

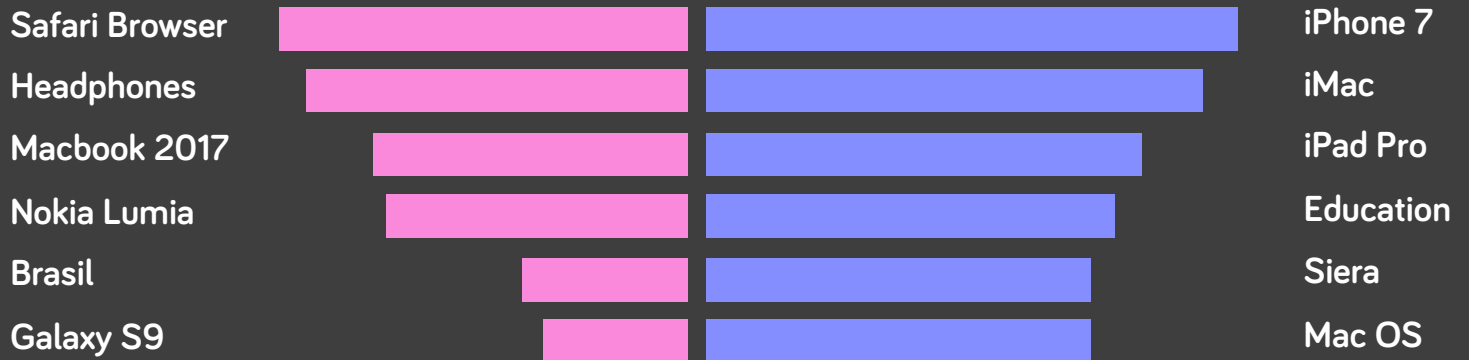
BI Dashboard Design

8 June 2017



Key Influencers

Vision



Purpose

Entities mentioned most in the keyword search colored by polarity and subjectivity. What related terms are viewed positively and negatively.

Details

Users are only shown the sentiment of the related entity at first. This simplifies the view and gives the user a very quick idea of the surrounding context. The user can click on any entity to view details regarding polarity, subjectivity, and all related sources.

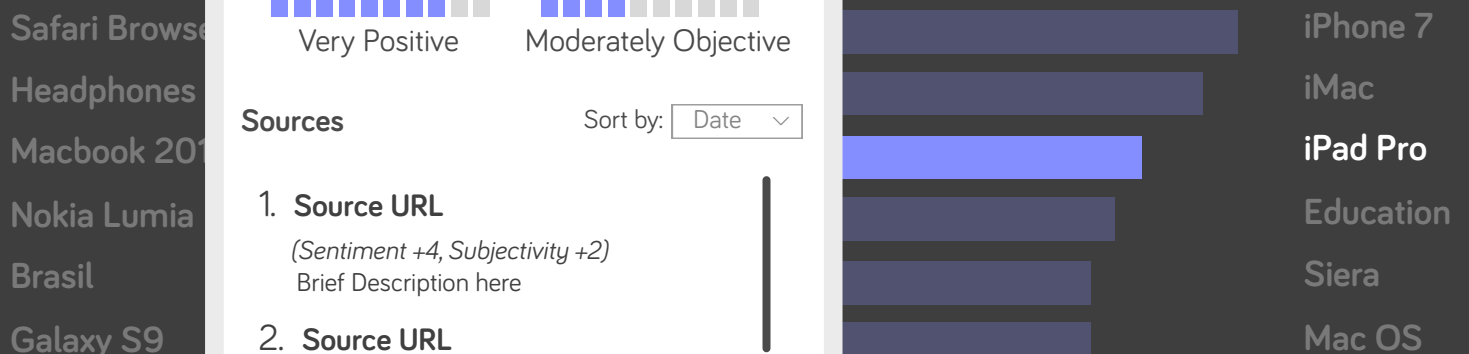
iPad Pro

27 Related Articles

Very Positive Moderately Objective

Sources Sort by:

- Source URL**
(Sentiment +4, Subjectivity +2)
Brief Description here
- Source URL**
(Sentiment +4, Subjectivity +2)
Brief Description here





Media Polarization

Vision



Purpose


Positive and negative sentiment of top media outlets publishing the stories. It should also allow users to see the top entities and words mentioned by each media outlet, giving insight into what topics they are focusing on and where their sentiment stems from.

Details


The user is given an instant overview of the media outlook on the keyword. Bubbles are sized according to the number of articles from that media outlet on the topic - a good indicator of their coverage of the topic. They are placed and colored according to the average sentiment. Users can click on any bubble for details regarding subjectivity and all articles published by that outlet on the topic.

