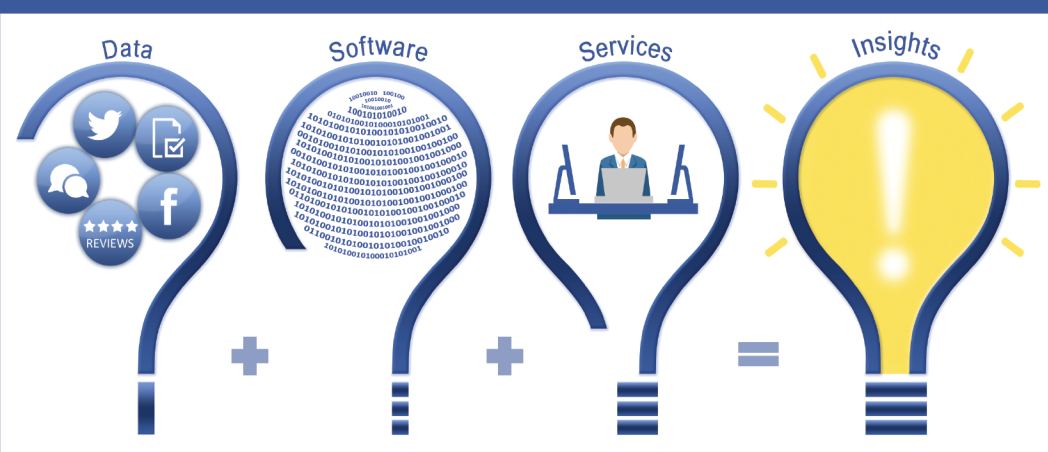


# PolyVista Solution as a Service



iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:



### 1. Back Button

Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser

### 2. Summary

The data analysis is shown in summary form on one page

### 3. Table of Contents

Introduces the topics found in the analysis and provides information regarding each topic. By clicking on a topic label (text) you can navigate to that specific section of the report for more detail. Topic text is interactive

### 4. Score Detail Chart

Provides a breakdown of comment ratings, overall score and how the score is calculated

### 5. Sentiment Matrix Chart

Showcases the breakdown of all topics sorted by sentiment (positive and negative) and frequency. This chart is best used to quickly explore and see the breakdown of positive and negative responses for each topic. Topic text and all components are interactive

### 6. Score Bar Chart

Shows the relationship between a topic (extracted from text) and its score (calculated from rating). This chart intuitively highlights areas of focus to explore what topics are driving the score up or down. Topic text and bars are interactive

### 7. Sentiment Comparison Chart

Displays how the topics change based on rating, e.g. from 1 star to 5 stars. Ratings are represented in the form of columns, and each rectangle in a column represents a topic. Links are drawn between topics to show how they vary by ratings. Sentiment is marked on each topic rectangle by a white vertical line: positive on the left, and negative on the right. All topics are interactive

### 8. Dot Chart

Illustrates the growth of topics over time; topic labels are interactive

Additional charts (not represented by icons)

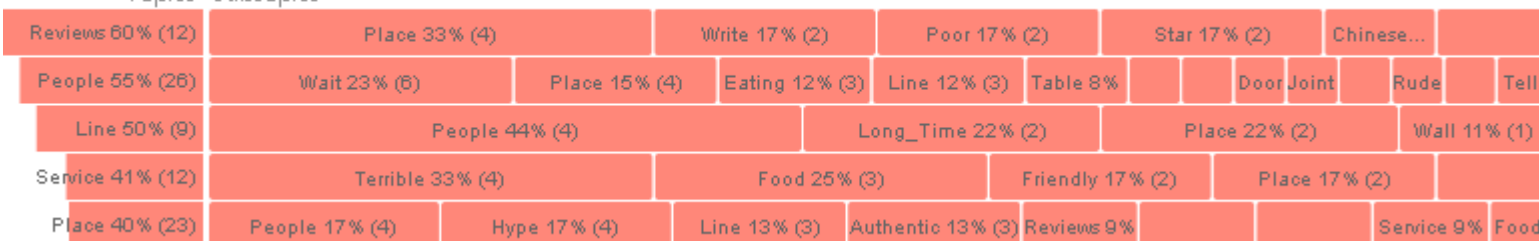
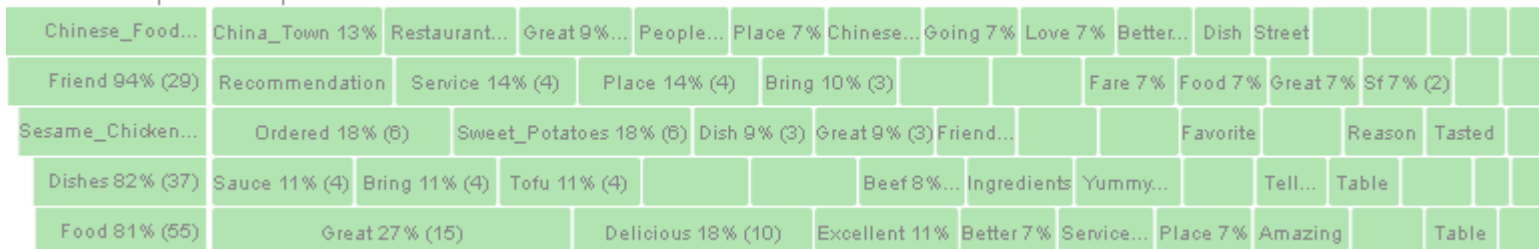
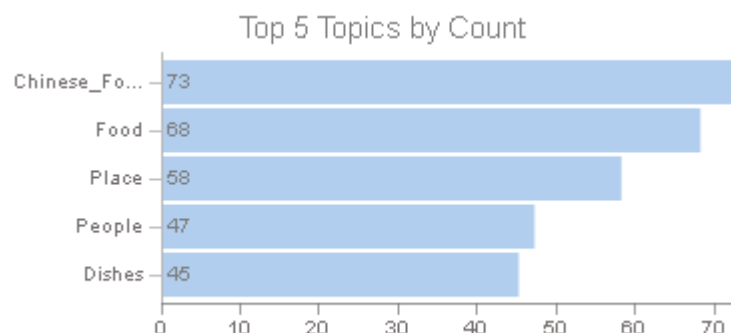
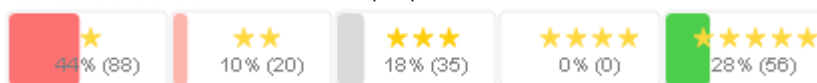
- **Sankey Chart**

Shows the flow of data from a topic (left-hand side) to sentiment (middle) to sub-topics (right-hand side). This chart is best used to find out the "why" behind the "what", as the sub-topics are the details behind the sentiment for each topic. Sentiment nodes are interactive

- **Context Chart**







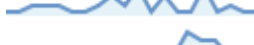













This chart is useful for exploring how words are connected in a text document; it displays the relationships between different words that are used in a text

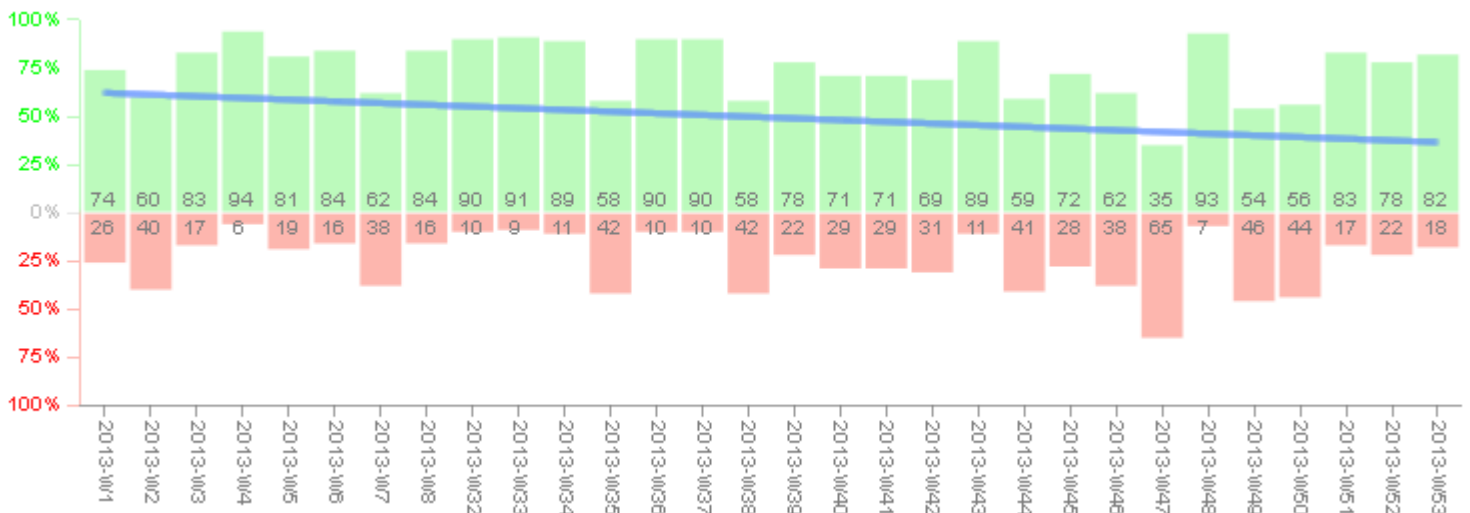
This report is best viewed with Adobe Acrobat viewer



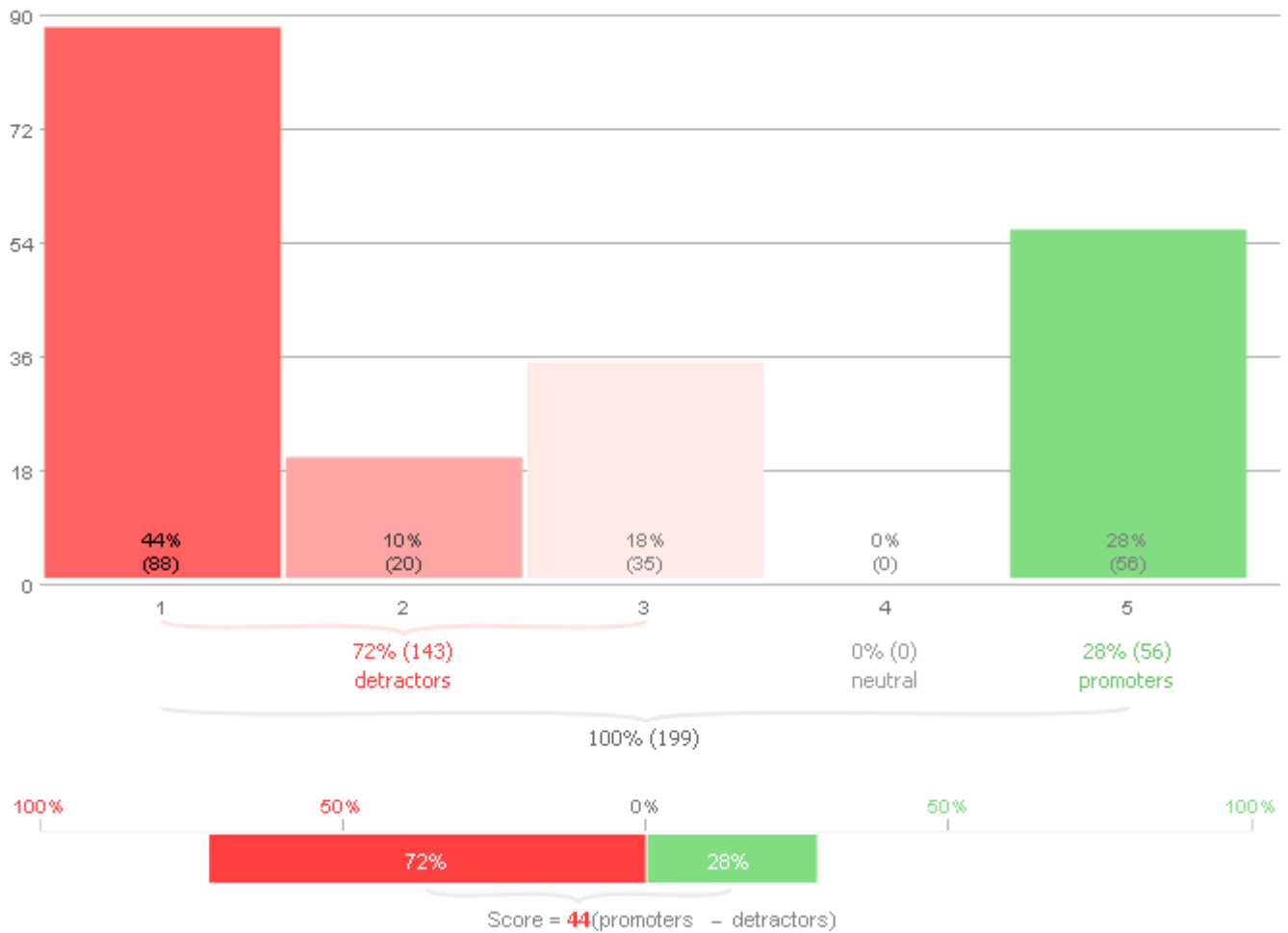
## Table of Contents

Docs = 199, Stmts = 638

Topics	Page	Trend	Stmts	% of Stmts
1 Chinese_food			73	11.4
2 Food			68	10.7
3 Place			58	9.1
4 People			47	7.4
5 Dishes			45	7.1
6 Restaurant			37	5.8
7 Sesame_chicken			37	5.8
8 Table			36	5.6
9 Friend			31	4.9
10 China_town			29	4.5
11 Service			29	4.5
12 Sauce			26	4.1
13 Price			21	3.3
14 Reviews			20	3.1
15 Line			18	2.8
16 Owner			16	2.5
17 Flavor			15	2.4
18 Menu			12	1.9
19 Meal			10	1.6
20 Chicken			10	1.6



