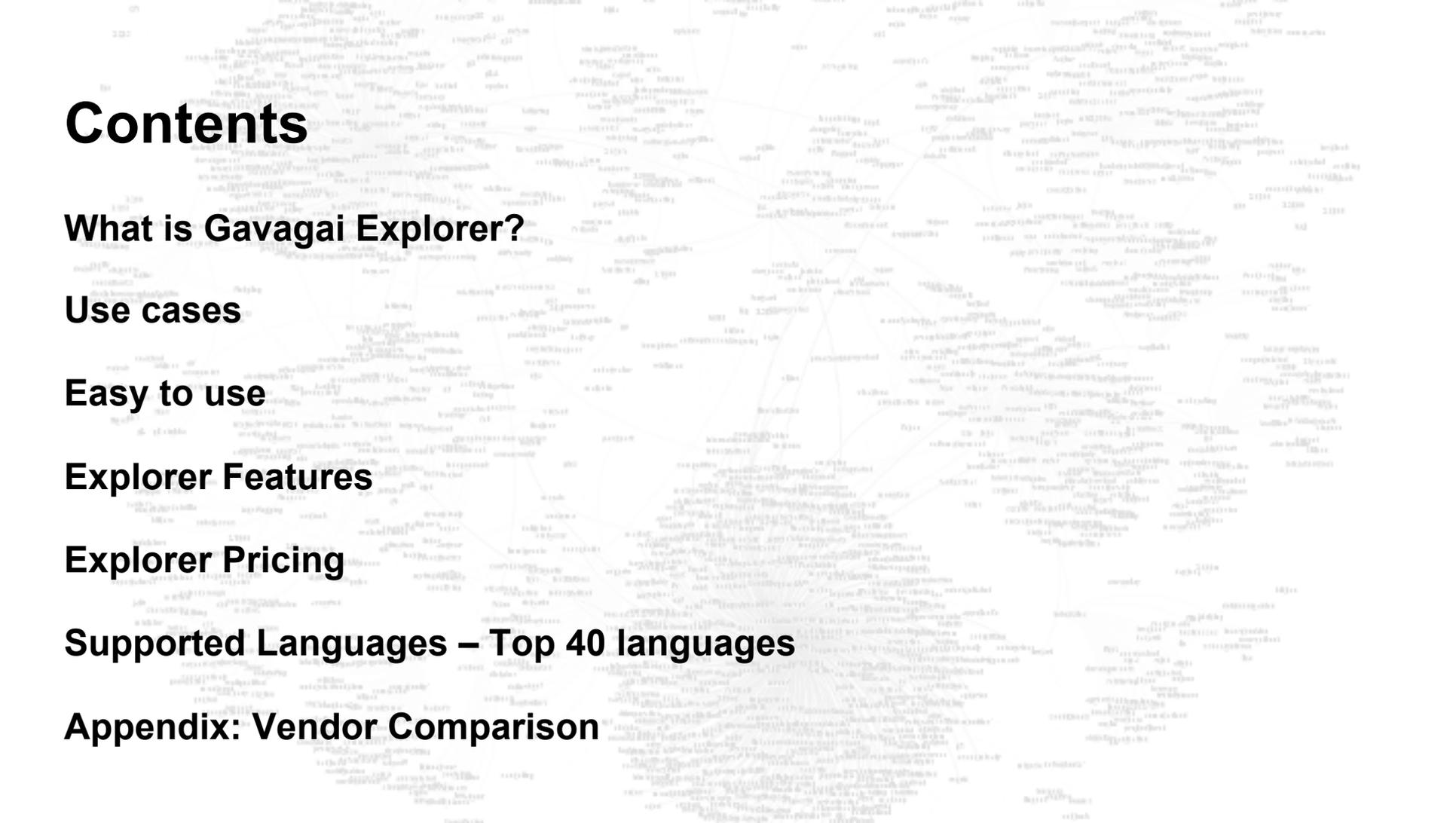




Gavagai Explorer

<https://explorer.gavagai.se/>



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OPEN-ENDED QUESTION ANALYSIS LIKE A BOSS WITH GAVAGAI EXPLORER

<https://explorer.gavagai.se/>

nielsen
.....



KANTAR

Analyze survey responses in more than 40 languages
with **Gavagai Explorer**

The market's most sophisticated tool for text analytics
and qual-to-quant – cheap, scalable, easy to use

Selected by global leaders in Markets Research &
Customer Experience

<https://explorer.gavagai.se/>

What is Gavagai Explorer?

