

Hey,

In this article, we'll walk you through the new version of the Flashdash, what value you should find in it and the different features that you have at your disposal.



Flashdash for quick and efficient Social Data Analysis

Flashdash will help you on the 3 following aspects:

- **Save Time:** Access data instantly, discover a topic in a few minutes, surface first insights and notable trends
- **Clean & Qualitative Data:** Data-science algorithms baked in the product, making sure collected mentions are relevant to your topic
- **Easier Analysis:** With Flashdash, no need to be an expert to start getting value from consumer data. You can assess in a few minutes with no training if a topic is worth being further investigated

The main advantages of the new Flashdash are:

- A simplified and **consistent experience** with the rest of the Synthesio product
- Access up to **3 years of back data**
- **Same query syntax** than in Dashboard's setup: Easily copy and paste your query to create a new topic in a dashboard*
- Get to know if your topic is driving engagement with **interactions default included** in the new Flashdash
- **Noise Reducer and Semantic AI** automatically activated to only keep relevant mentions

Important note: With the new Flashdash, to save a query, you need to create a new topic in an existing dashboard. Should you have legacy Flashdash searches saved in your workspace, as of December 9th, they will no longer be available. Should you want to keep track of the data collected in your previously-stored Flashdash, please follow this process: You need to **save your Flashdash search as a new Topic in one of your Dashboards**. The [following guide](#) explains it in more detail.

Data Sampling in Flashdash

To **collect data instantly** and give you the **best overview** on the topic you need to monitor, mentions displayed in your Flashdash are a sample of all the mentions matching your query:

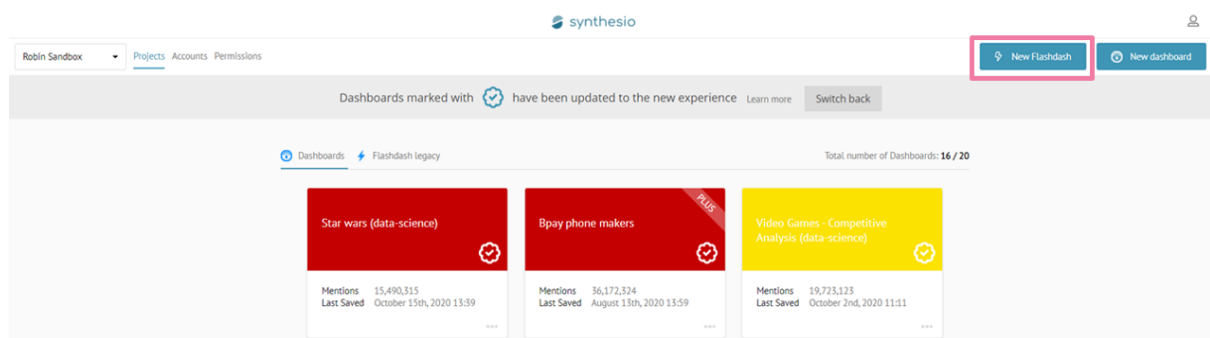
- On a period from 1 to 40 days, you have 10% of the total mentions displayed in your Flashdash
- For periods larger than 40 days, you have from 1% to 1 out of 10,000* of the total mentions displayed in your Flashdash

*The more mentions matching your query there are, the more sampled the data in your Flashdash will be. Should you want to know more about how the data is sampled, please contact your Account Manager.