## Overall Score Based on Star Rating

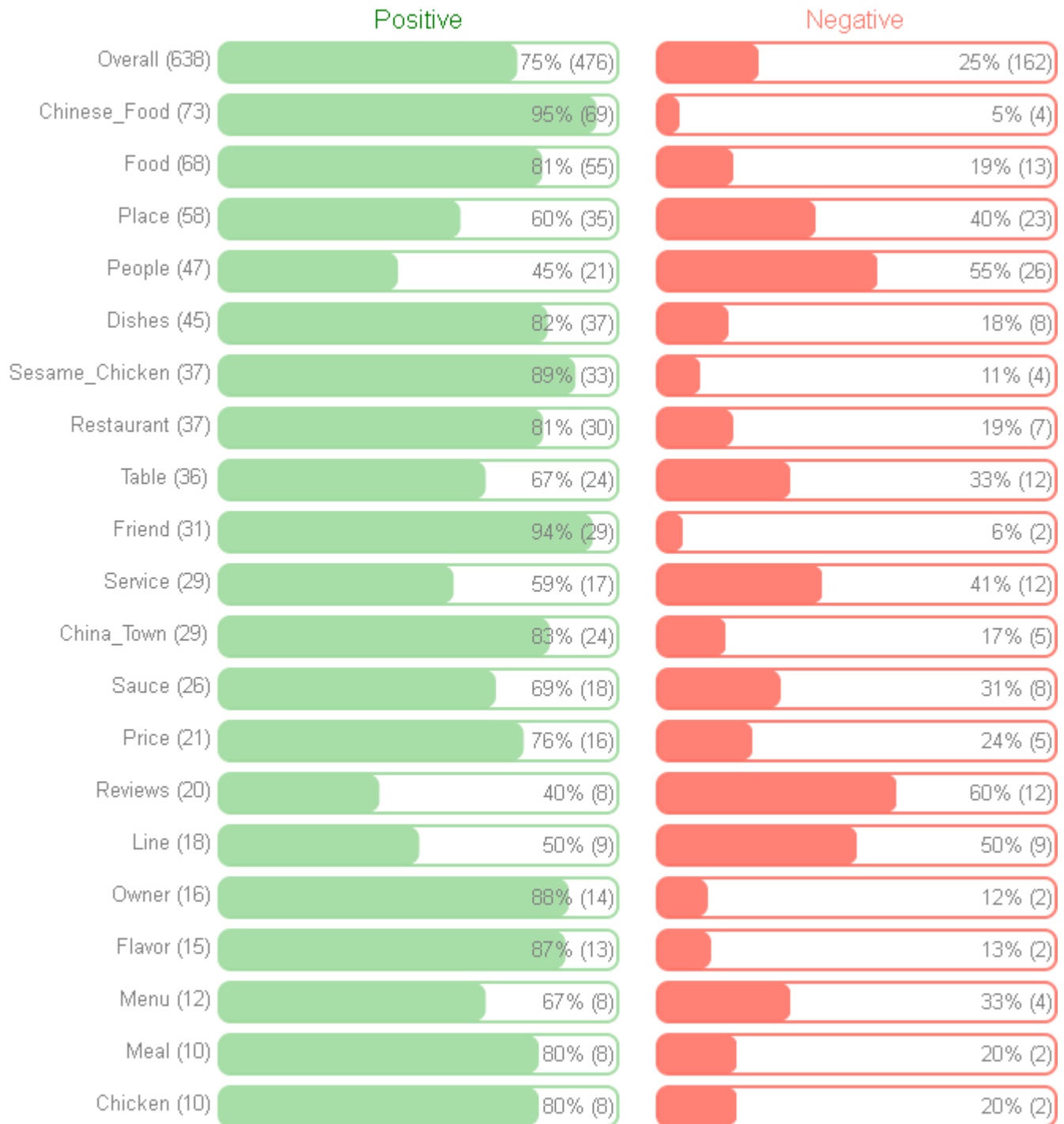


## Star Rating

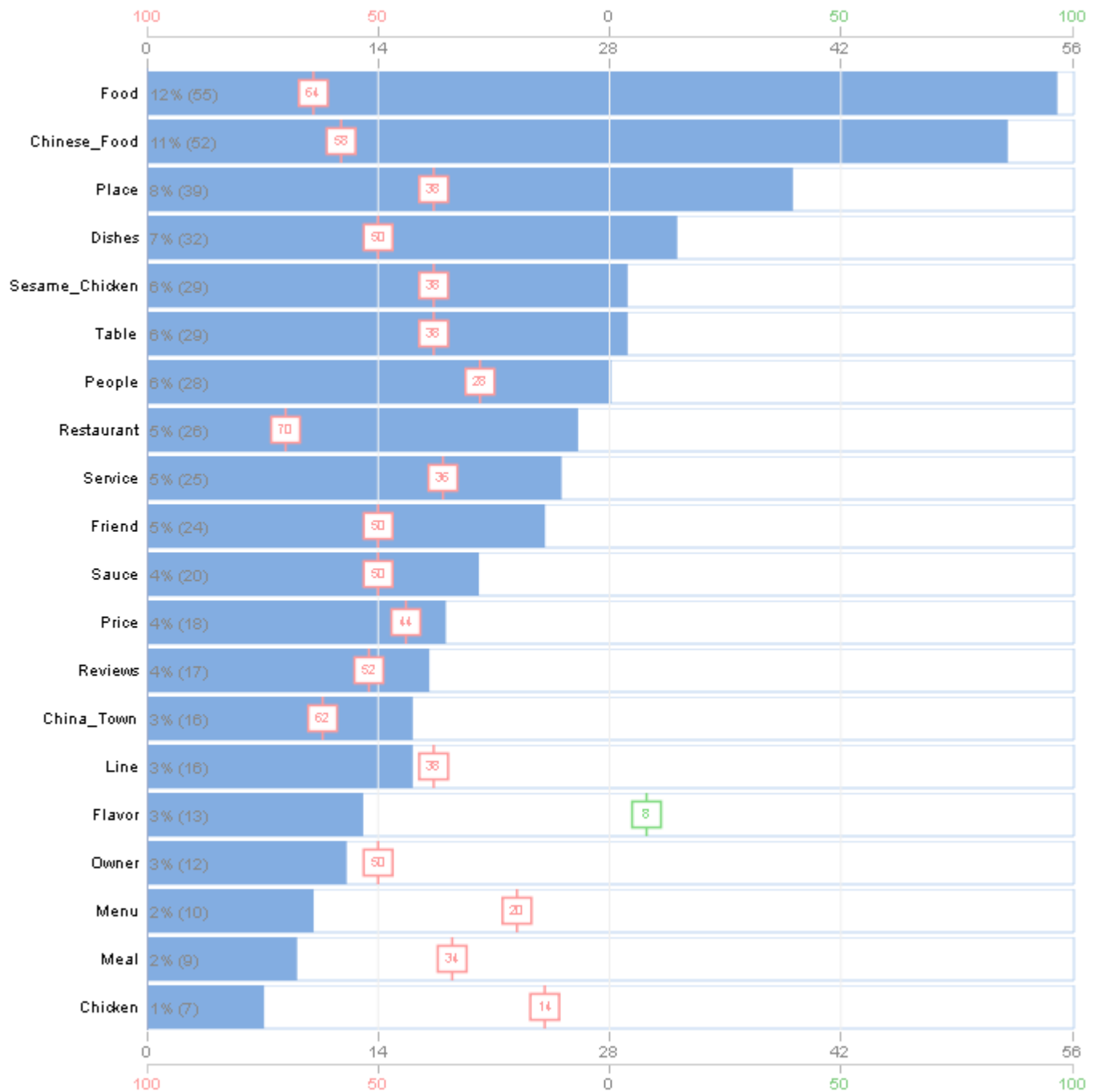
★ ★ ★ ★ ★ (199)  
2.6 out of 5 stars



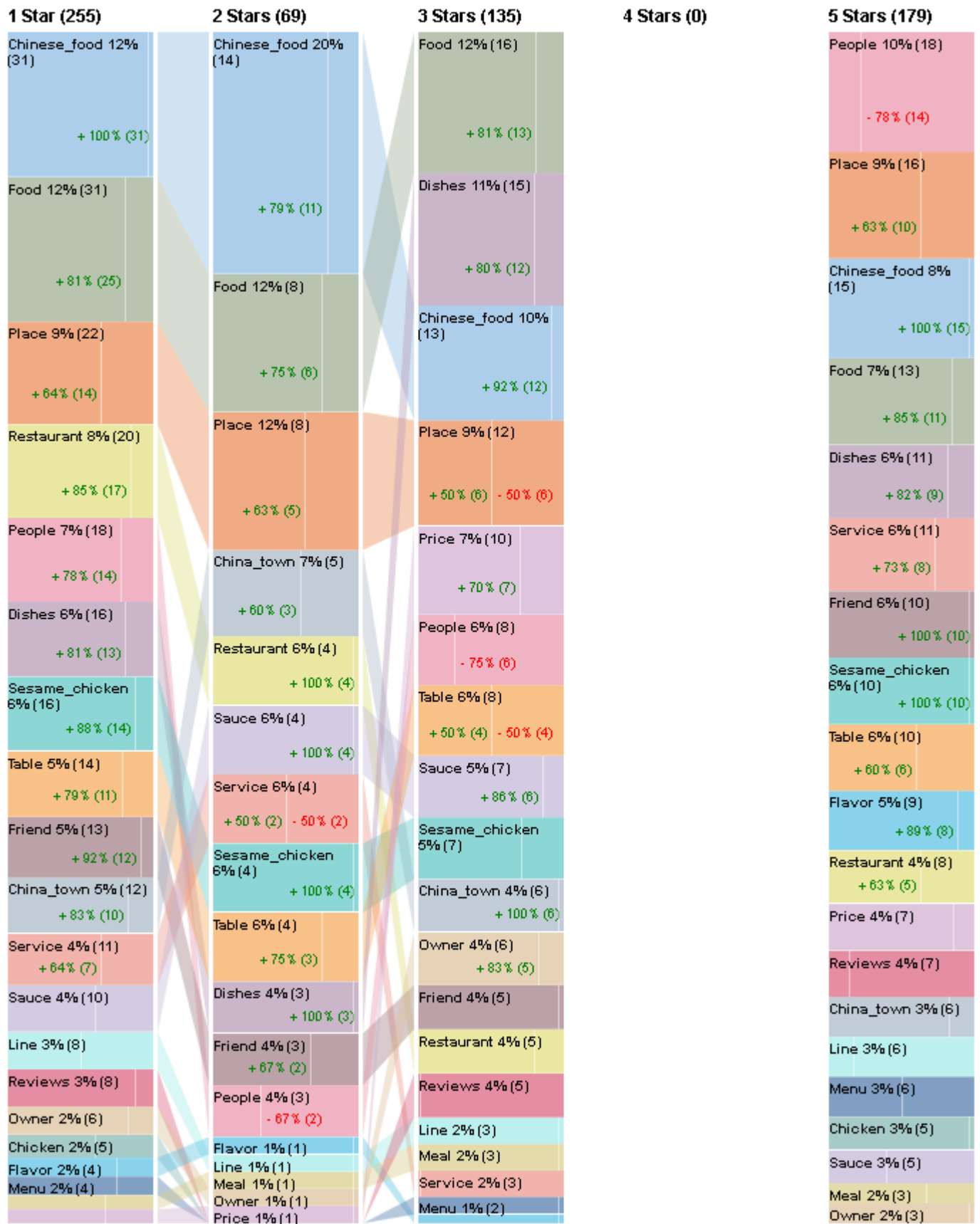
## Topics by Sentiment



## Topics by Score

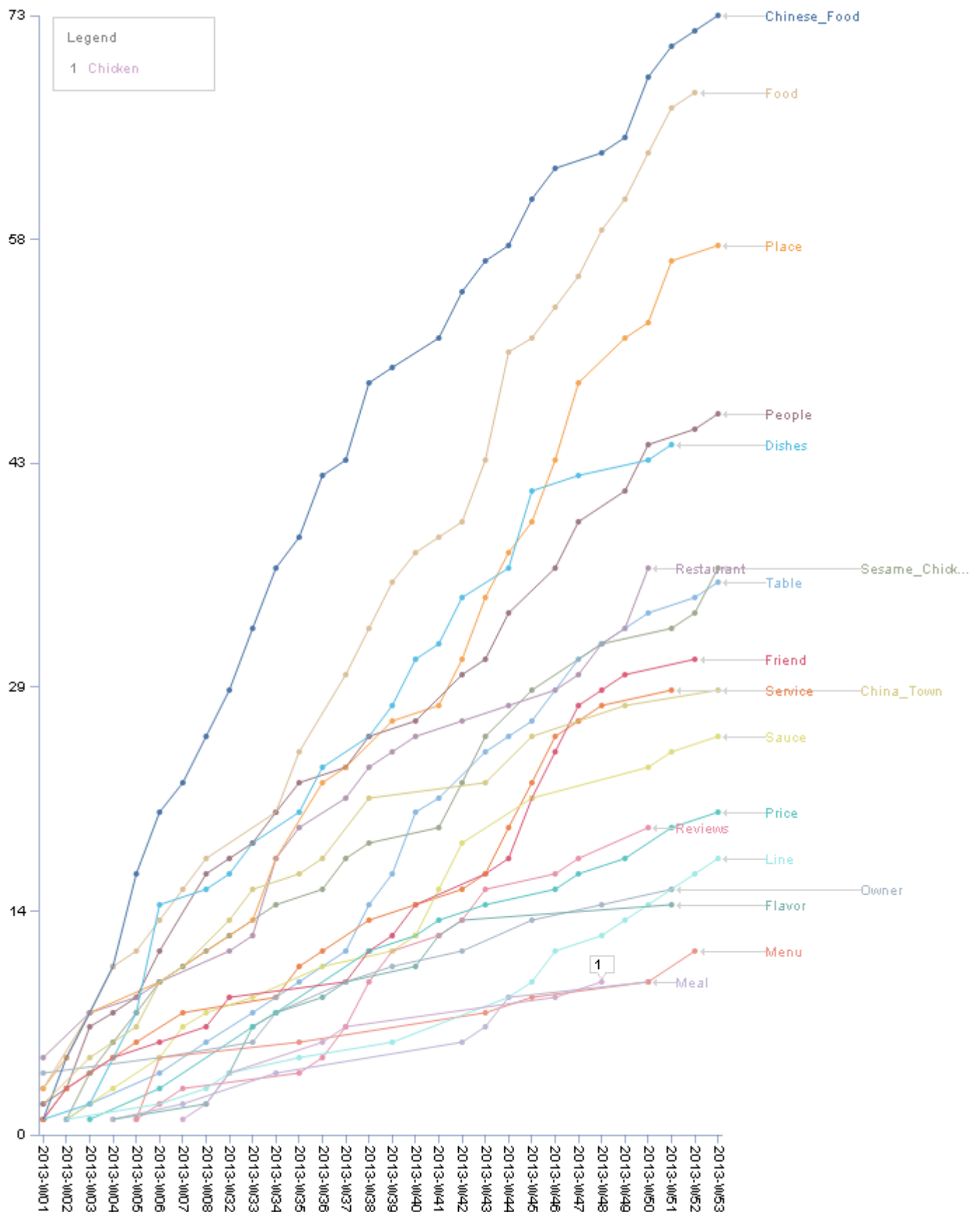


## Topics Sentiment Comparison by Star Rating



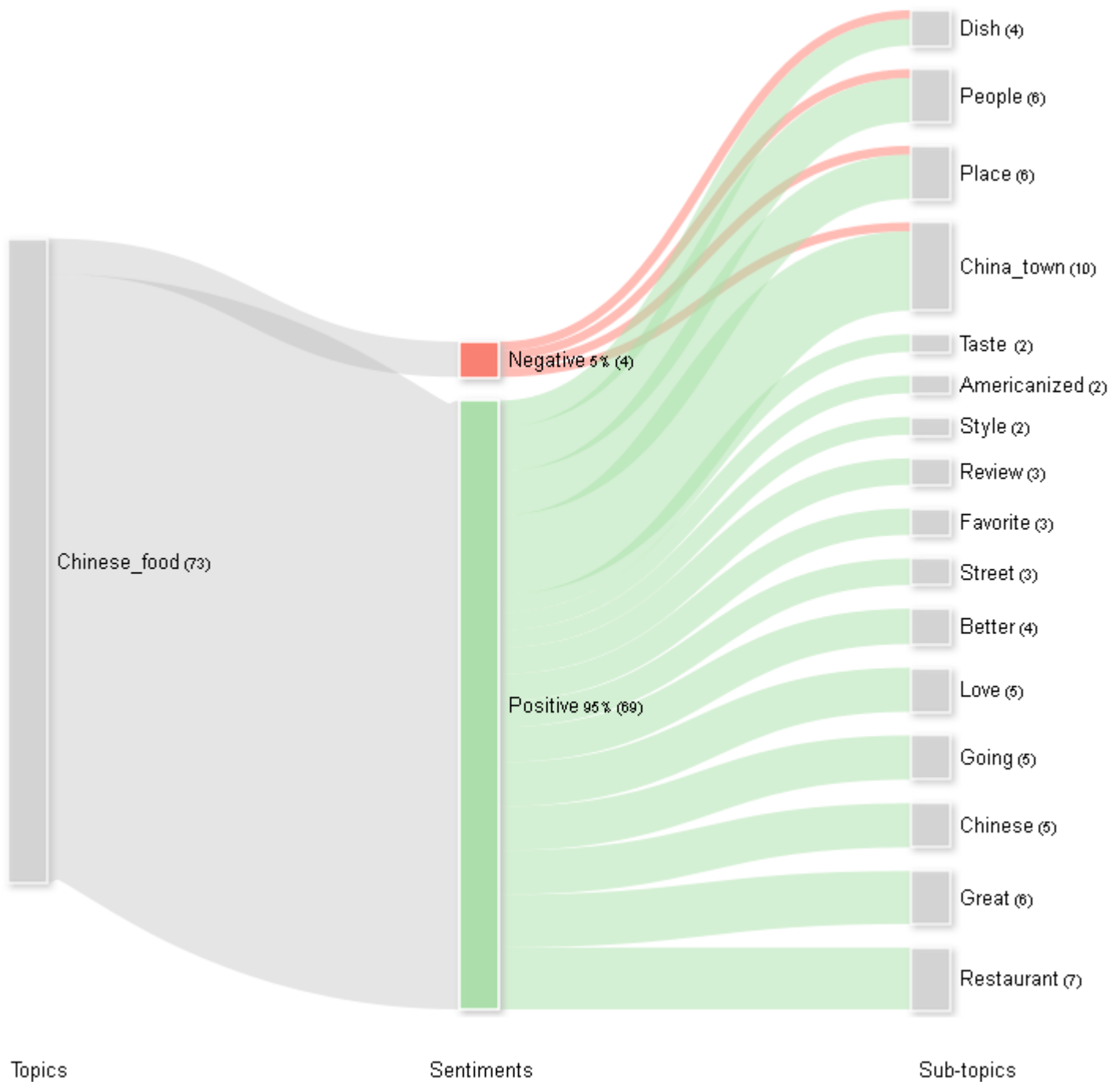


Topics Growth Over Time



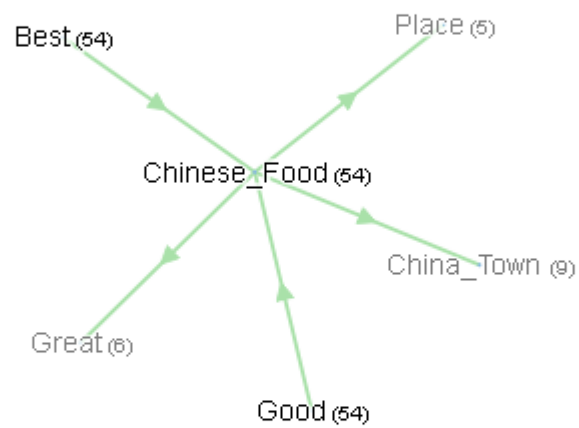
# Chinese\_food

Topic breakdown by Sentiment & Sub-topics Detail



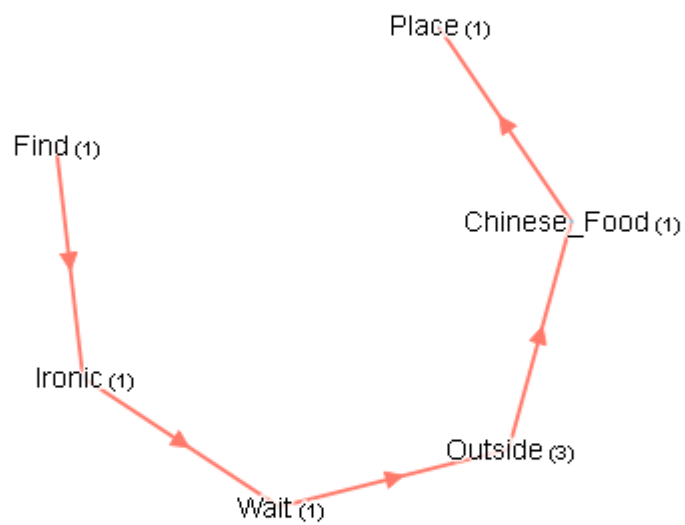
## Chinese\_food ► Positive

69 or 11% statements (total 638 Stmts)