Harvard Business Review ×

6 Related Articles



Moderately Positive

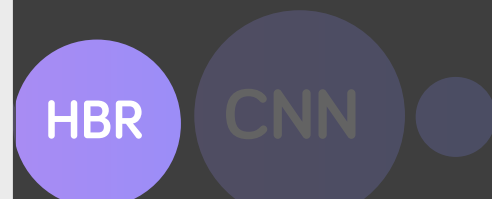


Very Objective

Key Entities	Key Words
1. iPhone 7	1. Usability
2. \$APPL	2. Intuitive
3. Tim Cook	3. Minimal

Sources

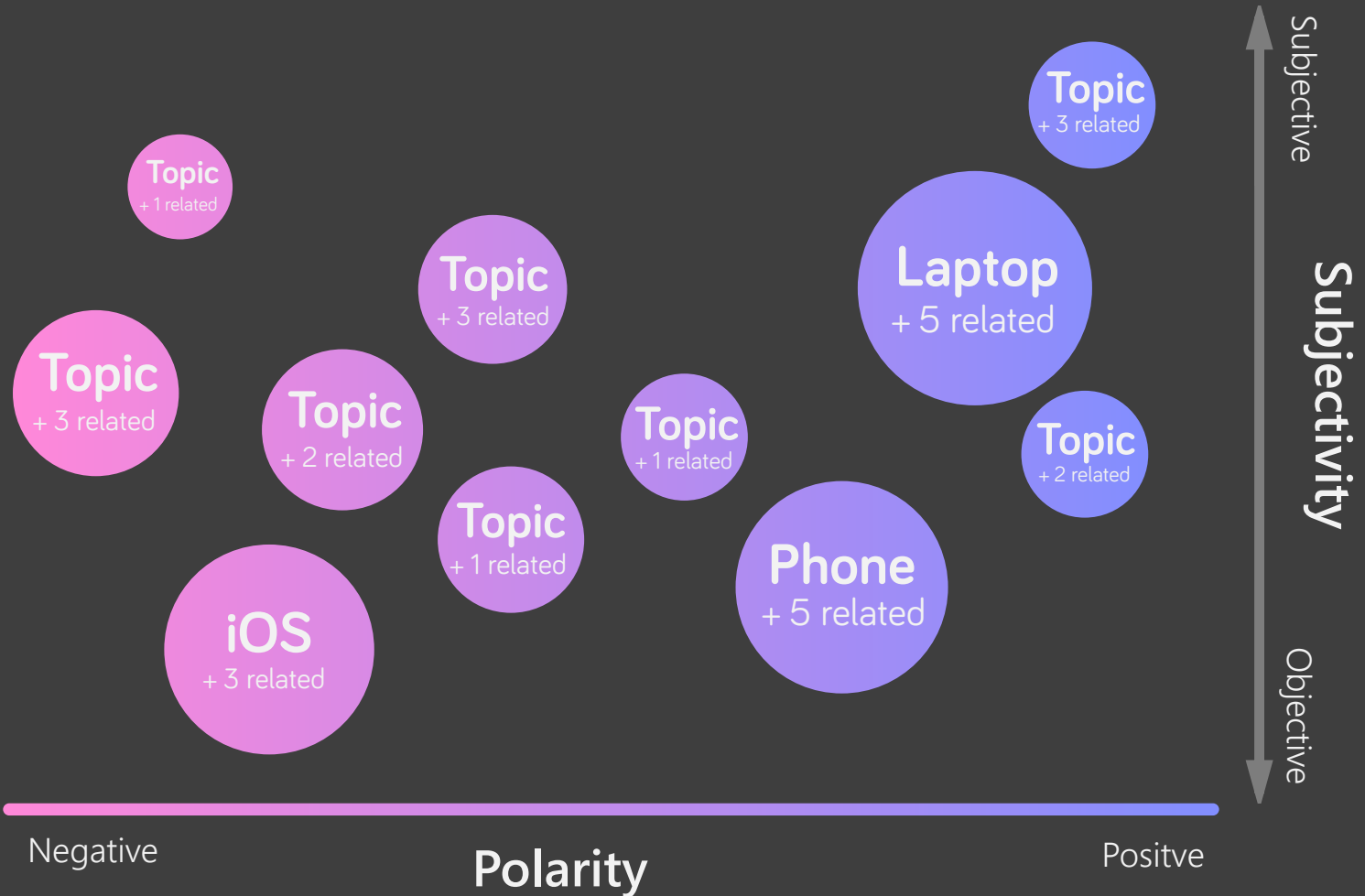
- Source URL**
(Sentiment +4, Subjectivity +2)
Brief Description here
- Source URL**
(Sentiment +4, Subjectivity +2)
Brief Description here





