

We are pleased to announce that a new kind of visualization, Heatmap, is now available in Reports. Previously available only in Signals, you can now use Heatmap as a widget in Reports.

There are two different kinds of Heatmaps:

Intensity Heatmap: With this widget, you can discover any intense association within your data. This heatmap is based on co-mentions, meaning that you will be able to see which metrics and dimensions are often mentioned at the same time. For example, you can assess which of your topics are most associated with the different emotions, or which topics are most mentioned on which channels.

Correlation Heatmap: With this widget, you can uncover dimensions with similar evolutions over time. You can identify organic associations from online conversations and identify trends that are going along. Previously in Signals, you could only uncover volume correlations on topics or subtopics. Now in Reports, you can use volume or interactions as a metric, and use topic, subtopic, entities, text analytics, country, clusters or collections as a dimension.

In this article we'll cover the following:

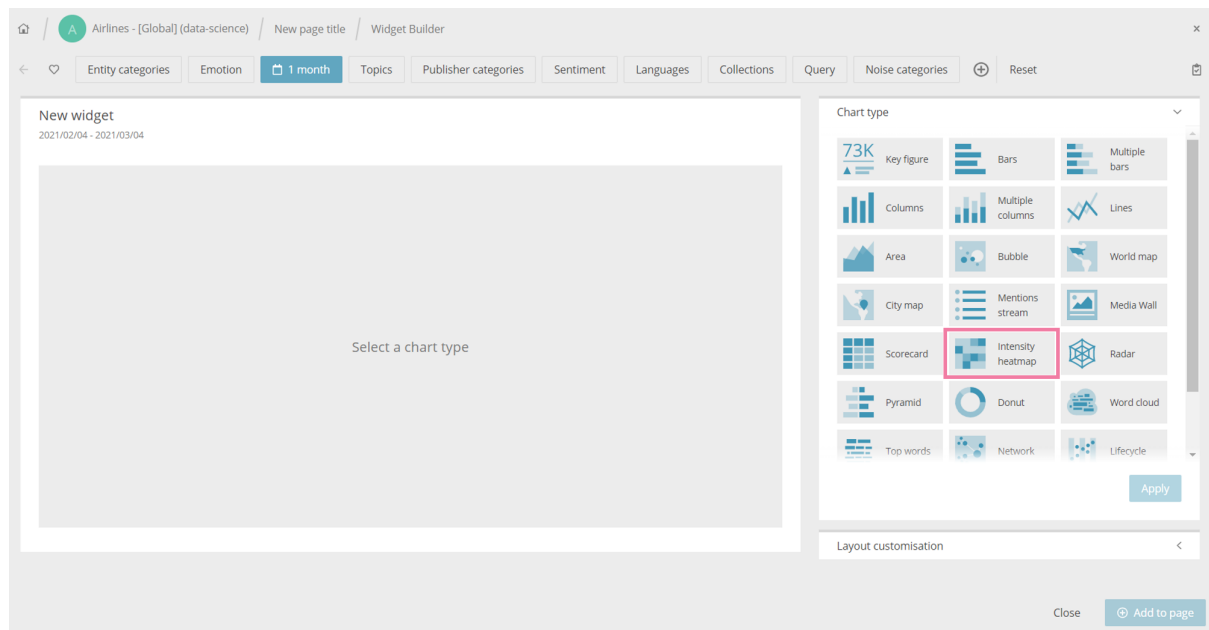
- Intensity Heatmap
 - How-to build an Intensity Heatmap Widget
 - Choosing the metrics and dimensions
 - How-to read the Intensity Heatmap
 - Examples
 - Powering an Intensity Heatmap on Entities
 - Pro-tip: Use "Search Entities" filter
- Correlation Heatmap
 - How-to build a Correlation Heatmap Widget
 - Choosing the metrics and dimensions
 - How-to read the Correlation Heatmap

Intensity Heatmap

How-to build an Intensity Heatmap Widget

When you want to add a widget on your Reports pages, click on “Add a widget”, then hit “Create from scratch” to access the widget builder.

When you are in the widget builder, you have a new type of widget available called “Intensity Heatmap”, click on it should you want to create a heatmap.



Choosing the metrics and dimensions

What's interesting about the Heatmap widget is that it is available on any metrics and any dimensions.

As a reminder, metrics available are:

- Volume
- Interactions
- Scores
- Facebook interactions
- Instagram interactions
- Twitter interactions
- Youtube interactions

Pick a data selection

Search

All

Volume

Interactions

Scores

Facebook

Instagram

Twitter

YouTube

Volume (total)

✓

Interactions (average)

Interactions (total)

Interactions + views (total)

Views (total)

Authors (total)

Engagement rate (average)

Engagement rate (max)

Engagement rate (min)

Media Value (total)

Volume

What's the use?

Reveals key conversation drivers by displaying the sum of mentions.

Volume (total)

Provides the total number of online mentions.

And dimensions available are:

- Post
- Data sources
- Enrichments
- Demographics
- Geography

Pick a data selection

Search

All

Post

Data Sources

Enrichments

Demographics

Geography

Emotion

Entities

Mentions status

Reviews stars

Sentiment

Text analytics

Age range

Gender

Jobs

Family status

Enrichments

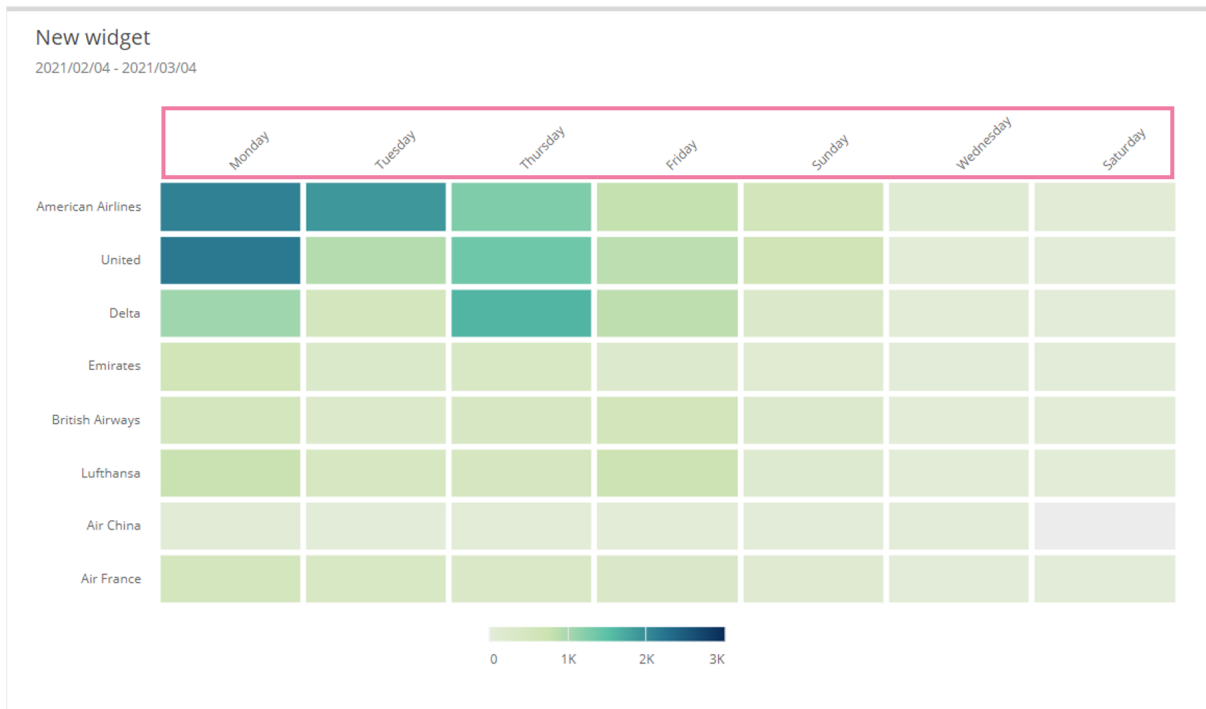
What's the use?

