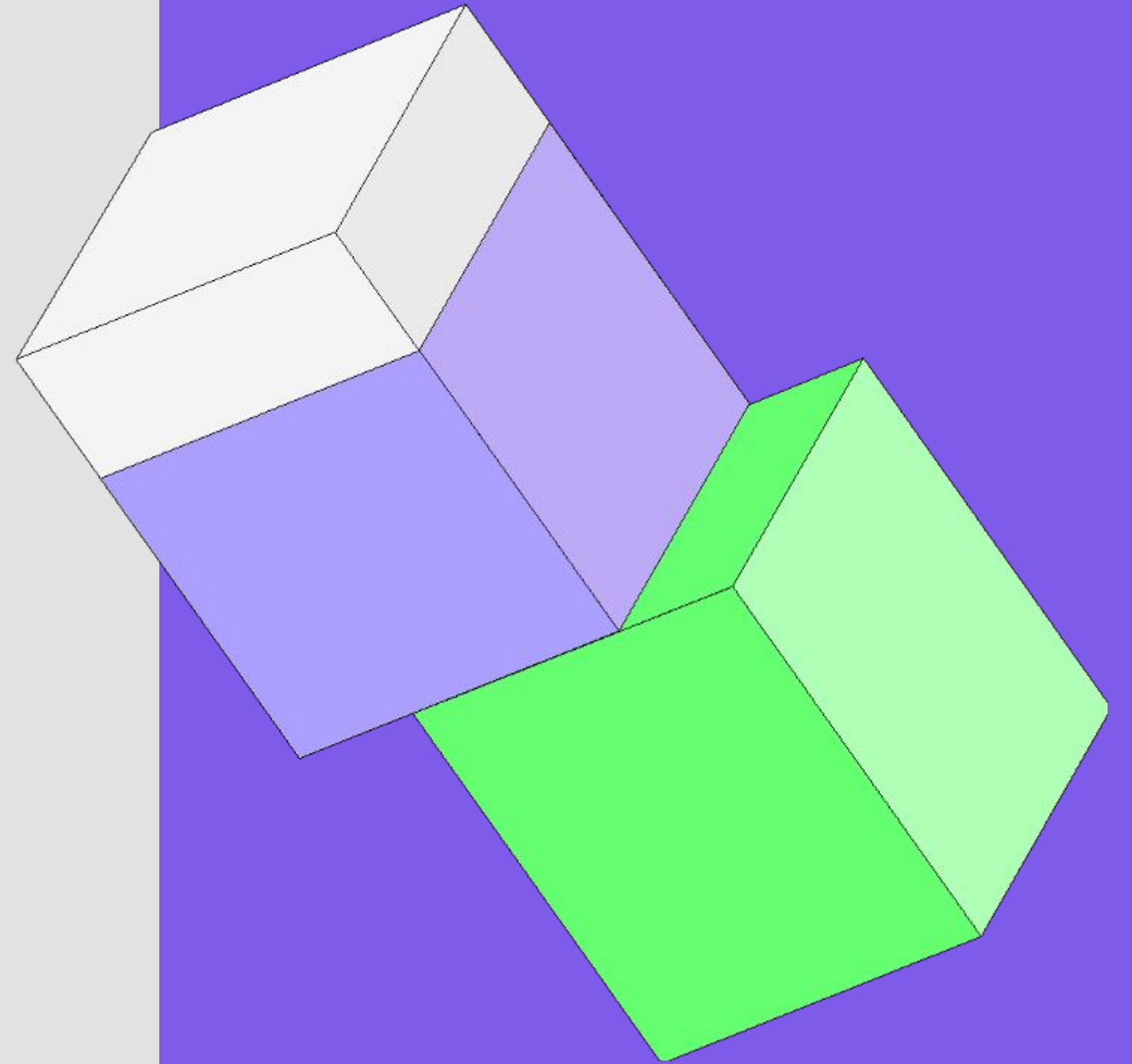# Social Media Analytics with Power BI

palowise

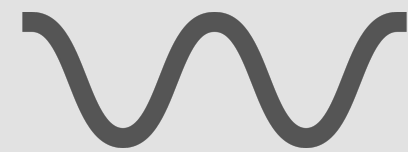Panagiotis Tsantilas
Palowise Founder & CEO