Topic Graph

Vision

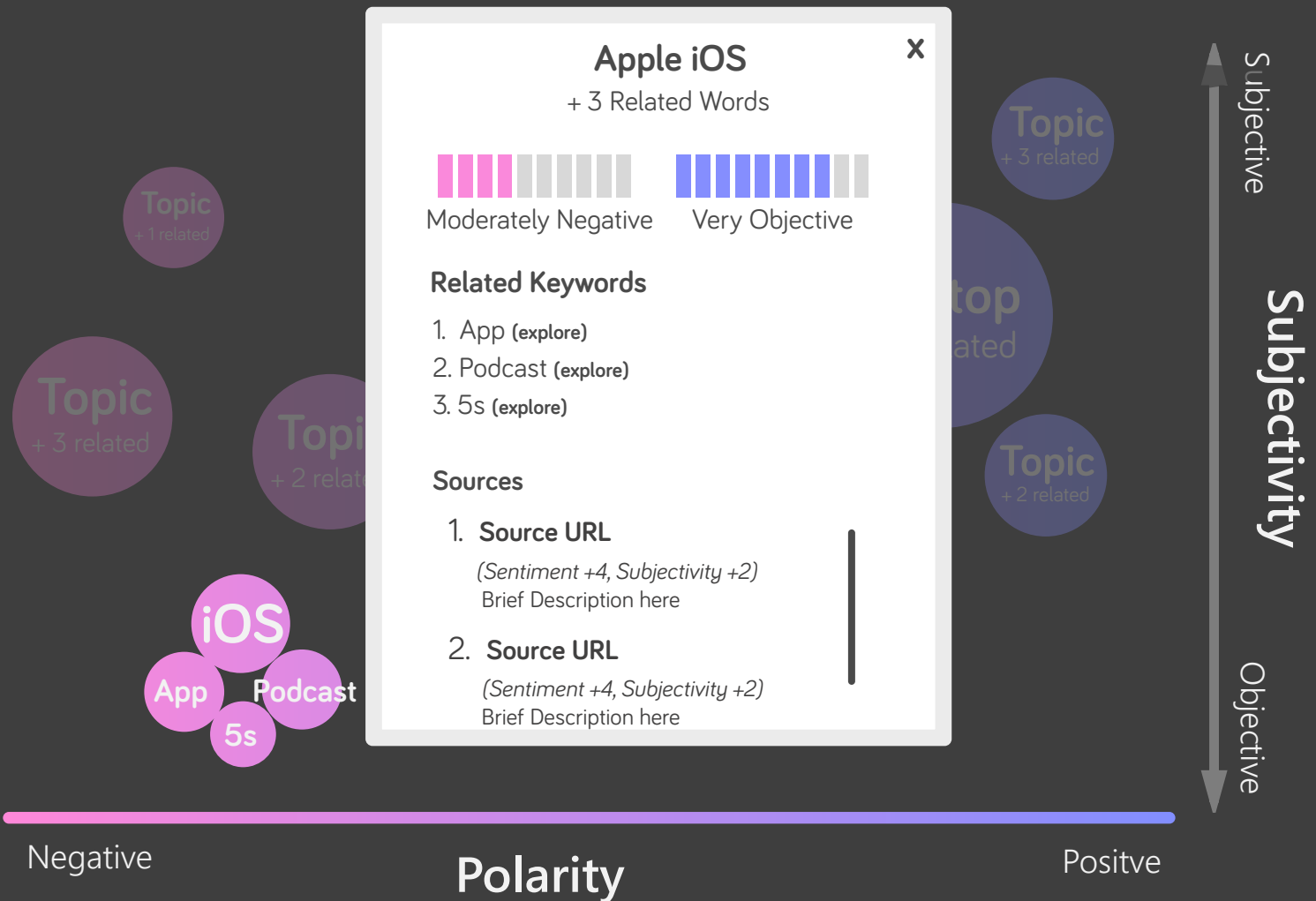


Purpose

A visualization to help the user easily interpret the "vectorized topics" from the search results. Name each topic based on the word that has the highest ranking TFIDF Score. Color the topic based on the polarity, subjectivity or topic frequency. Visualize the words associated with the topics.



Topic Graph



Details

Grouped topics (named by the word with the highest TFIDF score) are displayed on a spectrum which rates polarization and subjectivity. They are sized based on TFIDF or number of appearances. A user can click on any bubble to drill down and find related words. These words then appear as distinct bubbles which can be viewed in detail in their own right.

