



# User Guide

Social Media Browser R-3.5



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# 1. About this Guide

## 1.1. Document History

Product Version	Date (Release date)	Description
BDB Social Media Browser 1.0	June 9 <sup>th</sup> , 2015	First Release of the Document
BDB Social Media Browser 2.0	February 18 <sup>th</sup> , 2016	Updated Document
BDB Social Media Browser 2.5	Nov 9 <sup>th</sup> , 2016	Updated Document
BDB Social Media Browser 3.0	Aug 31 <sup>st</sup> , 2017	Updated Document
BDB Social Media Browser 3.2	February 2 <sup>nd</sup> , 2018	Updated Document
BDB Social Media Browser 3.5	April 15 <sup>th</sup> , 2018	Updated Document

## 1.2. Overview

This guide covers:

- Introduction and access to the BDB Social Media Browser
- Steps to Create, Schedule, and Analyze Social Media Search terms

## 1.3. Target Audience

The current document aims at business professionals and data analysts who use BDB Social Media Browser to extract data from the popular social media sites and perform various business analysis.

# 2. Introducing BDB Social Media Browser

## 2.1. Introduction to the BDB Social Media Browser

BDB Social Media Browser platform provides a common launchpad for searching, collating, and analyzing Social/Digital Media Data. It is a comprehensive solution to input a search term and fetches relevant data from various social media or e-commerce sites. Integration with BDB Dashboard Designer and BDB Sentiment Analyzer makes SMB a unique platform. SMB can visualize various analytical 'Key Performance Indicators' (KPIs) based on sentiment and mood of a created search term. This social media search platform can be used to analyze time bound reviews about a product or perform competitor analysis to identify the major influencers in Social Media Space.

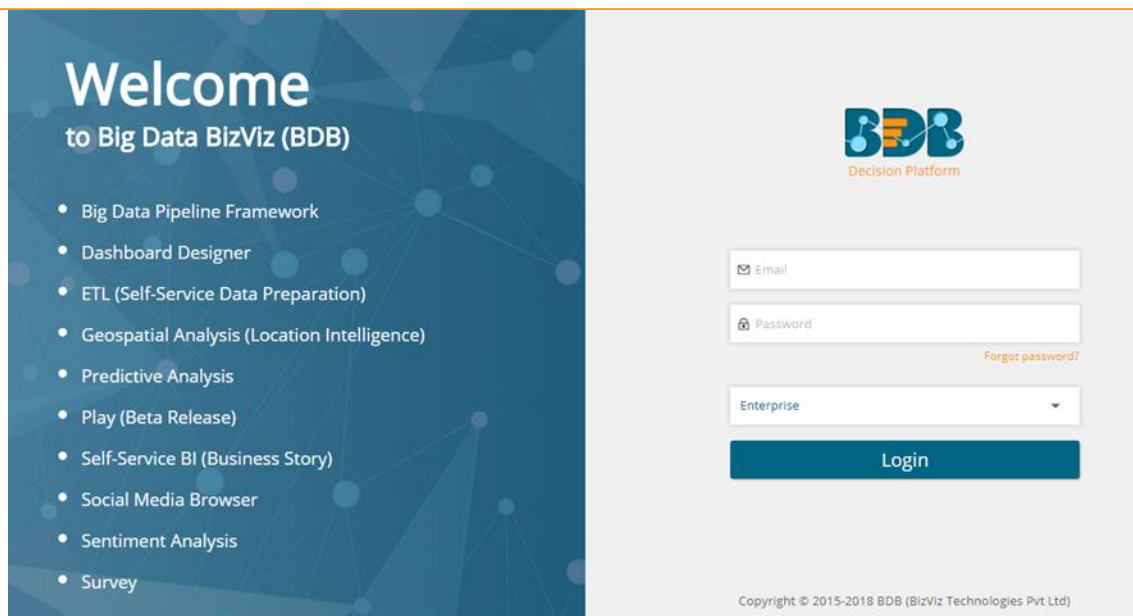
## 2.2. Prerequisites and Supported Devices

- A browser that supports HTML5
- Operating System: Windows 7
- Basic understanding of the BDB Server
- SMB is a web-based application so; the only requirement is a browser.
- SMB can be viewed only in web browsers (Mobile and tablet views are not supported).
- Software should support HTML5.
- Users should be permitted to access SMB from the User Management module of the BDB Platform.
- Users should be permitted to access Dashboard Designer and Sentiment Analyzer plugins from the User Management module of the BDB Platform.

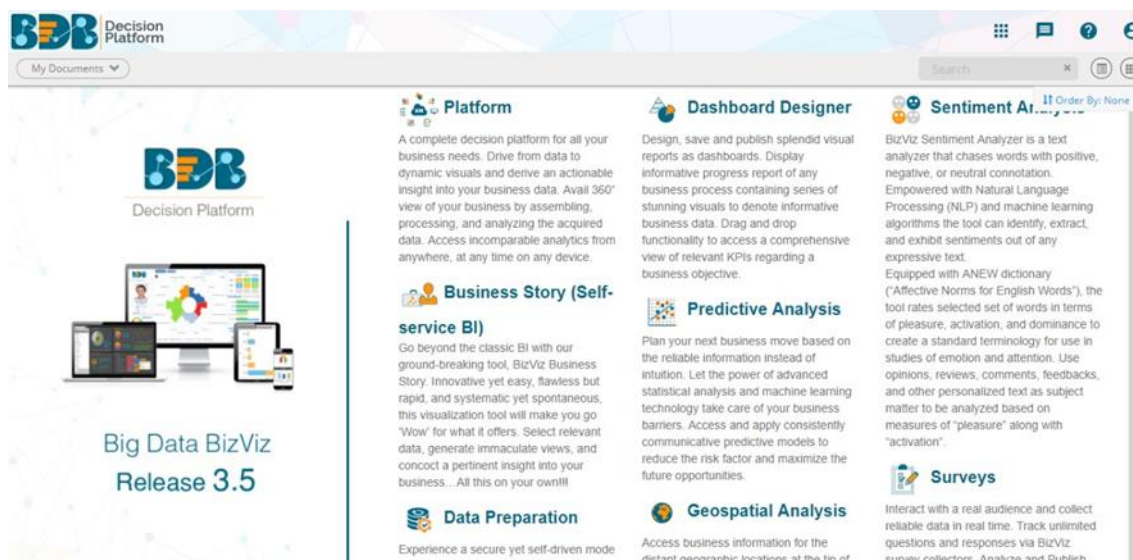
# 3. Getting Started with the BDB Social Media Browser


BDB Social Media Browser is a plugin application provided under BDB Platform.

- i) Open BDB Enterprise Platform Link: <http://apps.bdbizviz.com/app/>
- ii) Enter your credentials to Login.
- iii) Click the 'Login' option.



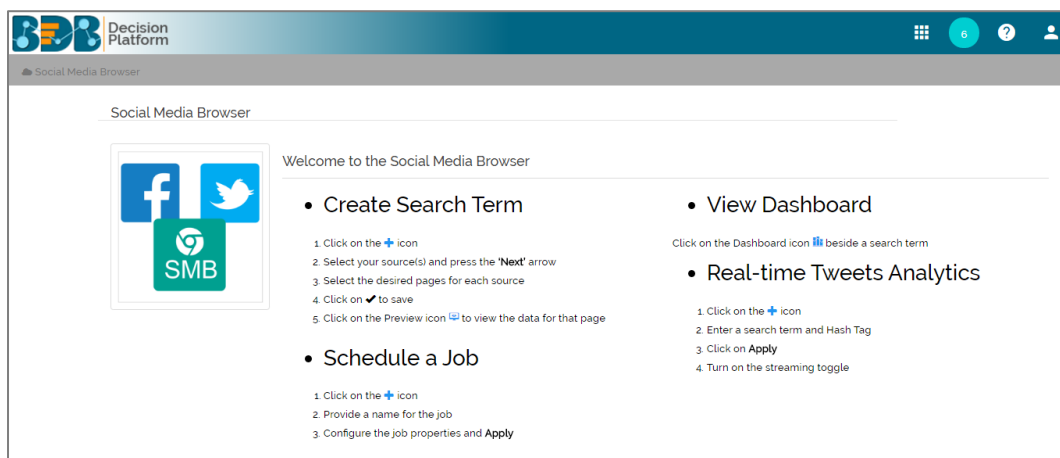
iv) BDB Platform homepage opens.



- v) Click on the 'Apps' menu  to display a list of all the available plugins.
- vi) Select 'Social Media' plugin from the list.

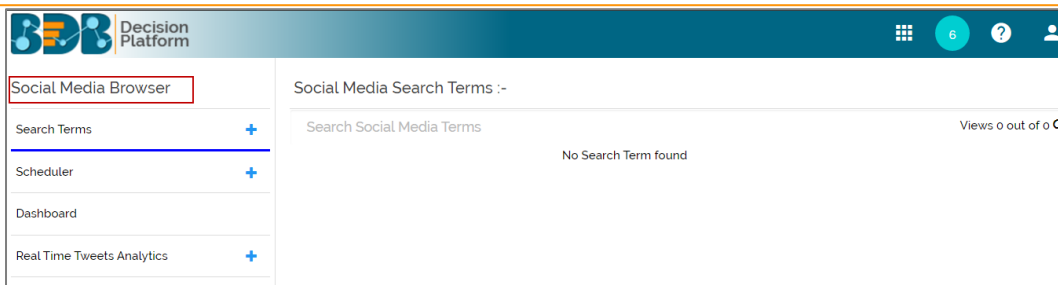


vii) Landing page for the SMB plugin opens.



viii) Click 'Social Media Browser' option provided on the top left side of the page.

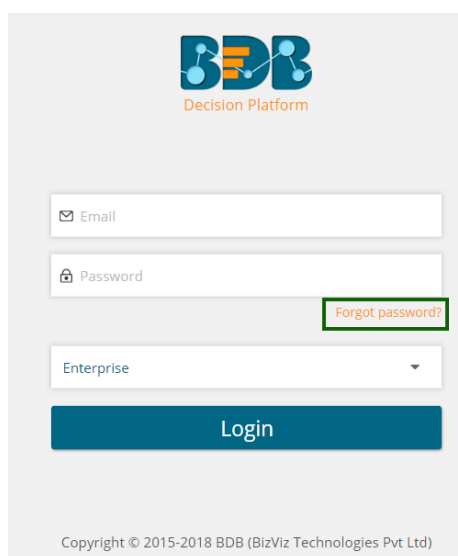
ix) The SMB homepage opens.



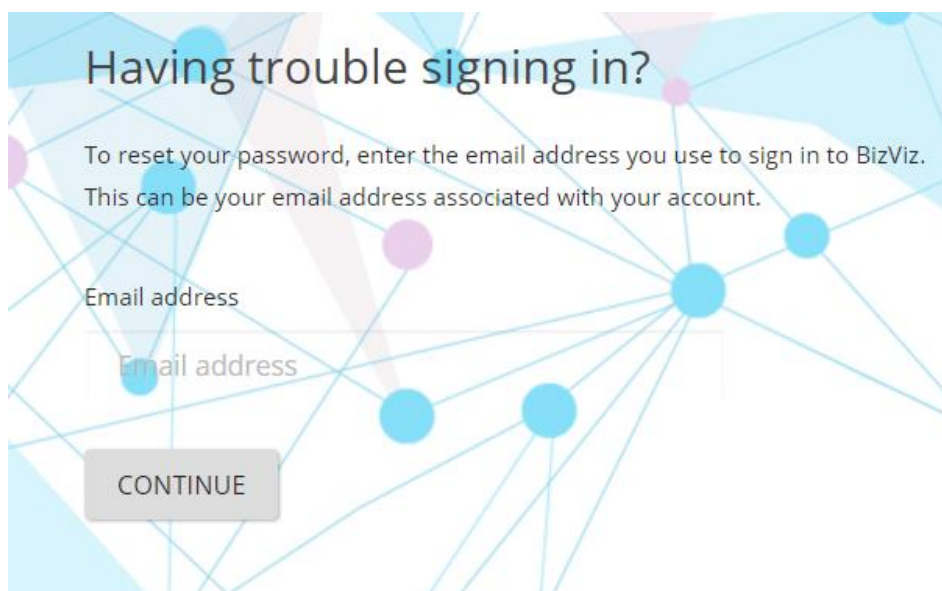
### 3.1. Forgot Password Option

Users are provided with a choice to change the password on the Login page of the platform.

