

## Quick Guide: Options for Analysis

Digimind can perform different types of analysis on the information that you have found and / or validated. To access these graphs and charts, on a tab, click on the triangle by the name of the tab to access the tab options. Then click on "Add Analysis portlet" to see the menu. Choose the analysis that best fits your objectives by clicking on it.

### Tab options

The screenshot displays a dark grey sidebar on the left with the following options: 'Add Content', 'Add News portlet', 'Add Analysis portlet' (highlighted), 'Change layout', 'Rename this tab', and 'Delete this tab'. To the right is a grid of 14 analysis options, each with a red '+Add' button at the top, a representative icon, and a text label below:

+Add Bar chart	+Add Pie chart	+Add Line graph	+Add Multi line graph	+Add Network diagram	+Add Matrix chart	+Add Bubble chart
+Add Treemap	+Add Geographical map	+Add Variations	+Add Tag Cloud	+Add Sentiment analysis	+Add Influencer	+Add Top themes

On the following pages you will find an outline of the options available for each type of analysis.

## Lists and analysis

Some of the graphs can be combined with lists, either your own list of entities or from Digimind Find Out.

For more information on creating and managing lists, please see the “Manage Lists” section.

Analysis	No list	One list	Two lists
Bar chart			
Bubble chart			
Geographical map			
Influencer			
Line graph			
Matrix			
Multi-line graph			
Network diagram			
Pie chart			
Sentiment analysis			
Tag cloud			
Top theme			
Treemap			
Variations			

## Options for creating analysis

Depending on the type of analysis you have chosen to add to your portlet you will have different choices to make. Details of each of the options are on the pages following the summary table below.

Analysis	Entities / lists	Main entity / brand or person	Language	Geographical zones	Choice of database or media	Visibility	Proportionality	Query	Display amount of results	Number of themes	Frequency / periodicity	Time range
Bar chart	✓				✓	✓		✓	✓			✓
Bubble chart	✓				✓	✓		✓				✓
Geographical map				✓	✓	✓		✓				✓
Influencer					✓			✓				
Line graph					✓	✓	✓	✓	✓		✓	✓
Matrix	✓				✓	✓		✓	✓			✓
Multi-line graph	✓				✓	✓	✓	✓	✓		✓	✓
Network diagram	✓	✓			✓	✓		✓				✓
Pie chart	✓				✓	✓		✓	✓			✓
Sentiment analysis	✓			✓	✓	✓						
Tag cloud	✓				✓	✓		✓				✓
Top theme		✓	✓							✓		✓
Treemap	✓				✓	✓		✓				✓
Variations	✓				✓	✓		✓			✓	

## Entities / lists

If you have created a list of entities that you would like to base your analysis on, the list will appear in the drop down menu.

Alternatively, you can base your analysis on the Digimind Find Out feature by checking one of the

lists with (find Out). Find Out uses Digimind algorithms to identify the most often cited entities in a given set of information. In this way you can find out which people, concepts, companies, etc. are most associated with a particular theme. This will in turn help you to shape and refine your CI project.

Set the number of entities to include in the analysis by using the up and down arrows. The default setting is always 7.

## Main entity / brand, person, ...

It is possible to name a given entity and to base your analysis on the way this entity is connected to other entities, for example in the network diagram.

Top Theme analyses information that includes this entity.

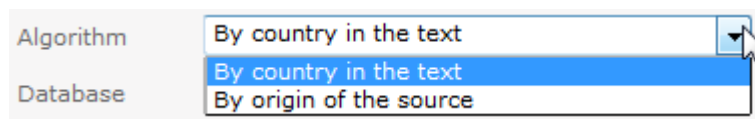
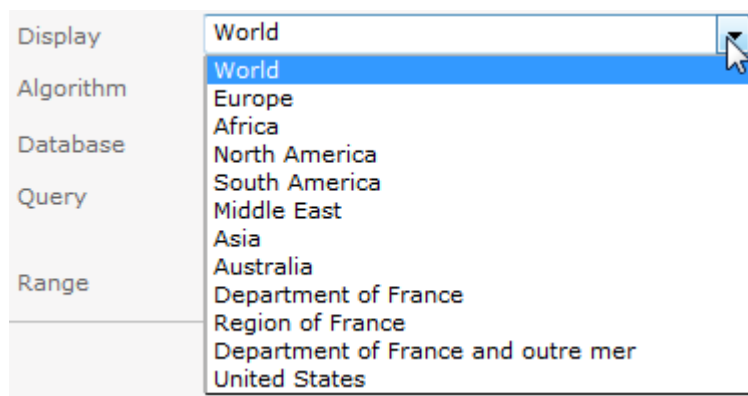
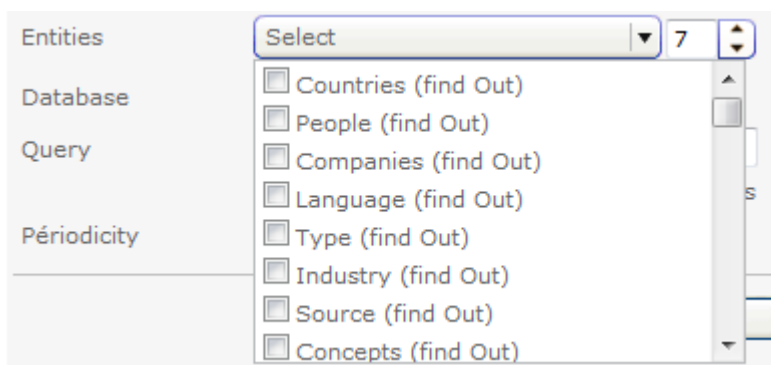
## Language