Deep Dive in Flashdash Features

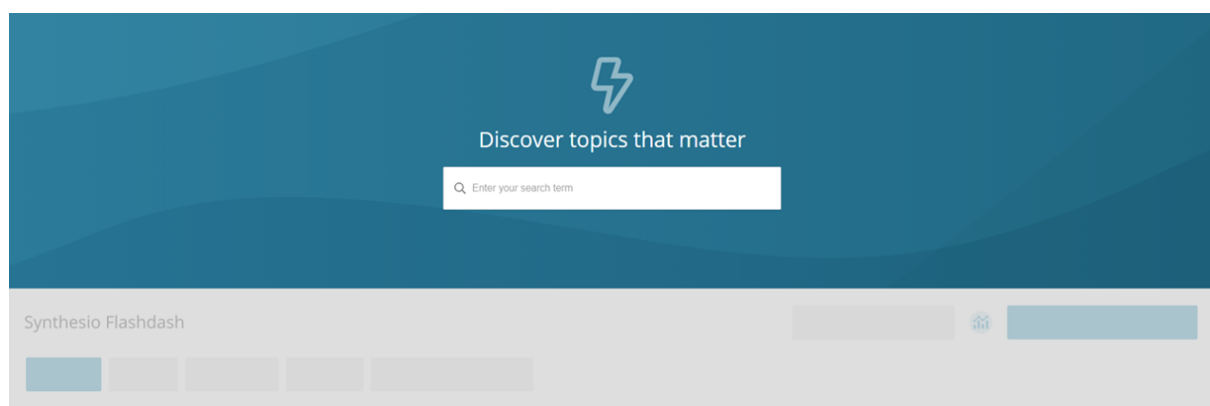
Access your Flashdash

Flashdash is available at the top right of your workspace.

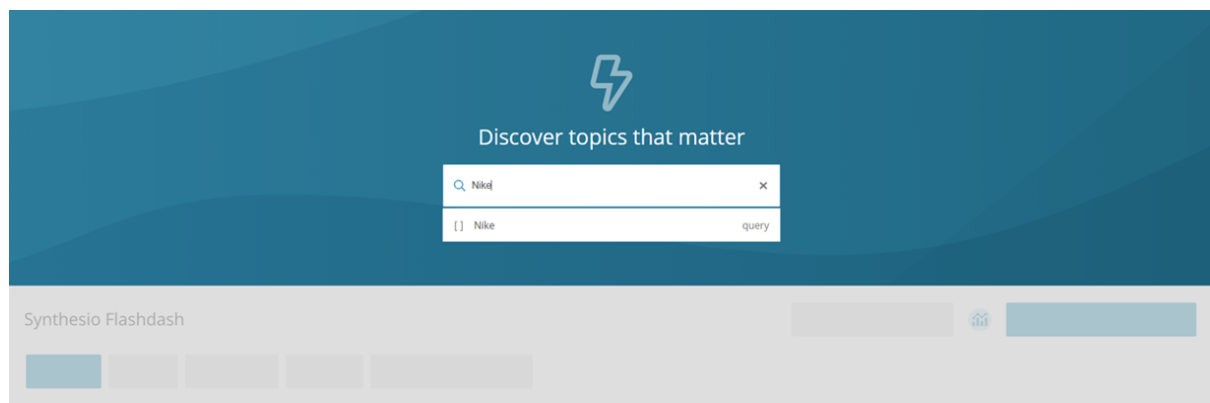


Write your query

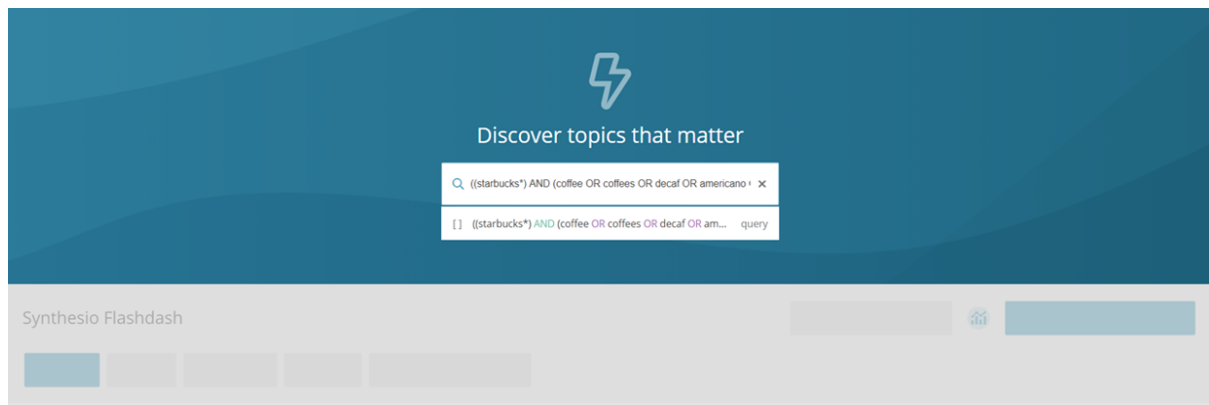
Flashdash welcome screen is where you can write your query.



You can either type a simple query, for example looking for a brand.



Or you can type an advanced boolean query.