Enrichments include mainly data science features, which categorize the sentiment and the language structure of consumer conversations. Enrichments help you understand how the conversation is unfolding.

Emotion

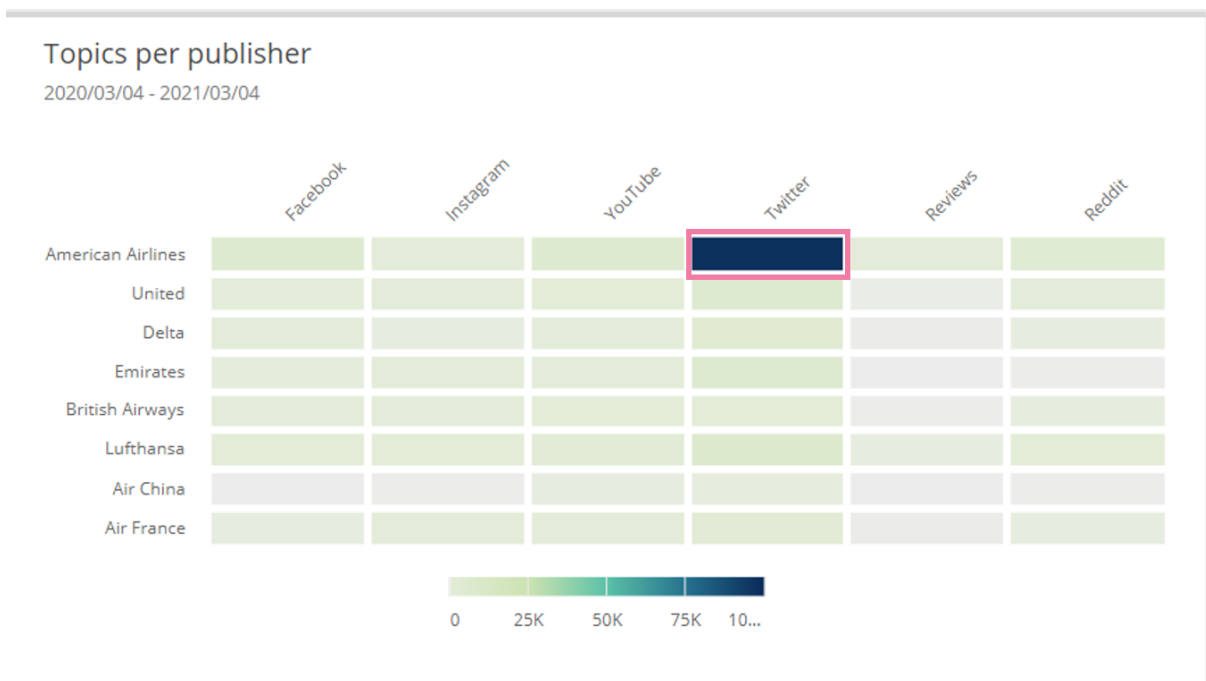
Provides the detected and classified emotion as joy, fear, sadness, surprise, disgust or anger, powered by our Emotions AI

Please note that a new dimension is available for this Heatmap widget, called week-day dimension. It allows knowing on which days of the week your metrics are most mentioned.