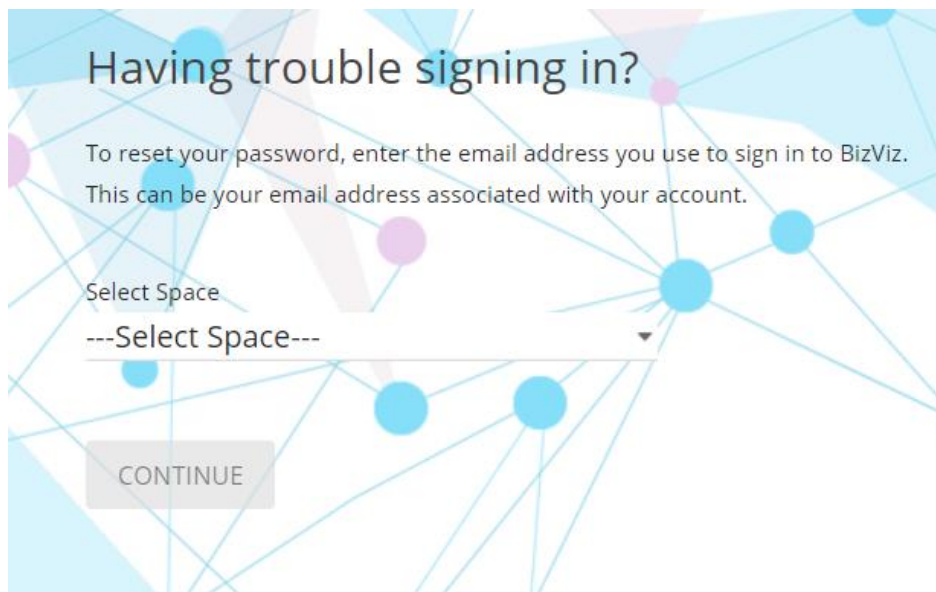
- i) Navigate to the Login page
- ii) Click 'Forgot Password?' option



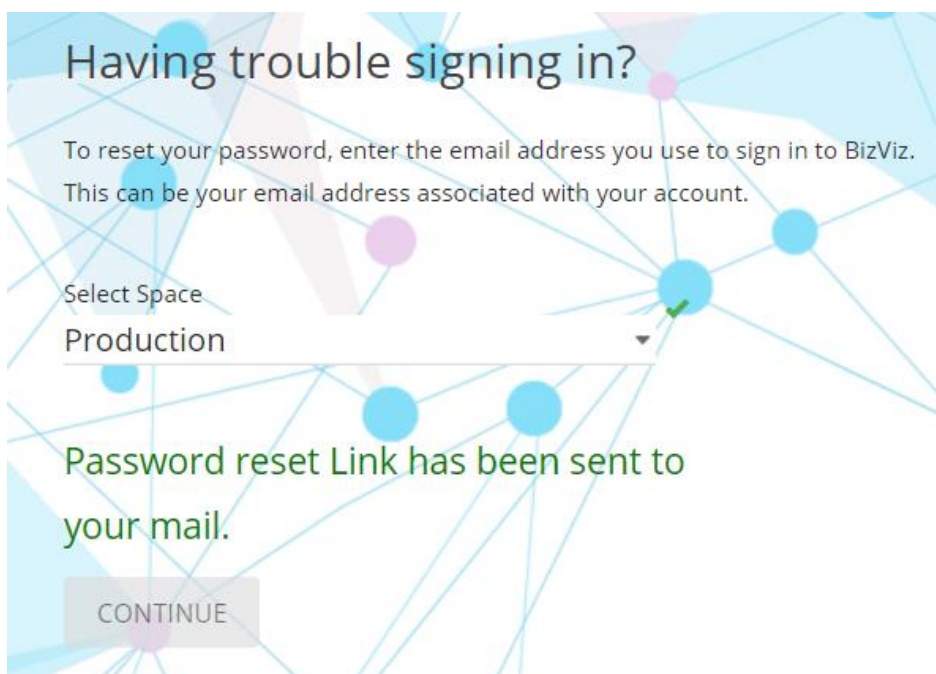
- iii) A new window opens
- iv) Provide the email id that is registered with BDB to send the reset password link
- v) Click 'Continue' option



- vi) Select a space and click the 'Continue' option

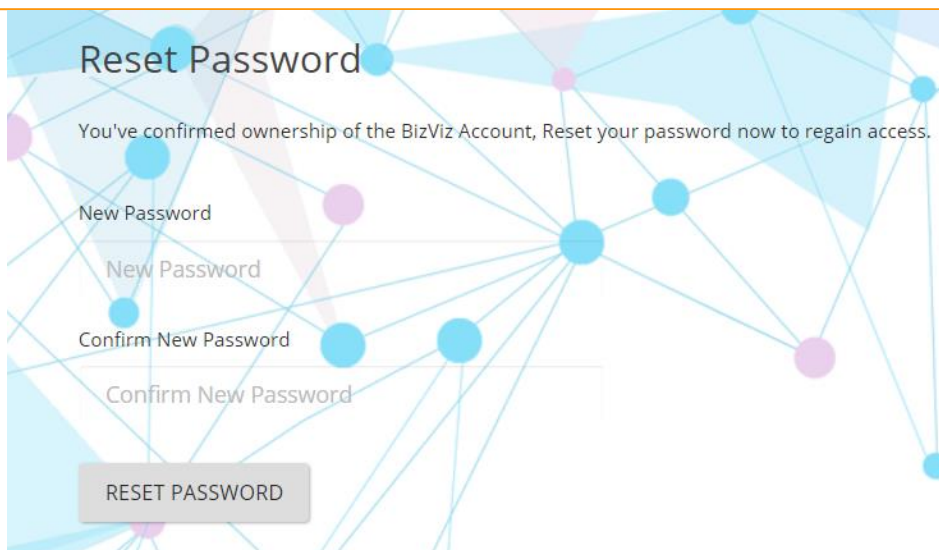


- vii) A notification appears stating that the reset password link has been sent to the registered email



- viii) Click the link from your registered email
- ix) The 'Reset Password' page opens to set a new password
- x) Set a new password
- xi) Confirm the newly set password
- xii) Click 'RESET PASSWORD' option






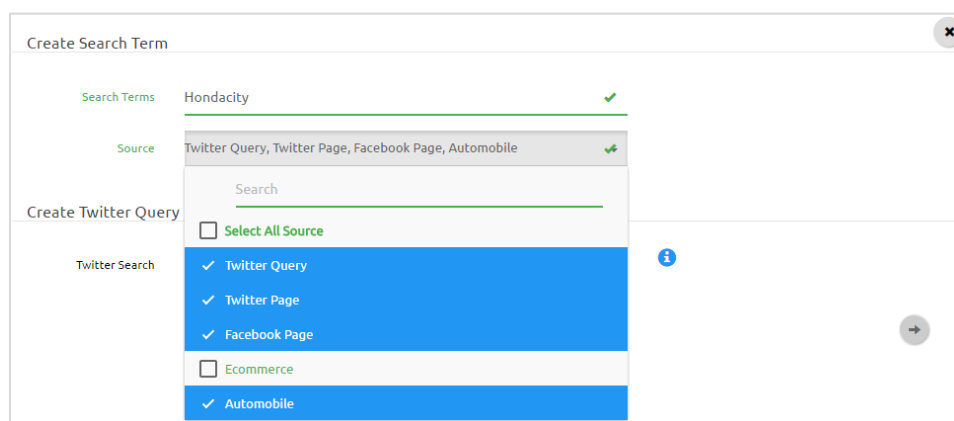
xiii) The password is reset for the selected BDB account

## 4. Search Terms

This section explains steps to create, edit, and delete a search term using various sources. All the created search terms list on the right side of the SMB home page.

### 4.1. Creating a New Search Term

- i) Navigate to the SMB home page
- ii) Click the 'Add'  button provided beside 'Search Terms' option
- iii) The 'Create Search Term' page is launched
- iv) Provide the following information:
  - **Search Terms:** Enter a desired search term in the given field
  - **Source:** Select a source/sources for the desired search term using a drop-down list




**Note:**

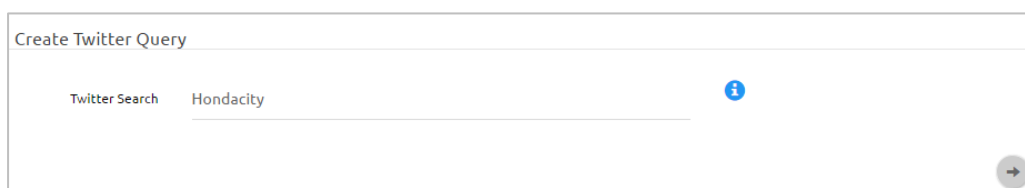
- a. Do not enter space or special characters while entering a new search term.
- b. Users can select multiple sources for a single search term.

- 1) Choose **'Select All Source'** option to select all the available sources from the **'Source'** drop-down menu.

## 4.2. Twitter Query


Twitter Query helps in extracting search term related tweets.

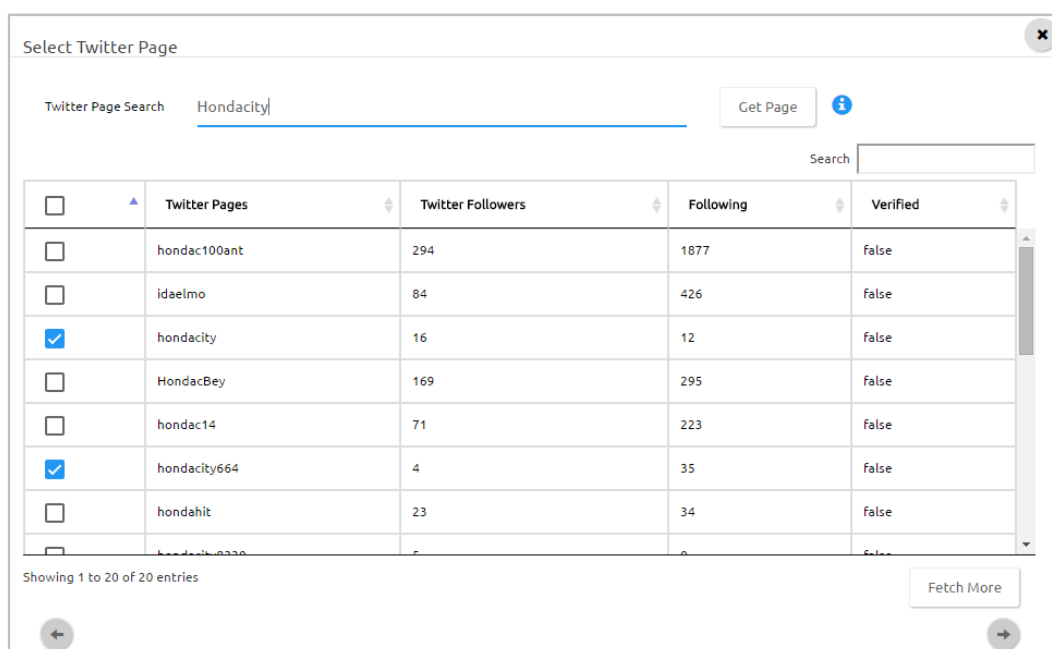
- i) Select **'Twitter Query'** from the **'Source'** drop-down menu
- ii) **'Create Twitter Query'** field option launched (on the same page)
- iii) The desired search term is taken in the **'Twitter Search'** field by default
- iv) Click the **'Next'** button  to proceed on the next page



## 4.3. Twitter Page(s)

This section lists search term related Twitter pages with the necessary details such as a count of **'Twitter Followers,' 'Following'** and mention of **'Verified'** category.