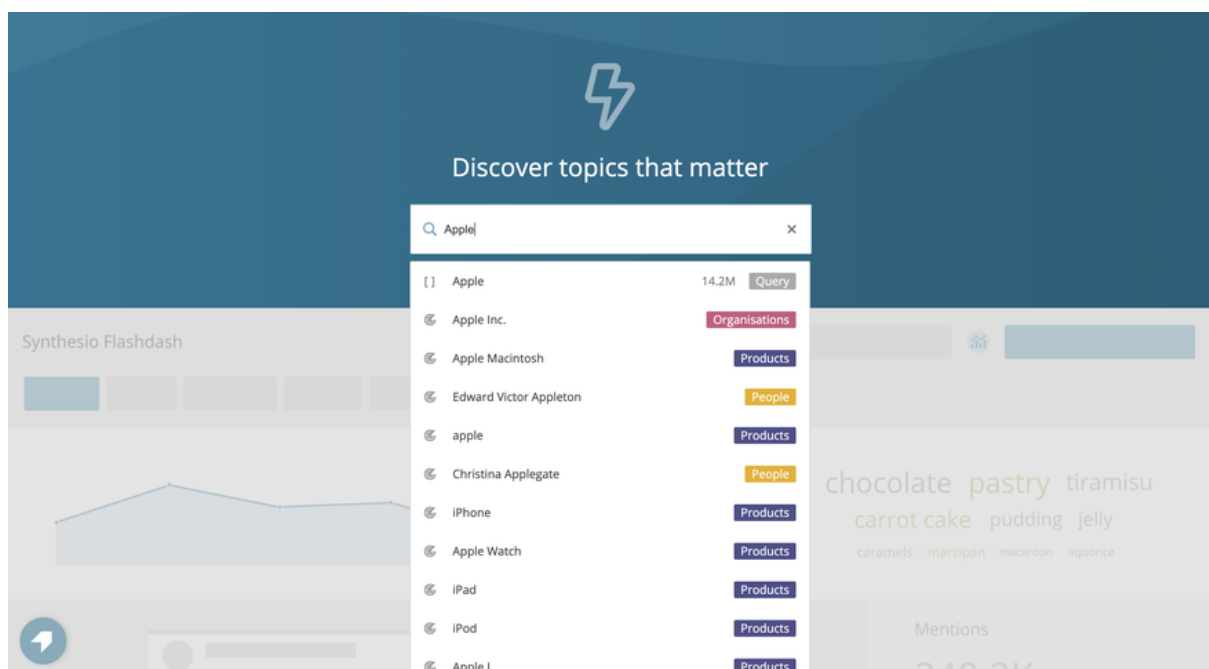


Search Entities for your Queries

When you're typing a query, you often have to think of writing it the right way to collect only data that will be relevant to you. You have to think of exclusions or words that need to go along with the term you're looking for.

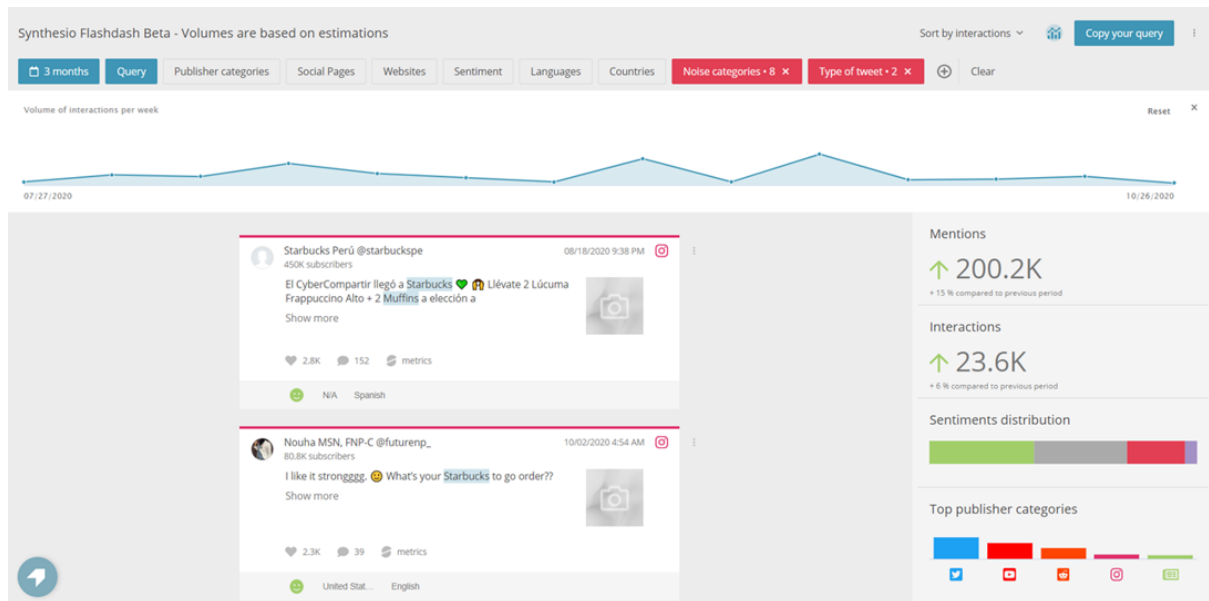
Let's take a famous example, if you want to collect mentions around Apple the company, you have to write an advanced query to exclude mentions that talk about apple the fruit or the city of New York.