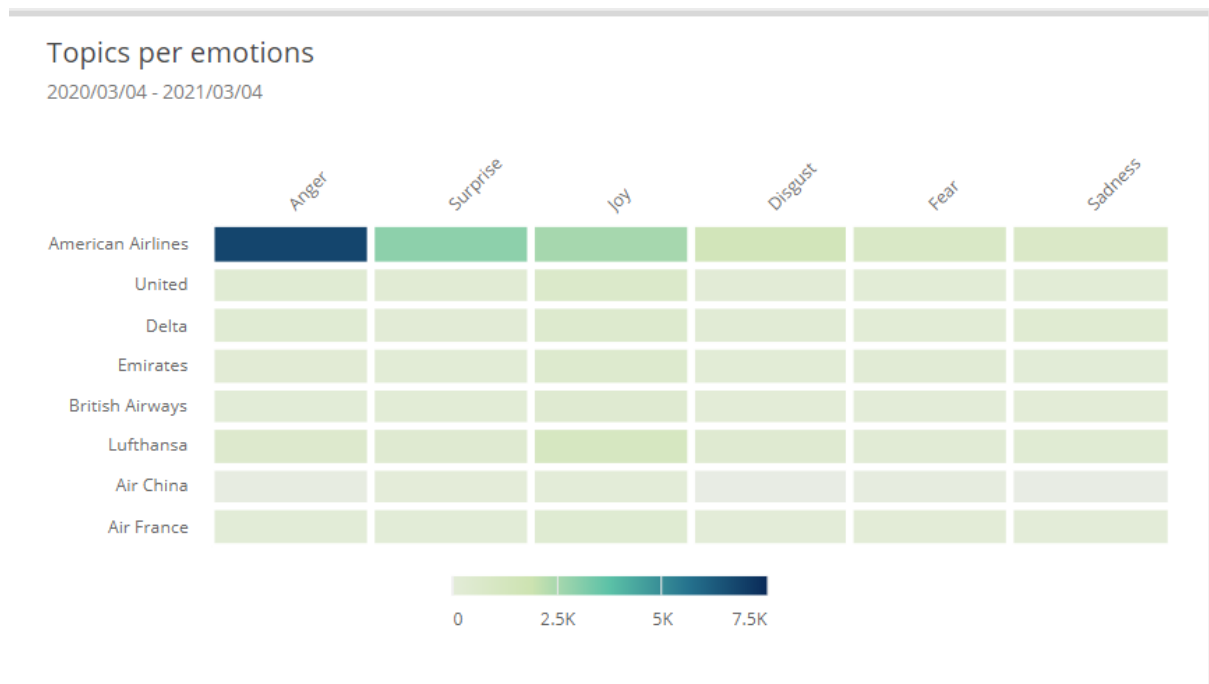
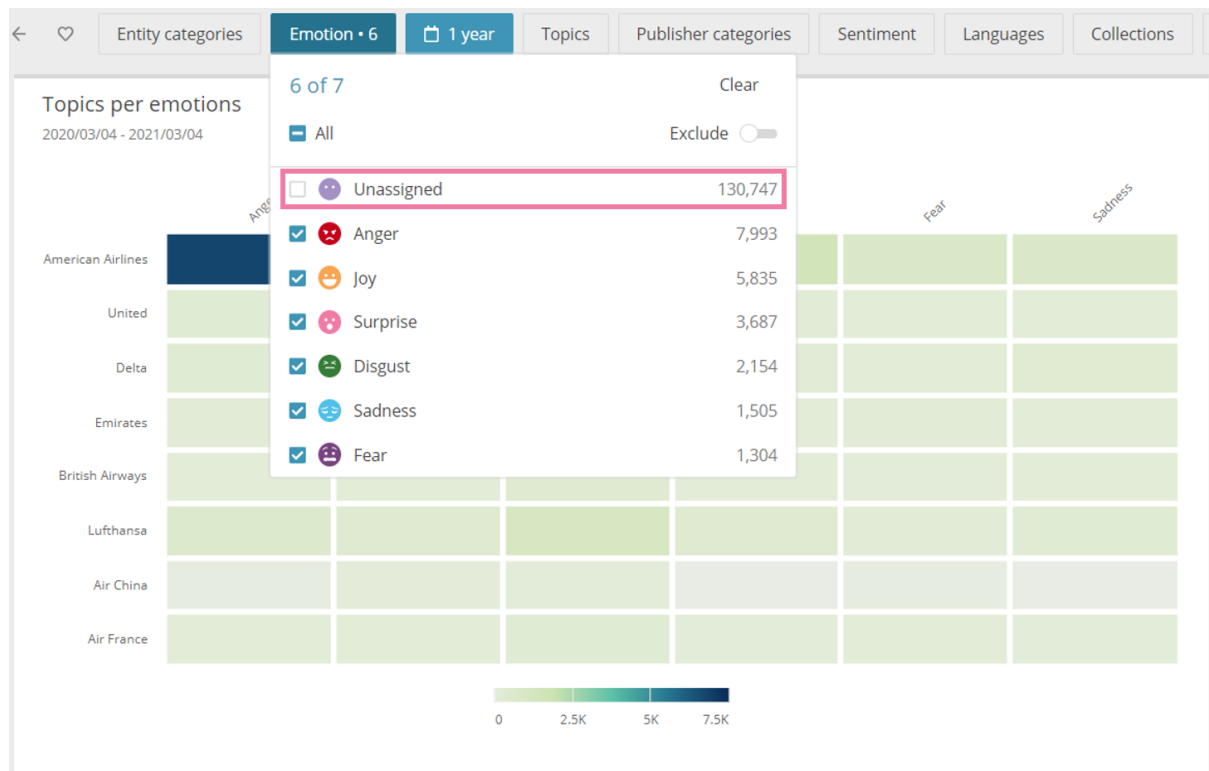


How-to read the Heatmap

It seems pretty intuitive, but the darker the color of the box, the most intense the association is and you should certainly dive deeper.



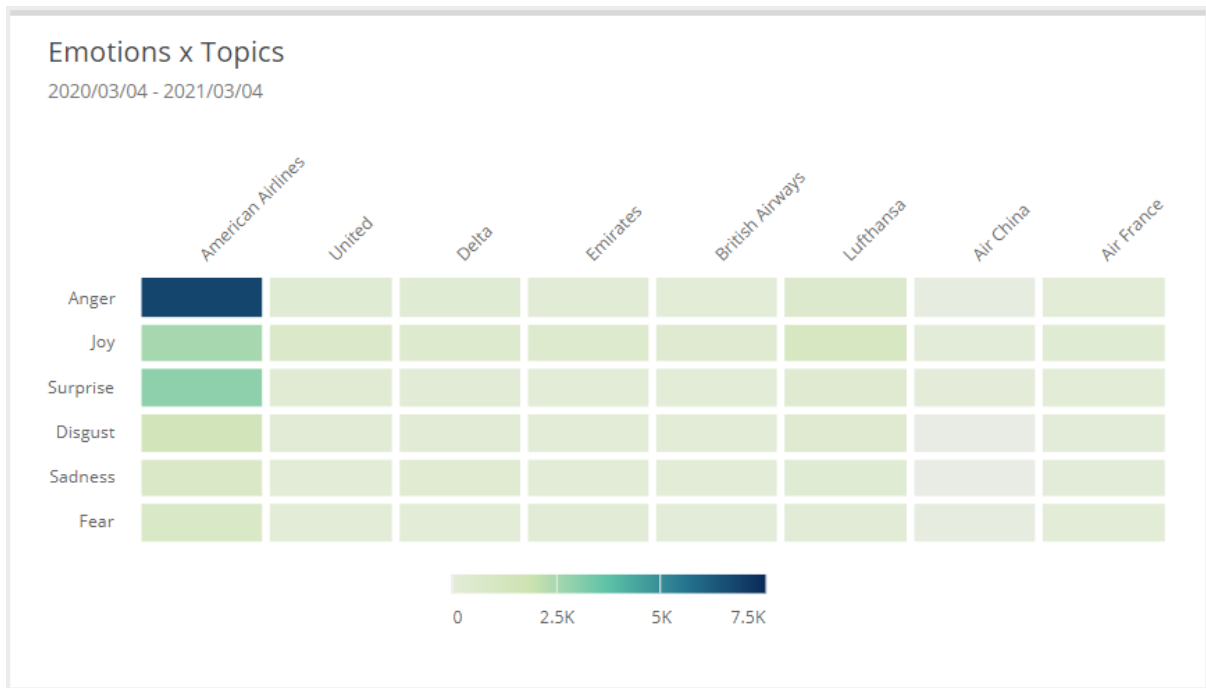
You can look in more detail into the mentions with a high intensity when clicking on the dedicated box.