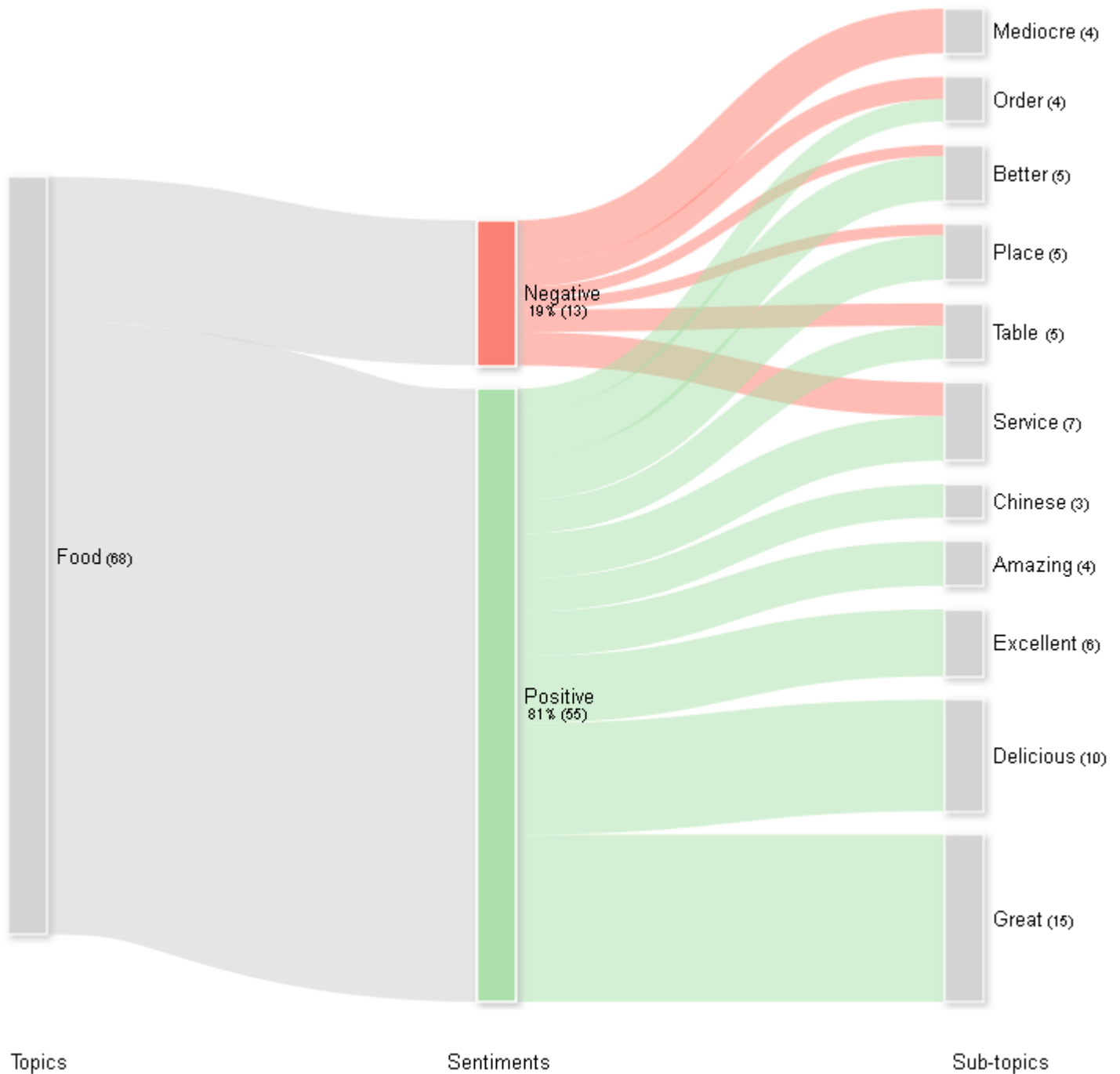
## Chinese\_food ► Negative

4 or 1% statements (total 638 Strmts)



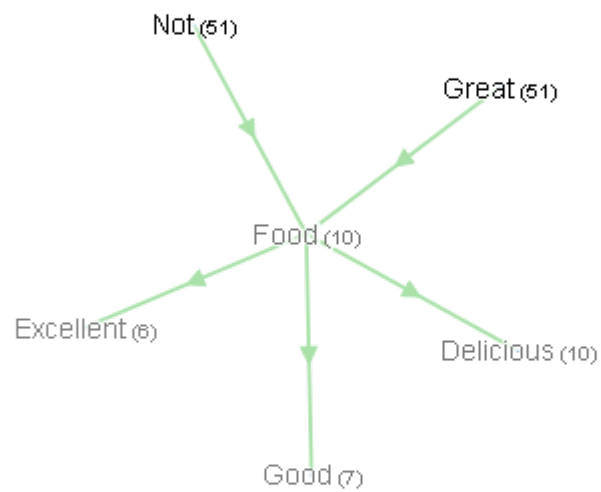
# Food

Topic breakdown by Sentiment & Sub-topics Detail



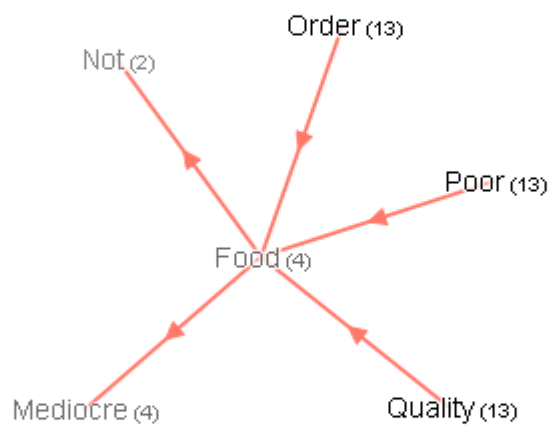
## Food ► Positive

55 or 9% statements (total 638 Stmts)



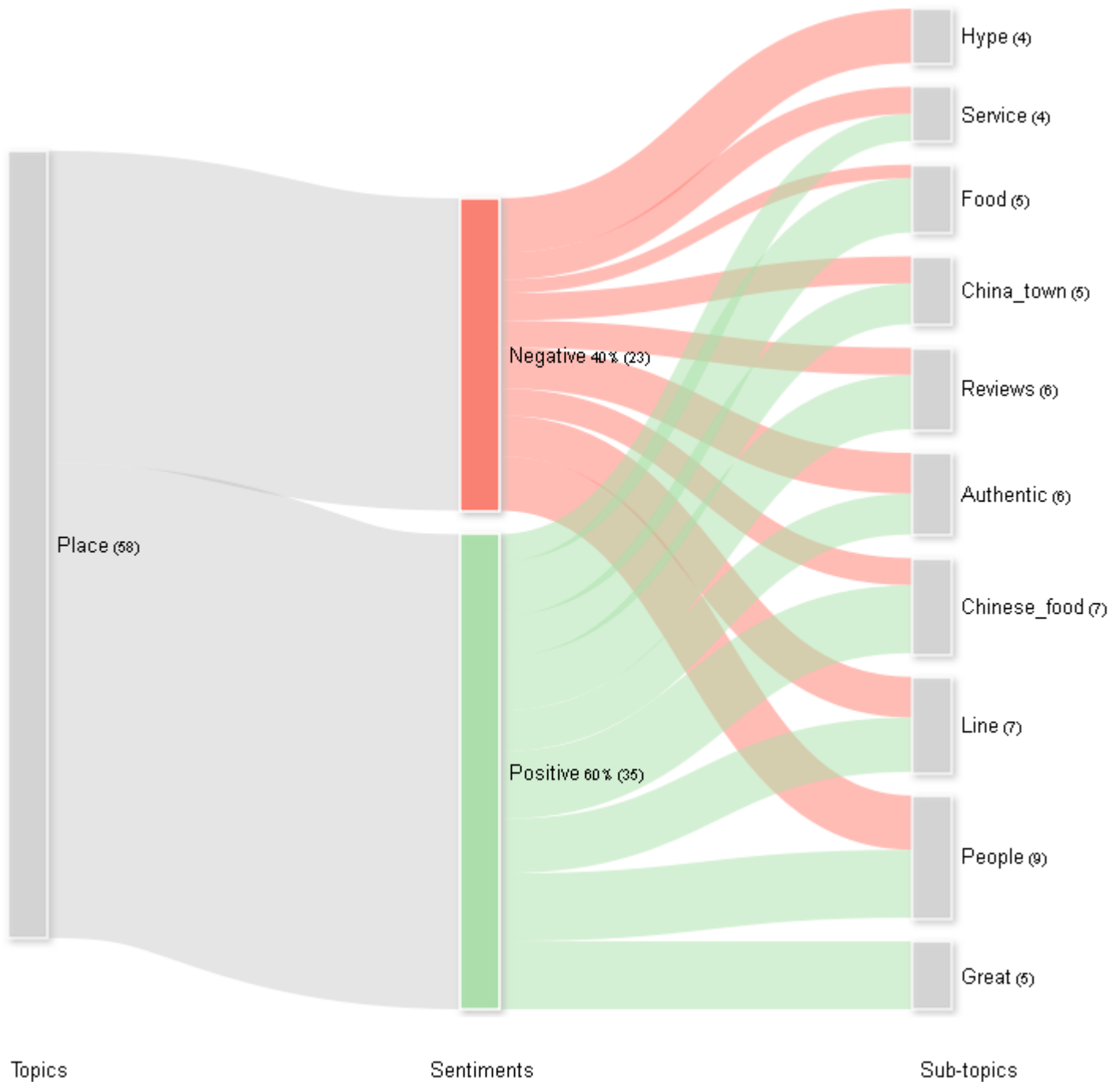
## Food ► Negative

13 or 2% statements (total 638 Stmts)



# Place

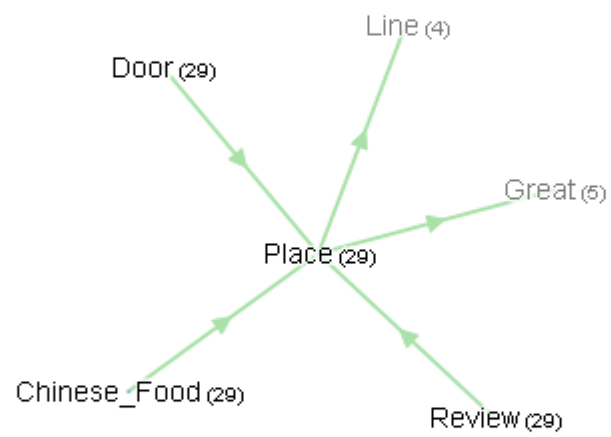
Topic breakdown by Sentiment & Sub-topics Detail





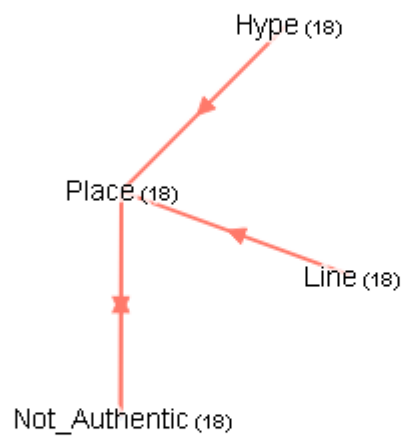
## Place ► Positive

35 or 5% statements (total 638 Stmts)



## Place ► Negative

23 or 4% statements (total 638 Stmts)



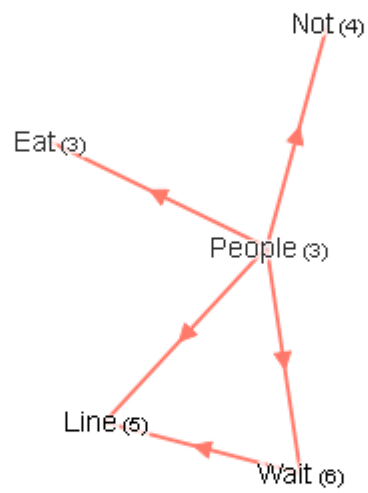
# People

Topic breakdown by Sentiment & Sub-topics Detail



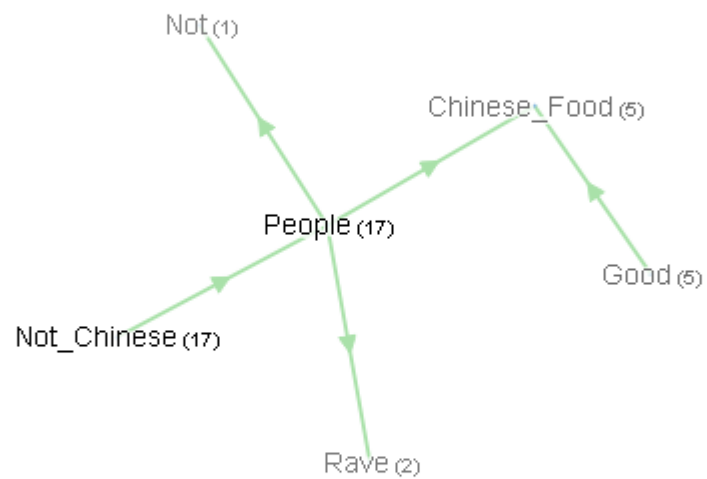
## People ► Negative

26 or 4% statements (total 638 Stmts)



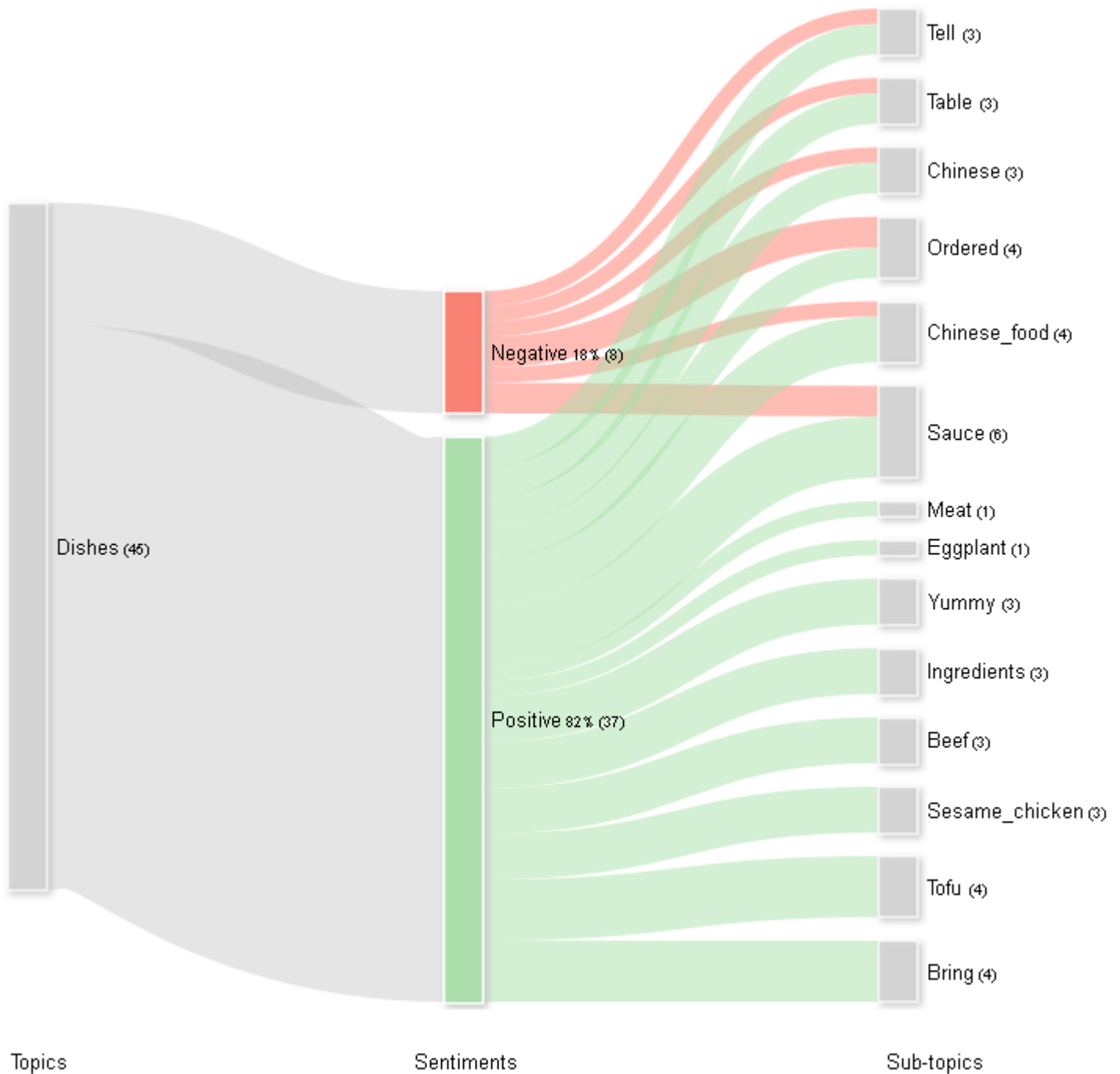
## People ► Positive

21 or 3% statements (total 638 Stmts)



