Solution Brief

Sentiment Analysis

Sentiment Analysis is becoming a key insight into any organisation's effectiveness and ability to execute its business strategy. It answers the key questions such as: Who is talking about us? What are they saying? How are they responding to our products, services and attitudes? Are they happy with our endeavours? enVdata will enable you to gain these key insights in real-time.

Big data is changing how organisations are structured and managed. It is affecting all sections of the business, from those that deal with the core activities of an organisation, such as operations or manufacturing of products, to supporting ones, such as human resources. The term Big Data refers to data sets the size of which is beyond the capabilities of current database and computing technology to process in timely and efficient manner. The challenge organisations will face is how to become information-centric, with decisions based on massive amounts of data that are collected in real time.

enVdata is committed to enabling all businesses and organisations to take advantage of new computing and data models that Big Data technologies and information design offers such as Hadoop and NoSQL. Big Data is fast becoming a primary competitive edge and a means of delivering products, and services with efficiency, accuracy and cost effectiveness. This is a completely new way of looking at significant value that can now be extracted from not only the private data but from public data sets as well. enVdata as your Big Data partner will help you get some amazing results.

enVdata will provide you with the means of establishing and integrating these new innovative technologies into your organisation and we will show you how to extract unprecedented value from your data.
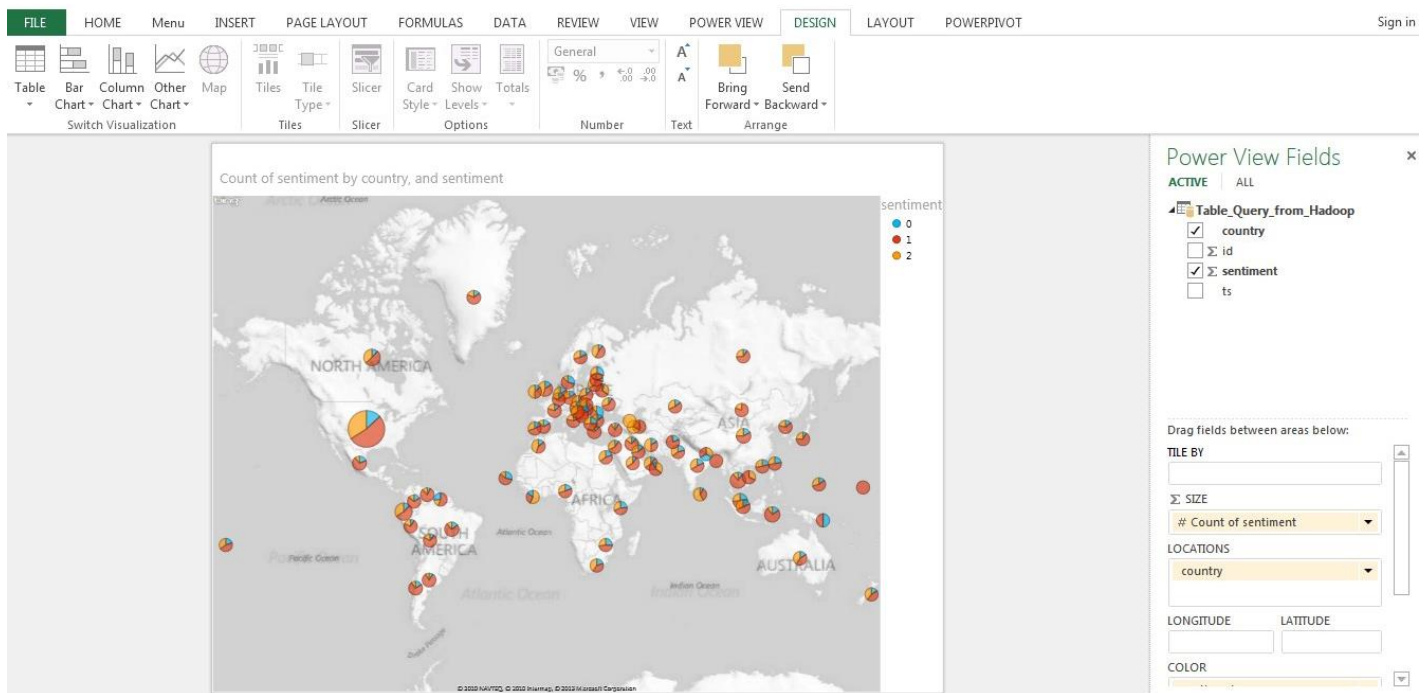
Sentiment Analysis

Sentiment data is unstructured data that represents opinions, emotions, and attitudes contained in sources such as social media posts, blogs, online product reviews, and customer support interactions. Organizations use sentiment analysis to understand how the public feels about something at a particular moment in time, and also to track how those opinions change over time.

An organisation may use sentiment analysis to discover about:

- **A product** – For example, does the target segment understand and appreciate messaging around a product launch? What products do visitors tend to buy together, and what are they most likely to buy in the future?
- **A service** – For example, a franchise chain can look into its locations with particularly strong or poor service.
- **Competitors** – In what areas do people see our company as better than (or weaker than) our competition?
- **Reputation** – What does the public really think about our company? Is our reputation positive or negative?

Example of Sentiment Analysis visual representation - Orange: Positive, Blue: Negative, Red: Neutral

enVdata is a unique provider of integration services for Open Source Big Data, NoSQL, visalisation, analytics and Microsoft technologies. We will preserve and enhance your environment with solutions that build on your current staff skillsets and knowledge. We also partner with all major Big Data platform providers such as Hortonworks, Cloudera and MapR.

ITS ABOUT BIG DATA