December 2023

"Business intelligence technology is like a telescope that helps you see what's coming in the distance."
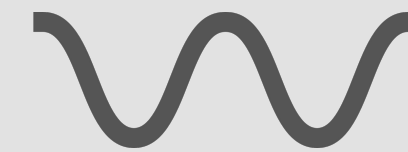
Howard Dresner

The steps to success

palowise

#1

Collect data from Web & Social Media channels
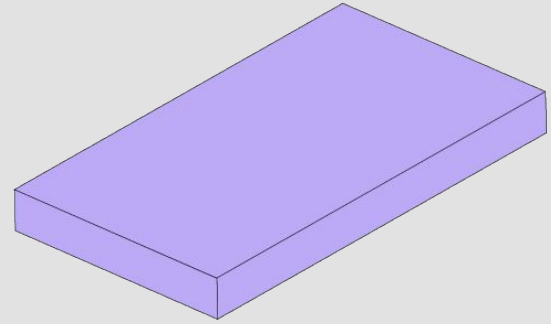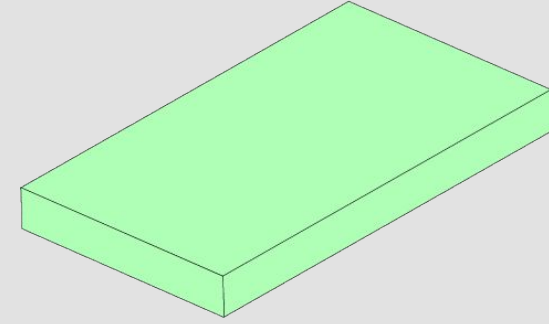
#2

Analyze data using advanced data analytics tools
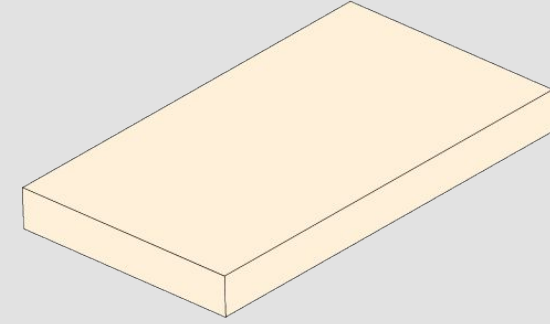
#3

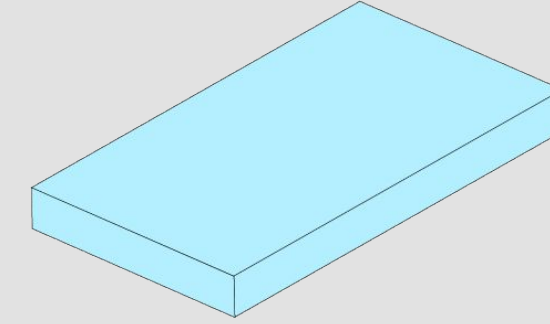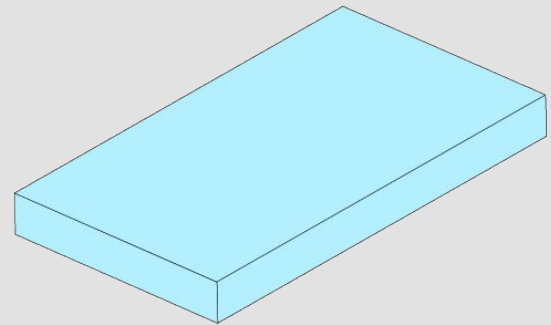Deliver & present insights using Power BI
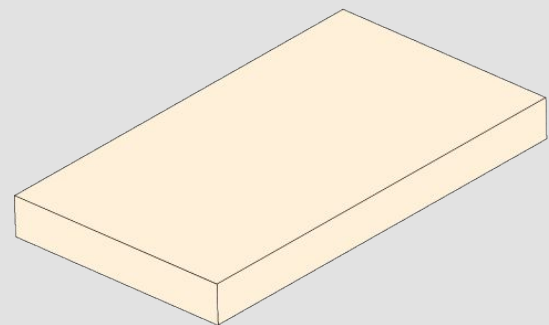
Our KPIs