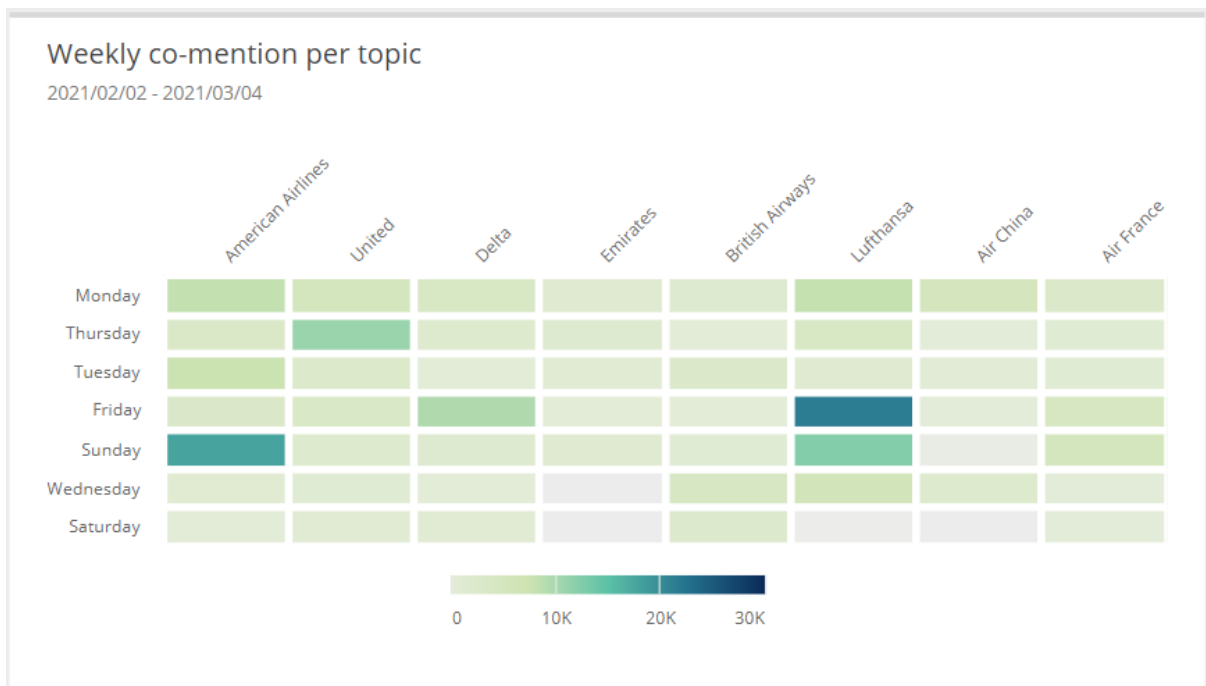
Examples

Below are some examples of Heatmat widgets you could benefit from. The examples originated from a dashboard dedicated to the main airline companies.

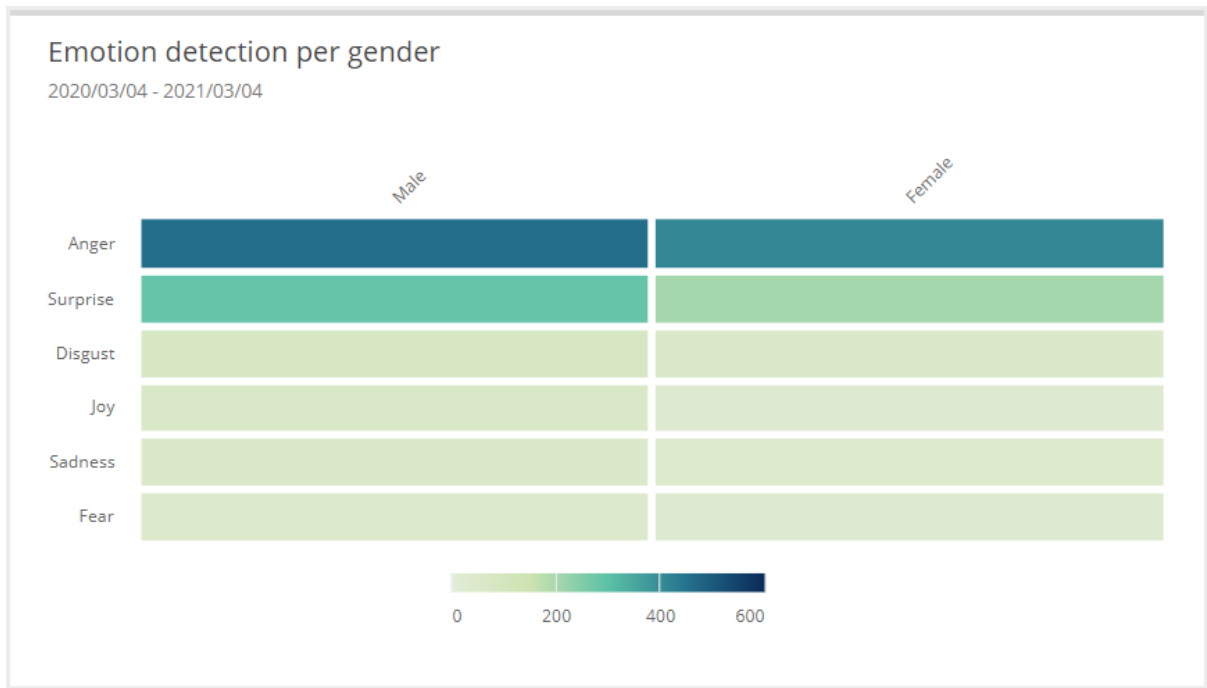
You can for example look at how the different topics (in our example airline companies) are associated with the different emotions. Here you can see that American Airlines is highly associated with Anger.



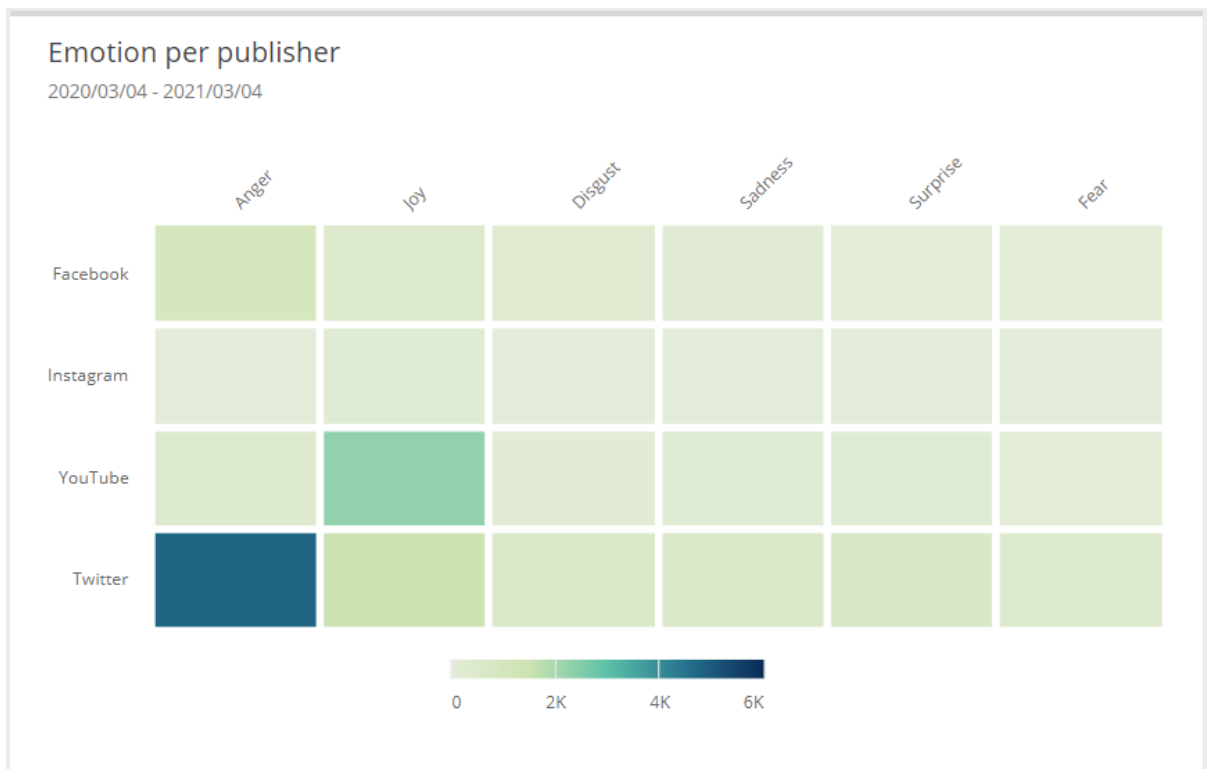
You can also look if some companies are most mentioned some days of the week. Here you can see that Lufthansa tends to be more mentioned on Fridays.



