

Zoho Analytics - Hands On (Sentimental analysis)

Step 1: Sign in and create a workspace

1. Go to Zoho Analytics and log in.
2. Click "Create Workspace".
3. Name it: Social Media Sentiment Analysis.
4. Click "Import Your Data" → choose CSV Upload.
5. Upload the CSV (the sample table we just discussed).

Tip: Make sure column types are correct:

- Date → Date type
- Likes & Shares → Numeric
- Sentiment_Score → Numeric
- Sentiment_Label → Text

Click Finish → Zoho will create your data table.

Step 2: Check and clean data

1. Open your imported table.
2. Check each column:
 - No missing dates or numbers.
 - Sentiment_Score should be between -1 and 1.
3. Optional: Remove duplicate rows
 - Data Table → Tools → Remove Duplicate Rows

Step 3: Create new columns (optional but useful)

1. Engagement

Measure total user engagement (likes + shares).

Formula Column:

"Likes" + "Shares"

Name: Engagement

2. Sentiment Bucket (if you want easier grouping)

Convert numeric scores into Positive / Neutral / Negative based on thresholds:

Formula Column:

if("Sentiment_Score" >= 0.35, 'Positive', if("Sentiment_Score" <= -0.35, 'Negative', 'Neutral'))

Name: Sentiment_Bucket

Tip: This helps in charts like pie or stacked bar.

Step 4: Create your first report – Sentiment over time

Goal: Show how average sentiment changes over time.

1. Go to Reports → New Report → Chart View.
2. Select your table.
3. Chart setup:
 - X-Axis: Date (Group by Month / Week / Day)
 - Y-Axis: Sentiment_Score → Aggregate = Average
 - Chart type: Line Chart
4. Options:
 - Title: Average Sentiment Over Time
 - Show tooltip: Avg Sentiment + Count of posts

Interpretation:

- Values near +1 → positive public opinion
- Values near -1 → negative opinion

Step 5: Create sentiment distribution chart

Goal: See proportion of Positive, Neutral, Negative posts.

1. Reports → New Report → Chart View
2. Chart setup:
 - X-Axis: Sentiment_Bucket (or Sentiment_Label)
 - Y-Axis: Count of records (Record Count)
 - Chart type: Pie Chart (or Stacked Bar if you want platform comparison)
3. Title: Sentiment Distribution

Interpretation:

- Large negative slice → many complaints
- Large positive slice → good reception

Step 6: Top Positive / Negative Posts Table

1. Reports → New Report → Table View
2. Columns: Date, Platform, User, Text, Likes, Shares, Sentiment_Score, Sentiment_Label
3. Sort by Sentiment_Score descending → Top Positive
4. Duplicate report, sort ascending → Top Negative

Tip: Helps review actual posts behind sentiment trends.

Step 7: Compare platforms (Avg Sentiment by Platform)

1. Reports → New Report → Chart View
2. Chart setup:
 - X-Axis: Platform
 - Y-Axis: Sentiment_Score → Aggregate = Average
 - Chart type: Bar Chart
3. Sort descending → see which platform has highest positive sentiment

Step 8: Engagement vs Sentiment Scatter Plot

Goal: Find posts with high engagement and negative sentiment.

1. Reports → New Report → Chart View → Scatter Plot
2. X-Axis: Sentiment_Score (numeric)
3. Y-Axis: Engagement (sum or avg)
4. Optional: Bubble Size = Likes
5. Tooltip: Text, Platform, User

Interpretation:

- High engagement + negative → viral complaints
- High engagement + positive → trending good posts

Step 9: Create a Dashboard

1. Dashboards → New Dashboard → Name: Social Media Sentiment Dashboard
2. Drag & drop reports:
 - Average Sentiment Over Time (line chart)
 - Sentiment Distribution (pie chart)
 - Avg Sentiment by Platform (bar chart)
 - Engagement vs Sentiment (scatter)
 - Top Positive / Negative Posts (tables)
3. Add Filters:
 - Date Range
 - Platform
 - Sentiment Label

Tip: Filters make the dashboard interactive — select a platform or date range, all charts update automatically.

Step 10: Add KPI Widgets (optional but powerful)

- Total Posts: count() of records
- Average Sentiment: avg(Sentiment_Score)
- Positive %: countif("Sentiment_Label" = 'Positive') / count("Text") → Format as %

Step 11: Analyze & Take Action

- Negative spikes → investigate Top Negative posts for complaints
- Positive trends → highlight/engage with users
- Platform differences → focus on improving weaker platforms
- Engagement analysis → respond to high-impact posts quickly

Congratulations! You now have a complete social media sentiment analysis workflow in Zoho Analytics Free Tier:

- Line chart → sentiment trend over time
- Pie/Bar → distribution of sentiment
- Scatter → engagement vs sentiment
- Tables → top positive/negative posts
- Dashboard → combined interactive view