- i) Select **'Twitter Page'** from the **'Source'** drop-down menu
- ii) Users get redirected to the **'Select Twitter Page'** window.
- iii) The **'Twitter Page Search'** field displays with the desired search term (by default).
- iv) All the available twitter pages regarding the desired search term get listed below.
- v) Use a check mark in the box to select a twitter page from the list (as shown below)
- vi) Click the **'Next'** button  to proceed on the next page



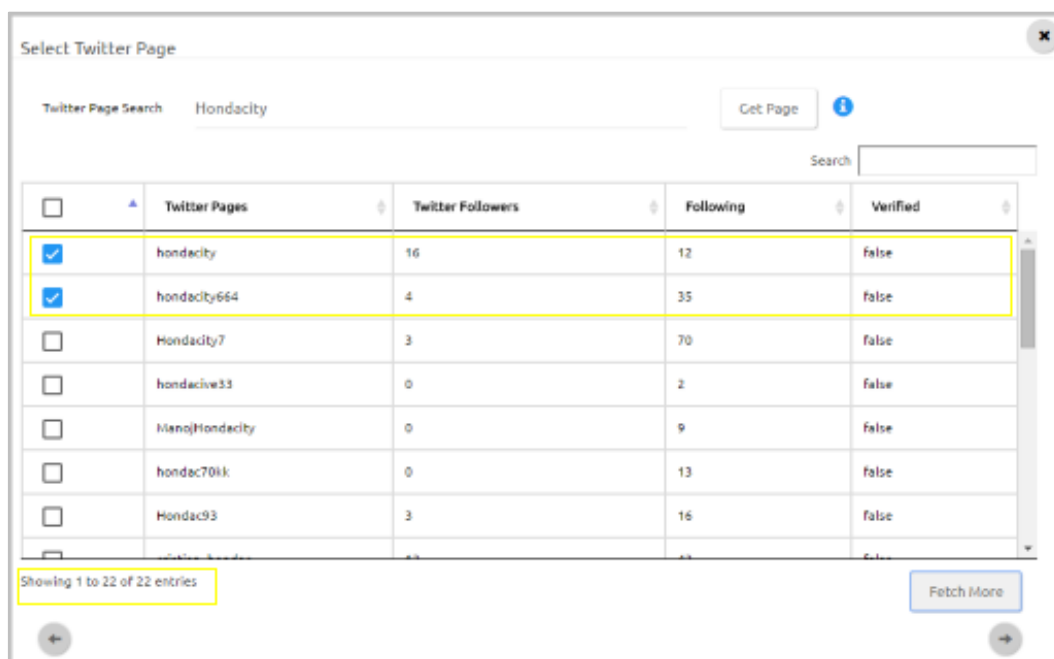
<input type="checkbox"/>	Twitter Pages	Twitter Followers	Following	Verified
<input type="checkbox"/>	hondac100ant	294	1877	false
<input type="checkbox"/>	idaelmo	84	426	false
<input checked="" type="checkbox"/>	hondacity	16	12	false
<input type="checkbox"/>	HondacBey	169	295	false
<input type="checkbox"/>	hondac14	71	223	false
<input checked="" type="checkbox"/>	hondacity664	4	35	false
<input type="checkbox"/>	hondahit	23	34	false
<input type="checkbox"/>	hondacity6330	5	6	false

Showing 1 to 20 of 20 entries

Fetch More


**Note:**

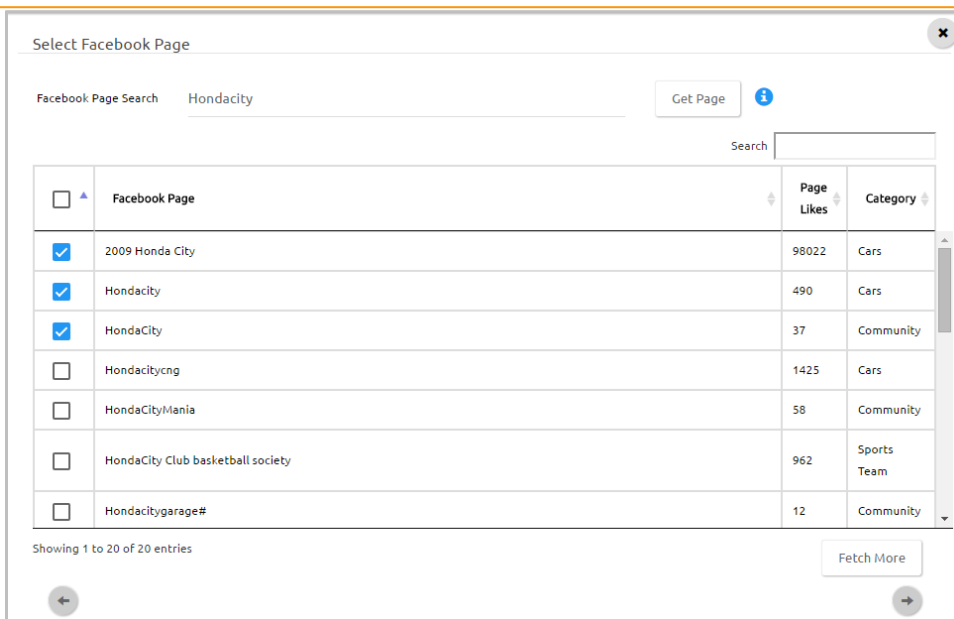
- a. The user can select multiple Twitter Pages for a single search term.
- b. Click the 'Get Page' button to search for customized search terms.
- c. Click the 'Fetch More' button to display the remaining Twitter pages for the desired search term.  
**E.g.**, If 2 Twitter Pages are selected out of first 20 entries for 'Hondacity' search term. (Refer the image inserted for 4.3) -> Click on the 'Fetch More' button -> It will display all the selected pages on the top of the list followed by the remaining pages.  
 Hence, out of 22 total displayed entries (Refer to the below-given image) 2 are carried forward/ selected entries from the previous page, and 20 are remaining entries for the desired search term.



#### 4.4. Facebook Page(s)

This section lists search term related Facebook pages with the necessary details such as a count of 'Page Likes' and 'Category.'

- i) Select 'Facebook Page' option from the 'Source' drop-down menu.
- ii) The 'Select Facebook Page' option appears.
- iii) The 'Facebook Page Search' field displays the desired search term (by default).
- iv) All the available Facebook pages pointing the desired search term get listed below.
- v) Use a check mark in the given checkbox to select a Facebook page from the list (as shown below).
- vi) Click the 'Next' button  to proceed on the next page.

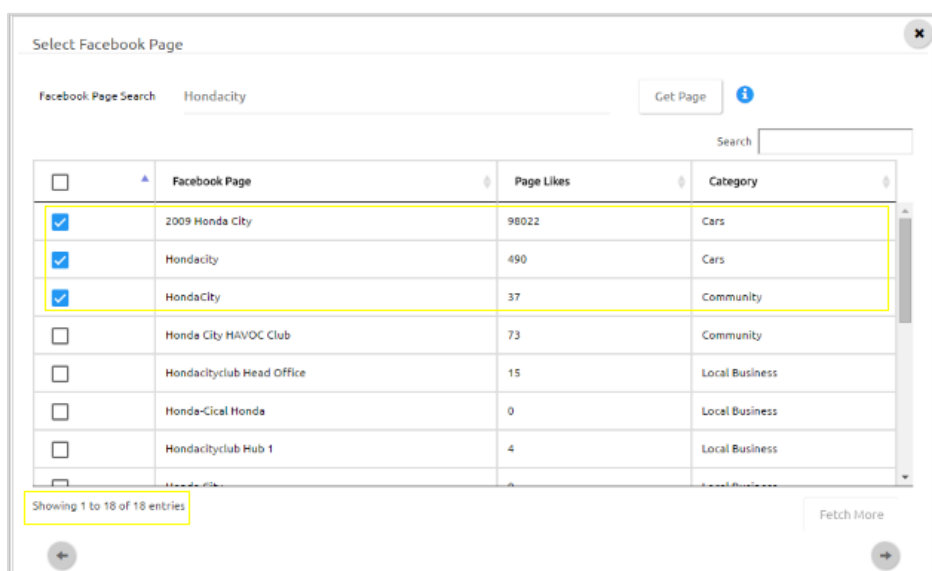


**Note:**

- The user can select multiple Facebook Pages for a single search term.
- Click the 'Get Page' button, when you want to search for customized search terms.
- Click the 'Fetch More' button to display the remaining Facebook Pages (other than first 20 displayed entries) for the desired search term.

**E.g.,** If 3 Facebook Pages are selected out of first 20 entries for 'Hondacity' search term. (Refer the image inserted for 4.4). -> Click on the 'Fetch More' button -> It displays all the selected pages on the top of the list followed by the remaining pages.


Hence, out of 18 total displayed entries (Refer to the below-given image) 3 are carried forward/ selected entries from the previous page, and 15 are the remaining entries for the desired search term.

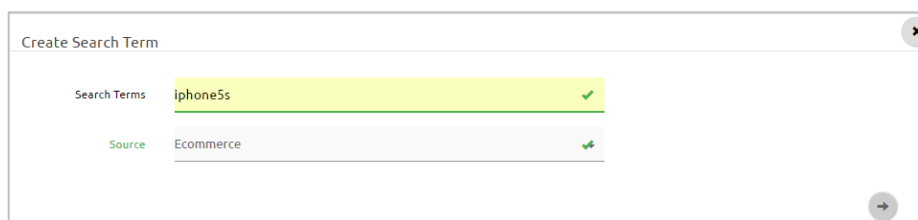


## 4.5. E-commerce Sites

BDB Social Media Browser is currently integrated with Amazon and Flipkart e-commerce sites to extract data.

### 4.5.1. Steps to Configure an E-commerce Site

- i) Navigate to the 'Create Search Term' page.
- ii) Enter any product name in the 'Search Terms' field (E.g. 'iPhone5s' as shown in the below-given image).
- iii) Select 'E-commerce' as a source from the drop-down menu.
- iv) Click the 'Next' button  to proceed on the next page.



- v) The 'Add E-commerce Sites' page opens.
- vi) Do the necessary configurations:
  - **Url:** Enter an appropriate URL link for the selected search term from Amazon or Flipkart.
  - Click the 'Add' option.



- A table displays with the selected URL.

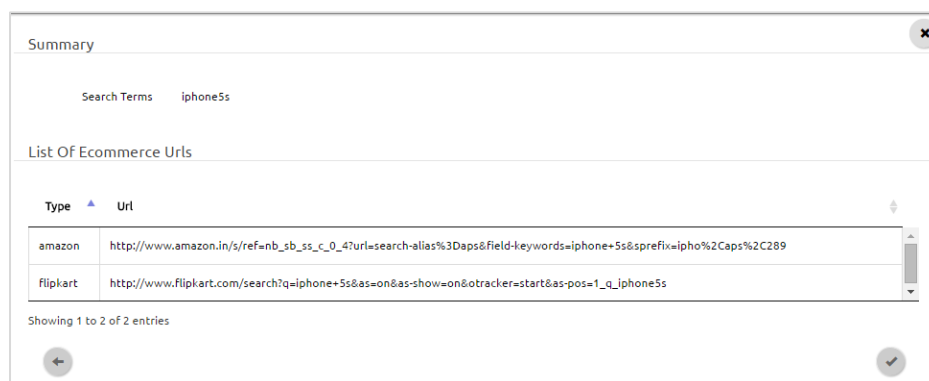


<input type="checkbox"/>	Search Term	Source	Url
<input type="checkbox"/>	iphone5s	Flipkart	http://www.flipkart.com/search?q=iphone-5s&as=on&as-show=on&otracker=start&as-pos=1_q_iphone5s
<input type="checkbox"/>	iphone5s	amazon	http://www.amazon.in/s/ref=nb_sb_ss_c_0_4?url=search-alias%3Daps&field-keywords=iphone+5s&ref=alpo%2Caps%2C2B9

Showing 1 to 2 of 2 entries

- vii) Click the 'Next' icon  to proceed on the next page.

viii) The 'Summary' page opens.

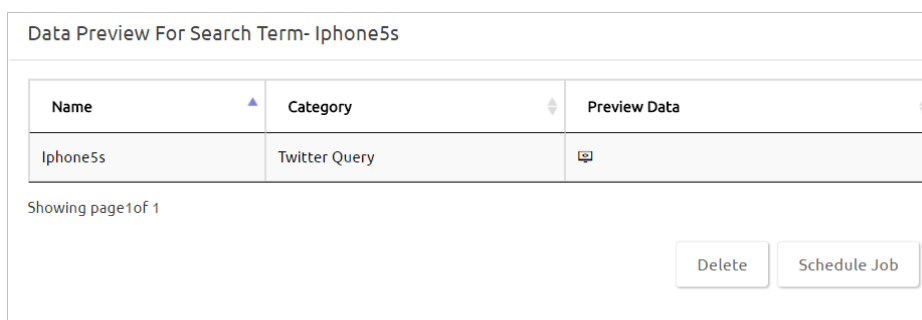


ix) Click the 'Checkmark' option  to confirm the selected URL.


x) A message will pop-up to assure that the search term has been inserted successfully.



xi) The 'Data Preview' page opens to the users with the created e-commerce search term.