Meaning-Based Text Analytics with the market's most sophisticated tool for text analytics, leveraging state-of-art AI

Instant qual-to-quant conversion and analysis of unstructured text data - such as answers to open-ended survey questions, customer reviews, online mentions, customer support tickets, and other customer interactions - without prior computer skills

Advanced analysis, with automated thematic clustering and by scoring themes against multi-dimensional sentiment, to get valuable and robust insights from text data, in more than 40 languages

Recently launched. Used by global brands and the global leaders in markets research & customer experience management

Use Cases: Gavagai Explorer



Helping one of the largest banks in the Nordics to automatically analyze large quantities of free text customer feedback collected from various touch points throughout the customer journey. Reducing a 5-week recurring process to a fully automated 5 minute process with higher quality output.



Providing the largest market research companies in the world with the most advanced tool for automated coding and analysis of open ended free text responses. We reduce the processing cost by 99% with improved output quality.



Cutting the error ratio in routing of customer support tickets, for a multinational utility company with 5 million clients, from 50% to 3% with a saving of 5USD per support ticket.



Automated segmentation of beer drinkers in America for one of the largest beer brands. Vast amounts of customer feedback suggest that "Solo sippers" represent 30% of all beer drinkers. Helped the end client to target the audience more successfully.



Identifying needs, concerns, and perils, while enhancing citizen participation in city planning, through real time monitoring of citizen feedback for the city of Stockholm with automated theme identification, coding, and analysis.



Automated analysis of employee satisfaction and customer satisfaction studies for the largest music streaming service in the world and for a global retailer. Delivering new, valuable, robust, and statistically indisputable insights, that have previously gone undetected.



Automated KPI elicitation for luxury car brands in the USA. Impressive use case recently displayed at major industry conferences. One of the leading car producers discovered new important performance indicators for its brand in the US market. And must rethink its marketing strategy.



Automated real-time performance monitoring of hundreds of retail outlets, with identification of areas of improvement on a granular level for a leading sports retailer, based primarily on unstructured text data. This tracker provides management with a constant flow of suggested improvements.

User friendly – no prior data skills necessary

59.2% (77/130)

5.

friendly 13
8

Terms:

friendly polite courteous helpful
attentive knowledgeable accommodating
thoughtful accomodating caring
personable welcoming enthusiastic

add comma separated terms Add words

Suggestions:

inviting useful annoying aggressive
efficient upscale

↑ Hide associations

- staff - 35.4% (48/130)
- greet - 0.2% (12/130)
- room - 7.7% (10/130)
- desk - 0.2% (8/130)
- super - 3.1% (4/130)
- professional - 3.1% (4/130)
- extremely - 3.1% (4/130)
- front - 5.4% (7/130)

5. FRIENDLY

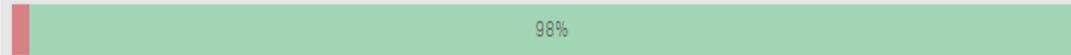
REPRESENTATION

Includes 51.5% (67/130) of the texts.

SENTIMENTS

Sentiments detected in 58 texts.

negativity positivity



TERMS

Click on a term to see sentences including the term.

friendly polite courteous helpful attentive knowledgeable accommodating thoughtful accomodating
caring personable welcoming enthusiastic

ASSOCIATIONS

Click on an association to see sentences including the word.

staff great room desk super professional extremely front nice incredibly

TEXTS

Below you will see examples of what is included in this topic

Explorer Features - overview

- CUSTOMIZABLE TOPIC STRUCTURE
- AUTOMATIC N-GRAM DETECTION
- AUTOMATIC SYNONYM SUGGESTIONS
- REMEMBER ACCEPTED SUGGESTIONS
- MERGE RELATED TERMS
- IGNORE TERMS & THEMES
- SAVE COPY, RE-USE & SHARE CODING TEMPLATES
- APPEND VERBATIMS TO EXISTING PROJECTS
- FILTER ANALYSIS BY MULTIPLE
- PIN IMPORTANT TOPICS
- **ALL LANGUAGES (45 PER FEB 2017)**
- EXPORT DATA IN SEVERAL FORMATS
- THEME WHEELS VISUALIZATION
- CONCEPT MODELING
- FINE GRAINED SENTIMENT ANALYSIS
- 8 STANDARD SENTIMENTS IN ALL SUPPORTED LANGUAGES
- ARBITRARY SENTIMENT MODELING
- KEYWORDS EXTRACTION
- SUGGESTED KEYWORDS
- META-TAG GENERATION
- SUMMARY GENERATION

Quantify your qualitative data

Take free-text data from open-ended questions and turn it into quantified topics sorted in order of importance

Gavagai Explorer clusters your unstructured data into structured topics and quantifies them by measuring how many texts (respondents) "contain" each topic. You can quickly and easily find out what the strongest to the weakest topics are and track them over time as new data is acquired.