In Flashdash, you can use the query writing Assistant that will look for Entities to help you write your query. Rather than spending hours writing a detailed query, simply start typing and our AI will automatically suggest what you're looking for and do all that hard work for you.

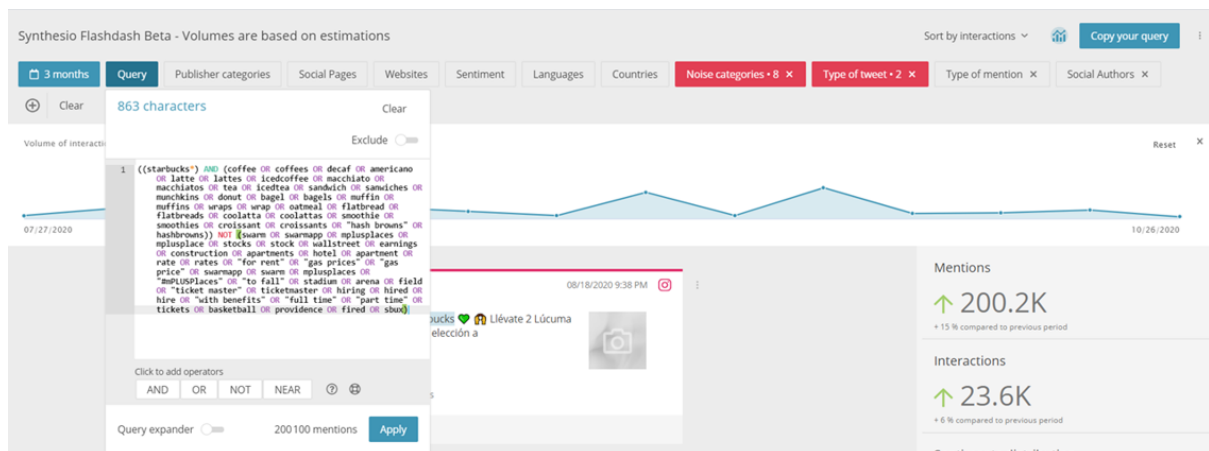


Flashdash Mentions Stream

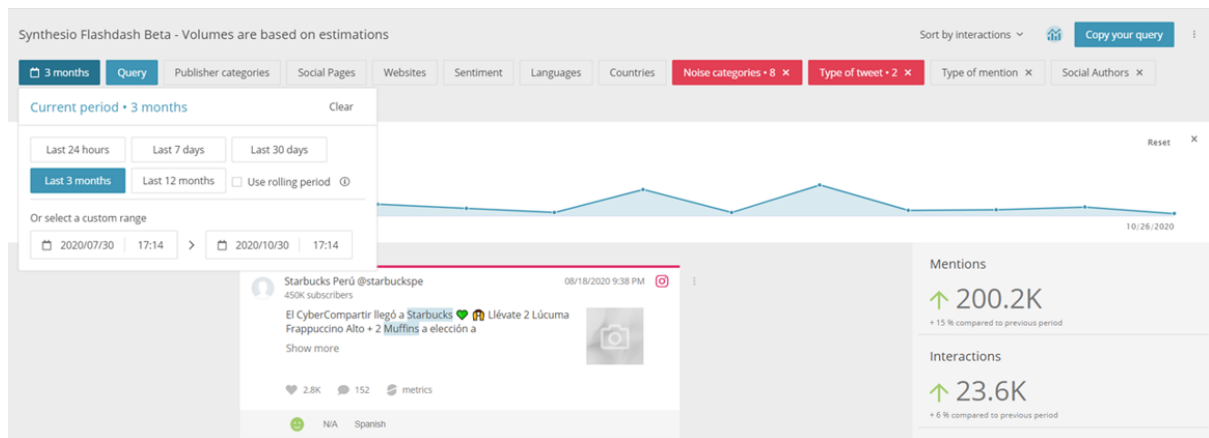
This is Flashdash home screen.