You may also want to know if emotions expressed in mentions are most expressed by males or females. Here you can see that males tend to express more anger than females.



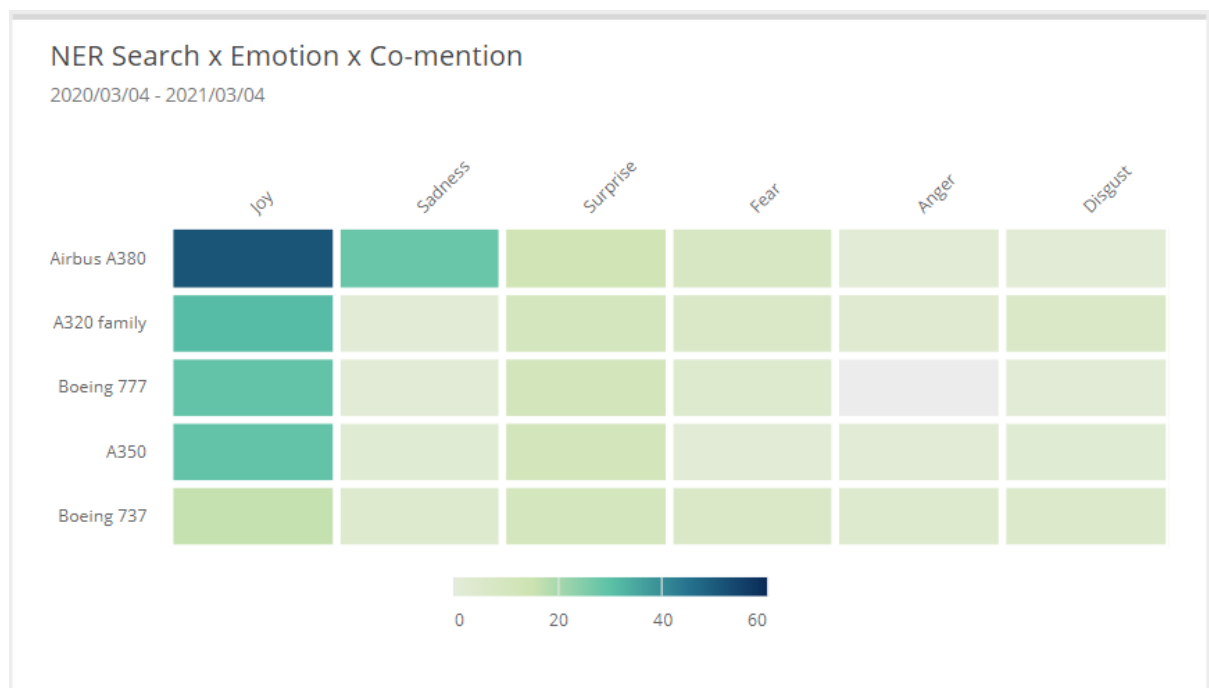
A last example can be to look if some emotions are more associated with a specific channel. Here it seems that there is a high intensity between Anger and Twitter.



Powering an Intensity Heatmap on Entities

As you certainly know, Semantic AI is now available in your dashboards. It is often insightful to build a heatmap based on the entities that have been discovered in your dashboard.

In this example, we look at the products and the associated emotions.



Here we are displaying the Top 5, but you can also choose to display Top 10, 20, 50 and 100.

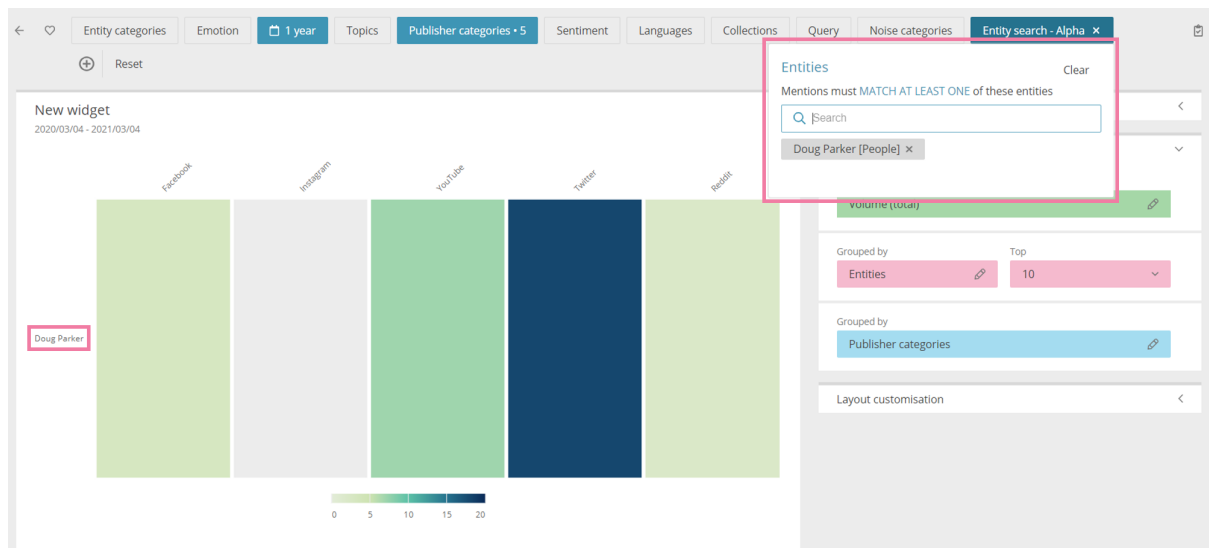
In this example, we looked at products, but we could also look at people, organizations, events etc. And instead of emotions, we could have crossed the entities with the different data sources for example.