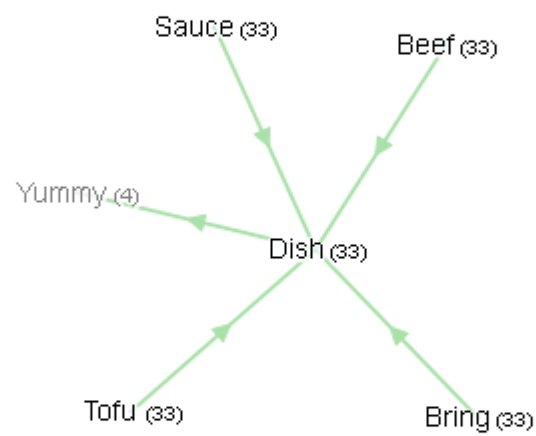
# Dishes

Topic breakdown by Sentiment & Sub-topics Detail



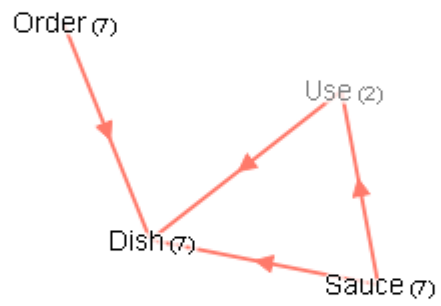
## Dishes ► Positive

37 or 6% statements (total 638 Stmts)



## Dishes ► Negative

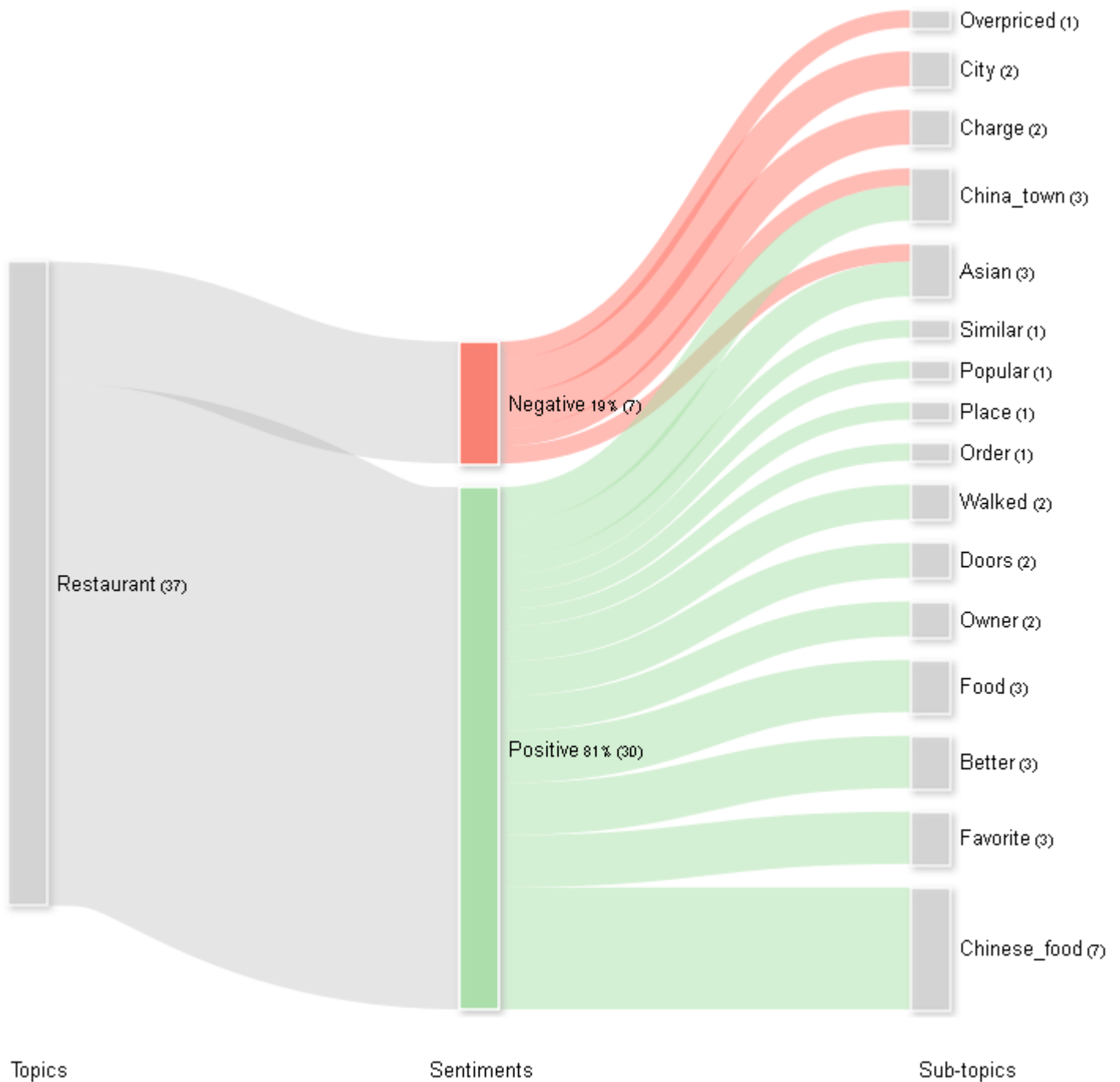
8 or 1% statements (total 638 Strmts)





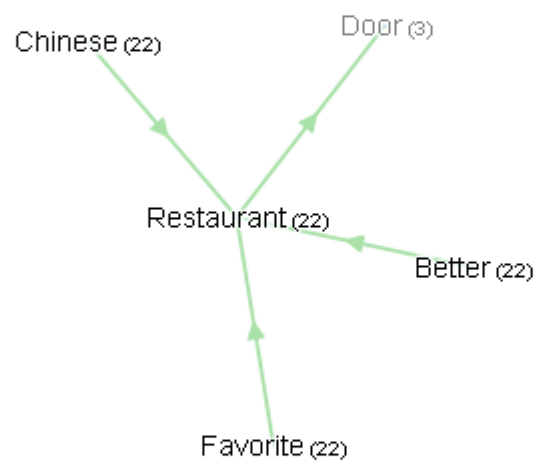
# Restaurant

Topic breakdown by Sentiment & Sub-topics Detail



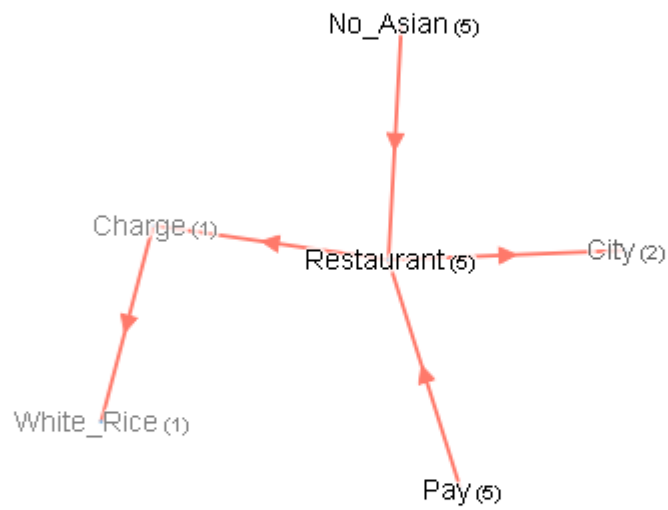
## Restaurant ► Positive

30 or 5% statements (total 638 Stmts)



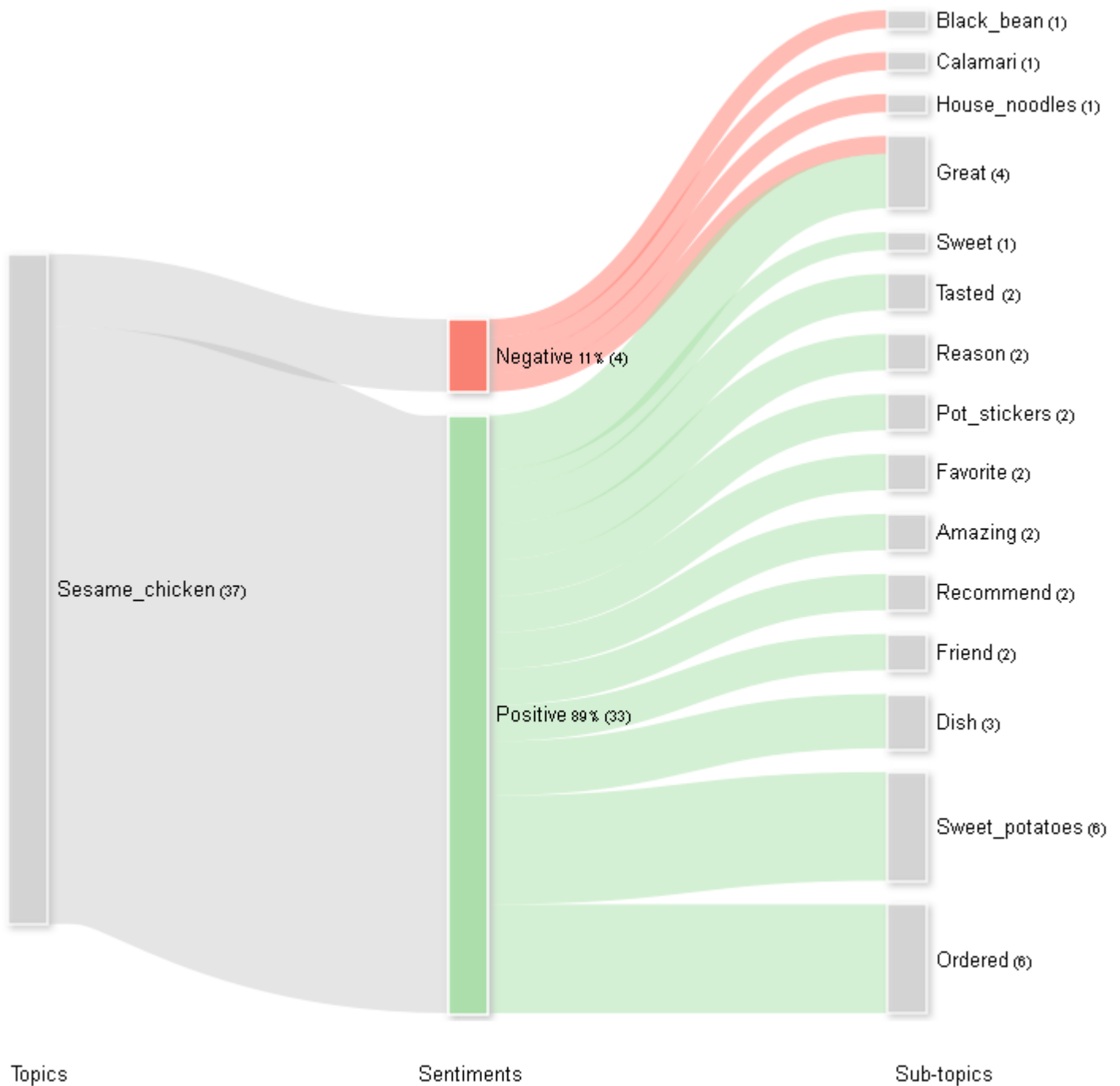
## Restaurant ► Negative

7 or 1% statements (total 638 Strmts)



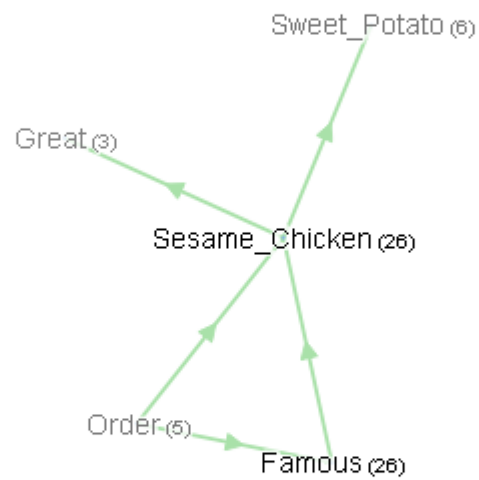
# Sesame\_chicken

Topic breakdown by Sentiment & Sub-topics Detail



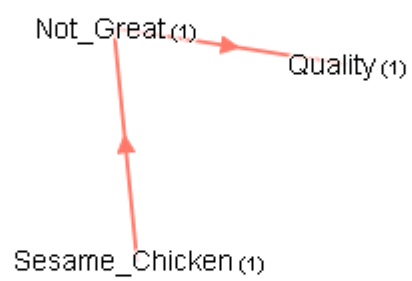
## Sesame\_chicken ► Positive

33 or 5% statements (total 638 Stmts)



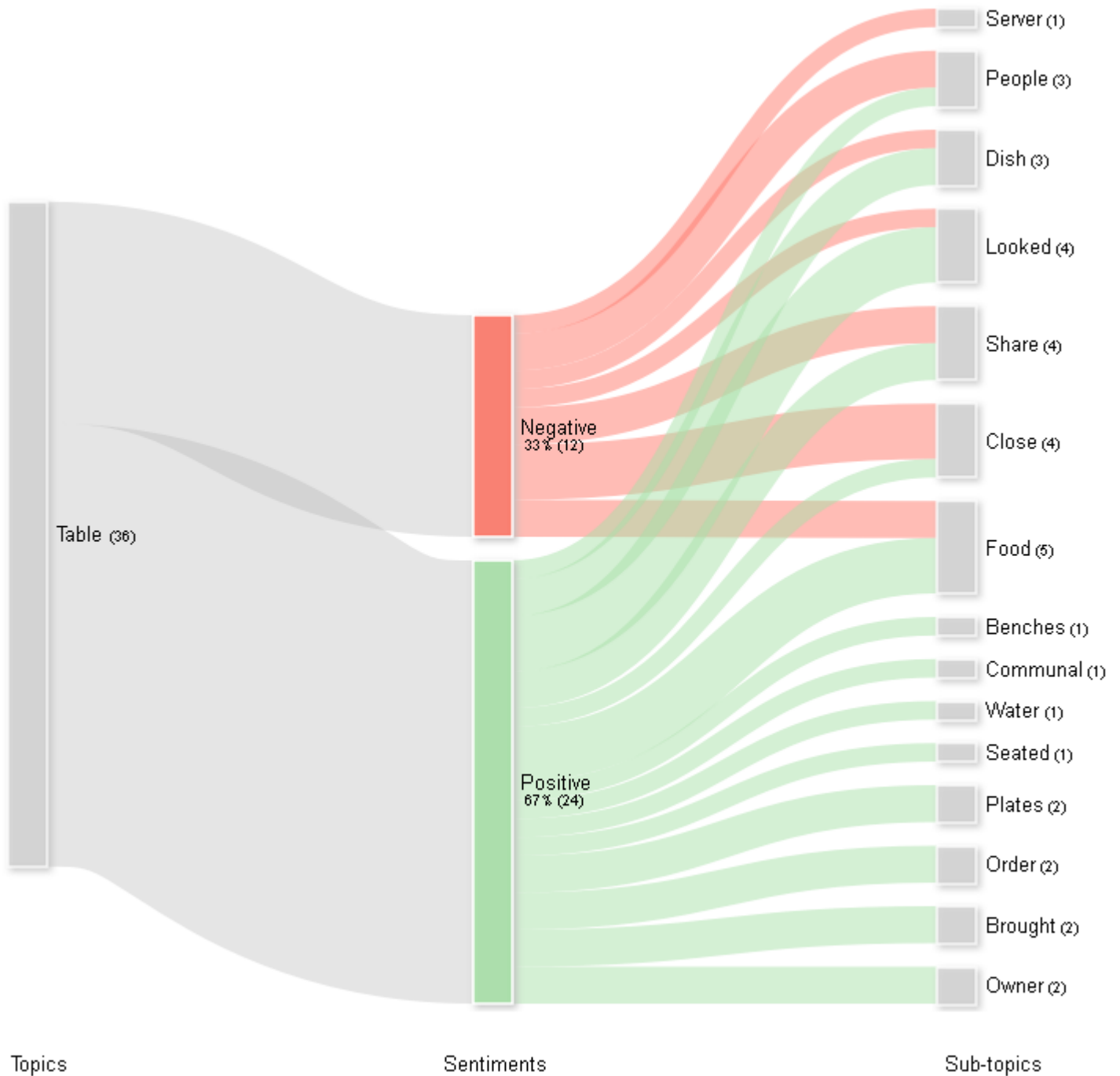
## Sesame\_chicken ► Negative

4 or 1% statements (total 638 Strmts)



