RForcecom: an R package which provides a connection to Force.com and Salesforce.com

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Nowadays, cloud computing systems are becoming more common, especially the SaaS (Software-as-a-Service) enterprise system. One of the key features of an enterprise system is the CRM (Customer Relationship Management) area. Salesforce.com [1] is a well-known SaaS-based CRM service [2]. Companies using these kinds of SaaS services need to retrieve datasets from them, in order to run their statistical analyses, since the data is stored inside cloud servers.

I have developed an R-Package called "**RForcecom**" [3], which provides a connection to Salesforce.com and Force.com via REST API. **RForcecom** has various features to which enable datasets to exchange information with Salesforce.com and retrieve a dataset, delete, create, update and upsert records in Salesforce.com. In addition, it has an SOQL (Salesforce Object Query Language) and an SOSL (Salesforce Object Search Language) interface to query and search records.

In this presentation, I'm going to illustrate with the aid of an example relating to the analysis of CRM data using **RForcecom**. My example contains some procedures: first, retrieving a dataset from Salesforce.com using **RForcecom**; second, extracting high-frequency keywords and buzz-words using a Natural Language Processing (NLP) algorithm; and finally, visualizing the words as a word cloud, which will assist corporate staff, managers and executives to grasp their consumers' voice.

References

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