business performance based on customers' reviews. It provides different data analysis tools for businesses to improve their services through customers' feedback (reviews, comments & ratings) retrieved from different social media platforms.

1.2 Tools

PyCharm: Used for backend development and api-endpoints

BrightLocal: Reporting Platform used for web scrapping.

Angular5: Front end Java Script framework.

Machine Learning: Used to train the system's classifier unit.

Django 2.0: Python framework used for backend implementation. Standardizes relation between database, model, API endpoint and view.

Django Rest Framework API: Links backend to front end using industry standard REST API protocol.

Python 3.6: Language used for implementation of system.

1.3 Features

Live Data: Retrieve and access real-time data from over 20+ social media platforms.

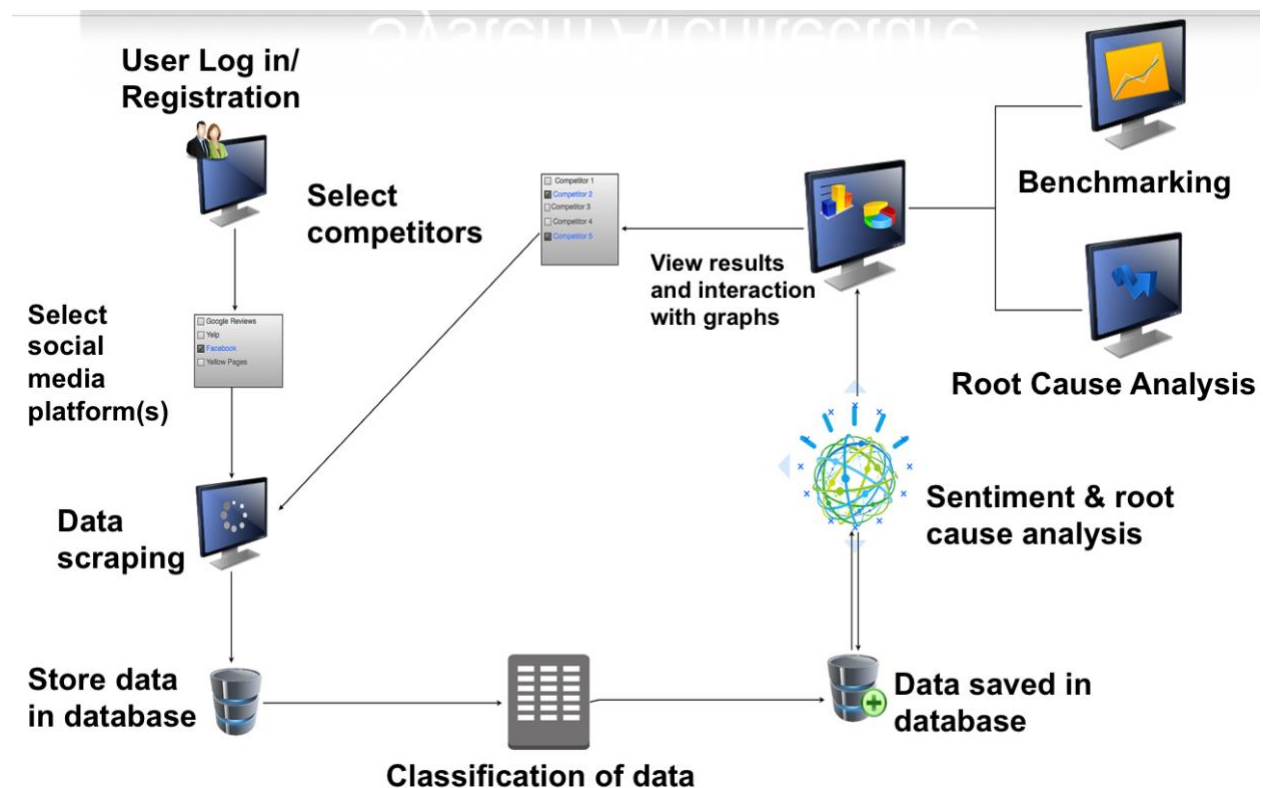
Automated Data Classification: Reviews retrieved from social media platforms are automatically classified into their respective categories for an easy service overview.

Sentiment Analysis: With our integrated sentiment analyzer which allows businesses to better understand their customers' sentiment expressed in their feedback.

Root-Cause Analysis: CAA identifies the root cause(s) for an over/under performance in particular service(s) which helps businesses understand what they are doing right/wrong, so they can maintain their service performance or fix the issue.

Benchmarking: Compare your service performance to that of your predominant competitors'. Have an insight of your competitor's customer feedback, all retrieved automatically to your dashboard.

1.4 System Overview



1.4 Intended Users

Crystal Advanced Analytics was designed for users with a business, organization or any kind of service that deals directly with customers. In order to use CAA, users must have at least one social media page with reviews from your customers. For a more accurate analysis, it is recommended to have more than one social media page.

2. Getting Started

2.1 System Requirements

CAA is a cross-platform tested application, that means it runs on most browser, such as Google Chrome, Safari, Mozilla Firefox, Internet Explorer among others. Due to its responsive design, Crystal Advanced Analytics is compatible with different types of devices including desktop computers, laptops, tablet, mobile phones etc. To access CAA, the user must have access to internet.

2.2 Accessing Crystal Advanced Analytics

CAA can be accessed from any web browsers on <http://167.99.11.105:9000/>. In order to use CAA, users must have an active account. Follow instructions on section 2.3 on how to sign up for a new account or section 2.4 for logging in back to your account.

2.3 New Users / Register

In order to access the different features and tools provided by Crystal Advanced Analytics, users must sign up to CAA using a valid email address and select a valid password.

2.4 Returning Users / Log in

To log back in to your dashboard, log in back to CAA using your username and password your provided while registering your account.

2.5 Resetting Password

If you forgot your password, you could easily reset it using the 'Forgot password' option on found on the sign-in page. This would redirect you to the resetting your password screen.

3. Exploring CAA