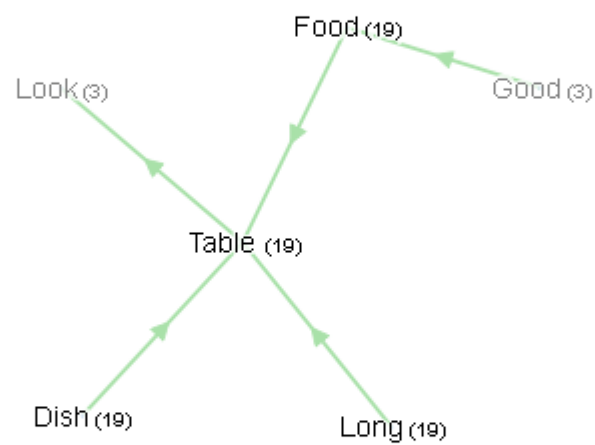
# Table

Topic breakdown by Sentiment & Sub-topics Detail



## Table ► Positive

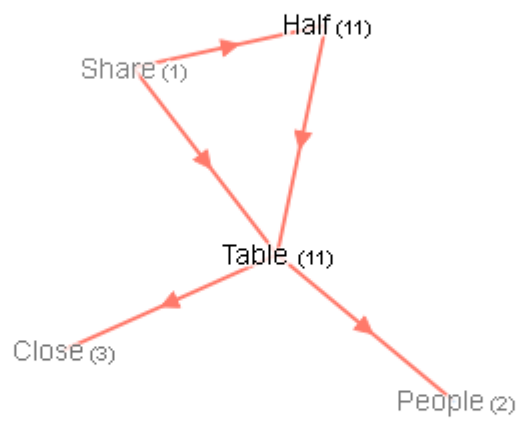
24 or 4% statements (total 638 Stmtts)





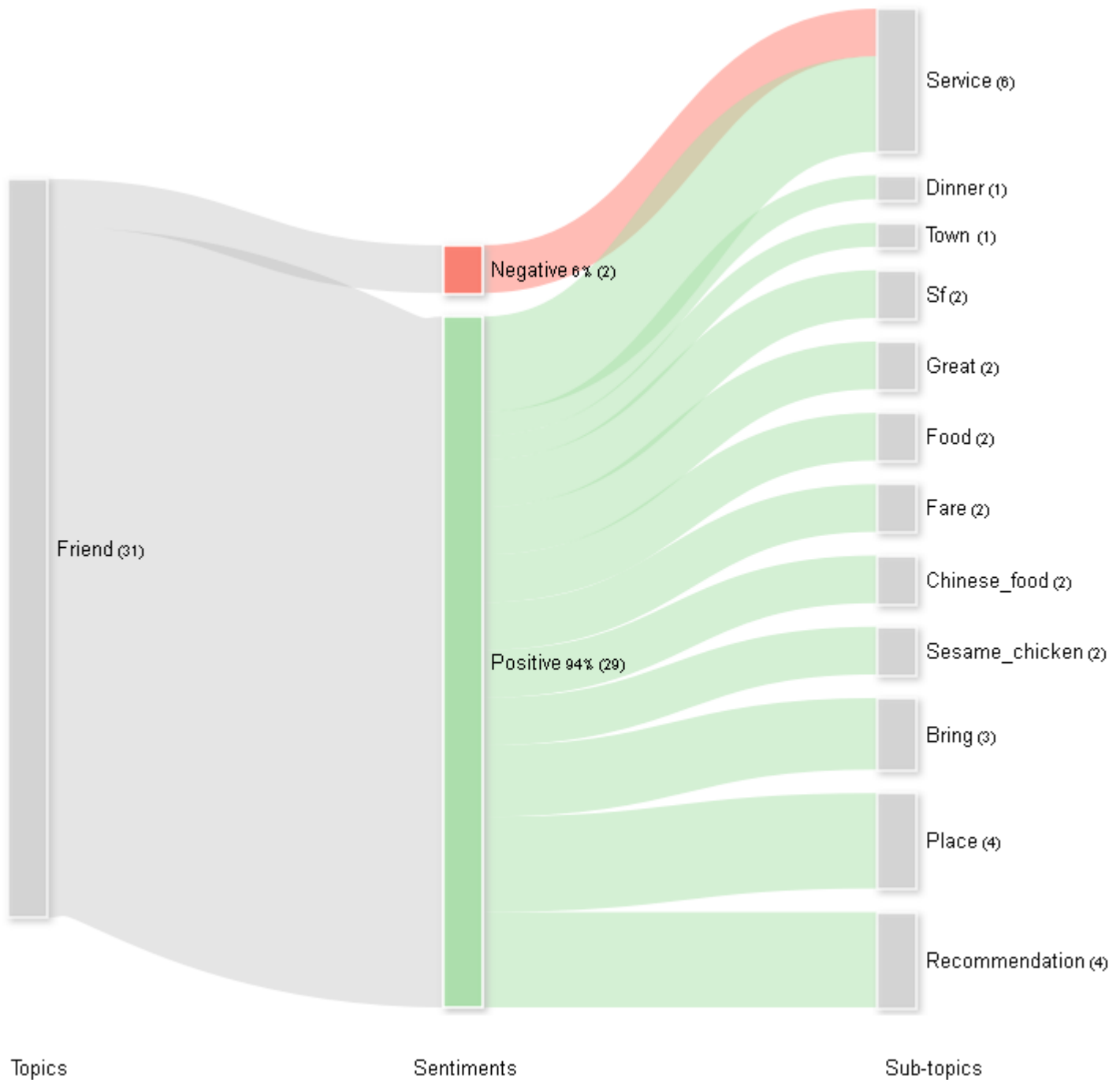
## Table ► Negative

12 or 2% statements (total 638 Stmts)



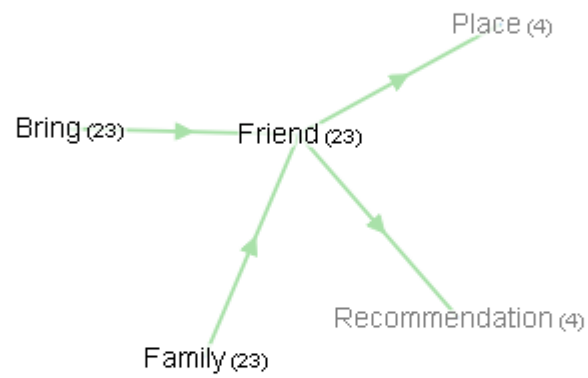
# Friend

Topic breakdown by Sentiment & Sub-topics Detail



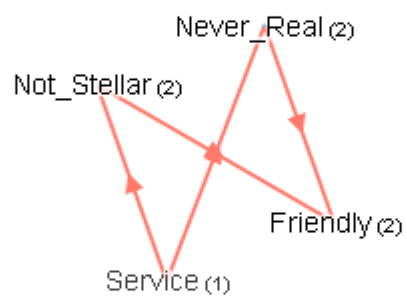
## Friend ► Positive

29 or 5% statements (total 638 Stmts)



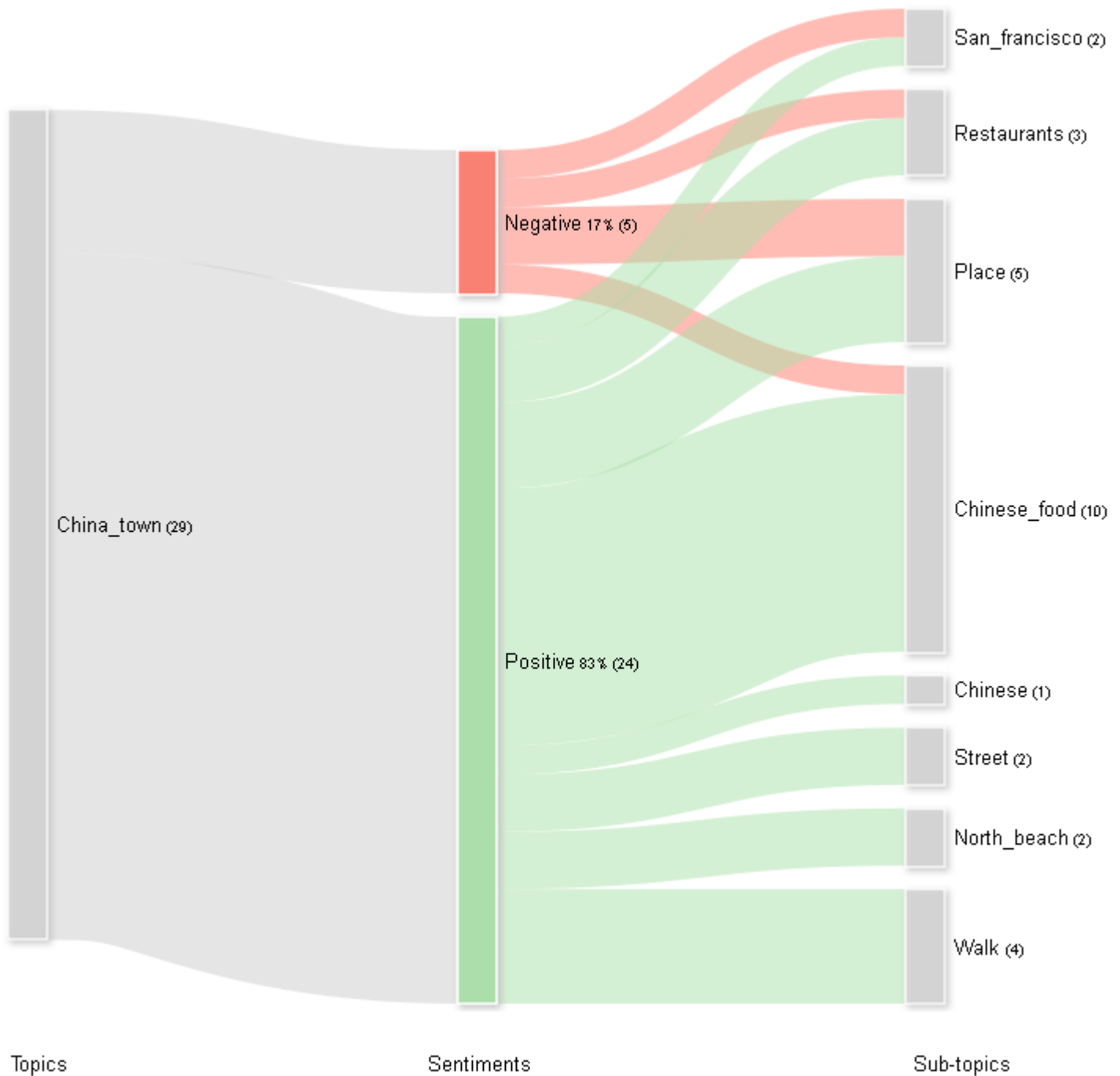
**Friend ▶ Negative**

2 or 0% statements (total 638 Strmts)



# China\_town

Topic breakdown by Sentiment & Sub-topics Detail



## China\_town ► Positive

24 or 4% statements (total 638 Stmts)



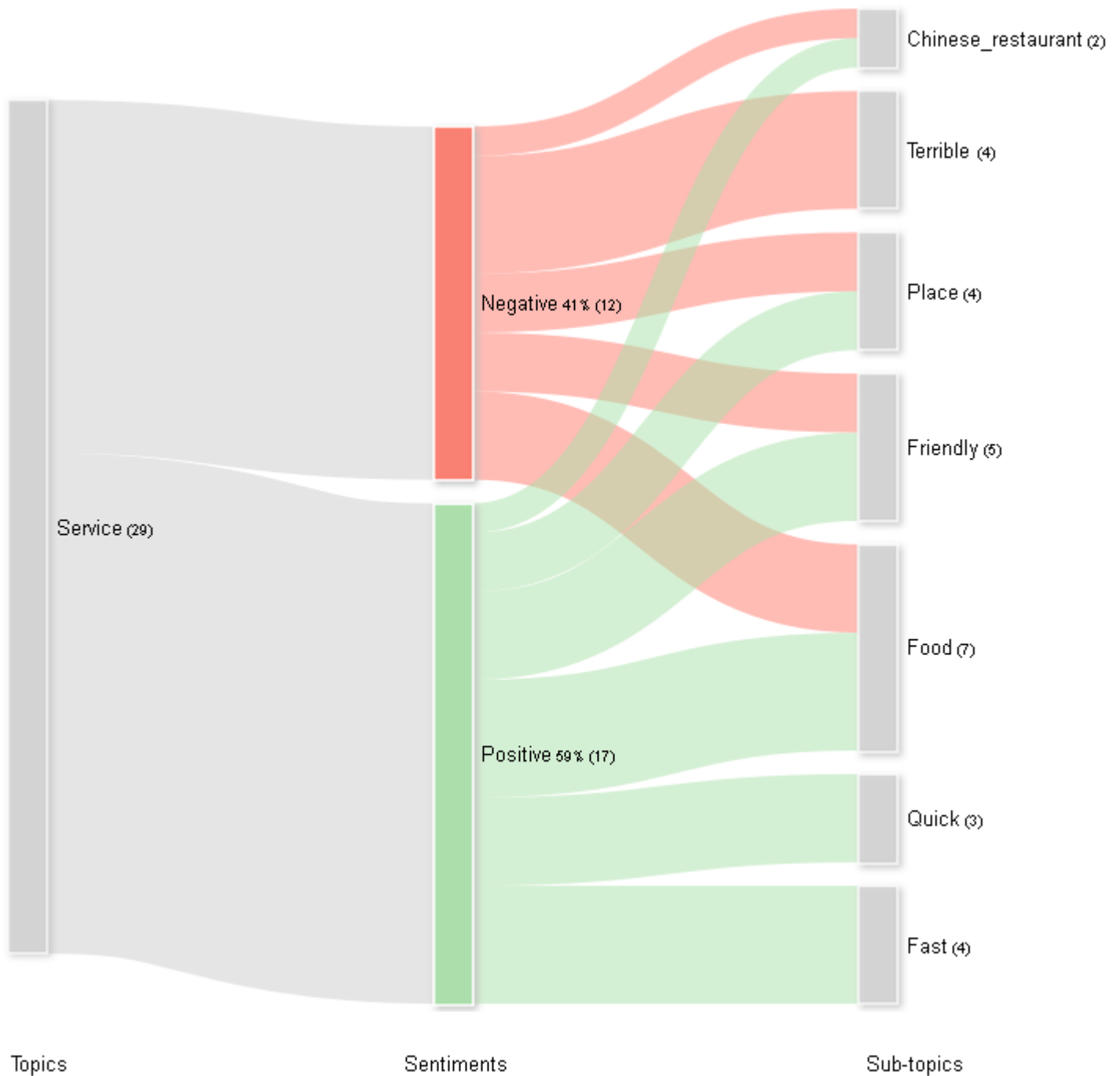
## China\_town ► Negative

5 or 1% statements (total 638 Strmts)



# Service

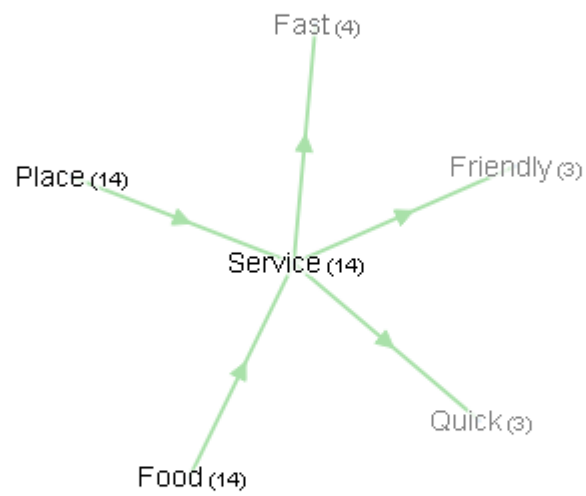
Topic breakdown by Sentiment & Sub-topics Detail





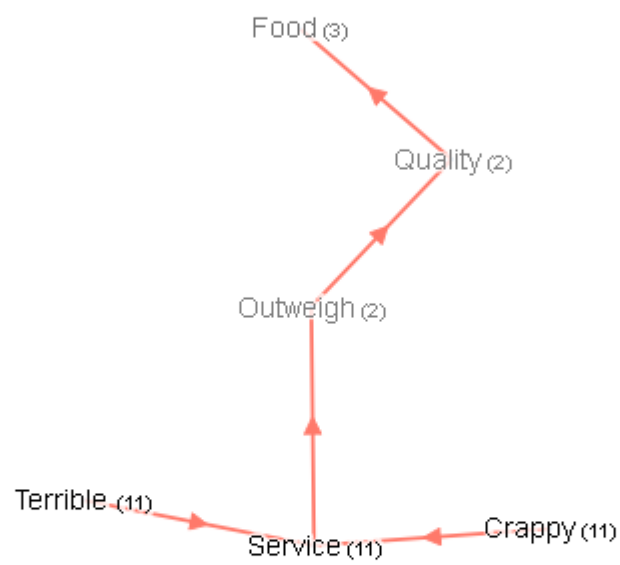
## Service ► Positive

17 or 3% statements (total 638 Stmts)