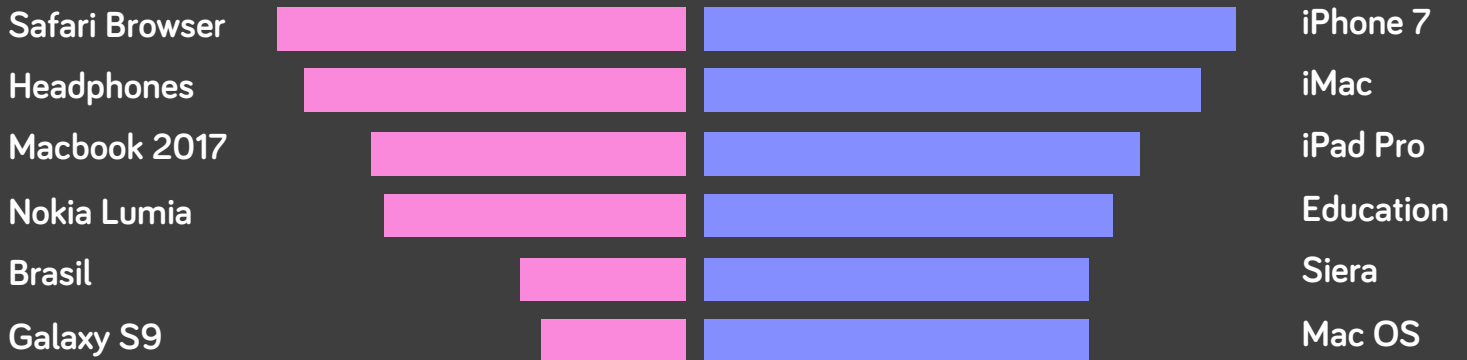


The Pulse

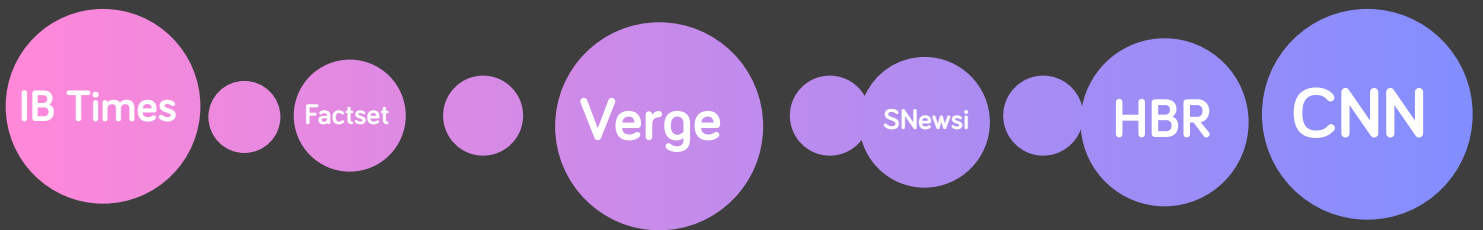
Combines the Key Influencers, Media Polarization, and Topic Graph for an immediate insight into the general outlook regarding a keyword.