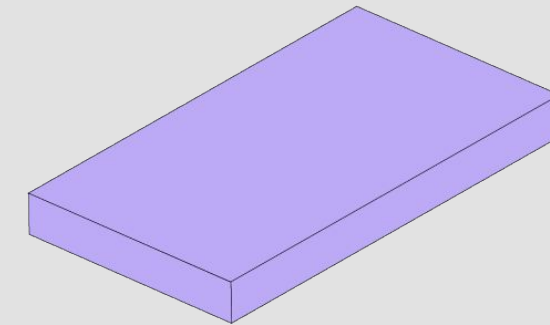palowise

Buzz

Share of Voice

Channel
analysis

Engagement

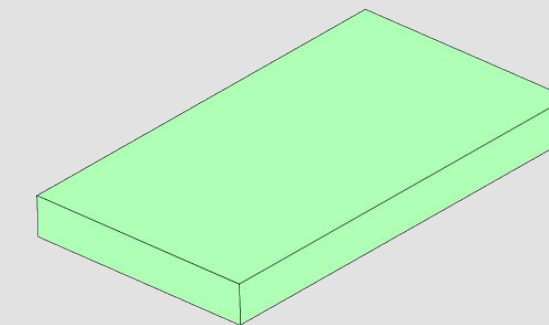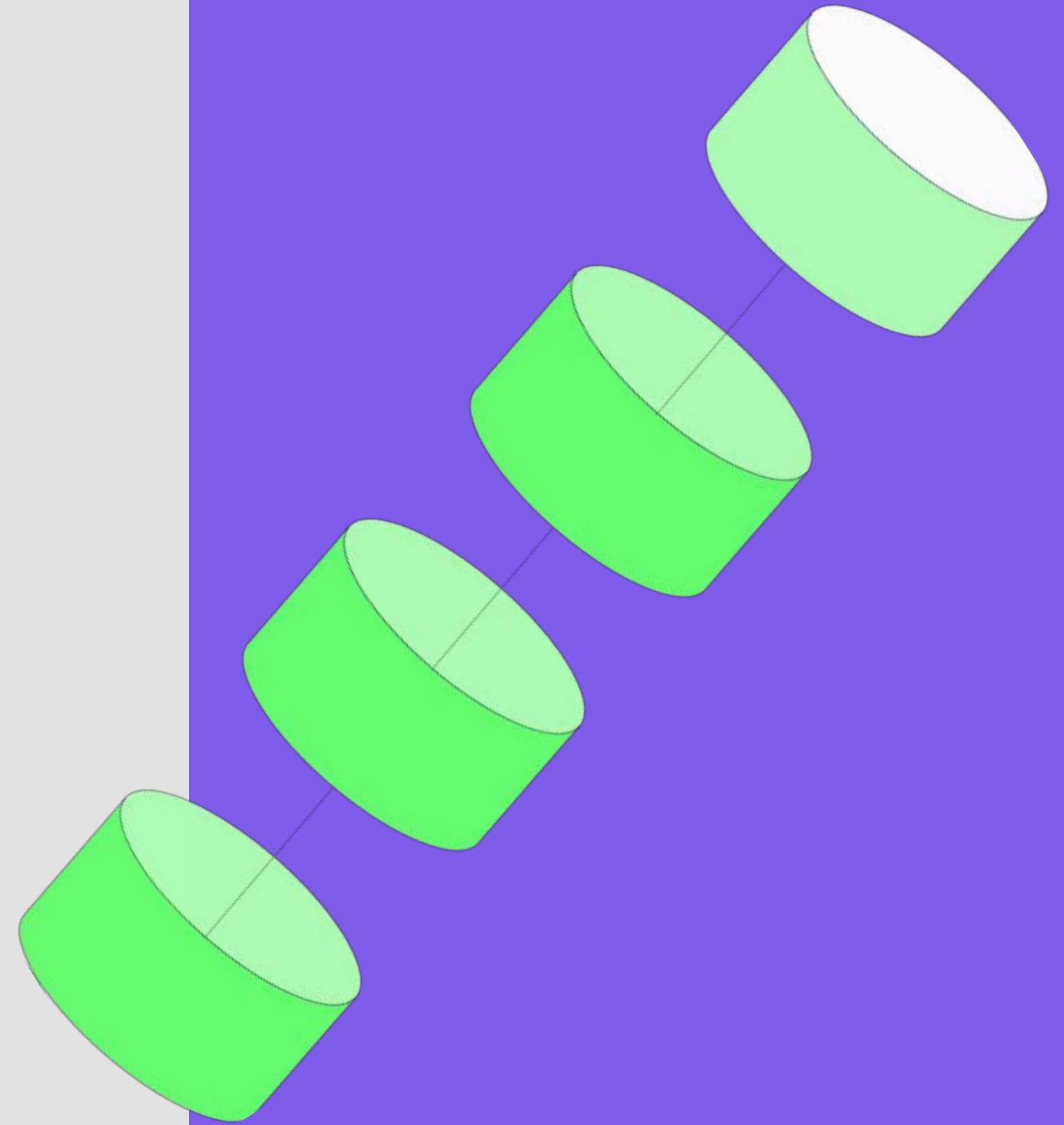Sentiment analysis
& Net sentiment