- Options assigned to the Data Preview Page

- Click the 'Preview Data'  button to open sample data for the created search term.
- Click the 'Delete' button to delete the search term.
- Click the 'Schedule Job' button to schedule the search term.

xii) The inserted search term gets added to the 'Social Media Search Terms' list.



#### 4.5.2. Steps to Delete an E-commerce URL

- i) Select an E-commerce URL from the list by a check mark in the given checkbox (as shown below).
- ii) Click the 'Delete' option.



- iii) Selected E-commerce URL gets removed from the list.

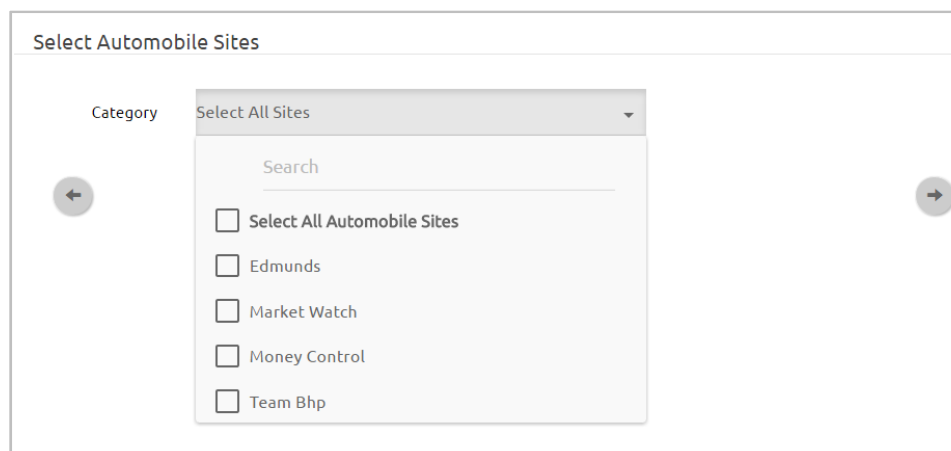
#### 4.6. Automobile Sites

Multiple automobile sites are integrated under this section to extract web data for the desired search term.

Below mentioned Automobile Sites are integrated under this section:

1. Edmunds
2. Market Watch
3. Money Control
4. Team-Bhp

- i) Select 'Automobile' from the 'Source' drop-down menu.
- ii) The 'Select Automobile Sites' page opens.
- iii) Click the 'Category' field to open a drop-down menu.



- iv) Use a check mark in the box to select an automobile site from the drop-down menu.


- v) Provide the required details for the selected automobile site(s) (as described below):  
**E.g.,** The created search term is *Hondacity* in the below mentioned image. If ‘Market Watch’ automobile site is selected for this search term then, the user gets directed to select ‘Manufacturer’ using another drop-down list:

- vi) Click the ‘Next’ button  to proceed on the next page.

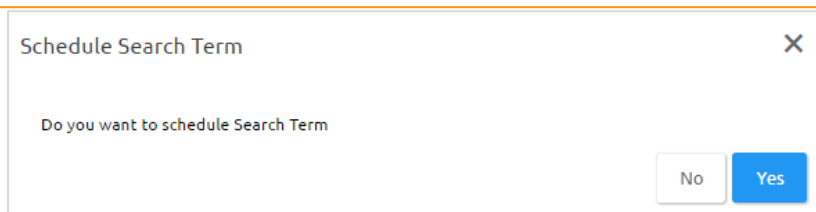
**Note:**

- The user can select multiple automobile sites for a single search term. Choose ‘**Select All Automobile Sites**’ option from the ‘**Category**’ drop-down menu to select all the available sites.
- Option to Schedule a job:** This step appears in continuation to complete the procedure for creating a search term.

This option can be availed after the last source in the sequence of creating a search term is configured.

- Click the ‘**Checkmark**’  button.
- A new window appears to confirm whether the user wants to schedule a search term.
- Click the ‘**Yes**’ option if wish to schedule the search term






iv) The search term gets scheduled successfully.

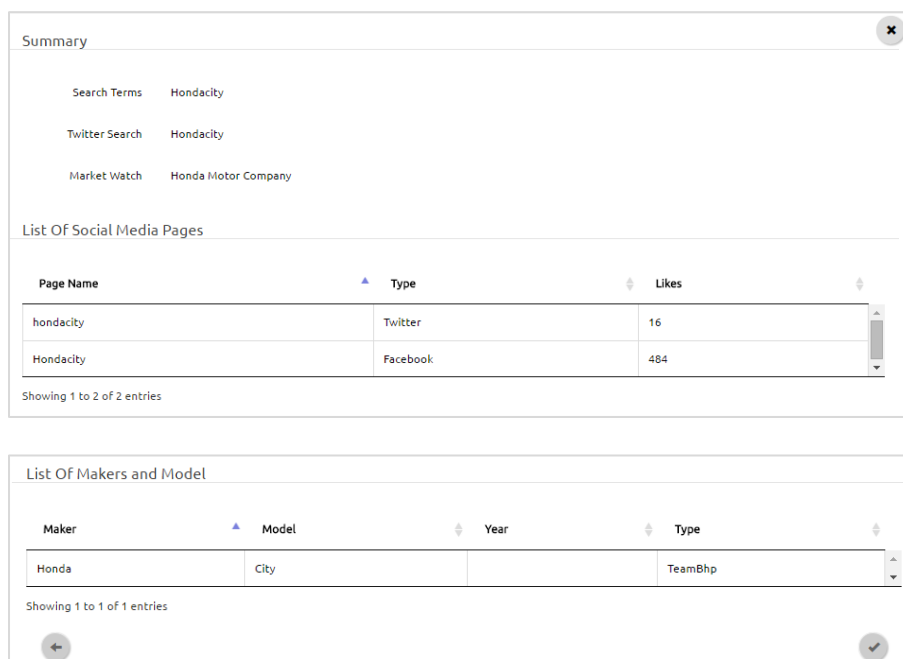
## 4.7. Summary

This section performs two tasks for a search term:


### 1. Provides Detailed Summary

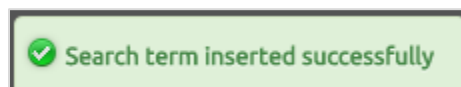
i) It displays all the selected sources for a potential search term (As shown in the below-given image).

ii) Click on the 'Next' button  from the last source configuration page to open 'Summary' page.

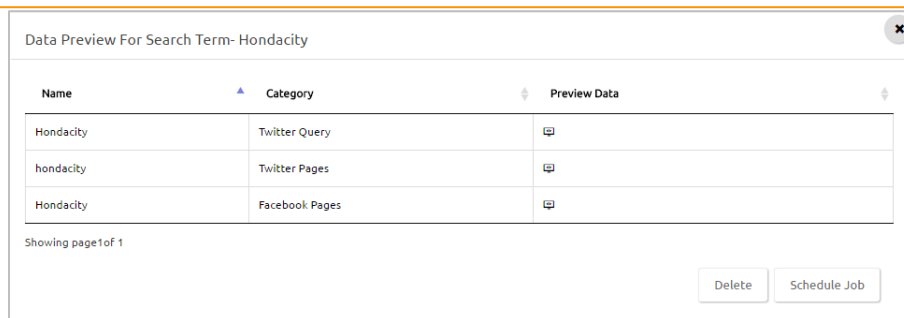


### 2. Confirms All the Selections and Creates a Search Term

- i) Click on the 'Tick mark'  button from the 'Summary' page to confirm the selections.
- ii) A message will pop-up to assure that the selected search term has been successfully inserted in the search terms list.



- iii) A new page opens to display 'Data Preview' for the newly created search term (as shown below).



- Click the 'Preview Data' button to view detailed preview of data for each category.
- Click the 'Schedule Job' button to schedule a job for the created search term.
- Click the 'Delete' button to delete the search term.

**Note:** 'Summary' section generally appears after 'E-commerce Sites,' or 'Automobile Sites' in the process to create a search term, but if the user restricts his choice to the earlier source options then it may appear soon after the selected source is configured.

#### 4.8. Social Media Search Terms List

This section lists all the existing social media search terms.

Steps to open 'Social Media Search Terms List':

- Click the 'Search Terms' option.
- The users get redirected to the 'Social Media Search Terms' list (on the right side of the screen).
- The newly created search term get listed as the first term in the list (as shown below).




Options Provided in the Social Media Search Term List:

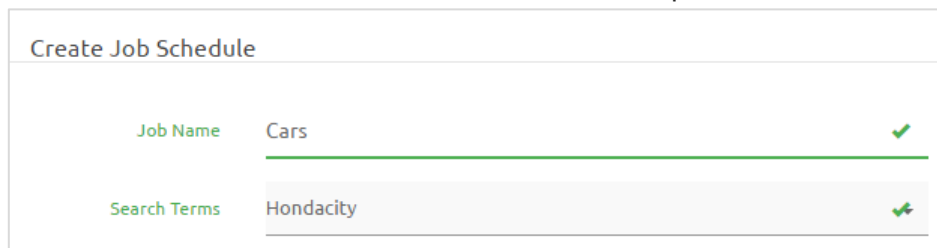
Icons	Name	Description
	Edit	To modify the selected sources for a search term.
	Data Snapshot	Data snapshot can be availed only after scheduling a search term. Otherwise, no data is available.
	Delete	To delete a search term.

## 5. Scheduler

### 5.1. Creating a Job

This section covers steps to create a job and apply it to an existing search term.

- i) Navigate to the SMB homepage
- ii) Click on the 'Add'  button provided beside 'Scheduler.'
- iii) The 'Create Job Schedule' page opens on the right side of the screen.
- iv) Fill in the required fields:
  - Enter a 'Job Name' in the given field
  - Select a search term from the 'Search Terms' drop-down menu

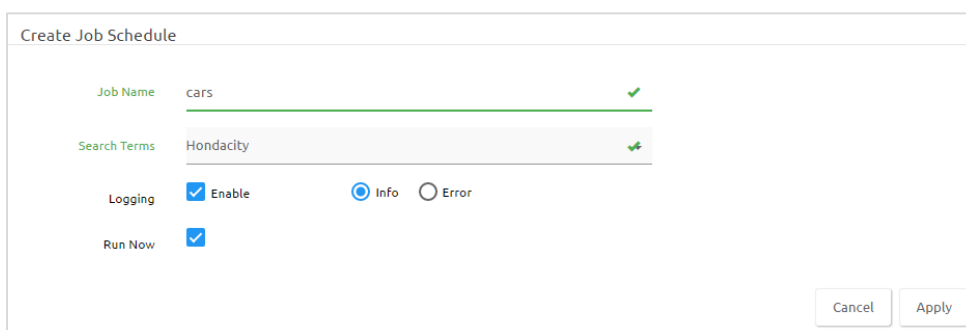


- v) A Job gets created and applied to the selected search term.

## 5.2. Scheduling a Job

This section explains scheduling part of a job.

- i) Create a job for the selected search term.
- ii) Enable 'Logging' for the created job using a tick mark.
- iii) Select 'Run Now' to schedule logging immediately.
- iv) Click on the 'Apply' button.



OR

- i) Create a job for the selected search term.
- ii) Enable 'Logging' for the created job using a tick mark.
- iii) Fill in the required 'Configure Job' fields to schedule a job.
  - **Start Job Date:** Select a date to start the scheduled Job (It displays the current date by default)
  - **End Job Date:** Select a date to end the scheduled Job (It displays the current date by default)

**Create Job Schedule**

Job Name: cars ✓

Search Terms: Hondacity ✓

Logging:  Enable  Info  Error

Run Now:

---

**Configure Job**

Start Job Date: 2016-01-25 Hour: 11 minute: 38 ✓

End Job Date: 2017-01-31 Hour: 12 minute: 38

Hourly  Daily  Weekly  Monthly  Yearly

Every 1 Hour(s)

At 12 00

Cancel Apply

- **Other Configuration Options to Schedule a Job:** These options are provided to configure a range of time for a scheduled job. The user can select only one option at a time from the given menu.