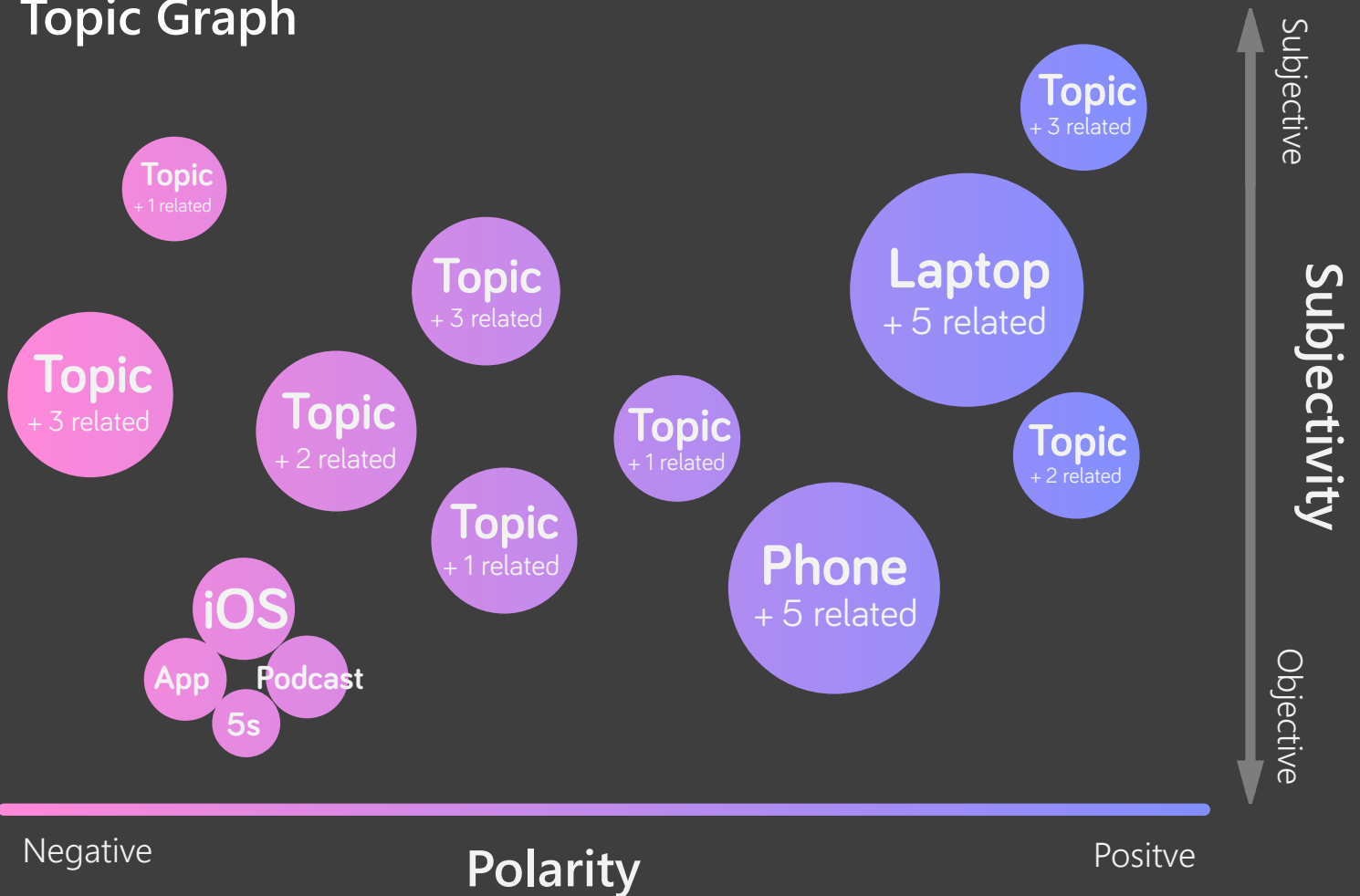
Key Influencers



Media Polarization



Topic Graph





Topic Treemap

Purpose

Allows the user to clearly understand how an "Entity" is associated with a topic. For example, a user types-in a search keyword "Obama" on the main search screen. The user would then want to see the "important words" associated with the keyword search. They would also like to see the "Key Entities" associated with the keyword search (you can rank the entities based on tfidf score).

