Deep Social Media Insights for Business Users

Challenge: Actionable sentiment and behavior for 10+ languages, across all social media sources

What’s the sentiment of this facebook post?

Some say “neutral”....
...some say “positive with a 0.5 probability”

We think it’s...

Positive for the S5

Negative for the iPhone

• Extensive set of grammar rules, covering language structures that are relevant for sentiment detection
• Highly granular rules to determine the sentiment target, and clearly define the sentiment phrase in the document

Challenge: Social Media is ambiguous

Watson Analytics uncovers ambiguities in real time

• No pre-configured ontologies necessary
• Tailor your analysis to the relevant concept
• Only shows ambiguous topics that are relevant in social media
  • No need to deal with arcane meanings that don’t occur in social

Challenge: Analytics for 3000+ tenants within the same processing environment

• Document-level, stateless text analytics stack embedded into Apache Spark Streaming
• Collection-level text analytics through Spark over HDFS (exploiting GraphX, MLlib,..)
• Results pushed into columnar database (IBM DB2) for rapid end user exploration

IBM Watson Analytics

Try it out for free at watson.analytics.ibm.com