You need to go to the query filter to retrieve the query you wrote.

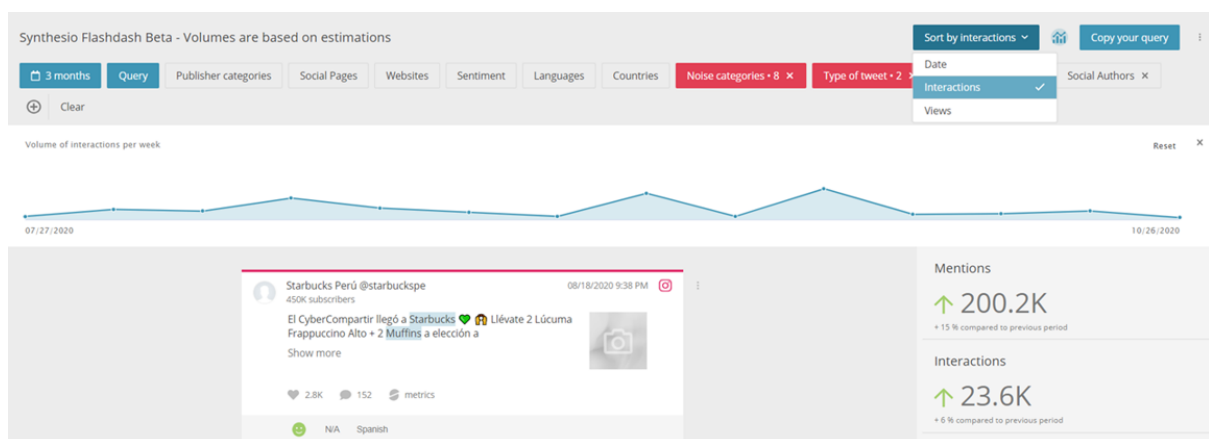


The evaluated period is default 3 months, but you can go back up to 3 years of back data.



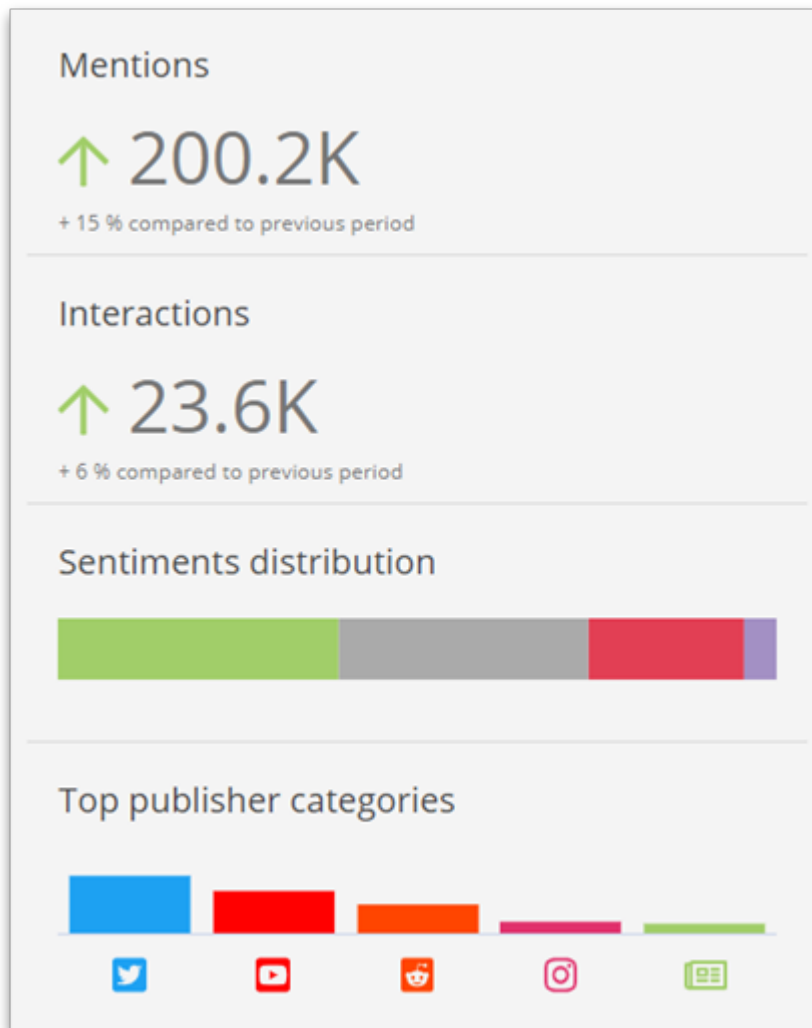
You can choose how to sort your mentions stream:

- As in the Listen, you have different options to sort your stream: date, interactions, views...
- Your stream is default sorted by interactions

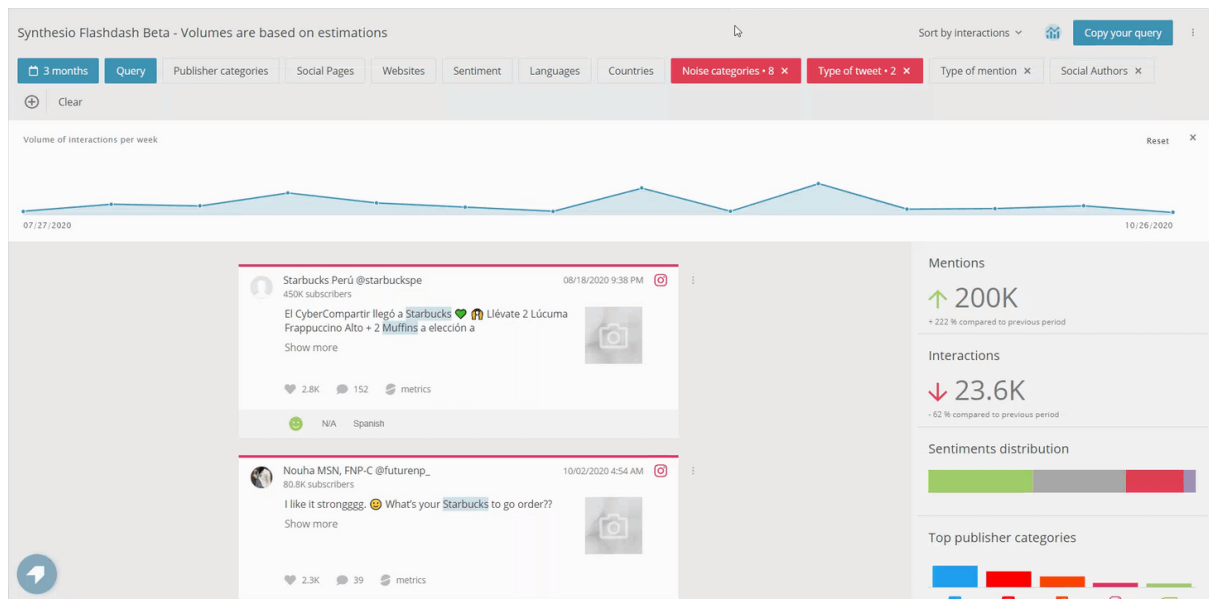


On the right of your mentions stream, you will find key information to understand the topic you are monitoring:

- Estimated number of mentions
- Estimated number of interactions
- Sentiment distribution
- Publisher categories
- You can click to deep dive into your dataset

