Results of program running of text analytics

Document Sentiment: mixed

Overall scores: positive=0.490; neutral=0.170; negative=0.340

[Offset: 0, Length: 233]

Sentence 1 sentiment: negative

Sentence score:

Positive=0.020

Neutral=0.440

Negative=0.540

[Offset: 234, Length: 218]

Sentence 2 sentiment: positive

Sentence score:

Positive=0.940

Neutral=0.050

Negative=0.010

[Offset: 453, Length: 138]

Sentence 3 sentiment: positive

Sentence score:

Positive=0.630

Neutral=0.320

Negative=0.050

[Offset: 592, Length: 204]

Sentence 4 sentiment: negative

Sentence score:

Positive=0.000

Neutral=0.000

Negative=1.000

[Offset: 797, Length: 74]

Sentence 5 sentiment: positive

Sentence score:

Positive=0.960

Neutral=0.020

Negative=0.020

[Offset: 875, Length: 149]

Sentence 6 sentiment: neutral

Sentence score:

Positive=0.340

Neutral=0.610

Negative=0.050

[Offset: 1025, Length: 124]

Sentence 7 sentiment: neutral

Sentence score:

Positive=0.120

Neutral=0.860

Negative=0.020

[Offset: 1150, Length: 77]

Sentence 8 sentiment: neutral

Sentence score:

Positive=0.110

Neutral=0.880

Negative=0.010

[Offset: 1228, Length: 108]

Sentence 9 sentiment: neutral

Sentence score:

Positive=0.340

Neutral=0.640

Negative=0.020

[Offset: 1337, Length: 134]

Sentence 10 sentiment: negative

Sentence score:

Positive=0.010

Neutral=0.120

Negative=0.870

[Offset: 1472, Length: 146]

Sentence 11 sentiment: neutral

Sentence score:

Positive=0.020

Neutral=0.970

Negative=0.010

[Offset: 1619, Length: 153]

Sentence 12 sentiment: positive

Sentence score:

Positive=0.500

Neutral=0.470

Negative=0.030

[Offset: 1773, Length: 83]

Sentence 13 sentiment: neutral

Sentence score:

Positive=0.000

Neutral=1.000

Negative=0.000

[Offset: 1857, Length: 132]

Sentence 14 sentiment: negative

Sentence score:

Positive=0.000

Neutral=0.000

Negative=1.000

[Offset: 1990, Length: 116]

Sentence 15 sentiment: neutral

Sentence score:

Positive=0.000

Neutral=1.000

Negative=0.000

[Offset: 2107, Length: 178]

Sentence 16 sentiment: positive

Sentence score:

Positive=0.920

Neutral=0.050

Negative=0.030

[Offset: 2286, Length: 70]

Sentence 17 sentiment: negative

Sentence score:

Positive=0.120

Neutral=0.080

Negative=0.800

[Offset: 2357, Length: 161]

Sentence 18 sentiment: neutral

Sentence score:

Positive=0.000

Neutral=0.910

Negative=0.090

[Offset: 2519, Length: 115]

Sentence 19 sentiment: neutral

Sentence score:

Positive=0.070

Neutral=0.910

Negative=0.020

[Offset: 2635, Length: 147]

Sentence 20 sentiment: neutral

Sentence score:

Positive=0.320

Neutral=0.670

Negative=0.010

[Offset: 2786, Length: 79]

Sentence 21 sentiment: positive

Sentence score:

Positive=0.540

Neutral=0.430

Negative=0.030

[Offset: 2866, Length: 157]

Sentence 22 sentiment: positive

Sentence score:

Positive=0.940

Neutral=0.050

Negative=0.010

[Offset: 3024, Length: 123]

Sentence 23 sentiment: neutral

Sentence score:

Positive=0.150

Neutral=0.840

Negative=0.010

[Offset: 3148, Length: 135]

Sentence 24 sentiment: neutral

Sentence score:

Positive=0.180

Neutral=0.760

Negative=0.060

[Offset: 3284, Length: 114]

Sentence 25 sentiment: positive

Sentence score:

Positive=0.750

Neutral=0.230

Negative=0.020

[Offset: 3399, Length: 135]

Sentence 26 sentiment: neutral

Sentence score:

Positive=0.030

Neutral=0.530

Negative=0.440

Named Entities:

('Text: ', u'INTEROFFICE MEMORANDUM', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 0, 'Length: ', 0, 'Confidence Score: ', 0.8)

('Text: ', u'Beth Springer', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 33, 'Length: ', 33, 'Confidence Score: ', 0.97)