Automatically created multiword expressions

Gavagai Explorer knows about multiword expressions like "San Francisco" so you don't have to create lists of them yourself.

Explorer understands the language in which your texts were written and it automatically learns which words are actually part of bigger expressions. This prevents common expressions from being broken up into their parts and it helps the user as you no longer have to painstakingly craft lists of important expressions.

Automatically created synonyms

Explorer automatically knows which words relate to one another. This makes it easy to get respondents' opinions tallied in one place - even if they all express things differently.

Explorer understands the language of your texts. Therefore it can suggest synonyms: alternative ways of saying the same thing. By accepting the suggestions you get all respondents who mean the same thing, but express it differently, into the same bucket.

Merge, ignore and group topics

Structure your data the way you want it. Merge similar topics, ignore irrelevant topics or place related topics in groups. While structuring the project, Explorer automatically re-calculates the strengths of the topics and the groups, taking into account overlapping verbatims that belong to several topics. The result is an always up to date respondent count and relative strength to the total number of respondents.

Copy models to new projects

Share coding templates with your colleagues. Re-use a project model by applying it to new data.

Pinned topics and groups, and ignored terms make up the model of a project and it can be applied to a new project. This is useful when analyzing a related set of data, like a set of hotel reviews for a different hotel, or the next month's batch of reviews for the same hotel.

Add data to existing projects

The new data will fall into place - automatically, with zero effort.

You can add data to an existing project to have the project's model applied automatically to the new data. This is useful when data is acquired in regular intervals. Then you can filter on the partitions and compare datasets over time. If you discover a new topic in the new data you can easily go back and see if that topic was present in the old data as well.

Sticky synonyms

Previously accepted synonyms will be automatically applied in new projects.

After you accept a synonym suggestion, this connection between two expressions is saved in your account. Later, when you create a new project, those existing "sticky synonyms" are applied automatically to the new project - but only at the creation moment; changes to synonyms in one project never affect other existing projects.

Pinned topics and groups

Pin your important findings and make sure they are never lost when filtering or adding new data.

By pinning a topic or a group, you mark it as permanent and change its visual appearance. Pinned topics will always appear in your topics list even if they are not represented by any respondents. This is useful when filtering (and the result after applying the filter is smaller than before) or when copying a project model from one project to another.

Associations

When people talk about price what do they say? Explorer automatically calculates associated topics. Quickly find out what aspects are most important for any topic.

Associations are calculated automatically and for every topic. They allow you to gain deep and quantified insight into aspects of your topics.

Sentiment analysis

For every topic and group we measure positivity, negativity and skepticism, but we can measure any attitude or concept. You can even model your own concepts - how about profanity in Portuguese? Or buying propensity in Spanish?

For every verbatim we measure 8 standard sentiments (hate, desire, love, skepticism, violence, fear, positive, negative) in 45 languages.

Any attitude or concept can be measured ranging from "propensity to buy", "love", "fear" or "profanity". We can model and measure any concept with accuracy and coverage.

Find hidden topics

Do you know beforehand what to expect to find in your data? Do you want to test a hypothesis? Create a topic manually and see if there are any respondents to match.

Manually create topics to help you structure your model or find weaker opinions in your data. If you also pin the manually created topic you can ensure that you will track it even if the topic is strong in one set of data and weak in another.

Improved sentiment analysis

The Explorer now allows you to specify the target of your interest when performing sentiment analysis on texts in a project. When you do, it performs sentiment analysis only for those sentences that match the target; without a target it analyses the entire text.

You define your target of interest as a custom concept using Explorer's Concept Modeler tool.

Theme Wheels

Visualize your pinned topics in a graphical display of the main topics and their associations.

Theme wheels in Explorer is a way of visualizing the most important topics in the processed dataset. They represent pinned topics and their relative strength in the data set. They also show each topic's associations and their ratios to each topic.

Analyze data in any language

All features work with data in any language.