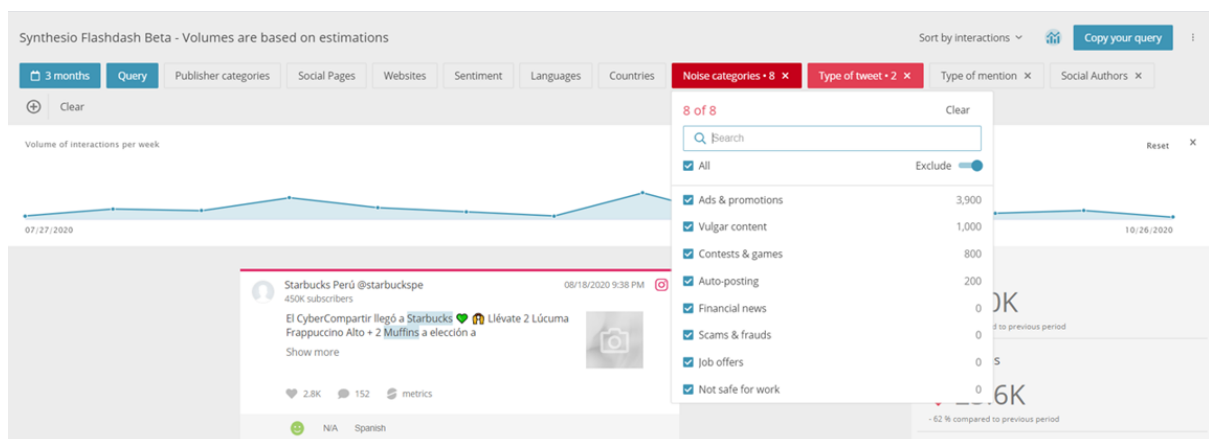


You can then browse within your mentions, applying different filters. Your stream will update automatically when clicking on the different options.

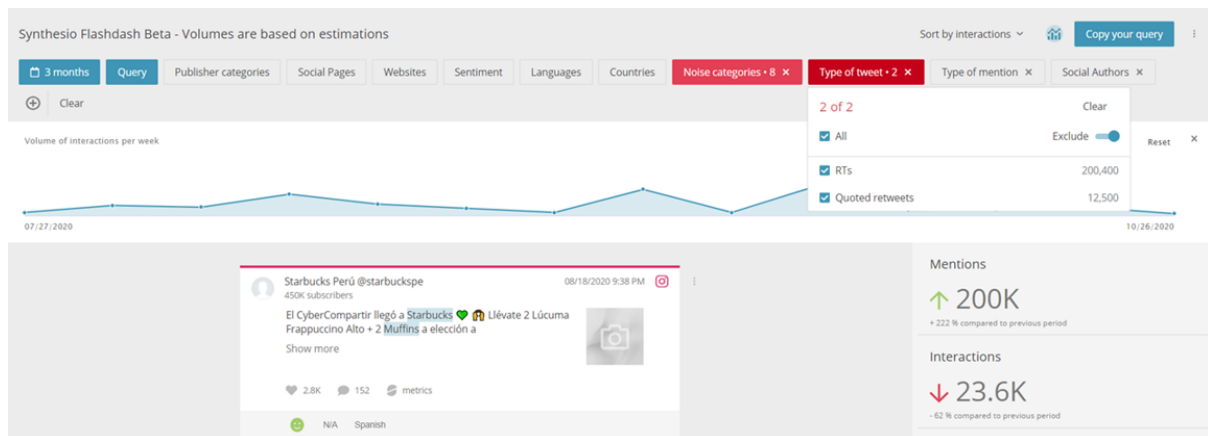


Filters

Noise Reducer: Noisy categories are default excluded from your Flashdash, you can choose to include them by ticking the box.



Type of tweet: Retweets and quoted retweets are default excluded from your Flashdash, you can choose to include them again.



Below you'll find the list of the filters available:

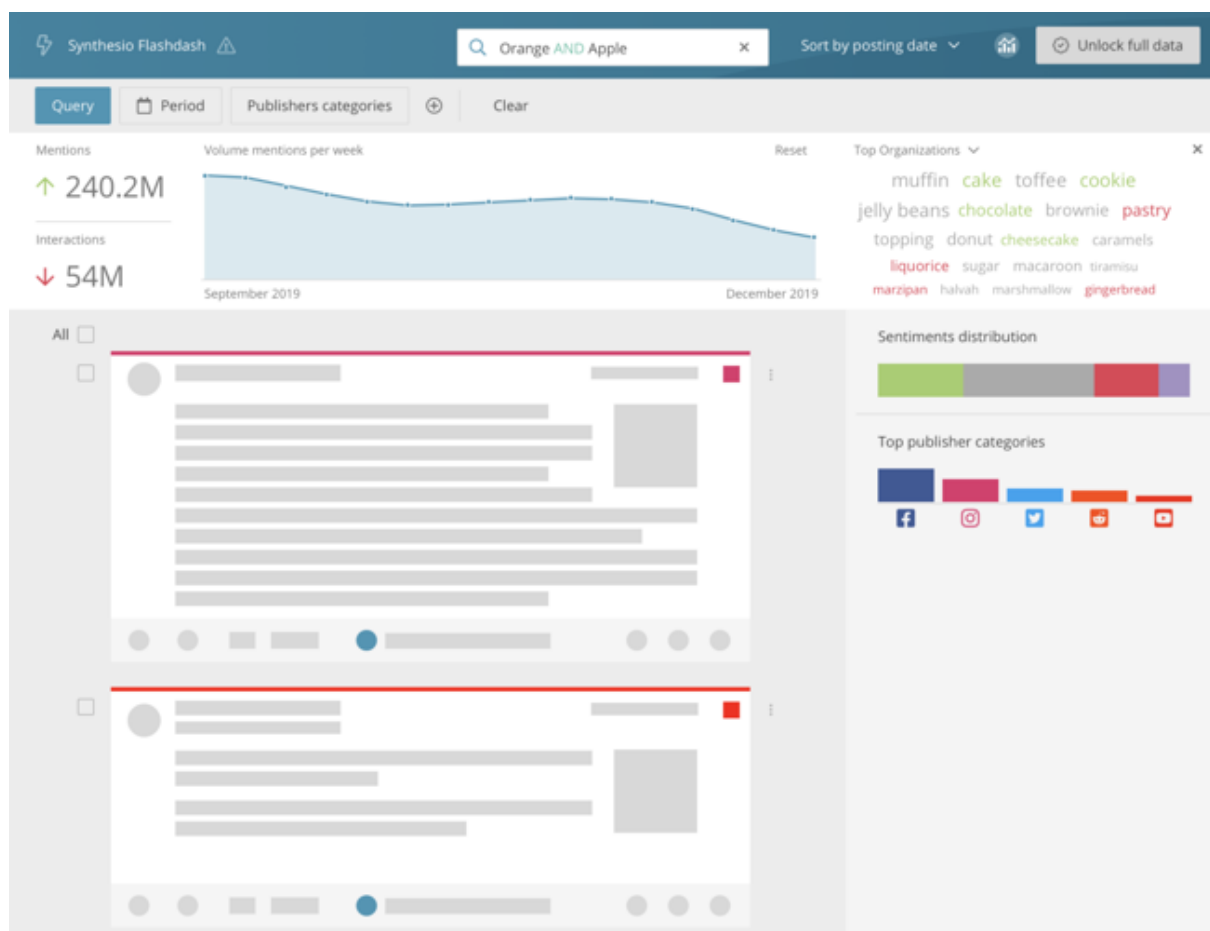
- **Period:** Filter on up to 3 years of back data
- **Query:** Access, edit and/or refine your query. Click on Apply to update your Flashdash results
- **Noise Categories:** All the mentions flagged as being part of a noisy category are excluded. You can choose to include some or all the noisy categories in your Flashdash
- **Languages:** Filter on the language of conversation
- **Sentiment:** See if the sentiment expressed in the mention is positive, negative or neutral
- **Countries:** Assess from which country originated the mention
- **Publisher Categories:** See the different sources of data and how they are splitter
- **Social Pages:** Check the specific social media pages your mentions are coming from
- **Websites:** Beyond social media, discover all the websites, blogs, forums... that are present in your Flashdash
- **Type of mention:** Posts or comments
- **Social Authors:** Filter on specific social media publishers
- **Type of tweet:** Exclude or include retweets
- **Licence:** Offline mentions included in your Flashdash

Turn a Flashdash into a new Dashboard Topic

Once you have assessed the quality of your dataset, watch the tutorial video below to learn how to turn your Flashdash query into a new Dashboard topic.

What's Next?

- **Coming soon** - User Interface improvements:
 - Search bar to type query
 - Semantic-based Word Cloud
 - More dataviz & widgets
- **2021:**
 - Turn a Flashdash query into a new dashboard topic in One click
 - Flashdash enrichment with all new data science capabilities, especially in filters with semantics and image recognition



Semantic AI meets Flashdash for query writing

You need to write relevant queries if you want the mentions collected to match your topic of investigation

For example, to collect data around Apple the brand, you need to make sure that mentions related to the fruit are removed:

- **Writing query is not necessarily easy.** Only experienced query writers can create something this in-depth, while others may struggle
 - **In 2021 with auto-completion using Entity Categories**, you will be able to automatically choose to collect mentions around Apple the brand without writing an advanced query
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