('Text: ', u'John Repogle', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 52, 'Length: ', 52, 'Confidence Score: ', 0.82)

('Text: ', u'CEO', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 66, 'Length: ', 66, 'Confidence Score: ', 0.79)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 82, 'Length: ', 82, 'Confidence Score: ', 0.97)

('Text: ', u'8/19/2019', 'Category: ', u'DateTime', 'SubCategory: ', u'Date', 'Offset: ', 102, 'Length: ', 102, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 166, 'Length: ', 166, 'Confidence Score: ', 0.77)

('Text: ', u'purchasing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 210, 'Length: ', 210, 'Confidence Score: ', 0.8)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 221, 'Length: ', 221, 'Confidence Score: ', 0.94)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 248, 'Length: ', 248, 'Confidence Score: ', 0.87)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 269, 'Length: ', 269, 'Confidence Score: ', 0.76)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 289, 'Length: ', 289, 'Confidence Score: ', 0.87)

('Text: ', u'acquisition', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 353, 'Length: ', 353, 'Confidence Score: ', 0.8)

('Text: ', u'business', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 434, 'Length: ', 434, 'Confidence Score: ', 0.8)

('Text: ', u'Implementing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 453, 'Length: ', 453, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 492, 'Length: ', 492, 'Confidence Score: ', 0.93)

('Text: ', u'competitors', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 523, 'Length: ', 523, 'Confidence Score: ', 0.78)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 596, 'Length: ', 596, 'Confidence Score: ', 0.44)

('Text: ', u'impact', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 637, 'Length: ', 637, 'Confidence Score: ', 0.8)

('Text: ', u'fans', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 666, 'Length: ', 666, 'Confidence Score: ', 0.87)

('Text: ', u'Clorox', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 706, 'Length: ', 706, 'Confidence Score: ', 0.33)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 820, 'Length: ', 820, 'Confidence Score: ', 0.95)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 859, 'Length: ', 859, 'Confidence Score: ', 0.99)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 880, 'Length: ', 880, 'Confidence Score: ', 0.42)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 901, 'Length: ', 901, 'Confidence Score: ', 0.85)

('Text: ', u'now', 'Category: ', u'DateTime', 'SubCategory: ', None, 'Offset: ', 919, 'Length: ', 919, 'Confidence Score: ', 0.8)

('Text: ', u'consumer', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 961, 'Length: ', 961, 'Confidence Score: ', 0.56)

('Text: ', u'competitors', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 1000, 'Length: ', 1000, 'Confidence Score: ', 0.69)

('Text: ', u'research', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1038, 'Length: ', 1038, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 1055, 'Length: ', 1055, 'Confidence Score: ', 0.85)

('Text: ', u'53%', 'Category: ', u'Quantity', 'SubCategory: ', u'Percentage', 'Offset: ', 1064, 'Length: ', 1064, 'Confidence Score: ', 0.8)

('Text: ', u'consumers', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 1071, 'Length: ', 1071, 'Confidence Score: ', 0.78)

('Text: ', u'purchasing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1090, 'Length: ', 1090, 'Confidence Score: ', 0.8)

('Text: ', u'within the next year', 'Category: ', u'DateTime', 'SubCategory: ', u'DateRange', 'Offset: ', 1128, 'Length: ', 1128, 'Confidence Score: ', 0.8)

('Text: ', u'consumers', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 1156, 'Length: ', 1156, 'Confidence Score: ', 0.86)

('Text: ', u'now', 'Category: ', u'DateTime', 'SubCategory: ', None, 'Offset: ', 1271, 'Length: ', 1271, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 1337, 'Length: ', 1337, 'Confidence Score: ', 0.84)

('Text: ', u'57%', 'Category: ', u'Quantity', 'SubCategory: ', u'Percentage', 'Offset: ', 1420, 'Length: ', 1420, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 1472, 'Length: ', 1472, 'Confidence Score: ', 0.93)

('Text: ', u'now', 'Category: ', u'DateTime', 'SubCategory: ', None, 'Offset: ', 1484, 'Length: ', 1484, 'Confidence Score: ', 0.8)

('Text: ', u'natural cleaning', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1535, 'Length: ', 1535, 'Confidence Score: ', 0.8)

('Text: ', u"Burt's Bees", 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 1669, 'Length: ', 1669, 'Confidence Score: ', 0.41)

('Text: ', u'research', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1681, 'Length: ', 1681, 'Confidence Score: ', 0.8)

('Text: ', u'competitor', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 1715, 'Length: ', 1715, 'Confidence Score: ', 0.7)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 1742, 'Length: ', 1742, 'Confidence Score: ', 0.82)

