

## **PRODUCT UPDATE / OCTOBER 2012**

Improved Chart Component

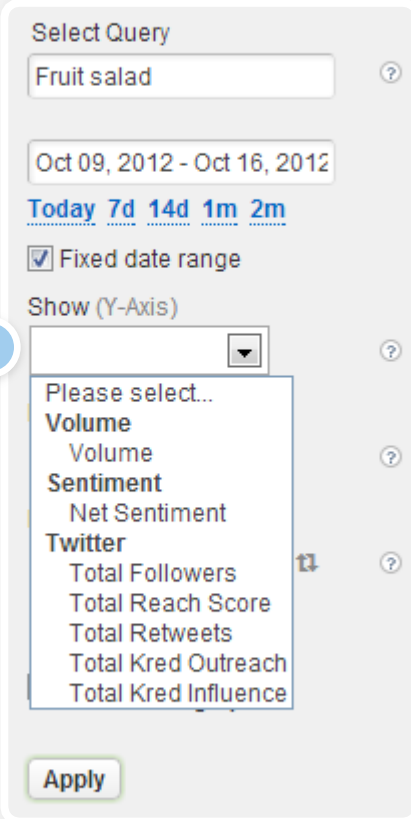
# IMPROVED CHART COMPONENT: Overview

The Chart Component has had some new features added to make it even more useful!

- You can now plot metrics other than mention volume such as Twitter followers, Retweets, Kred Influence or Kred Outreach
- “Show volume for” has been split into two separate controls, “Show” and “For” so you can choose which metric is charted
- It’s now possible to chart categories against other categories, or tags against other tags
- Mentions that are not categorised can now be shown alongside categorised mentions

# IMPROVED CHART COMPONENT: Metrics

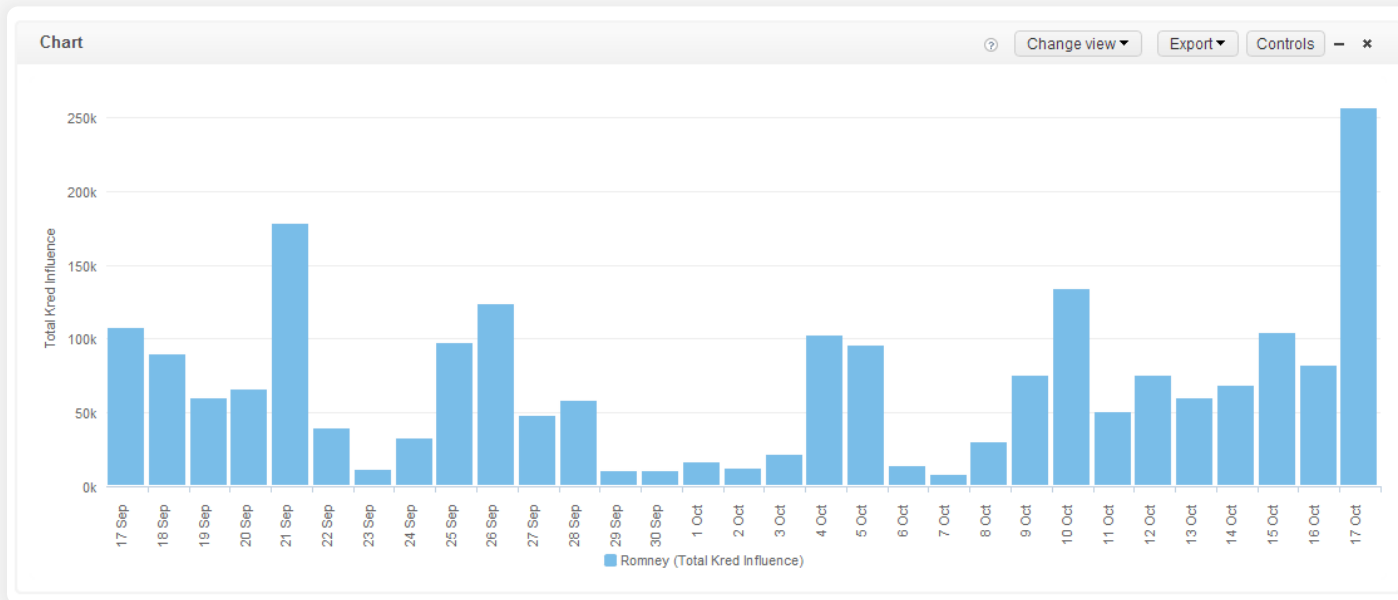
- In the Chart Component Controls section, there is now a dropdown to select which metric should be charted
- This is “Volume” by default, which simply counts the total number of mentions (as before)
- Its now possible to select different metrics to chart (1) as follows:
  - Volume
  - Net Sentiment
  - Twitter Followers
  - Reach Score
  - Retweets
  - Kred Outreach
  - Kred Influence