1. **Hourly:** User can schedule the job on an hourly basis by using this option.

Hourly  Daily  Weekly  Monthly  Yearly

Every 1 Hour(s)

At 12 00

2. **Daily:** User can schedule the job on a daily basis by using this option.

Hourly **Daily** Weekly Monthly Yearly

---

Every 1 Day

Every Week Day

Start Time 12 00

**3. Weekly:** User can schedule the job on a weekly basis by using this option.

Hourly Daily **Weekly** Monthly Yearly

---

Monday  Tuesday  Wednesday  Thursday

Friday  Saturday  Sunday

Start Time 12 00

**4. Monthly:** User can schedule the job on a Monthly basis by using this option.

Hourly Daily Weekly **Monthly** Yearly

---

Day 1 of every 1 month

The First Monday of every      month(s)

Start Time 12 00

**5. Yearly:** User can schedule the job on a yearly basis by using this option.

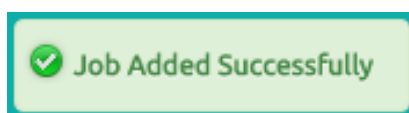
Hourly   Daily   Weekly   Monthly   **Yearly**

Every January

The First Monday of January

Start Time 12 00

- iv) Click 'Apply'.
- v) A new message will pop-up to assure that the job has been successfully added (to the 'Scheduled Jobs' list).



- vi) A new page with the 'Scheduler Status' and a list of all the scheduled jobs opens (by default).

Scheduler Status :- Running

Scheduled Jobs :-

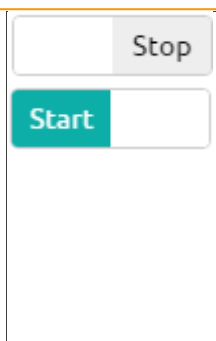



Search Scheduled Jobs Views 1 out of 1

---


Car

**Options provided on this page:**

Options	Name	Description
<input type="button" value="Stop"/>	Start/ Stop Button (for Scheduler) This button is provided at the top of the page.	To start or stop the scheduler. The displayed term on this button indicates the current 'Scheduler Status.' E.g. 'Start' indicates that the scheduler is running currently. Click on 'Start/Stop' button stops the scheduler.
<input type="button" value="Start"/>		

	<b>Start/ Stop Button (for Scheduled Jobs)</b> This button is provided beside a scheduled job.	To start or stop the scheduled job. The displayed term on this button will indicate the current status of the 'Scheduled Job.' E.g. 'Start' indicates that the scheduled job is running currently. Click on 'Start/Stop' button stops the process.
	<b>Edit</b>	To edit the scheduled job
	<b>Log</b>	It displays the log details.
	<b>Delete</b>	To delete a scheduled job

### 5.3. Editing a Scheduled Job

- i) Select a job from the 'Scheduled Jobs' list.
- ii) Click on the 'Edit' option  provided beside the job.
- iii) The 'Edit Job Scheduler' page opens
- iv) Users can edit all the fields other than the 'Job Name.'
- v) Click 'Apply'.

**Edit Job Scheduler**

Job Name: cars

Search Terms: All Selected ✓

Logging:  Enable  Info  Error

Run Now:

---

**Configure Job**

Start Job Date: 2016-01-22    Hour: 15    minute: 22

End Job Date: 2016-01-22    Hour: 16    minute: 22

Hourly    Daily    Weekly    Monthly    Yearly


Every 1 Hour(s)


At 12:00

Cancel    Apply

- vi) The selected job gets edited.

### 5.4. Using Log Option

- i) Select a job from the 'Scheduled Jobs' list.
- ii) Click on the 'Logs' option  provided beside the job.
- iii) Logs details display for the selected job on a new screen.

- iv) Click 'Apply'.
- v) Users get redirected to a table containing detailed information about all the available log entries.
- vi) Click the 'Refresh' button  to refresh the entries.

Logs For Job - cars


Log Levels: **INFO** | Logged Date: From:22-01-2016 To:22-01-2016 |

Search:

Search Term	Name	Source	Log Level	Date	Messages
Hondacity	Hondacity	Twitter Query	INFO	Fri Jan 22 2016 15:22:45	cars job is stopped at Fri Jan 22 15:22:45 IST 2016 for stop fetching data for Hondacity from tq that is saved under Hondacity searchterm
Hondacity	Honda Motor Company	marketwatch	INFO	Fri Jan 22 2016 15:22:45	cars job is stopped at Fri Jan 22 15:22:45 IST 2016 for stop fetching data for Honda Motor Company from marketwatch that is saved under Hondacity searchterm
Hondacity	City:Honda	teambhp	INFO	Fri Jan 22 2016 15:22:45	cars job is stopped at Fri Jan 22 15:22:45 IST 2016 for stop fetching data for City:Honda from teambhp that is saved under Hondacity searchterm
Hondacity	hondacity	Twitter Page	INFO	Fri Jan 22 2016	cars job is stopped at Fri Jan 22 15:22:45 IST 2016 for stop fetching data for hondacity

Showing 1 to 77 of 77 entries

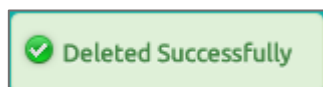
## 5.5. Deleting a Scheduled Job

- i) Select a job from the 'Scheduled Jobs' list.
- ii) Click on the 'Delete' button 
- iii) A pop-up window will appear to confirm the deletion.
- iv) Click the 'Ok' option.

**Delete Scheduler** ✕

Are You Sure You Want To delete

- v) A pop-up message appears to assure the deletion.




- vi) The selected job is removed from the 'Scheduled Jobs' list.















## 6. Dashboard

Predefined dashboards are available inside ‘Analytics Dashboards’ list. These dashboards display search term specific basic analysis performed on the extracted data.

### 6.1. Accessing the Analytic Dashboards Screen



- i) Navigate to the SMB home page.
- ii) Click the ‘Dashboard’ button 
- iii) Redirects the user to a list of all the available Analytic Dashboards.

Social Media Browser	Analytics Dashboards :-
Search Terms +	Search Analytics Dashboards <span style="float: right;">Views 6 out of 6 Q</span>
Scheduler +	SMB_v1 <span style="float: right;"> </span>
Dashboard	SMB_Latest_v.1 <span style="float: right;"> </span>
Real Time Tweets Analytics +	SMB_Latest_v.1.3_AWS <span style="float: right;"> </span>
	SMB_v.1_AWS_nidhi <span style="float: right;"> </span>
	SMB_v2_AWS_nidhi <span style="float: right;"> </span>
	SMB_WebScraper_AWS_nidhi <span style="float: right;"> </span> <b>Description :</b> Published from dashboard designer


**Note:** All the dashboards are published here by using ‘BDB Dashboard Designer’ module.

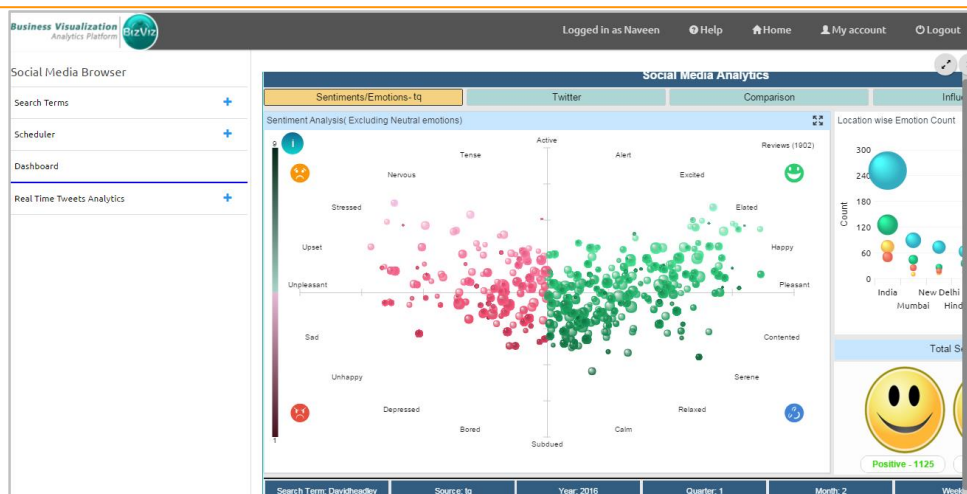
### 6.2. Searching for a Dashboard


- i) Navigate to the ‘Analytics Dashboards’ page.
- ii) Enter the desired dashboard name in the ‘Search Analytics Dashboards’ field.
- iii) The desired dashboard appears in the dashboard list given below.

Analytics Dashboards :-
SMB_v2  <span style="float: right;">Views 1 out of 6 Q</span>
SMB_v2_AWS_nidhi <span style="float: right;"> </span> <b>Description :</b> Published from dashboard designer

### 6.3. Viewing a Dashboard

- i) Navigate the ‘Analytics Dashboards’ page.
- ii) Click the ‘Dashboard’  button.
- iii) The selected dashboard opens.




- iv) Click the 'Full Screen' button 
- v) The dashboard opens in the full-screen view.



- vi) Click the 'Close'  button to close the dashboard screen.

## 6.4. Deleting a Dashboard

- i) Navigate to the 'Analytics Dashboards' page.
- ii) Click the 'Delete' button 
- iii) A pop-up window will appear to confirm the deletion.
- iv) Click the 'Ok' option.

✕

**Delete Analytical Dashboard**

Are you sure you want to delete

Cancel
Ok


- v) The selected analytical dashboard gets removed from the list.

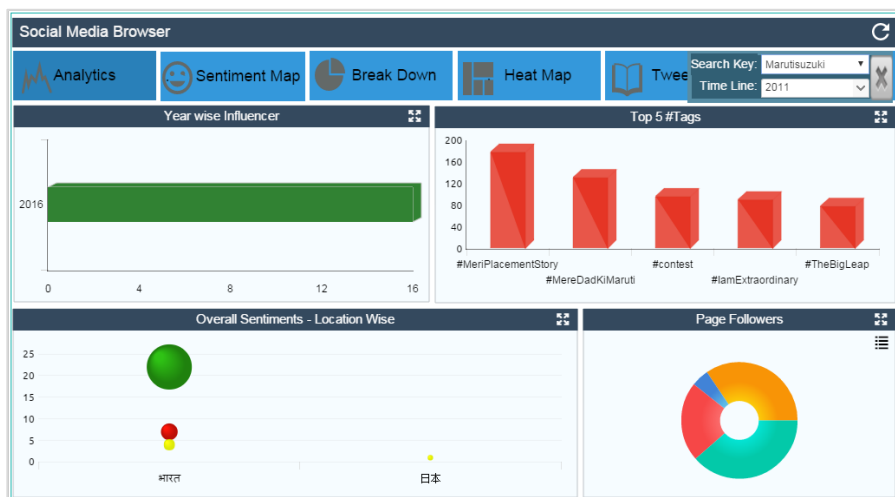
## 6.5. Various Dashboards

This section explains available predefined dashboards.

### 1. SMB Dashboard Version - 1

This dashboard displays search term specific data extracted from Twitter Pages and tweets. It displays extracted data from the 'Automobile Sites.' Steps to understand the dashboard workflow are as mentioned below:

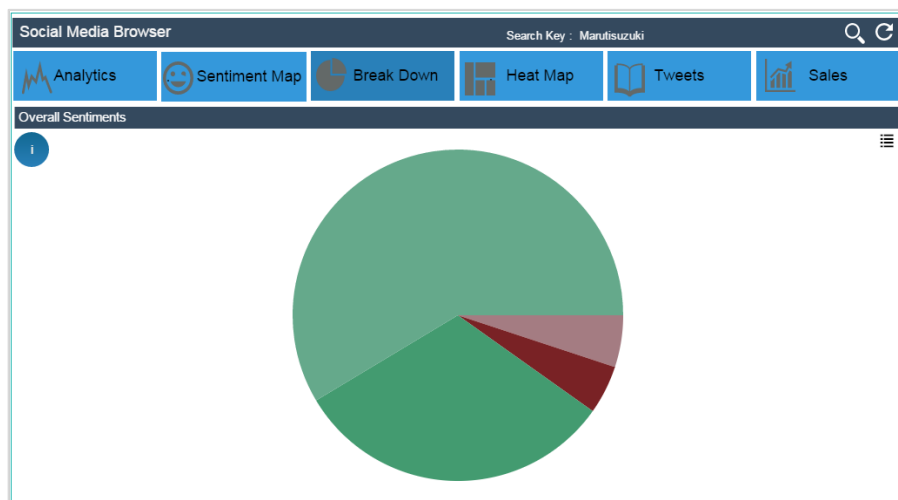
- i) Click on the 'Search'  key ('Search' key can be accessed only from the full-screen view of the dashboard)
- ii) A drop-down menu opens.
- iii) Select the desired search term from the drop-down menu.
- iv) Select timeline filter for the desired search term using the 'Timeline' drop-down menu (if desired).
- v) The 'Analytics' page opens (by default).
- vi) 'Analytics' page displays basic analysis for a search term in the below mentioned ways:
  - a. **Year wise Influencer:** This section displays year (on the Y-axis) and count of the total influencer (on the X-axis) through a bar chart.
  - b. **Top 5 #Tags:** This section displays top 5 #tags used for a search term with the mention of the count.
  - c. **Overall Sentiments- Location wise:** This section displays location wise overall sentiments analyzed from the extracted tweets through a bubble chart.
  - d. **Page Followers:** This section displays selected twitter pages with a count of likes and percentage using a pie chart.