Heatmap is a very useful widget to guide you to associations you should pay particular attention to.

Pro-tip: Use "Search Entities" filter

When building a heatmap on entities, we encourage you to use the filter "Search entities" should you want to look at specific entities you want to know more about.

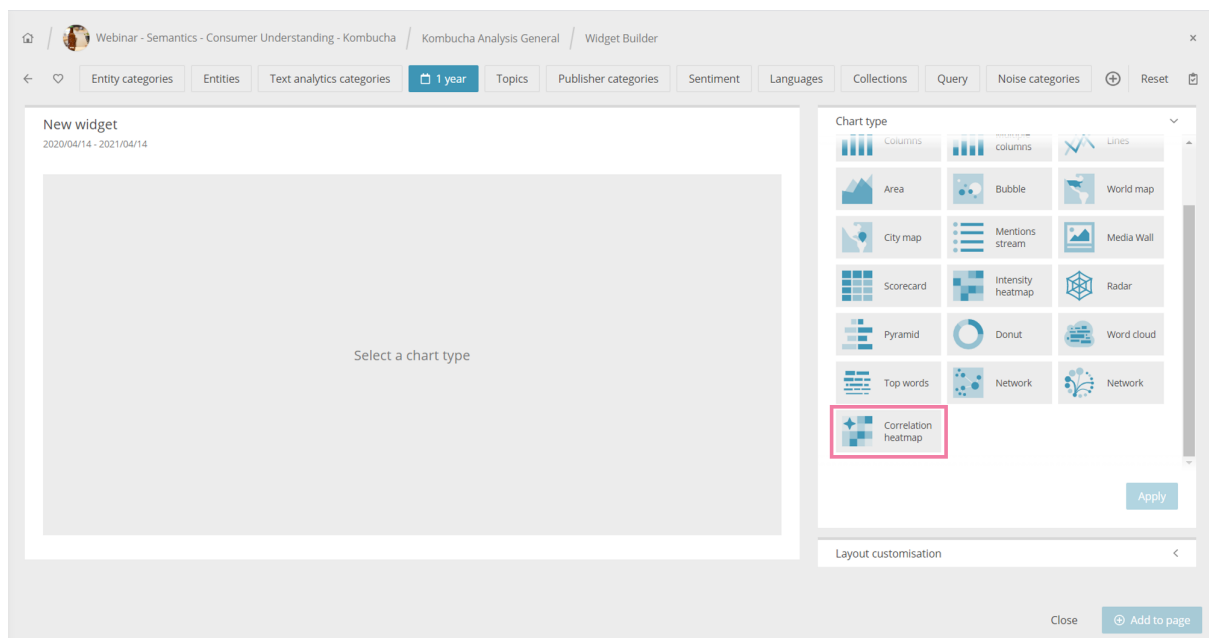
In our example, we could be interested in looking for Doug Parker, CEO of American Airlines, to see whether there are intense associations that are worth diving deeper into. For example, you can check whether he is most mentioned on a channel rather than another. Here we can see that Doug Parker is significantly most mentioned on Twitter than on other channels.



Correlation Heatmap

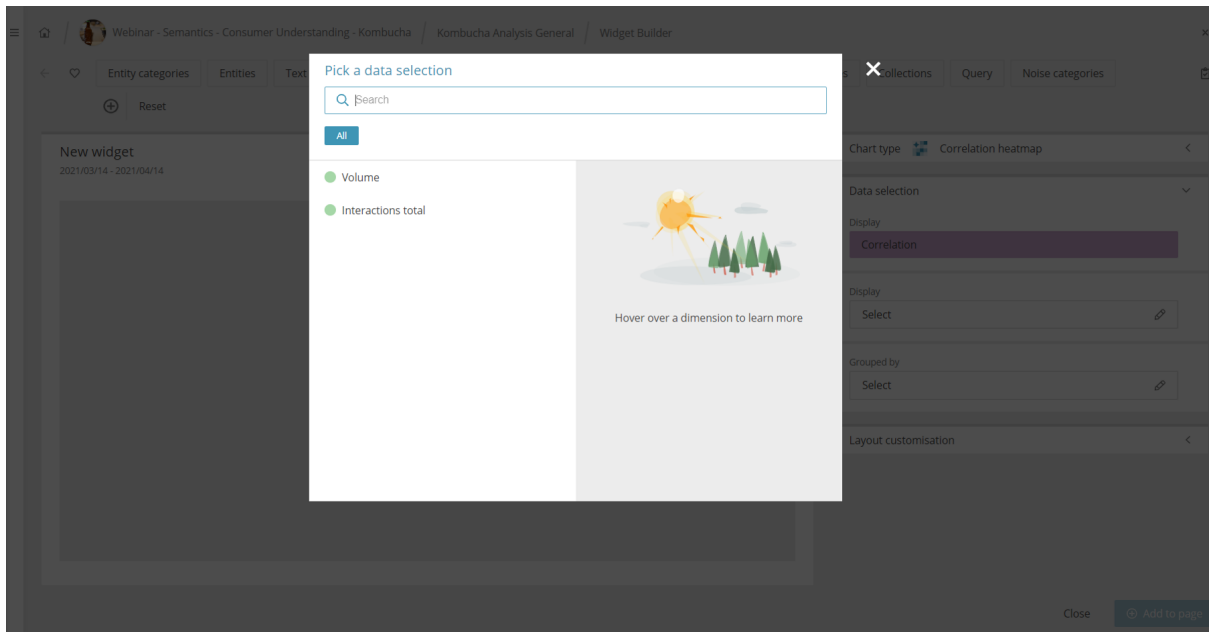
How-to build a Correlation Heatmap Widget

When you are in the widget builder, choose "Correlation Heatmap".