Synonyms, multiword expressions and all other features are supported for any language. We currently have more than 40 languages on-line in our "living lexicon" and more languages can be added in a matter of weeks.

Export to Excel or Pdf

You can export to Excel or PDF straight from any project.

The Excel file contains every aspect of your project - quantified topics and groups with respondent counts and percentages, the terms and their synonyms, associations and their strengths, sentiment measurements, and example snippets of actual verbatims. The Pdf report is a sequential list of all topics, associations and snippets, formatted similarly to the appearance in the Explorer.

Row based Excel export

Export results to an Excel file which is identical to the uploaded file except for the newly added columns containing the results of the analysis.

Retrieve metadata, such as sentiment analysis, concept scoring, keywords, and automated summaries in high resolution on verbatim level in the 'Full Excel' export.

Flexible sorting of topics & groups

Sort groups and topics alphabetically, by number of mentions, and by their pinned status.

Topics can be sorted either alphabetically or by the number of mentions, and you can also group all pinned topics together to avoid having to scroll the page up and down.

Concept modeling

Explorer now provides powerful concept modeling for additional analytics capabilities. You can model any concept by finding and saving the necessary multiword expressions - Explorer makes this easy by providing automatically formed n-grams and suggestions for semantically similar words.

Create custom concepts for use in the analysis of your data and your texts will be scored according to their presence, just like sentiment is analyzed. Just start with a few seed-words, and then build a complete concept by browsing through the list of suggestions and adding those that seem relevant to you. Your data is analyzed with respect to your concepts when downloaded as a 'Full Excel' report.

Keywords extraction

A new part of the 'Full Excel' report, with extracted salient keywords adds several dimensions to your data analytics.

There are four new keyword columns for each text in the 'Full Excel' report: salient keywords, salient keywords after qualification by Wikipedia, semantically expanded keywords, and semantically expanded keywords qualified by Wikipedia. The last of these represents related, relevant, and qualified keywords that are not part of the text.

Explorer Pricing

No licenses, no tie-in, no lock-up.

Buy the amount of credits you need on a monthly basis.

Prior to exceeding your monthly usage you will get a message asking if you want to top-up your credit.

You can try out Gavagai Explorer in a free trial: when you sign up you get 500 texts for free.

- 250 texts/mo.€25
- 500 texts/mo.€45
- 1000 texts/mo.€80
- 5000 texts/mo.€350
- 10k texts/mo.€600
- 50k texts/mo.€2500
- 100k texts/mo.€4000
- >100k texts/month: request a quotation

Gavagai Top-40 Languages

Albanian

French

Javanese

Slovakian

Arabic

German

Korean

Slovenian

Chinese

Greek

Latvian

Spanish

Czech

Hebrew

Lithuanian

Swedish

Danish

Hindi

Malay

Swahili

Dutch

Hungarian

Norwegian

Tagalog/Filipino

English

Icelandic

Polish

Turkish

Estonian

Indonesian

Portuguese

Thai

Farsi

Italian

Romanian

Urdu

Finnish

Japanese

Russian

Vietnamese

Appendix: Vendor comparison

For illustration purposes we have chosen to compare Vendors of text analytics with respect to two application areas that are particularly telling:

Sentiment Analysis and Emotion Analysis are generally perceived to be challenging - which explains why language coverage is so low in these areas.

Sentiment Analysis

									
4	8	3	2	3	22	30	1	14	40

The above table shows the premier providers of sentiment analysis and their respective language capability. In most of the above cases sentiment analysis refers to classification of positivity and negativity at document level. In few cases the analysis is performed at sentence level.

Gavagai's sentiment analysis, however, goes far beyond traditional Positivity and Negativity. The user can easily define **any attitude, sentiment, or emotion**, which will be measured at context window level, specified by a target concept also defined by the user.

Gavagai offers 8 standard sentiments in all supported languages, not counting the user's self-defined sentiment concepts.

Emotion Analysis

There are so far rather few providers of emotion analysis. The list on the right is not exhaustive but is representative of the current state of language capability.

In contrast, Gavagai allows the user to effortlessly define any custom-made emotive concept in any one of its supported languages.

The definition of a new concept is guided by the semantic memory, which automatically expands one or a few seed terms provided by the user into a concept based on actual and up-to-date language usage.

Emotion Analysis Providers	Number of Languages Supported
Receptiviti	2
AlchemyLanguage	1
Moodpatrol	1
ToneAPi	1
Repustate	10
Gavagai	40



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