- vii) Click the 'Sentiment Map' tab.
  - a. The current tab positions 20 emotional states, with 'pleasure' plotted along the horizontal axis and 'activation' along the vertical axis.
  - b. All the individual reviews (tweets) are displayed in the form of circles.
  - c. Each circle reveals some information about the review sentiment through the below mentioned parameters:
    - **Colour:** Overall valence or pleasure of the review is presented through a color. All the pleasant reviews are colored in green, and unpleasant in red.
    - **Brightness:** Overall arousal of the review is displayed through the brightness of the circle. Active reviews are brighter, and subdued reviews are darker when compared.
    - **Size and Transparency:** These two measures assure assessment of the individual review sentiment. More confident sentiment estimations are presented through the bigger size and less transparency of the circles.

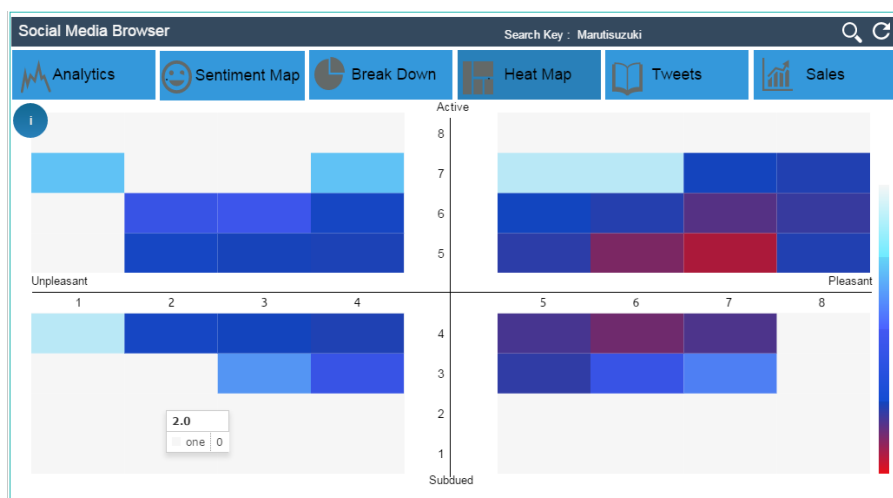


- viii) Click the ‘Break Down’ tab.
- The Breakdown chart displays a total number of reviews through different categories of a pie chart.
  - Pleasant reviews are displayed in green color and unpleasant reviews in red.
  - All the reviews are split into four parts as per the revealed sentiments. Each part is indicated through a different shade of color:
    - Relaxed reviews in dark green color
    - Happy reviews in a lighter shade of green color
    - Unhappy reviews in dark red color
    - Upset reviews in a lighter shade of red color
  - Hovering the mouse over a category reveals the total number of reviews that lie in it.



- ix) Click the ‘Heat Map’ tab.
- The Heatmap chart displays emotional scatter-plot subdivided into an  $8 \times 8$  grid of bins representing a one-unit step in pleasure and arousal.
  - The chart displays a number of reviews within various sentiment regions.
  - Each bin is calculated and displayed using a specific color based on the number of reviews that fall under it:
    - Red colored bins contain more review than average
    - Blue colored bins contain less review than average

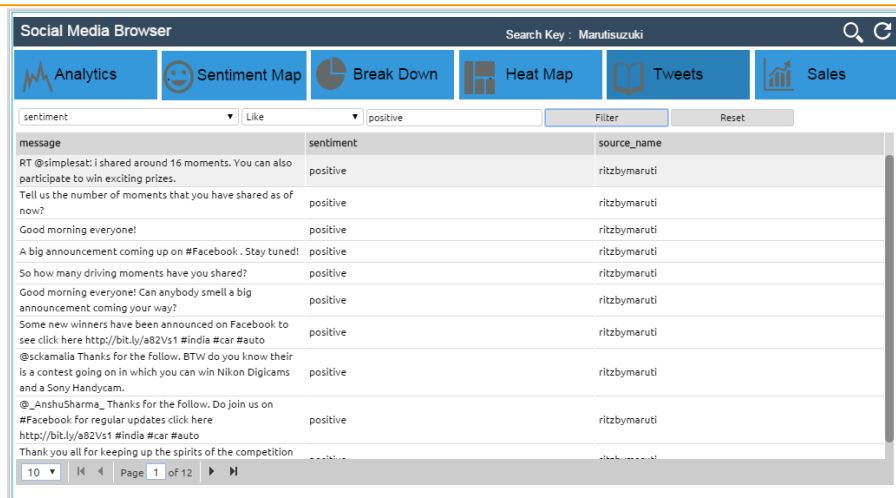
- White colored bins contain no reviews.
- d. Hovering the mouse over a Heatmap bin reveals the number of reviews that lie in the bin.



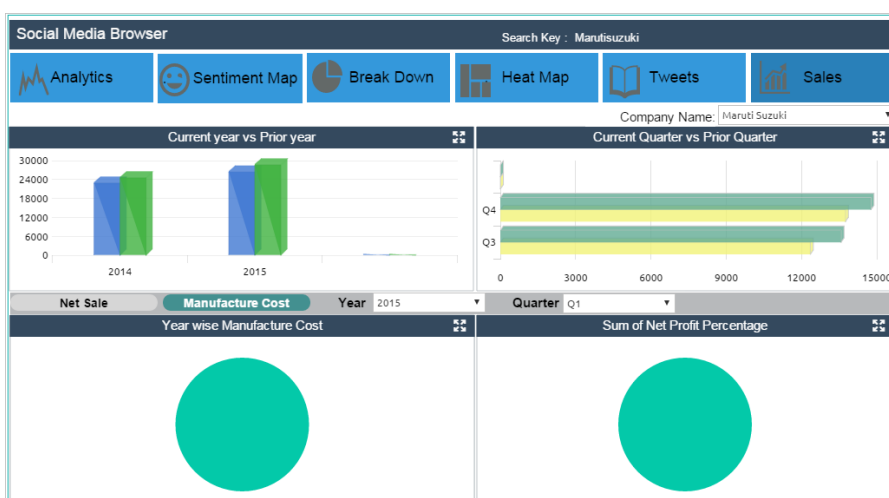
- x) Click the 'Tweets' tab.
- It displays all the available tweets regarding the selected search term.
  - The displayed list also mentions sentiment and source name.

message	sentiment	source_name
RT @simplestai: I shared around 16 moments. You can also participate to win exciting prizes.	positive	ritzbymaruti
Tell us the number of moments that you have shared as of now?	positive	ritzbymaruti
Good morning everyone!	positive	ritzbymaruti
A big announcement coming up on #Facebook . Stay tuned!	positive	ritzbymaruti
So how many driving moments have you shared?	positive	ritzbymaruti
@laghus It just might be a little bigger. Actually much bigger!	neutral	ritzbymaruti
Good morning everyone! Can anybody smell a big announcement coming your way?	positive	ritzbymaruti
@pix001 You seem to be sharing a #Ritz review. Do join us to get latest updates on #Maruti #Ritz .	negative	ritzbymaruti
Some new winners have been announced on Facebook to see click here <a href="http://bit.ly/a82V51">http://bit.ly/a82V51</a> #india #car #auto	positive	ritzbymaruti
@CarfaxHistory Thanks for the follow. Do join us on our official #Facebook fanpage click here <a href="http://bit.ly/a82V51">http://bit.ly/a82V51</a> #india #car #auto	negative	ritzbymaruti



- c. **Filter:** Search term specific tweets can be filtered using page grid component on the column fields based on the selected conditions. E.g., The below given image shows a list of all the positive messages because the filter conditions are selected accordingly.



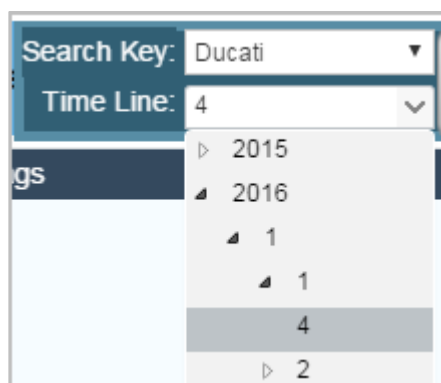
- d. Select 'Reset' to undo the filter application (it sets the default value).
- xi) Click the 'Sales' tab.
- xii) Based on the selected search term a 'Company Name' appears
- xiii) Based on the automobile source selection the user gets data for the 'Sales' tab:
  - a. **Current Year vs. Prior Year:** This section displays 'Manufacture Cost' and 'Net Sales' data for 2 years in sequence using a column chart.
  - b. **Current Quarter vs. Prior Quarter:** This section displays quarter wise manufacture cost and net sales using a bar chart.
  - c. **Net Sale/ Year wise Manufacture Cost:** It displays either of the selected choices through a pie chart.
  - d. **Sum of Net Profit Percentage:** This section displays the sum of the net profit percentage for the selected search term using a pie chart.
  - e. The user can hover the mouse over these displayed charts (column, bar or pie) to get the details.



**Note:**


- a. The user can click on the 'Information' button  from 'Sentiment Map,' 'Break Down,' or 'Heat Map' tabs to get basic information about these charts.
- b. Click on the 'Refresh' button  to display default values for the data.

- c. Based on the 'Time Line' selection user can get a display of the filtered data. (from parent label to child label: Year->Quarter->Month-> Week).



## 2. SMB Dashboard Version - 2

This version of the dashboard displays search-term specific data extracted from Facebook Pages, Twitter Pages, and Tweets. Follow the below given steps to understand the dashboard workflow:

- i) Click the 'Filter' button  (This filter icon can be accessed only from the full-screen view of the dashboard).
- ii) A new window opens.
- iii) Select all the required filter values (such as search term, source, timeline) using the various drop-down menus.



**Note:** Timeline displays hierarchical pattern displaying parent label from Year to child label day.

- iv) The 'Sentiments/ Emotions' screen opens by default (being the first screen for the dashboard).
  - a. The current screen displays a suffix '-fb,' '-tp,' or '-tq' based on the selected source
  - b. Extracted Sentiments/ Emotions are displayed in three ways:
    - **Sentiment Chart:** It positions reviews within 20 emotions.
    - **Location wise Emotion Count:** This section reveals location wise count of emotions by displaying reviews in different columns, colors, and sizes.
    - **Total Sentiment Count:** This section presents total sentiment count displaying positive, neutral, and negative counts.



- v) Click the 'Twitter' tab.
- vi) The below-mentioned details get displayed for the extracted tweets:
  - a. The user can select a desired location from the 'Location' drop-down menu.
  - b. Based on the selection of search term and timeline filters this dashboard mentions Tweet count and Retweet Percentage.
  - c. **Yearly Location -Tweets:** This section displays search term specific extracted tweets using a column chart. The tab shows tweet count (along with y-axis) vs. year (along with x-axis). The user can 'Drill Down' and 'Drill Up' as per the selected timeline hierarchy. This chart is integrated into the 'Location' field.
  - d. **Most Retweeted Tweets:** This section displays top 5 retweeted twitter messages for the selected search term.
  - e. **Language-based Tweet Count:** This section displays a language based tweet count for the selected search term using a bar chart.
  - f. **Top 5 Handlers:** This section displays top 5 twitter accounts/ handlers referring to the selected search term.
  - g. **Top 5 Hashtags (#):** This section displays the top 5 hashtags used on Twitter for the selected search term.
  - h. **Top 5 Page Follower:** This section lists top 5 Twitter page followers based on the selected search term.