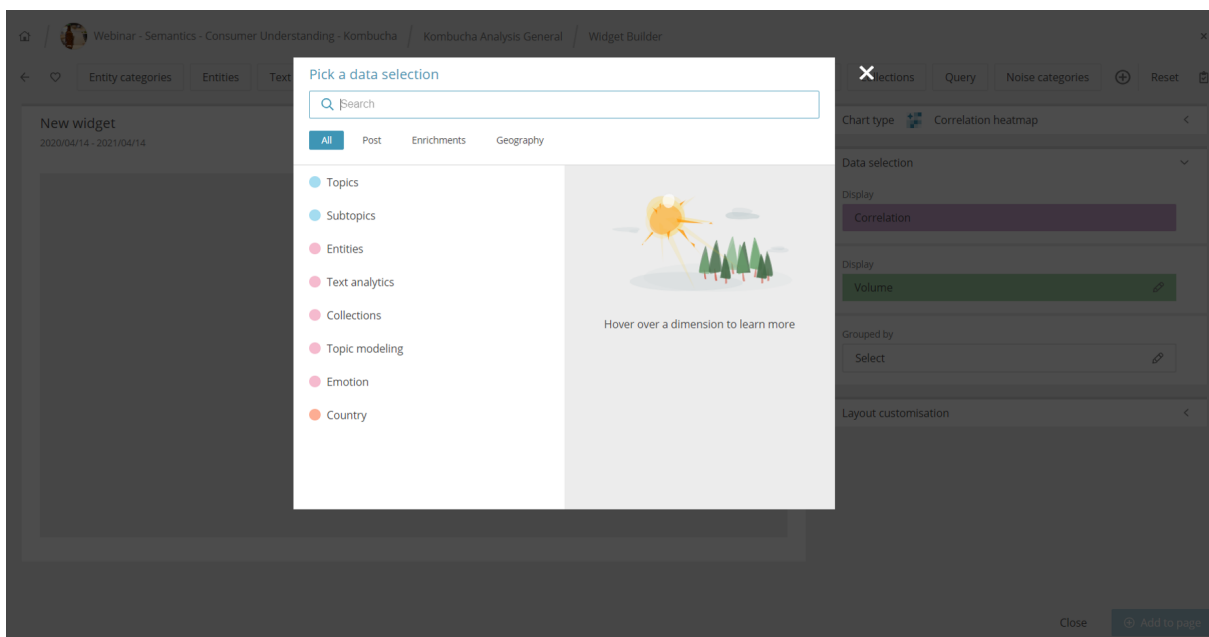


Choosing the metrics and dimensions

As the correlation Heatmap aims at showing how your dimensions are evolving along, the only metrics available for this widget are "Volume" and "Interactions" (contrary to the Intensity Heatmap based on co-mentions ad for which more metrics are available).



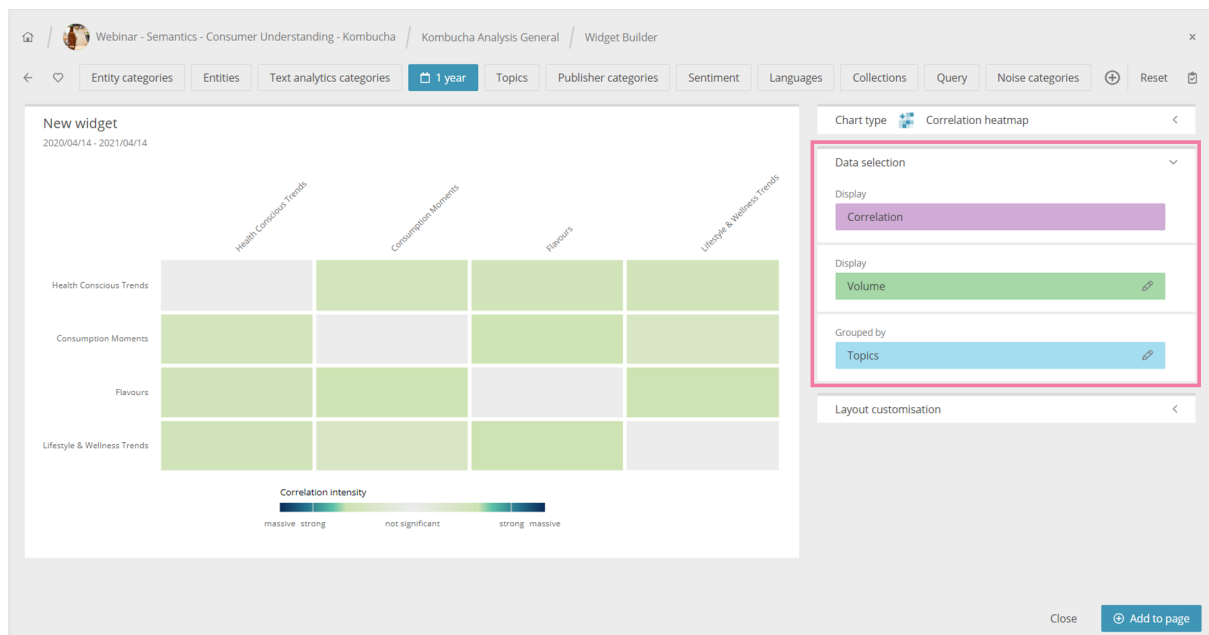
Then, you need to choose the dimension on which you want to look at potential correlations.



Available dimensions are:

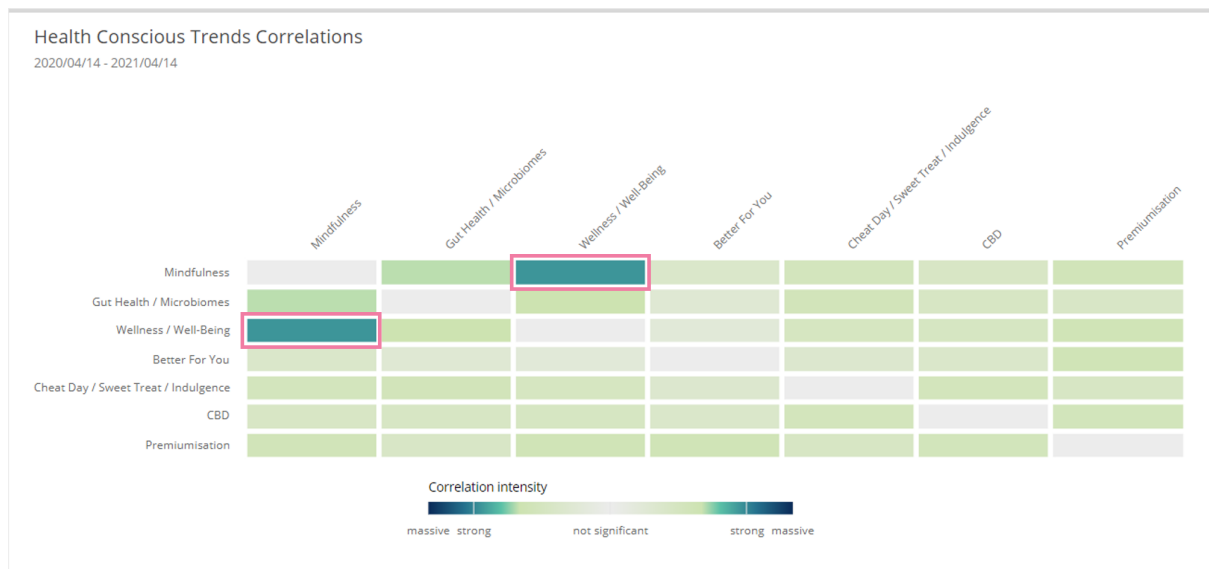
- Topics
- Subtopics
- Entities
- Text Analytics
- Collections
- Topic Modeling
- Emotion
- Country

Let's take an example in a dashboard dedicated to Soft Drinks consumption. We want to look at potential correlations between the different topics: Health & Conscious Trends, Lifestyle & Wellness Trends, Flavors and Consumption Moments.