This option is only available for the Top Theme analysis. You can choose to take into consideration the searches for a topic that were carried out on English language search engines or on French language search engines.

## Geographical Zones

When creating a map there are two choices. For Sentiment analysis only the display option is available.

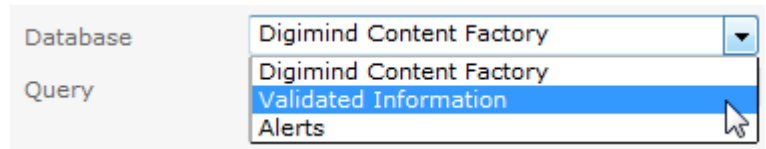
1. The area you would like to display in the analysis. Depending on the set up your company has chosen for the Digimind platform you will see some or all of the items in the list here.
2. To show the country cited in the text or to show the country from which the article was first posted.



## Choice of Database of Media

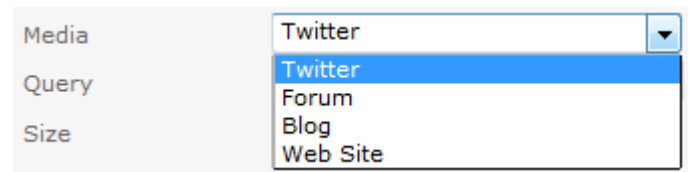
The information that is analyzed can be taken from one of three databases:

1. DCF – Digimind Content Factory
2. Validated information – in your projects and folders
3. Alerts – from your agents



For the Influencer analysis you can choose to consider different media sources:

1. Twitter
2. Forums
3. Blogs
4. Web Sites



## Visibility

This option is available only when you choose to use Validated Information as the source of your analysis and if your company has the Online Reputation and Engagement option.

When validating information it is possible to give the information a ranking from 1 to 100. Depending on how your company has decided to organize the CI project, you may want to rank certain sources of information, topics or articles as having a higher importance or visibility in the webosphere.

If you check the visibility box in the analysis options, this ranking will be taken into account during the creation of the graph and validated information with a higher ranking will be given a larger weighting.

## Proportionality

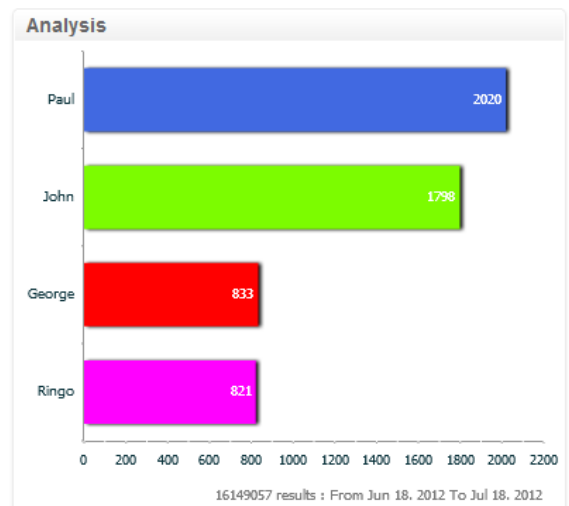
It is possible to display information in line graphs not only as the total number of results found, but also to display results as a proportion of total results over the time period. In this way you can compare the relative impact of events on the amount of articles over the time period.

## Query

It is possible to filter the information used for the analysis by a query.

## Display amount of results

Checking this box will display in figures the number of results directly on the analysis. This is useful if you are planning on saving the analysis in order to share it in a newsletter or a report because once saved or inserted into a document outside of the Digimind platform you will not benefit from the interactive features of the graph.



## Number of themes

For Top Theme you can set the number of themes which you would like to be analyzed.

## Frequency / Periodicity

It is possible to define how far apart you would like the points on a graph to be: either daily or weekly. A daily analysis will show more fluctuations than a weekly analysis.

## Time Range

Set the length of time you would like to run the analysis for.