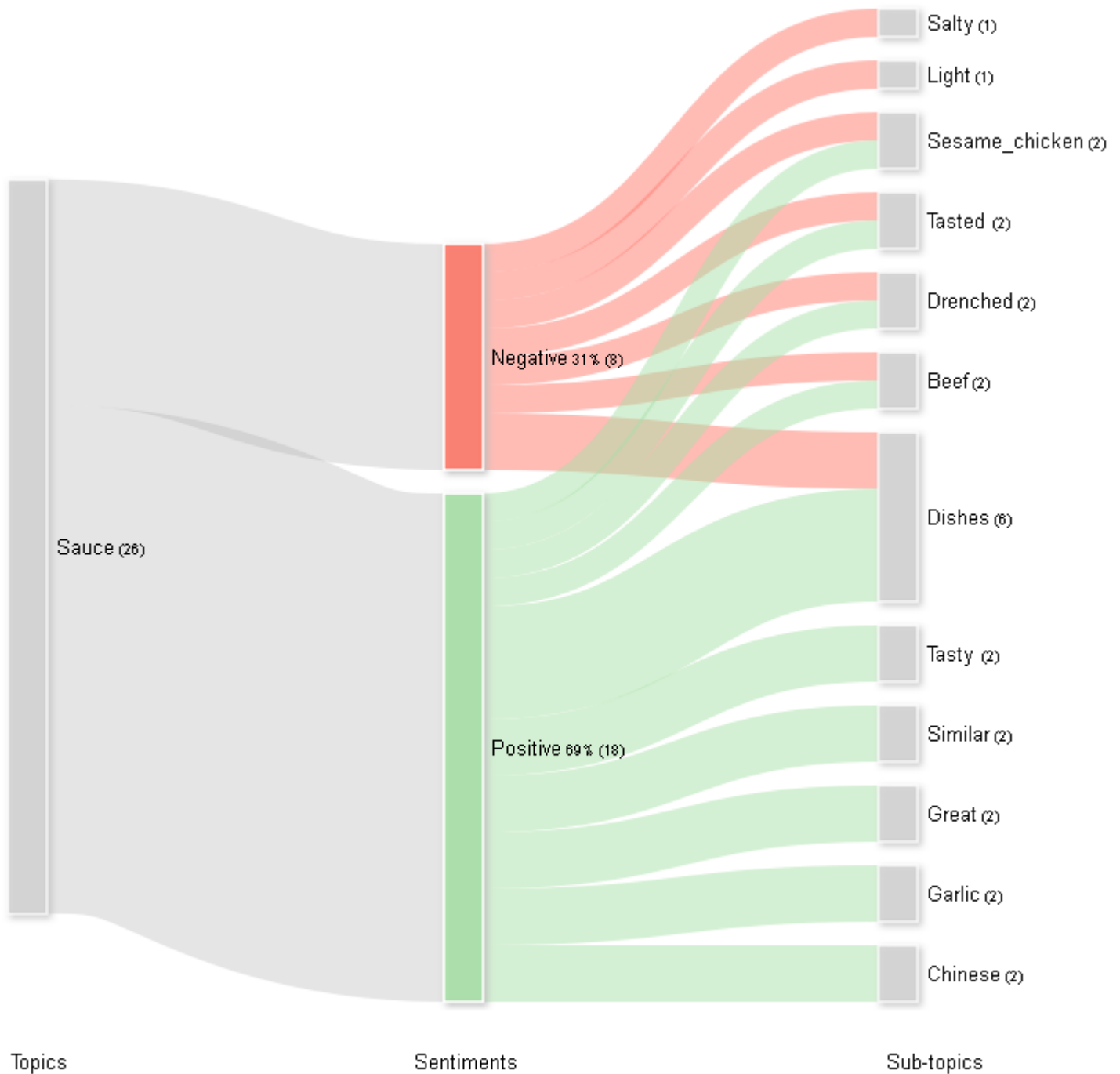
## Service ► Negative

12 or 2% statements (total 638 Stmts)



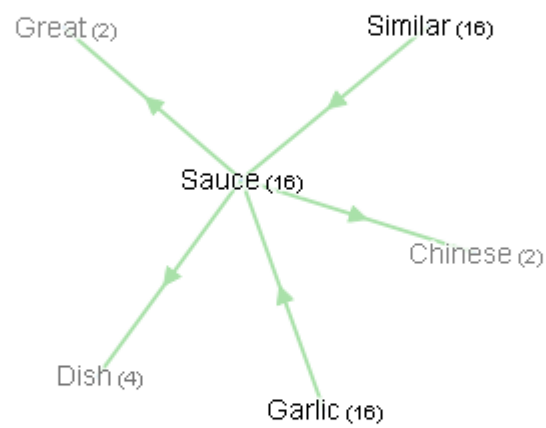
# Sauce

Topic breakdown by Sentiment & Sub-topics Detail



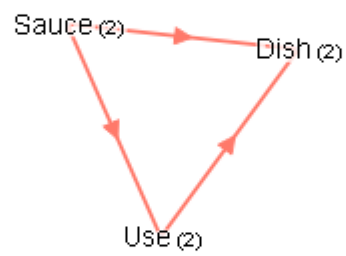
## Sauce ► Positive

18 or 3% statements (total 638 Stmts)



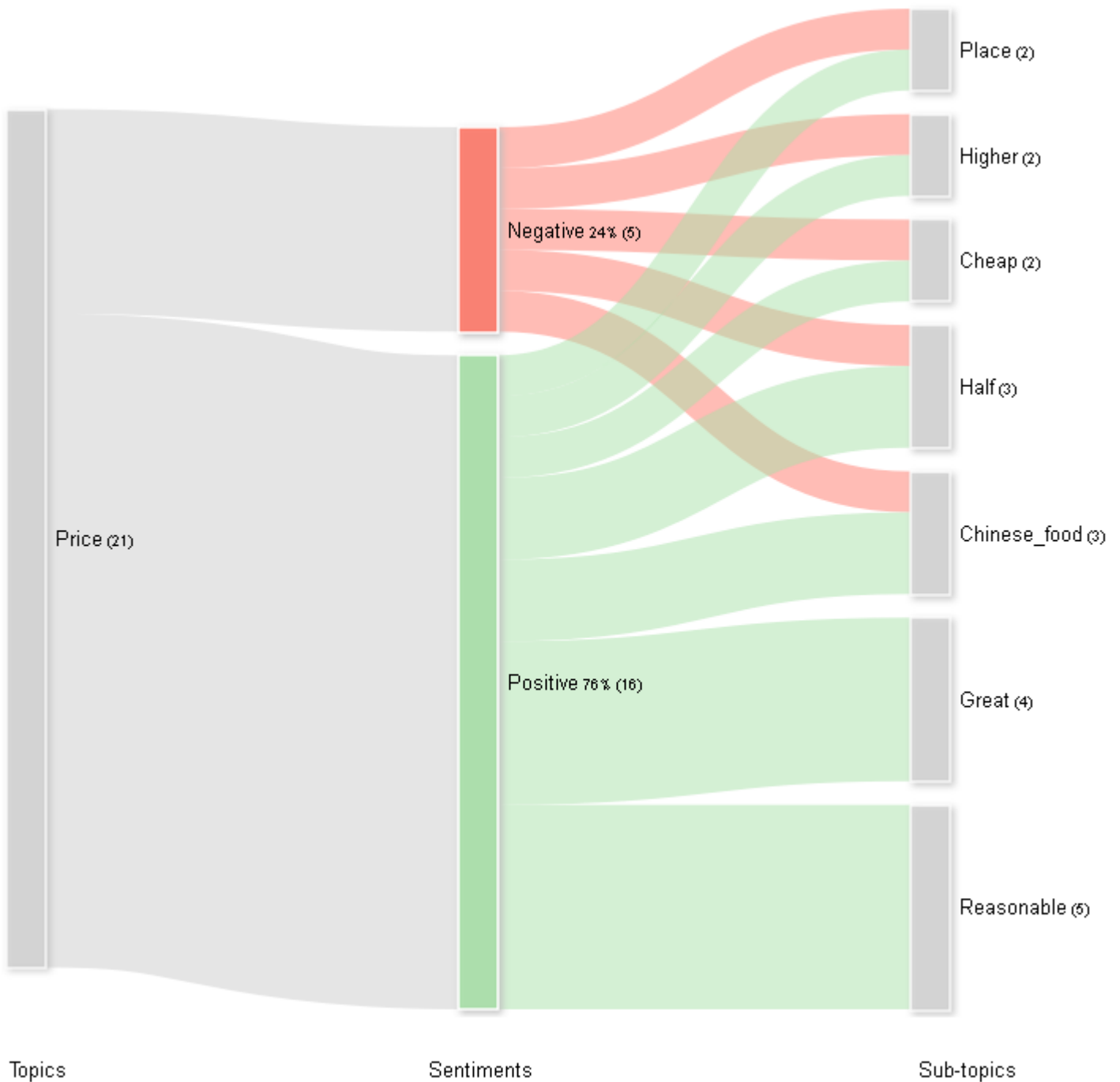
## Sauce ► Negative

8 or 1% statements (total 638 Strmts)



# Price

Topic breakdown by Sentiment & Sub-topics Detail



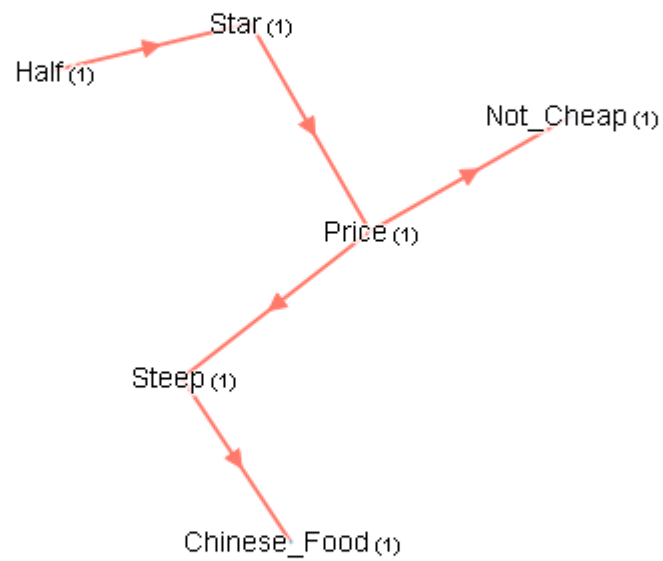
## Price ► Positive

16 or 3% statements (total 638 Stmts)



## Price ► Negative

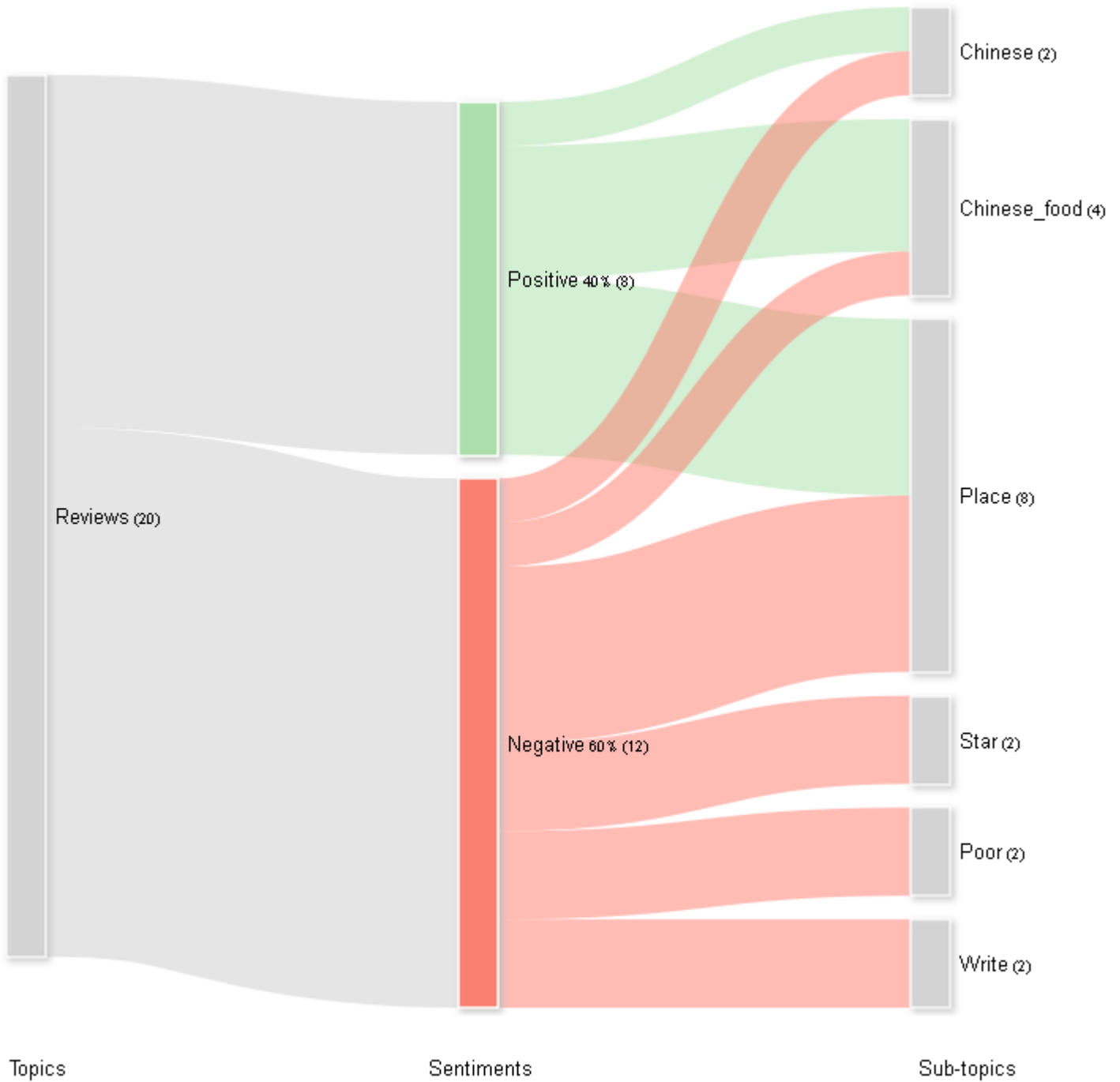
5 or 1% statements (total 638 Stmts)





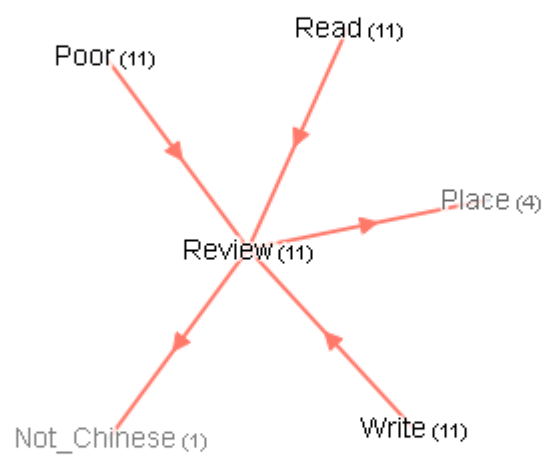
# Reviews

Topic breakdown by Sentiment & Sub-topics Detail



## Reviews ► Negative

12 or 2% statements (total 638 Stmts)



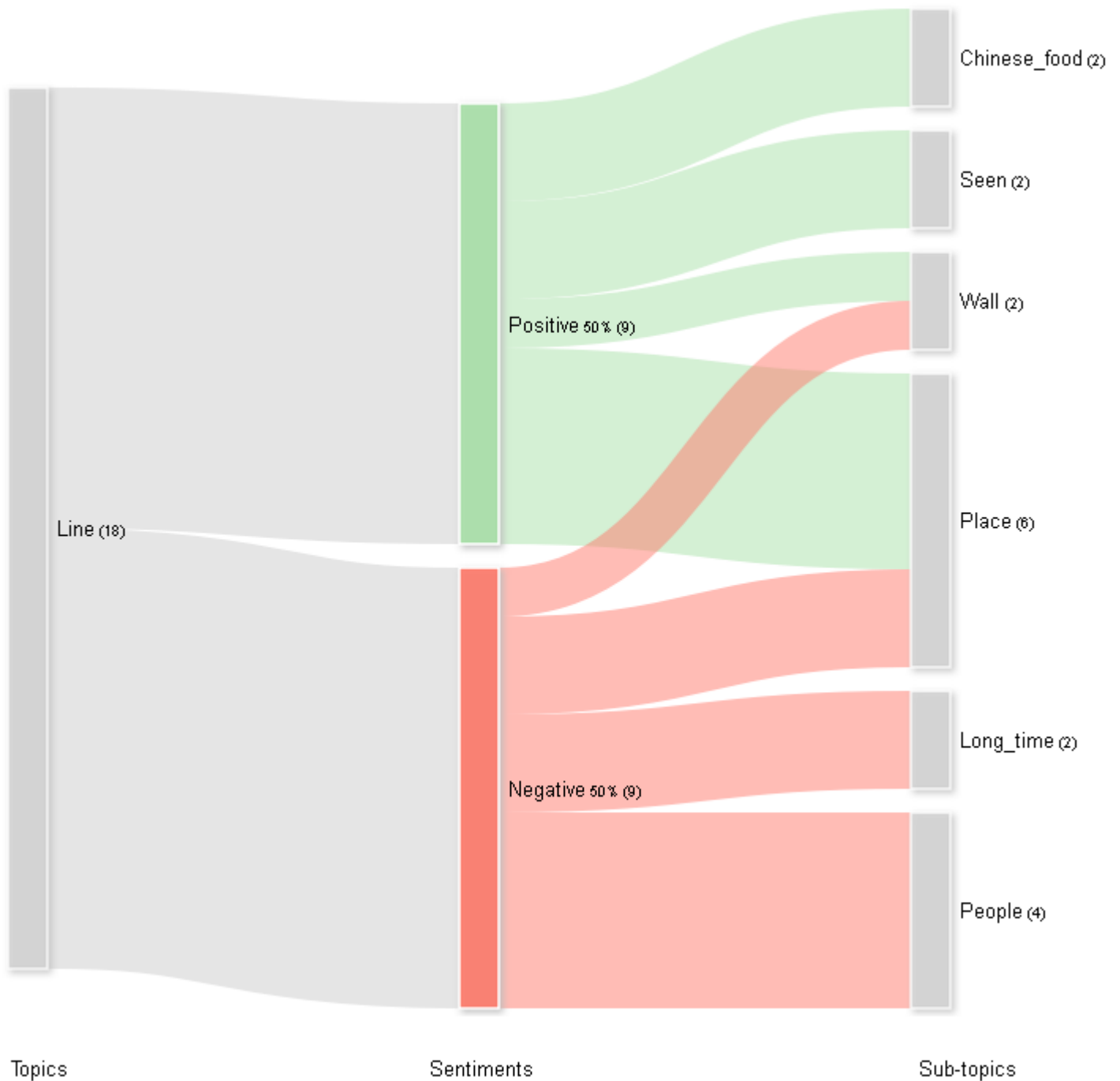
## Reviews ► Positive

8 or 1% statements (total 638 Strmts)