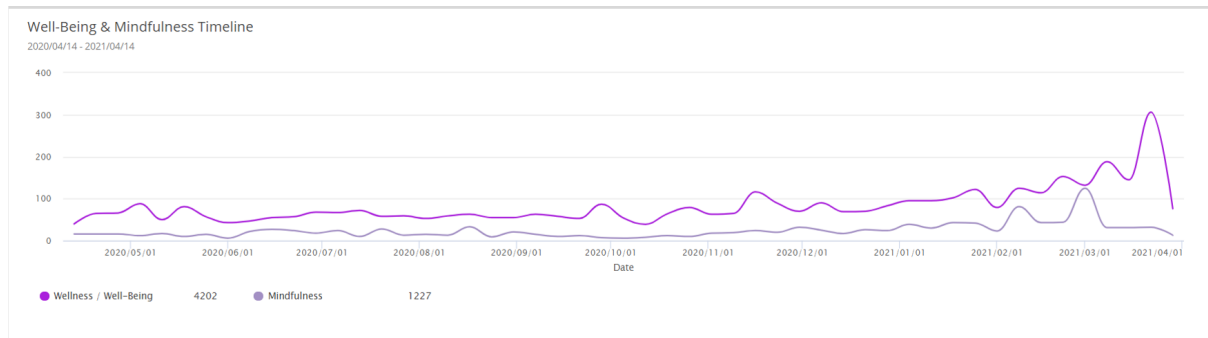
How-to read the Correlation Heatmap

Following our example, we looked at the correlations between the different Lifestyle & Wellness Trends. As for the Intensity Heatmap, the darker the color is, the more correlated the dimensions are (here it's subtopics in our dashboard).

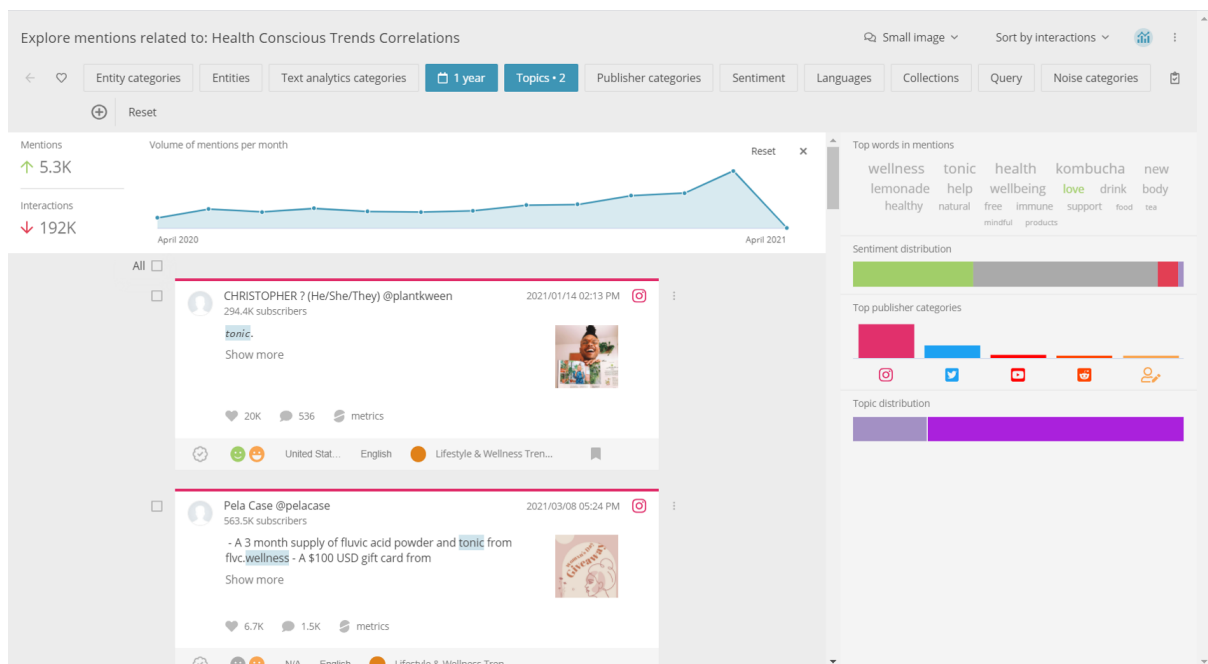


We detect that there is a rather strong correlation between Weel-Being and Mindfulness.

We can then for example build a timeline to see how these trends are evolving over time.



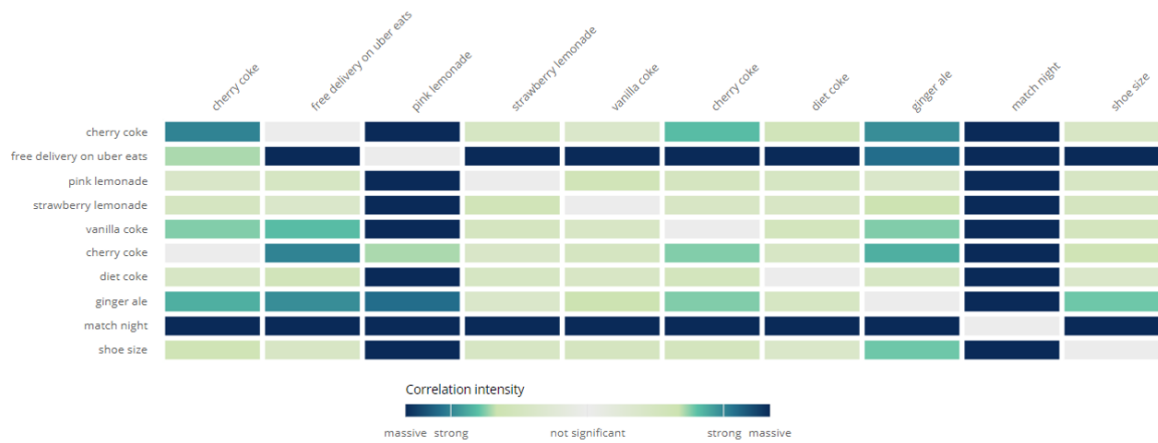
You can of course explore the mentions by clicking on any point of the timeline.



Finally, what is also powerful is that you can power the Correlation Heatmap on entities or expressions, with an example below for expressions.

Expressions Correlations

2020/04/14 - 2021/04/14



Hope you will enjoy the Heatmap widget, and please feel free to reach out to your Account Manager should you want to know more about it.