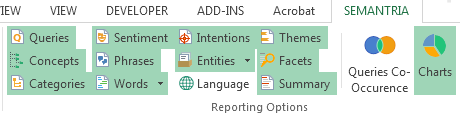
1. If you are in RBB113, go to step 3!!! To install Semantria onto your personal Windows laptop/PC, Create a Semantria account
   1. Go to the “Signup for Free” page

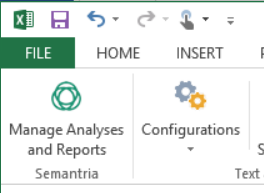
<http://semantria.com/signup/offer/0012f236-78b4-4bc9-9e95-b4ac25678a0c>

* 1. Complete your registration page and make sure that you put in FSU for the Company and use your FSU email address. No spam will be sent to this account per my agreement with Semantria
  2. This will then send you an email with two registration #’s
     1. An API key
     2. API Secret
     3. Please keep this email for the rest of the semester in case you need to re-install or install this software onto your personal machine

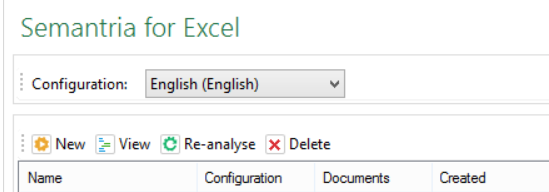
1. Install Semantria – **RBA113 THIS STEP HAS ALREADY BEEN COMPLETED SO YOU CAN SKIP THIS STEP IF THAT IS WHERE YOU ARE SITTING!**
   1. If you are installing it on your personal machine, you need to know what version of Windows you are running and what version of Excel you are running you will also need to know whether you are running the 32-bit or the 64-bit version of both.
   2. <http://windows.microsoft.com/en-US/windows/which-operating-system>
   3. To determine 32 or 64 in Excel, go to File/Account then click on the About Excel button
      1. Or you can do what I did and guess and hope that you got the right version, if you did not, go back and pick the other ☺
   4. Go to the Click on this page (<https://semantria.com/excel>) and click the download button and then install it on your machine.
2. If you are working on a PC in our RBB113 classroom or the RBB118 computer lab and are asked for the API Ken & Secret, here are the values for this semester’s students.
   1. API Key: 03e51152-e5e1-4f8b-b69e-3e350b216936
   2. Secret: 68e9ace0-4cd4-48ba-b210-1bb94912abf0
3. There are several training videos that you should watch prior to starting your homework but this lab will work you through the contents of several of them!
4. Run your first **Sentiment Analysis** - Open up your file that you want to analyze in Excel. You should now have a new tab on your ribbon that reads “Semantria”. (In case you cannot see the Semantria ribbon, go to File > Options > Add-Ins > Select “Semantria.Excel” and Manage as “COM Add-ins” > OK) When prompted for your key and secret, copy and paste the value above into the appropriate fields.
   1. By default Semantria wants to do all kinds of analyses.



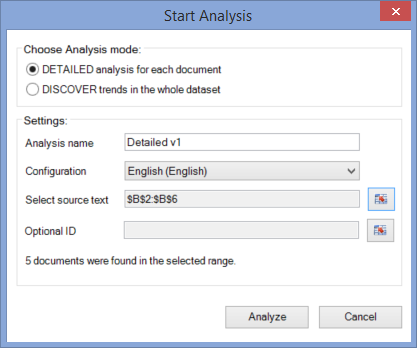
* 1. Check all of the highlighted boxes **except Language.** Also check **Charts**
  2. Click on **Manage Analyses and Reports**



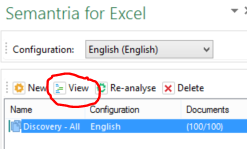
* 1. Use the wizard to create a new analysis by clicking **New** button.



* 1. Per the screenshot below: The analysis mode should be set to “**DETAILED analysis for each document”** and select the source text that you want to analyze. Name the analysis as “Detailed ver1”. If you are just practicing, select just a few cells as you have a limited number of records (10,000 I believe) that you are allowed to analyze this semester runs before you run out.
  2. Click on the **Analyze** button

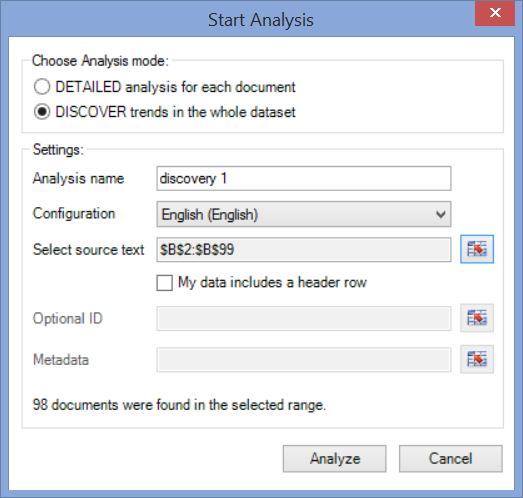


* 1. Once the configuration turns green, click on it and then click on “View”

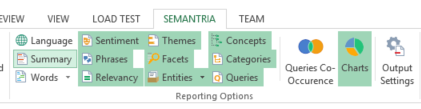


* 1. Study all sheets that Semantria created to see what info is contained on each. FYI… The “**Words**” page is new and does not render any results for this dataset.