The screenshot displays the 'Chart Component Controls' interface. At the top, there is a 'Select Query' field with the value 'Fruit salad'. Below this is a date range field showing 'Oct 09, 2012 - Oct 16, 2012'. There are links for 'Today', '7d', '14d', '1m', and '2m'. A checkbox labeled 'Fixed date range' is checked. The 'Show (Y-Axis)' section features a dropdown menu with a blue circle containing the number '1' next to it. The dropdown menu is open, showing a list of metrics: 'Please select...', 'Volume', 'Sentiment', and 'Twitter'. Under 'Volume' is 'Volume'. Under 'Sentiment' is 'Net Sentiment'. Under 'Twitter' are 'Total Followers', 'Total Reach Score', 'Total Retweets', 'Total Kred Outreach', and 'Total Kred Influence'. There are question mark icons to the right of each metric. An 'Apply' button is located at the bottom of the control panel.

# IMPROVED CHART COMPONENT: Metric Example

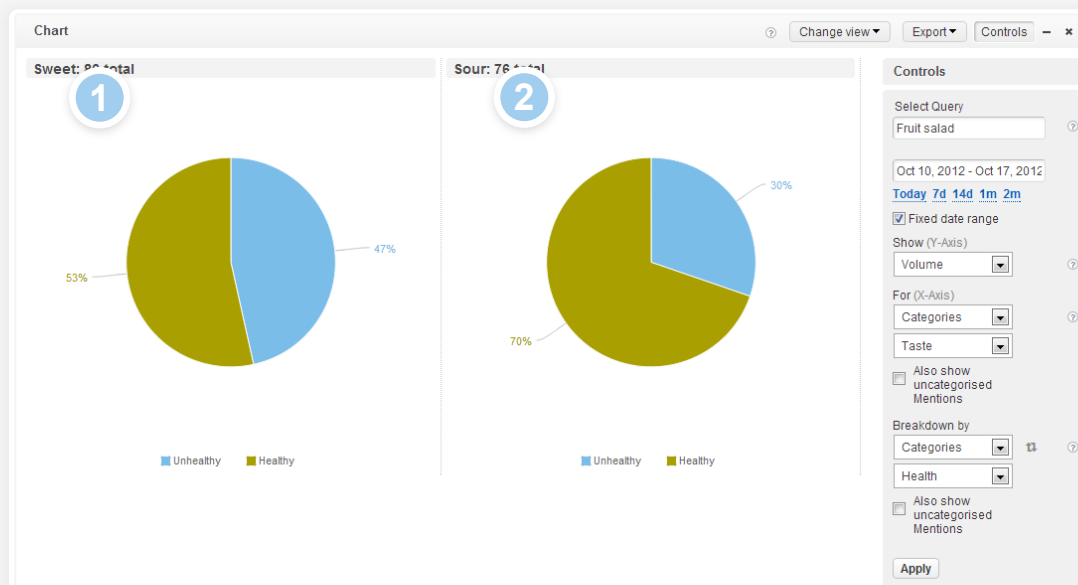
- For example, the chart below shows the total of the Kred Influence scores for every Tweet in a query over time



# IMPROVED CHART COMPONENT:

## Plotting Category against Category

- You can now plot mentions in one category against another category (or tags against tags)
- For example, the chart below shows a pie chart for each of two subcategories in a “Flavour” category: “Sweet” (1) and “Sour” (2)
- This has been broken down by a different category “Health” to show the relative number of mentions categorised as Healthy and Unhealthy in each of the “Flavour” Categories.



# IMPROVED CHART COMPONENT:

## Plotting Uncategorised mentions

- Mentions that do not fall into a category can now be plotted alongside categorised mentions
- Select the checkbox labelled “Also show uncategorised mentions” (1) that appears when selecting “Categories” as one of your dimensions
- Mentions that do not fall into your chosen category will then be plotted on the chart as “n/a”

The image shows a 'Controls' panel for a chart. It includes the following elements:

- Select Query:** A text input field containing 'Fruit salad'.
- Date Range:** A date range selector showing 'Oct 10, 2012 - Oct 17, 2012' with links for 'Today', '7d', '14d', '1m', and '2m'.
- Fixed date range:** A checked checkbox.
- Show (Y-Axis):** A dropdown menu set to 'Volume'.
- For (X-Axis):** A dropdown menu set to 'Taste'.
- Also show uncategorised Mentions:** A checked checkbox, highlighted with a blue circle and a '1' in a blue circle.
- Breakdown by:** A dropdown menu set to 'Categories'.
- Health:** A dropdown menu set to 'Health'.
- Also show uncategorised Mentions:** An unchecked checkbox.
- Apply:** A button at the bottom.