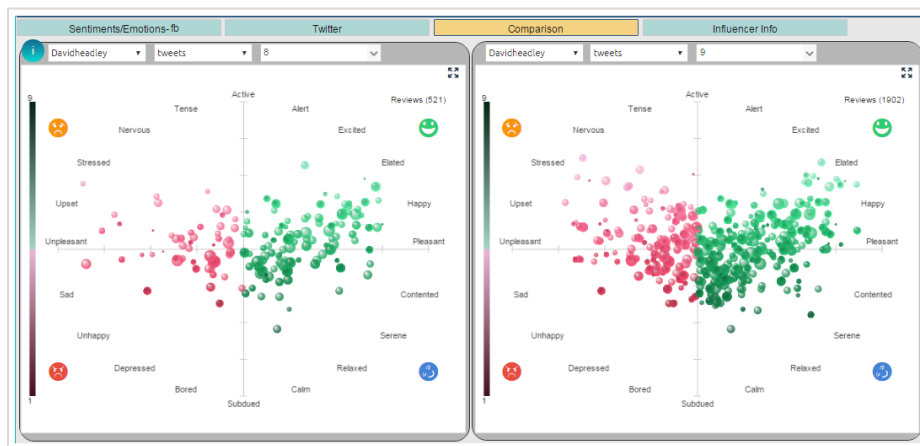


**Note:**

- a. The selected search term, source(s), and timeline hierarchy are mentioned at the bottom of the 'Sentiments/ Emotions' and 'Twitter' pages.

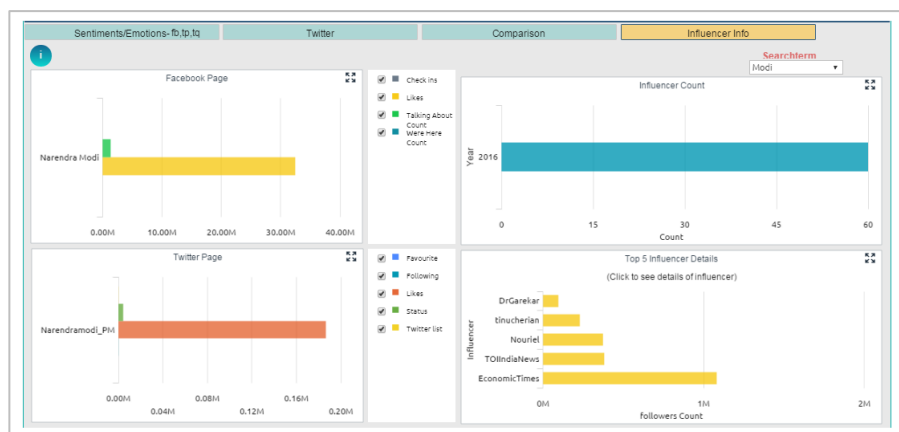


- b. It is required to select all filters again for 'Twitter' screen. It is possible to change any prior selected filter from this screen if needed. The selected filter value lists in the bottom.
- c. It is required to select individual filters provided for 'Location' and 'Top 5 Page Followers'. Otherwise, the data does not appear for those sections.
- vii) Click the 'Comparison' tab.
- viii) Select two related search terms to be compared using the drop-down menu(s).  
**OR**  
 Select different values for a single search term (Values: sources and timeline).
- ix) The tab displays a comparison between two search terms or different search term values using the sentiment charts.



**Note:** Extracted data for each search term should be restricted to 2000 rows.


- x) Click on the 'Influencer Info' tab
- xi) Displays the extracted social media data in the below-mentioned sections:
  - a. **Facebook Page:** It displays a matrix of the selected Facebook page(s) for the search term using a bar chart.
  - b. **Twitter Page:** It displays a matrix of the selected Twitter Page(s) for the search term using a bar chart.
  - c. **Influencer Count:** This section displays a yearly count of influencers through a bar chart.
  - d. **Top 5 Influencer Details:** The current section displays details about the top 5 influencers using a bar chart. Click on any bar to open the related influencer's twitter page.

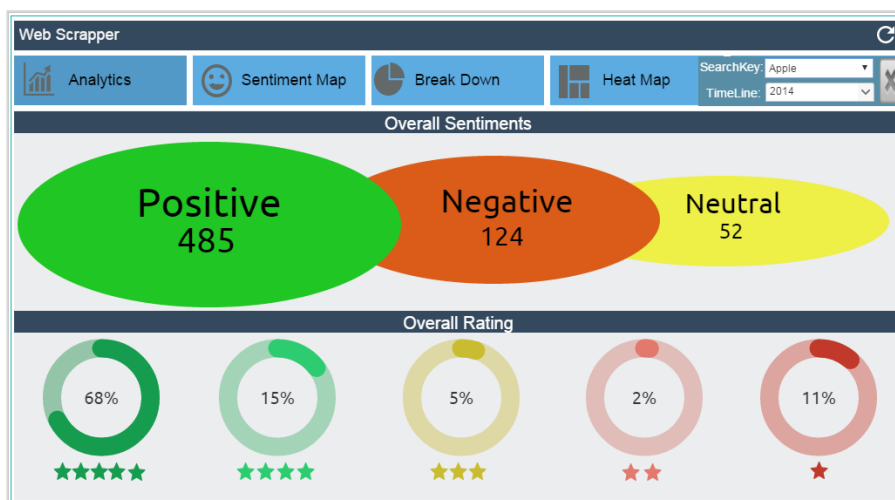


### 3. Web Scraper

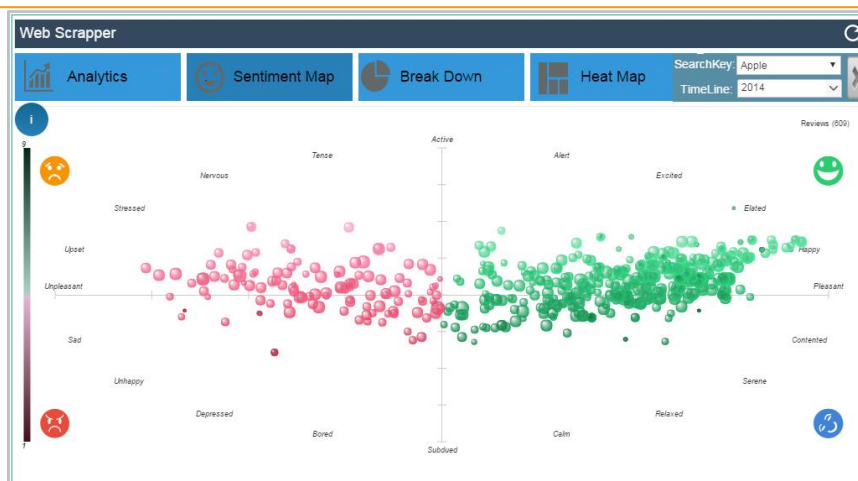
This dashboard displays data extracted from Amazon or Flipkart for the selected search term. The user is required to select 'E-commerce' source option while creating a search term and it should be scheduled using the scheduler.

Follow the below-mentioned steps to understand workflow for the Web scraper dashboard:

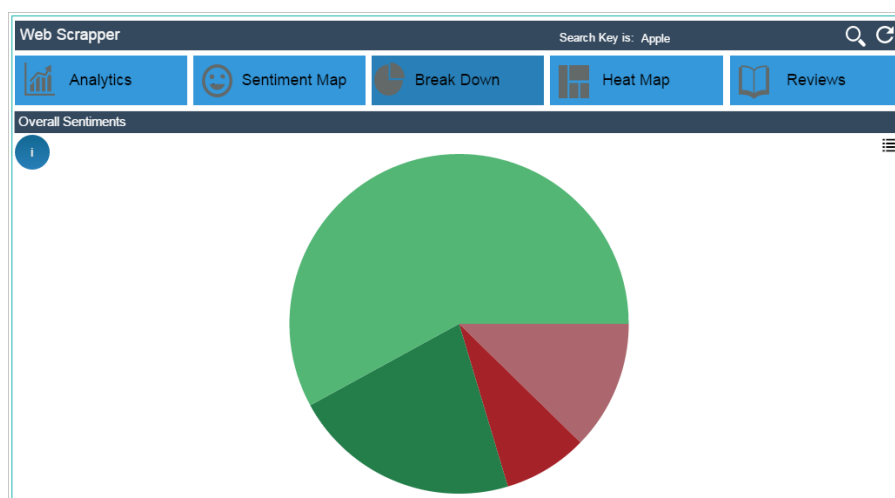
- i) Click the 'Search'  button ('Search' option can be accessed only from the full-screen view of the dashboard).
- ii) A pop-up window appears.
- iii) Select all the required filter values (such as search term, source, timeline) using various drop-down menus.
- iv) 'Analytics' screen opens by default (being the first screen of the dashboard).
- v) 'Analytics' screen shows a basic analysis of the extracted search term specific reviews:
  - a. **Overall Sentiments:** This section displays positive, negative and neutral sentiments.
  - b. **Overall Rating:** This section displays overall rating breakups for the extracted reviews ranging from 1 to 5 stars. Doughnut chart is used to display the data.



- vi) Click the 'Sentiment Map' tab.
  - a. The Sentiment Map positions 20 emotional states, with 'pleasure' plotted along the horizontal axis and 'activation' along the vertical axis.
  - b. All the individual reviews (tweets) get displayed in the form of circles.
  - c. Each circle reveals some information about the review sentiment through below mentioned parameters:
    - **Colour:** Overall valence or pleasure of the review is presented through a color. All the pleasant reviews are colored in green, and unpleasant in red.
    - **Brightness:** Overall arousal of the review is displayed through the brightness of the circle. Active reviews are brighter, and subdued reviews are darker when compared.
    - **Size and Transparency:** These two measures assure assessment of individual review sentiment. More confident sentiment estimations are presented through the bigger size and less transparency of the circles.

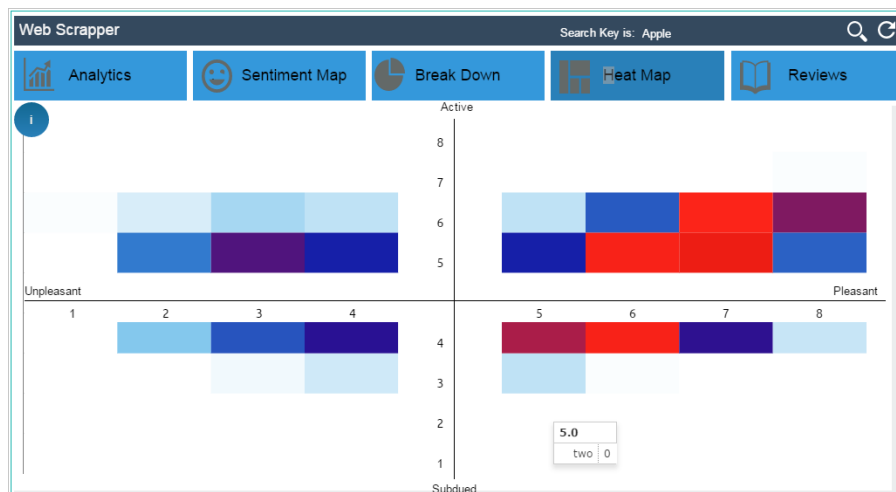


- vii) Click the **'Break Down'** tab.
- The Breakdown chart displays a total number of reviews through different categories of a pie chart.
  - Pleasant reviews are displayed in green color and unpleasant reviews in red.
  - All the reviews are split into four parts as per the revealed sentiments. Each part is indicated through a different shade of color:
    - Relaxed reviews in dark green color
    - Happy reviews in a lighter shade of green color
    - Unhappy reviews in dark red color
    - Upset reviews in a lighter shade of red color
  - Hovering the mouse over a category reveals the total number of reviews that lie in it.