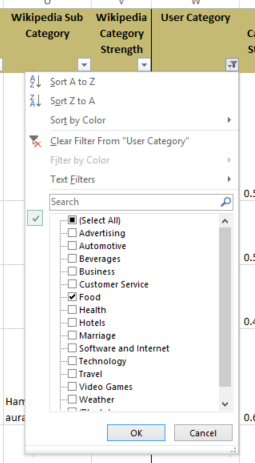
1. Run **Discovery Mode** on your dataset to see frequency of words.
   1. Check **Theme:** a noun phrase that is meant to give meaning to a sentence. The “**Theme**” shows some of the key words or phrases and the Sentiment Polarity of each.
   2. Check **Facet.** A frequently occurring word in your dataset. After you run your initial discovery mode, you will see “Attributes” in your facet table. These are words that describe the facets.
   3. Check **Entities**: proper nouns such as people, places and things.
   4. Click on **Manage Analyses and Reports**. Then Click on **New** button.
   5. Choose analysis mode should be **DISCOVER trends in the whole dataset.** Call your analysis name, “Discovery” and select the source text that you want to analyze. **This should be all 100 rows of the data in column B of your original dataset on the sentiment\_bellagio tab.**



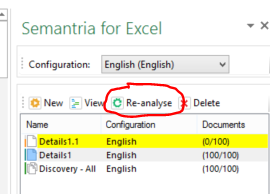
1. Add some **User Categories** to enhance/train/customize your analysis “engine”:
   1. For example notice that “Food” was originally mentioned 10 times in your first Sentiment Discovery analysis from the previous step (in the Facets column).
   2. Click on the **Manage Categories** button
      1. Add a new food category with a weight of 1
      2. Add some new synonyms that you want to use to catch additional sentiment about your food. Add User Category Samples (synonyms) of restaurant, menu and cuisine to the
      3. After adding these, make sure that your “Food” user category **still** has a weight of 1.
      4. Select all of the reporting options except for Language (since all of the comments are in English anyway)



* + 1. Create and run a new detailed analysis called “Detail1”. This will create 3 new sheets. Take a look at the contents of each one. Think for a moment about what do they tell/show you?
  1. On the “Details1\_Detailed” sheet generated by the analysis, use Excel to filter the output to include just the “food” user categories and then count up the rows. I now have 21 instead of the original 13. Look over the “source text” column to see what the text looks like for the different phrases used to determine a positive or negative sentiment. Are they in agreement?

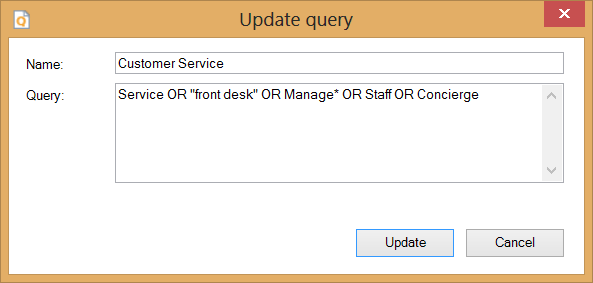


* 1. Create another User Category like “Staff” with 3-4 synonyms of waiter, valet, staff & customer service and give it a weight of 1.
  2. Re-analyze your Details1 project

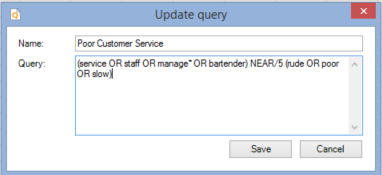


* 1. Doing this will created another analysis called Details1.1 and will have a new version of the sentiment analysis.
  2. Find another word or phrase from your auto-category words or theme words from your first analysis and create a category for it. Then use an online thesaurus (dictionary.com) or the one in MS word to find a few synonyms for this new category and then add the new synonyms (as well as the word itself) and rerun another analysis.

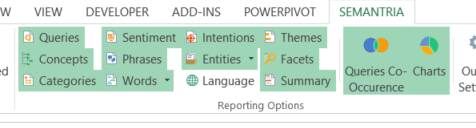
1. **Queries:** You only want to determine the sentiment and read the reviews about Customer Service:
   1. Click on Manage Queries and create query called **Customer Service**
   2. In the query field type in



* 1. Create another query called Poor Customer Service and use the following query that looks for negative words within 5 words of the root customer service words:



* 1. Create a new sentiment analysis and make sure that you select the “Queries Co-Occurrence” reporting option…



and then re-analyze your Details project and see what kind of results you get for these new queries.

* + 1. Go to the queries page and analyze the pivot table results to see the results for your new queries by adjusting the filter on the Query Category of Customer Service and then see what folks are saying about Service, front desk, any word with a stem of manage, staff or concierge.
    2. Look at the results of your Poor Customer Service query as well.

1. Go Home!!!