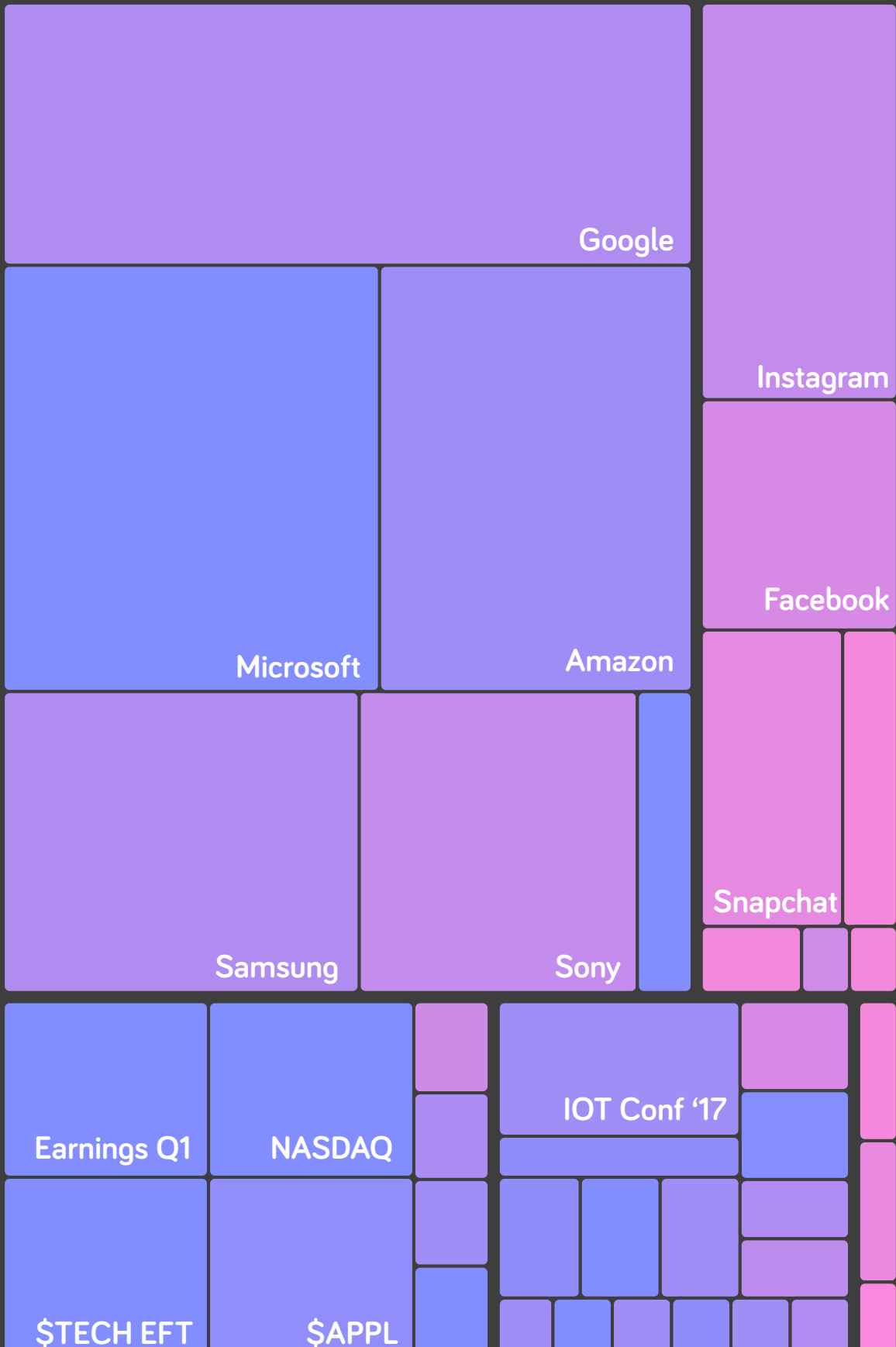
Details

The size of each entity is based on the TFIDF score. It's color is relative to the polarization or subjectivity regarding the term (which can be toggled accordingly).