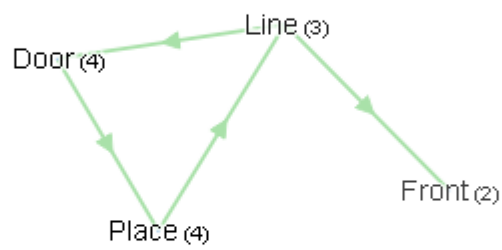
# Line

Topic breakdown by Sentiment & Sub-topics Detail



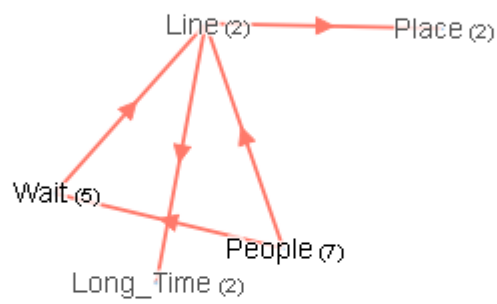
## Line ► Positive

9 or 1% statements (total 638 StmtS)



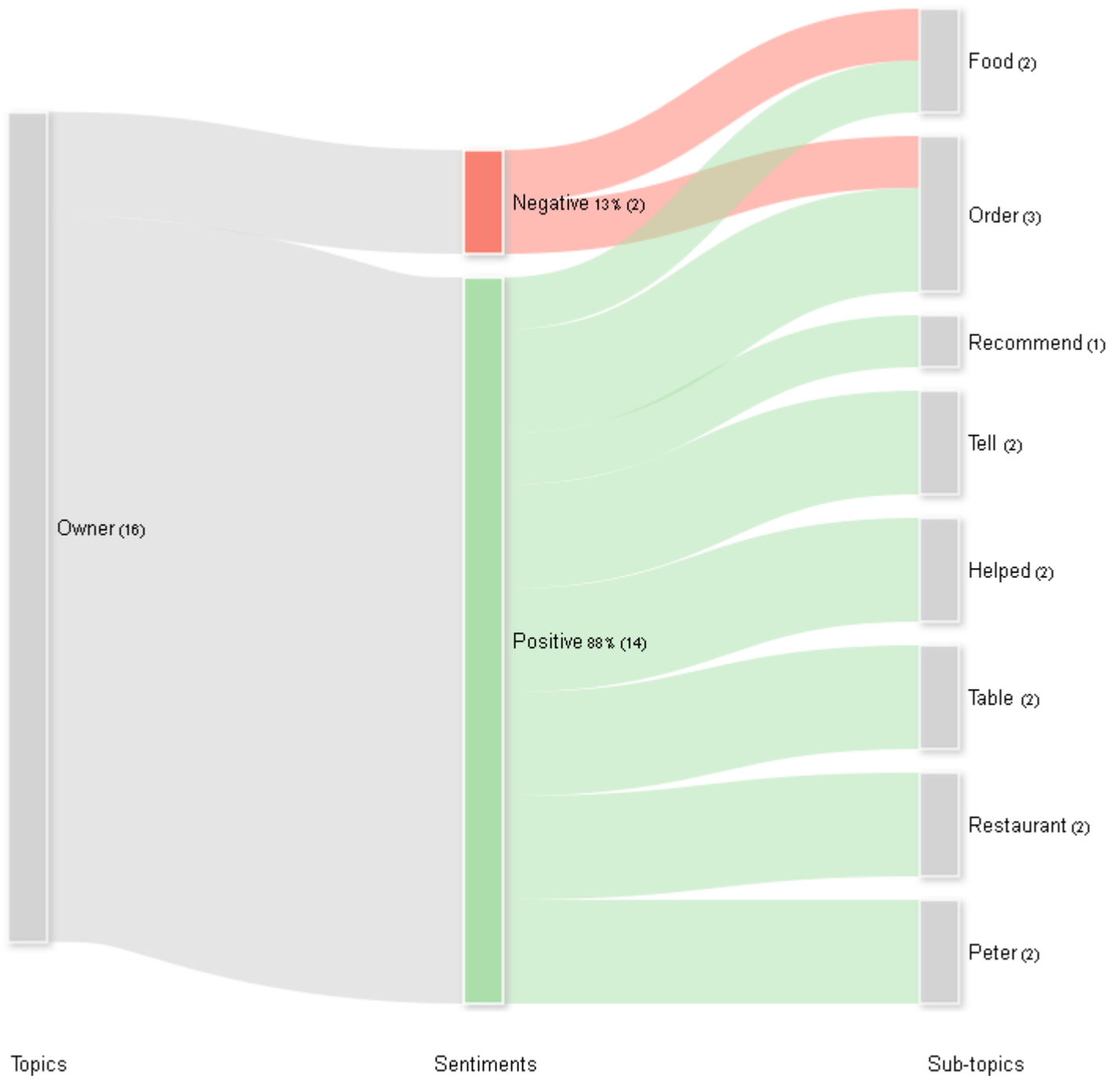
## Line ► Negative

9 or 1% statements (total 638 Strmts)



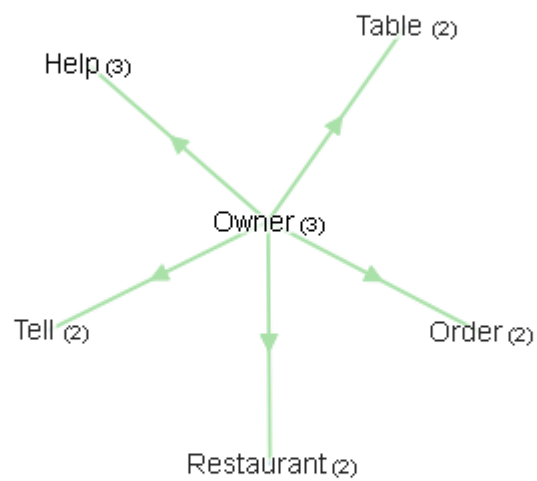
# Owner

Topic breakdown by Sentiment & Sub-topics Detail



## Owner ► Positive

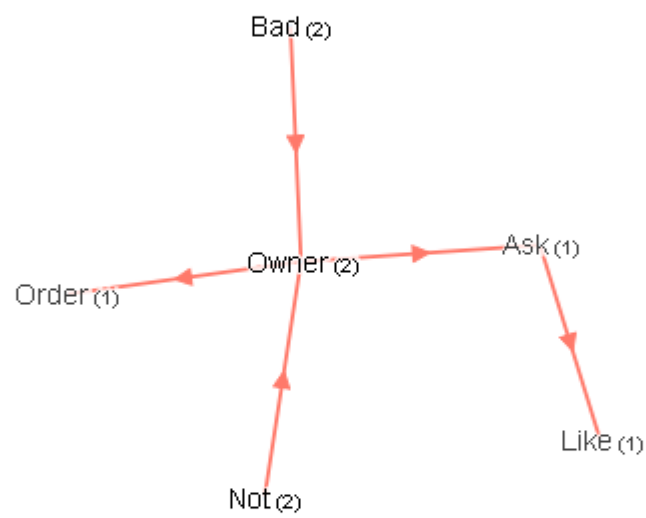
14 or 2% statements (total 638 Stmts)





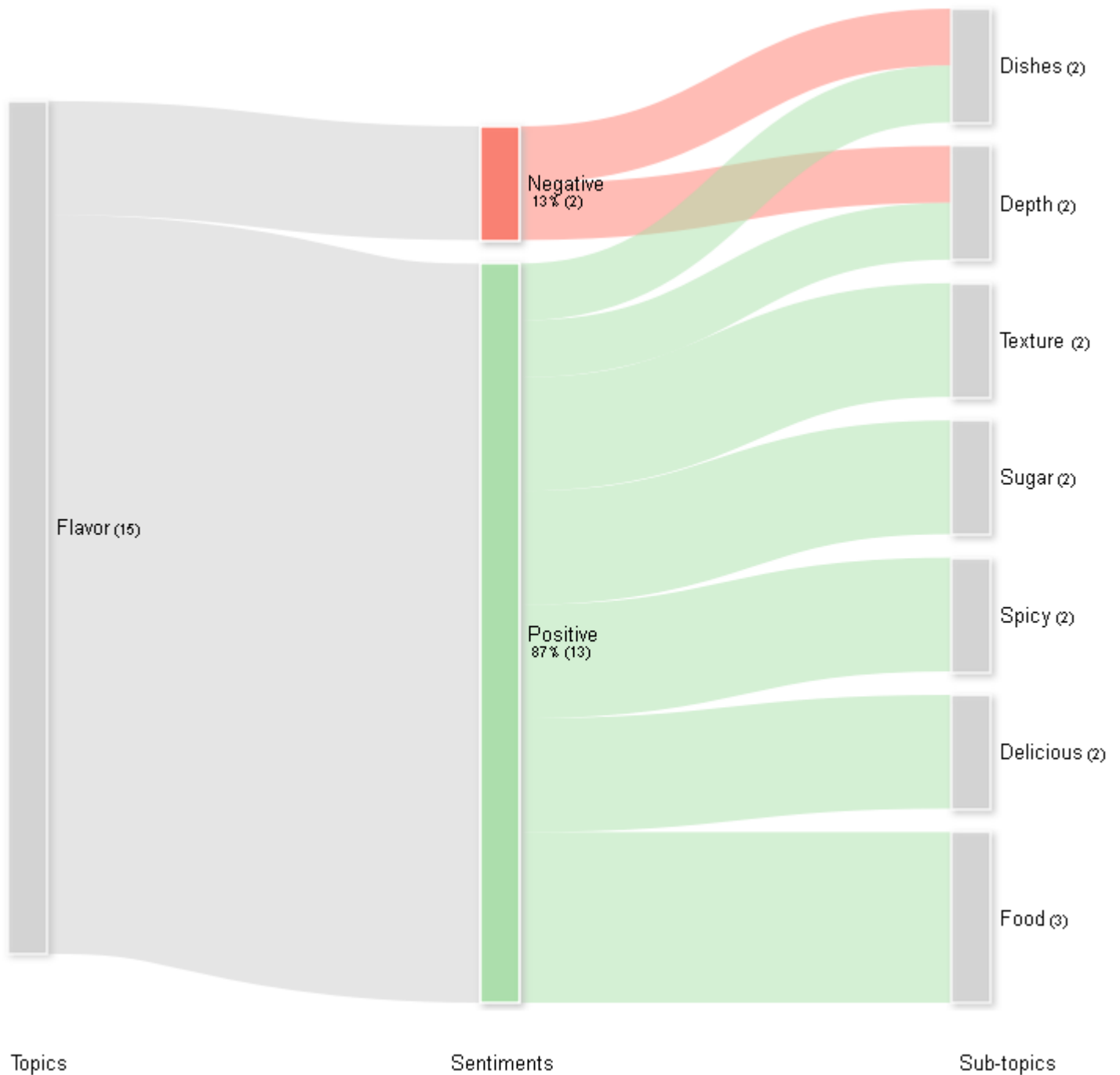
**Owner ► Negative**

2 or 0% statements (total 638 Strmts)



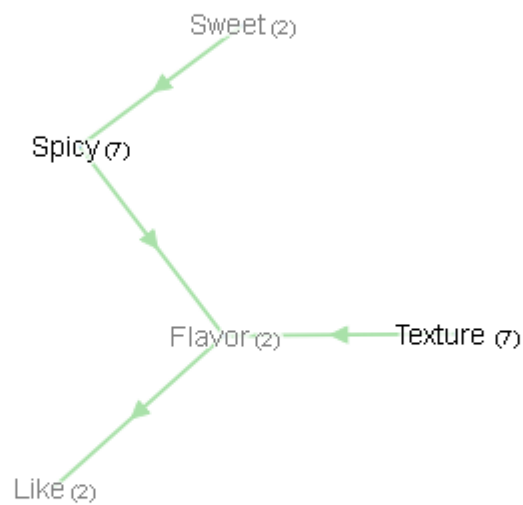
# Flavor

Topic breakdown by Sentiment & Sub-topics Detail



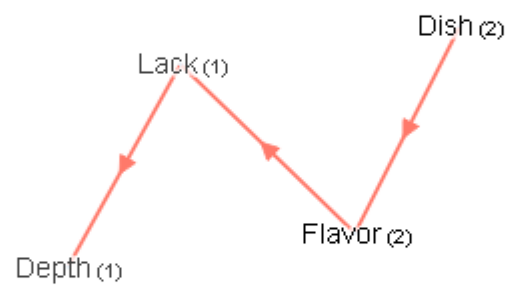
## Flavor ► Positive

13 or 2% statements (total 638 Stmts)



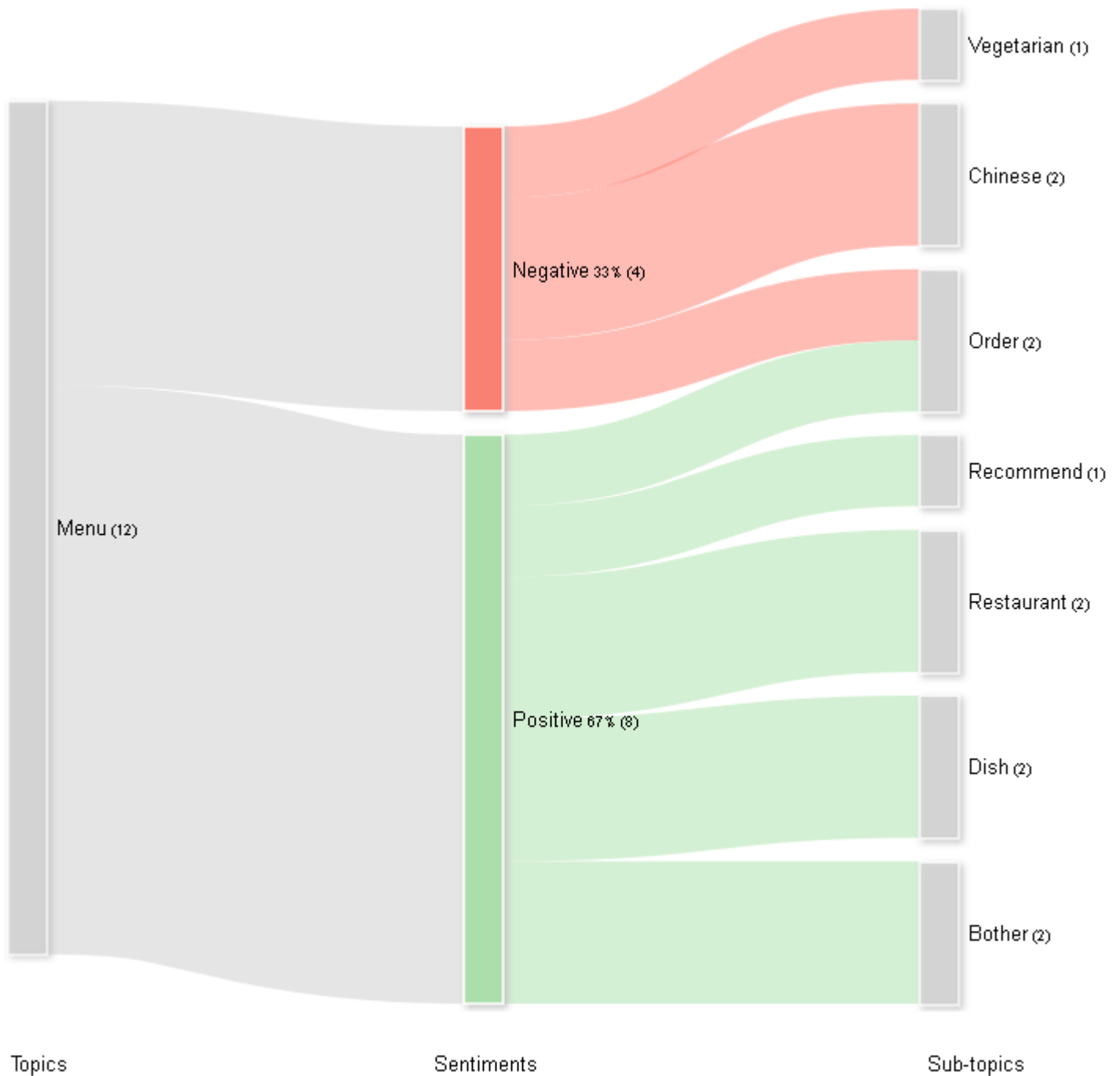
## Flavor ► Negative

2 or 0% statements (total 638 Strmts)