- viii) Click the **'Heat Map'** tab.
- The Heatmap chart displays emotional scatter-plot subdivided into an  $8 \times 8$  grid of bins representing a one-unit step in pleasure and arousal.
  - It visualizes the number of reviews within various sentiment regions.
  - Each bin is calculated and displayed using a specific color based on the number of reviews that fall under it:
    - Red colored bins contain more review than average
    - Blue colored bins contain less review than average
    - White colored bins contain no reviews.

- d. Hovering the mouse over a Heatmap bin reveals the number of reviews that lie in the bin.



- ix) Click the 'Reviews' tab.  
 x) This screen displays all the extracted reviews as a list containing the following details:
- Source: Selected e-commerce site (Amazon/ Flipkart)
  - Source\_name: Selected search term
  - Message: the text messages
  - Sentiment: Extracted sentiments out of the messages (positive/ negative/ neutral)

source	source_name	message	sentiment
amazon	Apple	fast delivery and worth to buy.	positive
amazon	Apple	excellent phone	positive
amazon	Apple	Faulty products	negative
amazon	Apple	Device is good and OS is pretty much stable. The only problem is application updates on a monthly basis. So I update approx. 15 odd apps with avg size of 100MB. And its a pain.	positive
amazon	Apple	its dead...	negative
amazon	Apple	Nice	positive
amazon	Apple	Very good packing, all the accessories are genuine and checked the warranty on Apple site, its available and begins from the day I started using the phone. Recommended!!!	positive
amazon	Apple	Got a defective piece .. And for 3rd time from amazon I received a defective piece..	positive
amazon	Apple	i have purchased one plus x on 21st Dec i want to exchange one plus and want to buy iphone 5S	neutral
amazon	Apple	Battery life is very poor.	negative
amazon	Apple	Awesome	positive




**Note:**

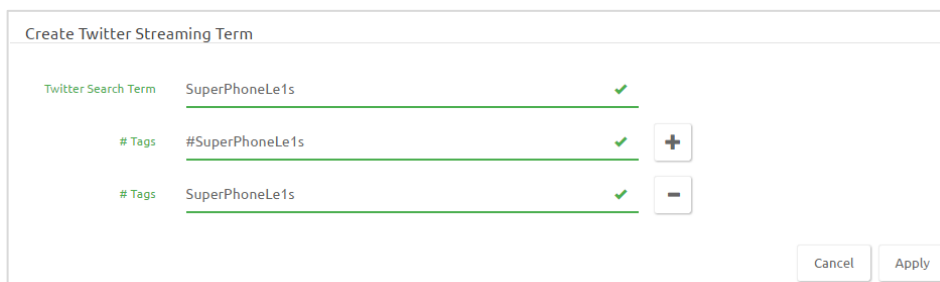
- Users can click on the 'Information' icon from 'Sentiment Map', 'Break Down', or 'Heat Map' tabs to get basic information about these charts.
- Click on the 'Refresh' button to display the default values for the data.

## 7. Real-Time Analytics for Tweets

This section concentrates on the current Twitter trends and explains the steps to apply quick analysis on the selected Twitter streaming terms.

### 7.1. Creating a Twitter Streaming Term

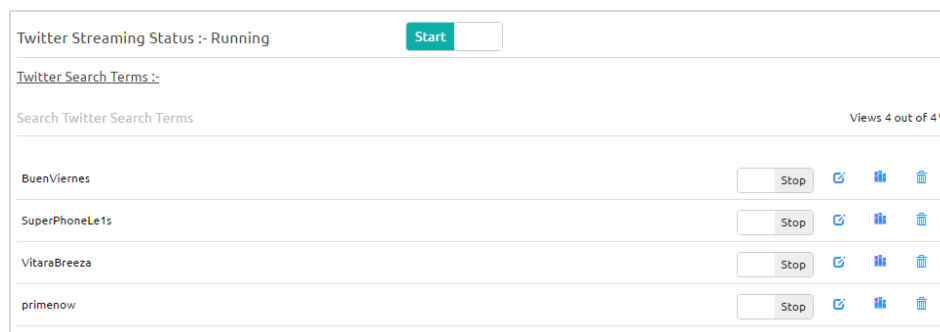
- i) Navigate to the SMB home page.
- ii) Click the  button provided beside 'Real Time Tweets Analytics' on the left side of the screen.
- iii) Redirects to the 'Create Twitter Streaming Term' page.
- iv) Enter a 'Twitter Search Term' (It must be a term displaying the current trend on twitter).
- v) Enter '# Tags' for the selected twitter search term.
  - a. Click the 'Add' button  to add new #Tags fields.
  - b. Click the 'Remove' button  to remove the inserted #Tags fields.
- vi) Click the 'Apply' button to complete the required configurations.



Create Twitter Streaming Term		
Twitter Search Term	SuperPhoneLe1s	✓
# Tags	#SuperPhoneLe1s	✓ +
# Tags	SuperPhoneLe1s	✓ -

Cancel Apply













- vii) A pop-up message appears to assure that the created twitter streaming term has been added to the 'Twitter Search Terms' list.
- viii) A new page opens (by default).
- ix) Displays the below-mentioned information:
  - a. **Twitter Streaming Status:** A 'Start/ Stop' button is used to indicate this status.
  - b. **A List of all the Created Twitter Search Terms:** It displays the created Twitter Streaming terms with various options such as, start/ stop, edit, dashboard/ view, delete.



Twitter Streaming Status :- Running Start

Twitter Search Terms :-


Search Twitter Search Terms Views 4 out of 4 Q

BuenViernes	Stop			
SuperPhoneLe1s	Stop			
VitaraBreeza	Stop			
primenow	Stop			

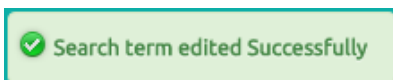
### 7.2. Editing a Twitter Search Term

- i) Select a 'Twitter Search Term' from the given list.
- ii) Click the 'Start/ Stop' button provided beside a Twitter search term to stop it.


(It is required to turn off the search before editing a Twitter search term.)

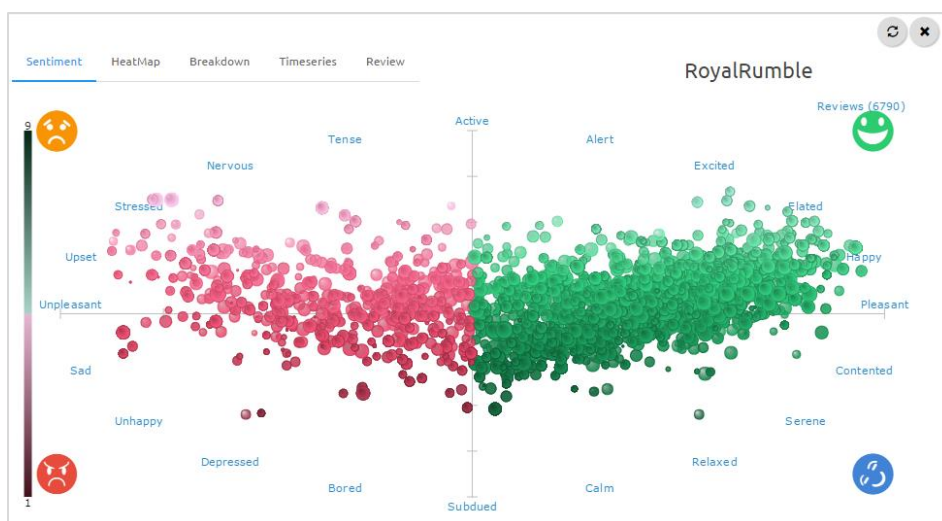
- iii) Click the **'Edit'** button  provided beside the Twitter search term.
- iv) Users The **'Edit Twitter Streaming Term'** page opens.
- v) Edit the #Tag fields (If desired).
- vi) Click **'Apply'**.

- vii) A pop-up message appears to assure that the Twitter search term has been edited.

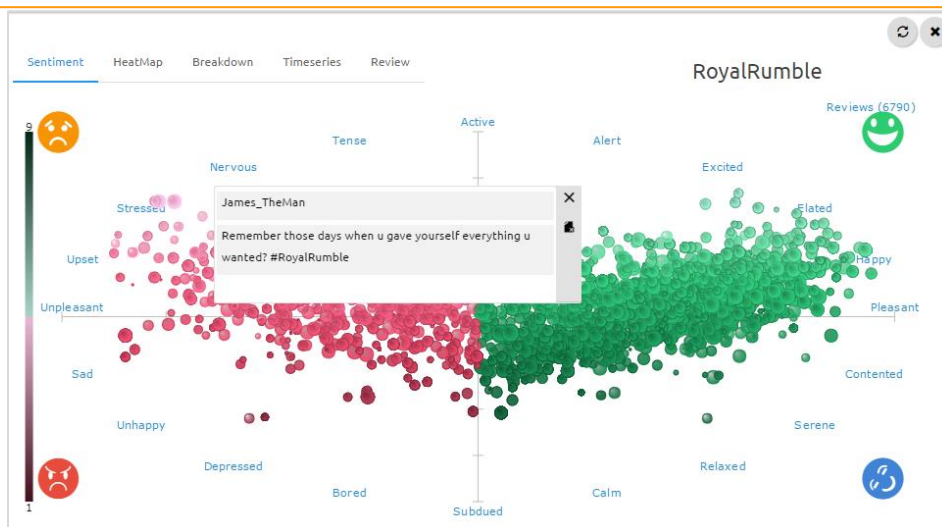


### 7.3. Accessing Dashboards for a Twitter Search Term

- i) Select a **'Twitter Streaming Term'** from the given list.
- ii) Click the **'Dashboard'** option  provided beside a Twitter search term.
- iii) Users get directed to a new screen.
- iv) Various charts are available on this screen to get a visual display of the searched data.
- v) Select a chart to get a graphical display for the selected twitter term (Sentiment Chart opens by default).




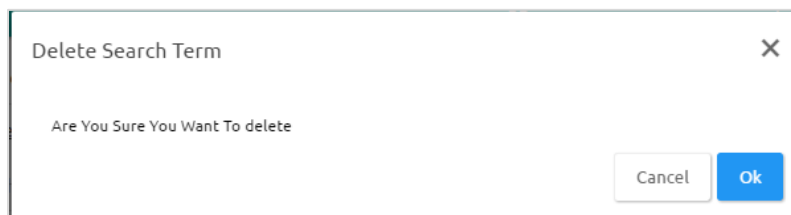
- vi) Hover the mouse on a bubble from the chart to view the actual tweet and name of the author.



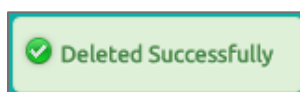
- vii) Click the 'Refresh' button  to refresh the search.

## 7.4. Deleting a Twitter Search Term

- i) Turn off the search for a Twitter Search Term that you wish to delete (Use Start/ Stop button)
- ii) Click the 'Delete' button  provided beside the twitter search term.
- iii) A pop-up window will appear to confirm the deletion.
- iv) Click the 'Ok' option.




- v) A message will pop-up to assure the deletion.

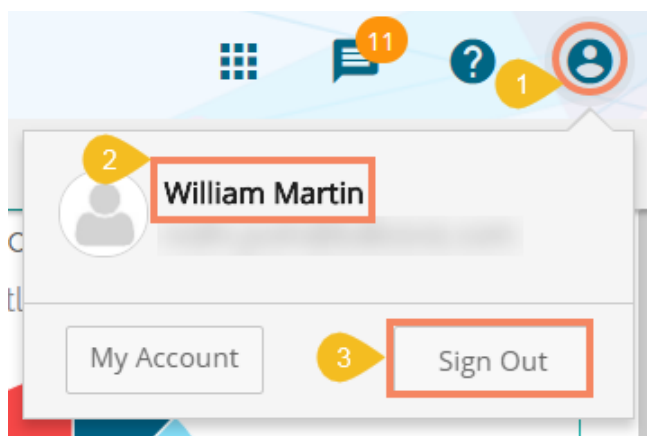


- vi) The selected Twitter search term gets removed from the Twitter search terms list.

## 8. Signing Out

The user needs to sign out from the BDB Platform to log out from the Social Media plugin. The following steps describe how to log out from the BDB Platform.

- i) Click the 'User' icon  on the Platform homepage
- ii) A menu appears with the logged in user details
- iii) Click the 'Sign Out' option



iv) Users get logged out from the **BDB Platform**

**Note:** Clicking on 'Sign Out' will redirect the user back to the 'Login' page of the BDB platform.