Topic Treemap Overview

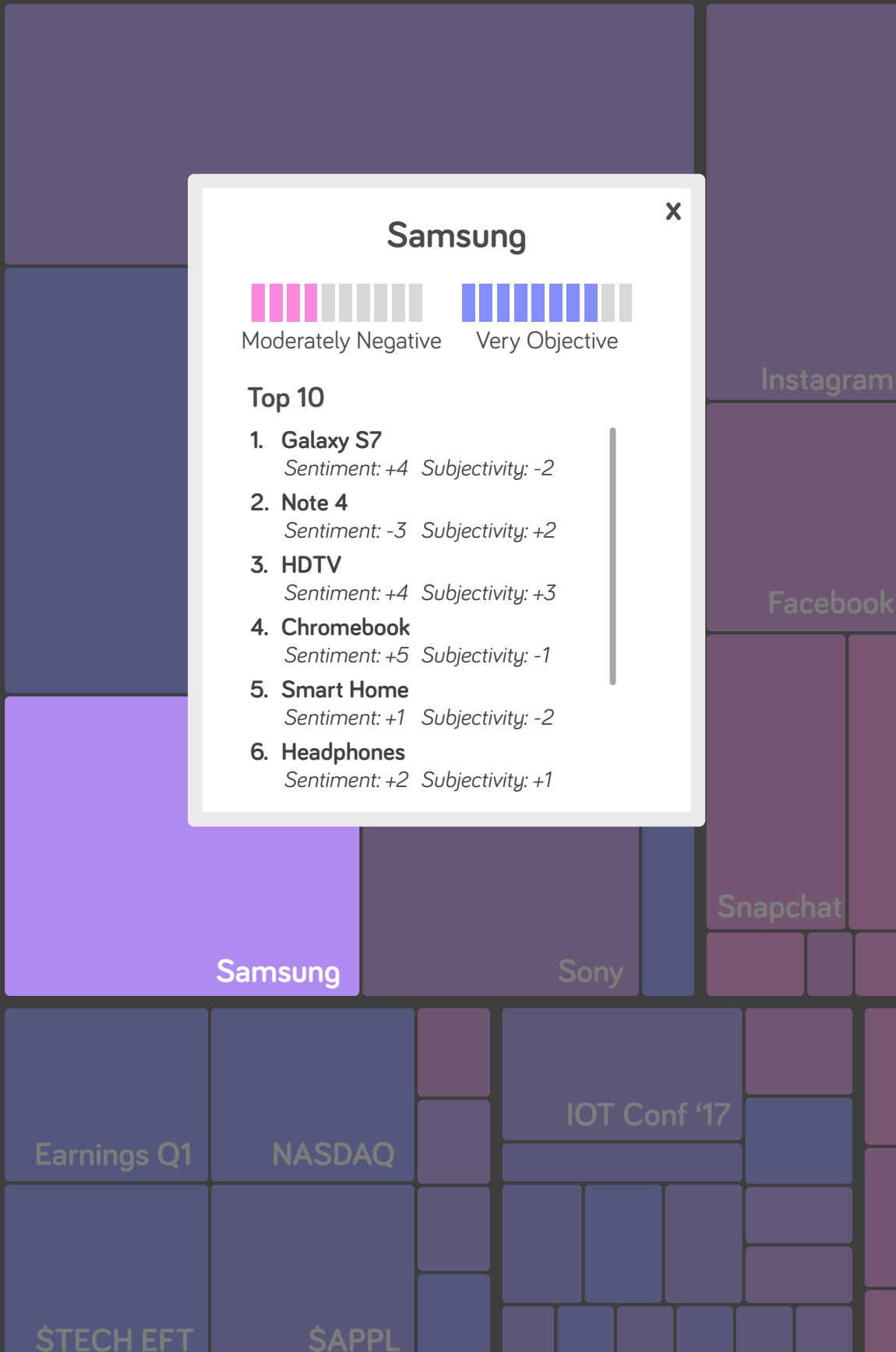
Color by: Polarization ▾





Topic Treemap Details

Color by: Polarization ▾





The Dashboard

Complete with the Topic Treemap, The Pulse, and a keyword search.