('Text: ', u'testing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1764, 'Length: ', 1764, 'Confidence Score: ', 0.8)

('Text: ', u'products', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1779, 'Length: ', 1779, 'Confidence Score: ', 0.8)

('Text: ', u'testing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1862, 'Length: ', 1862, 'Confidence Score: ', 0.8)

('Text: ', u'insight', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 1880, 'Length: ', 1880, 'Confidence Score: ', 0.8)

('Text: ', u'Natural Products Association', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 1954, 'Length: ', 1954, 'Confidence Score: ', 0.59)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 2003, 'Length: ', 2003, 'Confidence Score: ', 0.99)

('Text: ', u'natural cleaning', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 2070, 'Length: ', 2070, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 2107, 'Length: ', 2107, 'Confidence Score: ', 0.92)

('Text: ', u'producing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 2236, 'Length: ', 2236, 'Confidence Score: ', 0.8)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 2286, 'Length: ', 2286, 'Confidence Score: ', 0.98)

('Text: ', u'impact', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 2327, 'Length: ', 2327, 'Confidence Score: ', 0.8)

('Text: ', u'now', 'Category: ', u'DateTime', 'SubCategory: ', None, 'Offset: ', 2420, 'Length: ', 2420, 'Confidence Score: ', 0.8)

('Text: ', u'consumers', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 2462, 'Length: ', 2462, 'Confidence Score: ', 0.86)

('Text: ', u'bleach', 'Category: ', u'Product', 'SubCategory: ', None, 'Offset: ', 2481, 'Length: ', 2481, 'Confidence Score: ', 0.68)

('Text: ', u'Clorox', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 2511, 'Length: ', 2511, 'Confidence Score: ', 0.2)

('Text: ', u"Burt's Bees", 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 2519, 'Length: ', 2519, 'Confidence Score: ', 0.35)

('Text: ', u'consumers', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 2569, 'Length: ', 2569, 'Confidence Score: ', 0.85)

('Text: ', u'consumer market', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 2684, 'Length: ', 2684, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 2786, 'Length: ', 2786, 'Confidence Score: ', 0.93)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 2833, 'Length: ', 2833, 'Confidence Score: ', 0.96)

('Text: ', u'Clorox', 'Category: ', u'Organization', 'SubCategory: ', None, 'Offset: ', 2871, 'Length: ', 2871, 'Confidence Score: ', 0.63)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 2889, 'Length: ', 2889, 'Confidence Score: ', 0.93)

('Text: ', u'business', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 2901, 'Length: ', 2901, 'Confidence Score: ', 0.8)

('Text: ', u'impact', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 3016, 'Length: ', 3016, 'Confidence Score: ', 0.8)

('Text: ', u'consumer market', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 3078, 'Length: ', 3078, 'Confidence Score: ', 0.8)

('Text: ', u'consumers', 'Category: ', u'PersonType', 'SubCategory: ', None, 'Offset: ', 3099, 'Length: ', 3099, 'Confidence Score: ', 0.86)

('Text: ', u'Implementing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 3148, 'Length: ', 3148, 'Confidence Score: ', 0.8)

('Text: ', u'producing', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 3245, 'Length: ', 3245, 'Confidence Score: ', 0.8)

('Text: ', u'Clorox', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 3284, 'Length: ', 3284, 'Confidence Score: ', 0.43)

('Text: ', u'reliable', 'Category: ', u'Skill', 'SubCategory: ', None, 'Offset: ', 3366, 'Length: ', 3366, 'Confidence Score: ', 0.8)

('Text: ', u'Burt', 'Category: ', u'Person', 'SubCategory: ', None, 'Offset: ', 3408, 'Length: ', 3408, 'Confidence Score: ', 0.98)

Key Phrases:

line of eco-friendly products

eco-friendly market

competitor's products

eco-friendly consumer market

eco-friendly values

natural cleaning products

Burt's Bees brand

Clorox's brand of natural products

hearing Clorox

Clorox's purchase of Burt's Bees

Burt's Bees research lab

Burt's Bees business practices

Clorox’s purchase of Burt's Bees

Burt’s Bees

Natural Products Association label

successful eco-friendly business

acquisition

need

consumers

standard

insight

Clorox's reputation

positive impact

Clorox's new initiative

negative impact

company

benefit

competitors

testing

fans

advantage

bleach

plan

profitability

John Repogle

CEO

Beth Springer

VP

companies

cost

position

fact

year

INTEROFFICE MEMORANDUM

efforts

case

luxury

Subject

Date

information