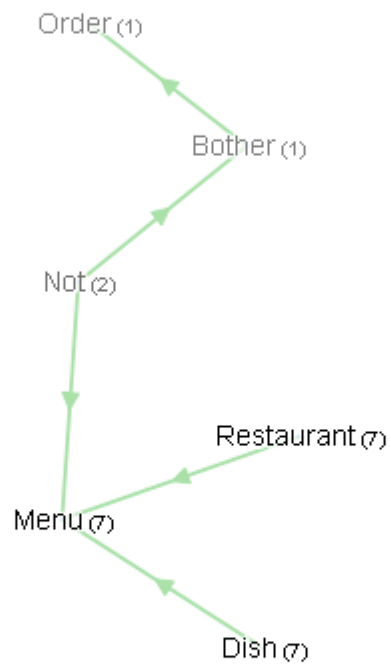
# Menu

Topic breakdown by Sentiment & Sub-topics Detail



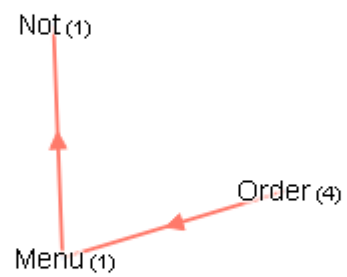
## Menu ► Positive

8 or 1% statements (total 638 Stmtts)



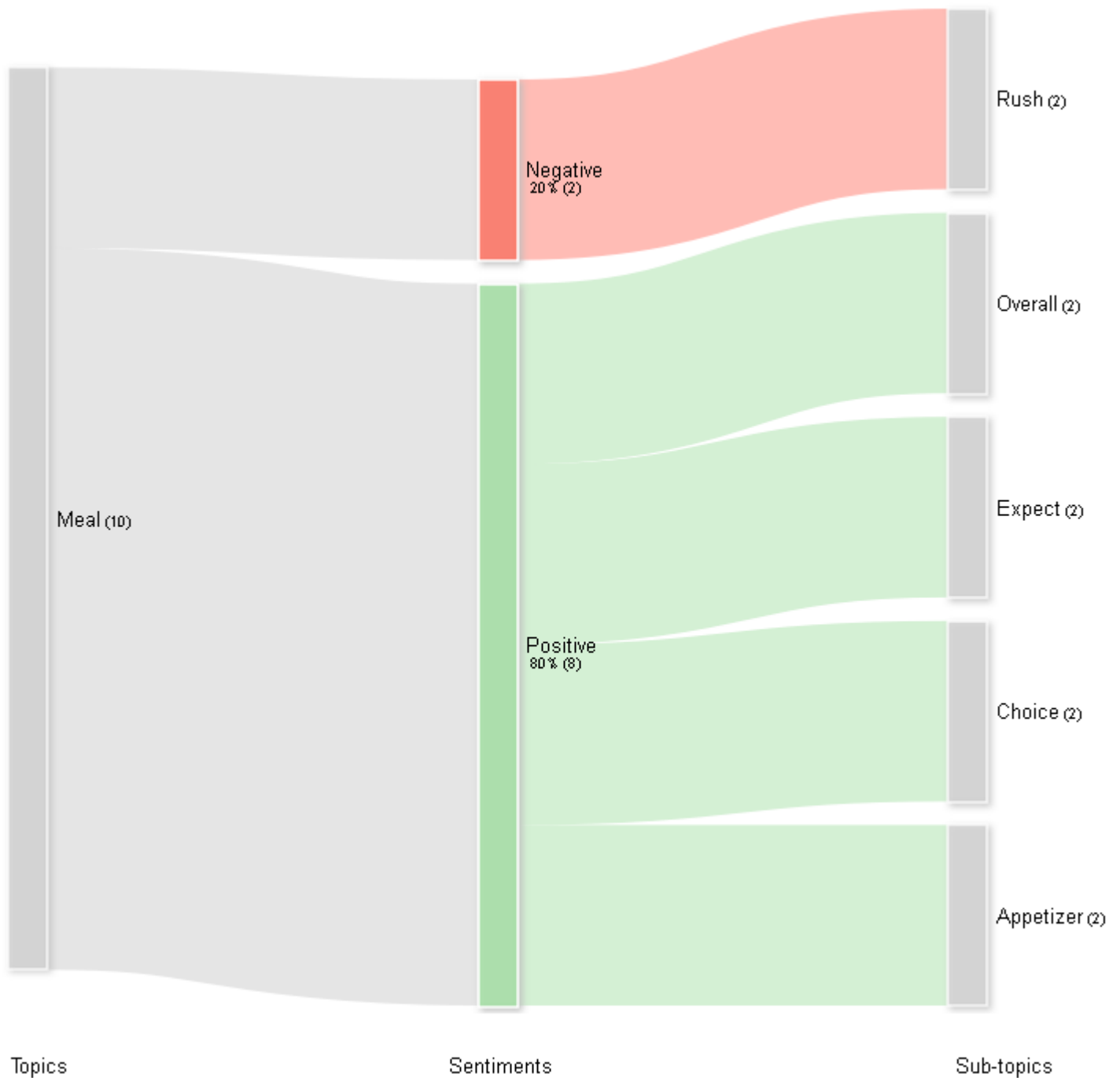
## Menu ► Negative

4 or 1% statements (total 638 Strmts)



# Meal

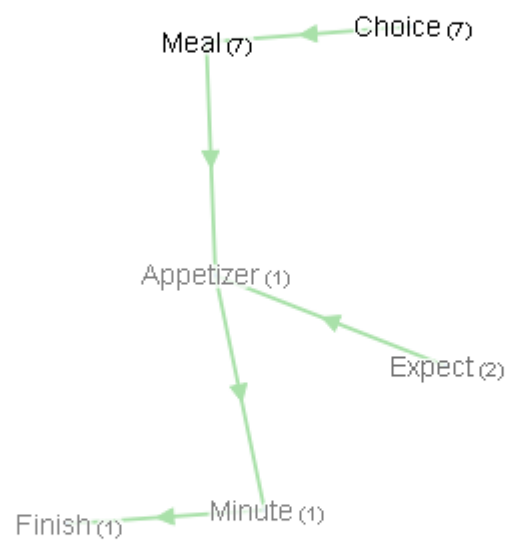
Topic breakdown by Sentiment & Sub-topics Detail





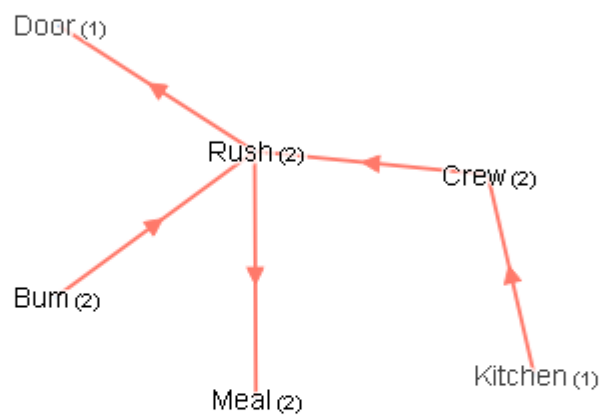
## Meal ► Positive

8 or 1% statements (total 638 Strmts)



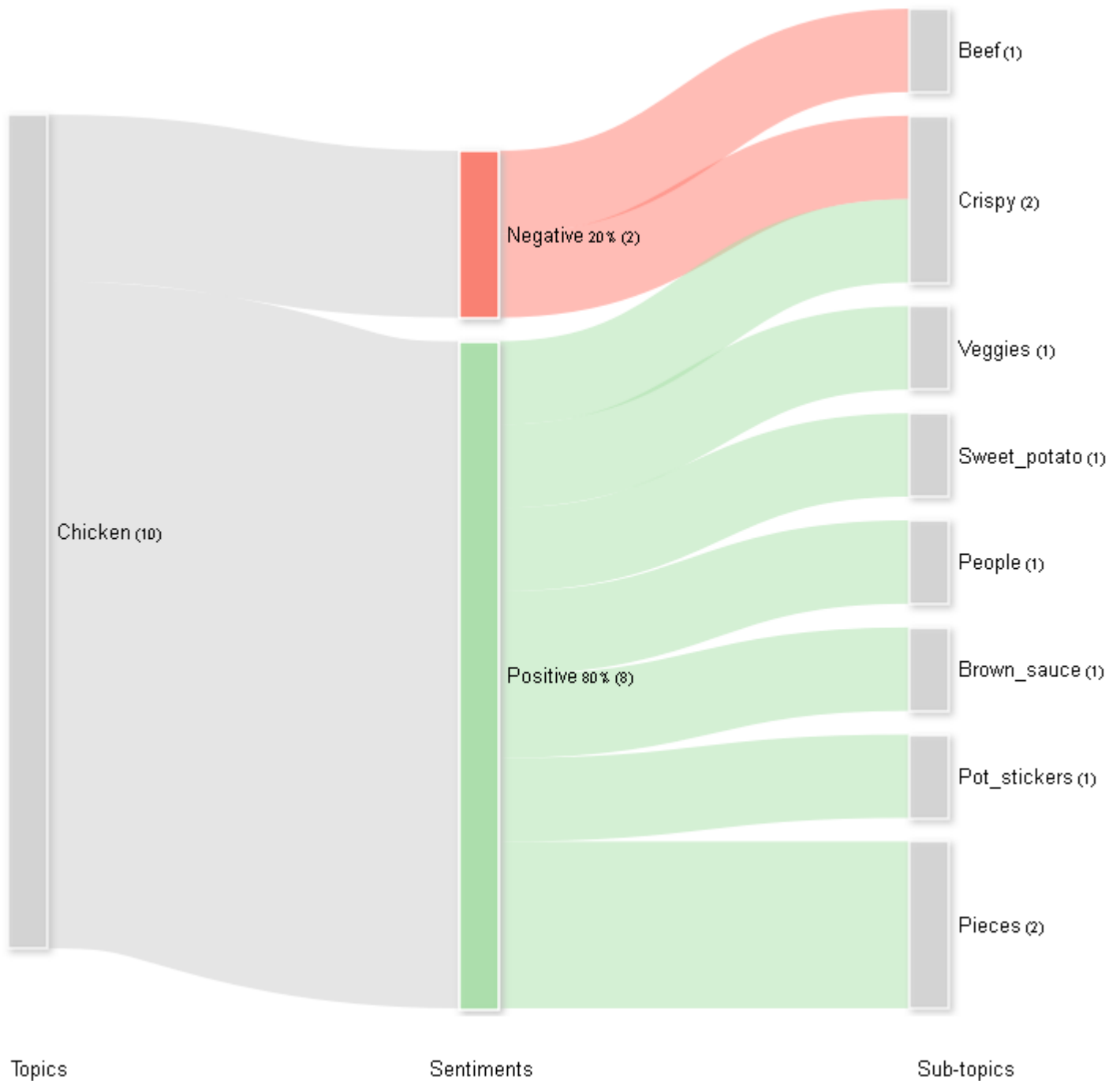
## Meal ► Negative

2 or 0% statements (total 638 Strmts)



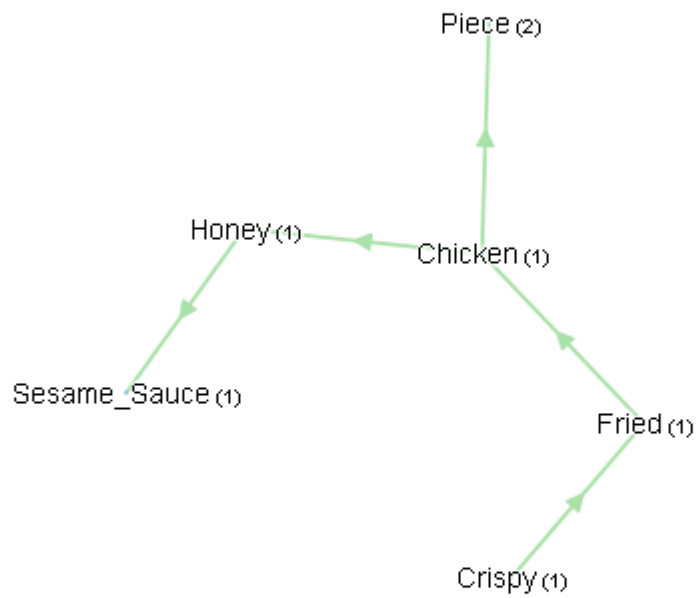
# Chicken

Topic breakdown by Sentiment & Sub-topics Detail



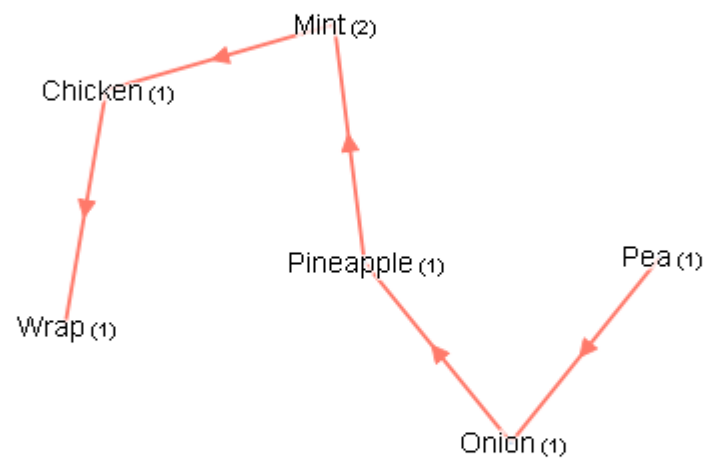
## Chicken ► Positive

8 or 1% statements (total 638 Stmts)



## Chicken ► Negative

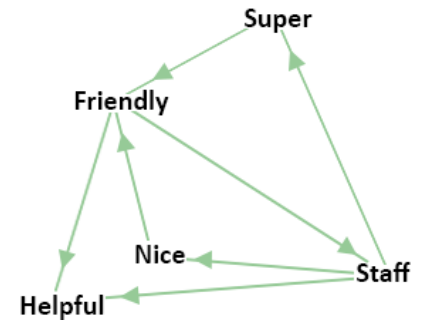
2 or 0% statements (total 638 Strmts)



## Context Chart Help

Context Chart is useful for understanding how words are connected within a given text dataset. It displays the connections (i.e. relationships) between different words used in a dataset.

Context Chart graphically organizes the words from a text dataset and transforms the words into a picture of how words relate to other words. The goal is to visually summarize the text so the user doesn't have to read the entire text dataset in order to try to figure out what words relate to other words.

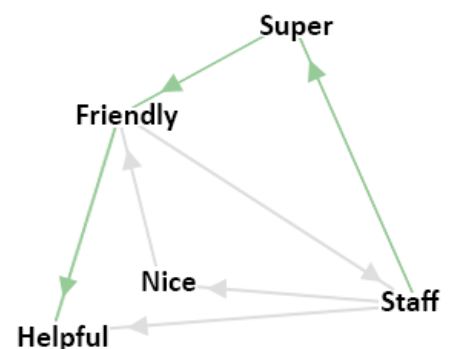
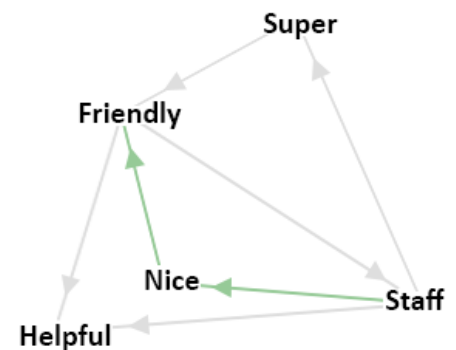


Here are some characteristics of Context Chart:

- It identifies a single central topic, e.g. staff (in the example shown)
- Sentiment (negative or positive) is indicated by the color of the connection-line:
  - negative sentiment is indicated by a red connection-line
  - positive sentiment is indicated by a green connection-line
- Directionality
  - Arrow on a connection-line indicates the direction in which the words should be read, i.e. it represents the sequence of how the words relate to the other words
- To reduce overcrowding, Context Chart only displays significant words (stop-words and low frequency words are omitted)

Examples:

1. Staff → Nice → Friendly  
'Staff' is connected to 'Nice', 'Nice' is connected to 'Friendly'; should be read as "staff is nice and friendly"
2. Staff → Super → Friendly → Helpful  
'Staff' is connected to 'Super', 'Super' is connected to 'Friendly', 'Friendly' is connected to 'Helpful'; should be read as "staff is super friendly and helpful"



# About PolyVista, Inc.

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A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

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