🔍 Apple Inc

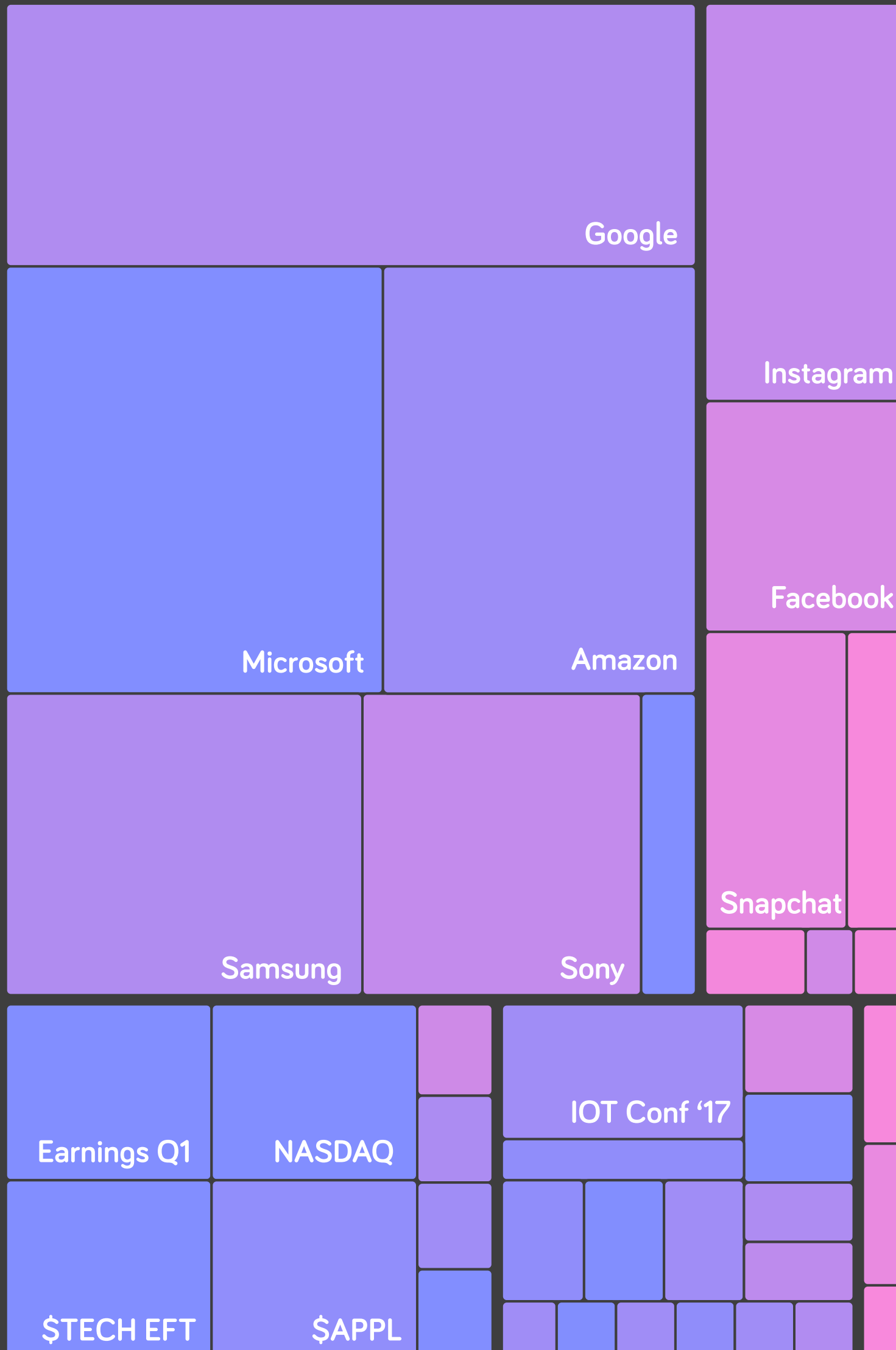
Choose Sector ▾

- Financial Sector
- Utilities Sector
- Consumer Discretionary Sector
- Consumer Staples Sector
- Energy Sector
- Health Care Sector
- Industrials Sector
- Technology Sector
- Telecom Sector
- Basic Materials Sector



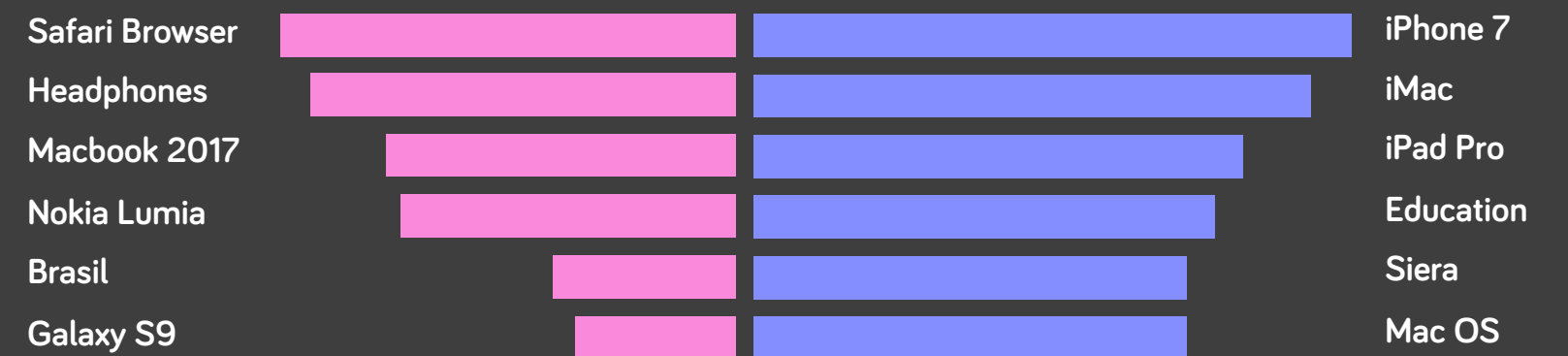
Treemap

Color by: Polarization ▾

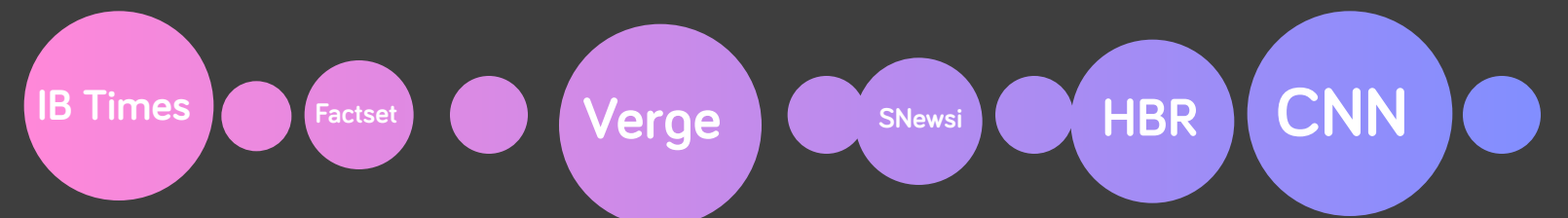


The Pulse

Key Influencers



Coverage Sentiment



Topic Overview