Topic analysis

Earned Media
Value

Impact analysis

Sentiment Analysis with AI

Discover our Net Sentiment KPI.

Measure your brand's sentiment

against your competitors

palowise

BI Tools: Power BI - Tableau- Looker (exData Studio)

• Ideal for teams heavily invested in Microsoft products.

• Offers a user-friendly drag-and-drop interface.

• Provides a variety of data connectors to different sources.

• Suitable for small to medium-sized businesses (SMBs) or departments within larger organizations.

• Offers presentation-level visualizations.

• Provides native integration with different data sources.

• Offers interactive dashboards and storytelling features.

• Suitable for SMBs and large organizations.

• Focuses on performance and embedded analytics.

• Uses LookML, a proprietary modeling language, to define data relationships and metrics.

• Offers a web-based interface for data visualization.

• Suitable for mid-sized to large organizations.

palowise
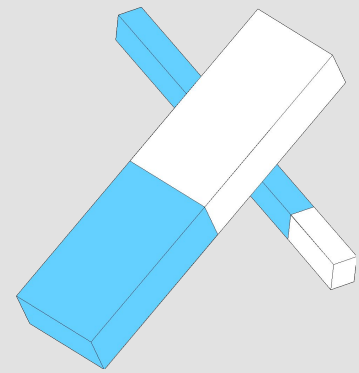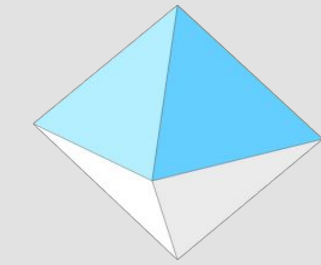
Why we selected Power BI

#1 Microsoft

#2 Cost

#3 User-friendly interface with drag-and-drop features.

#4 Easy Installation & Integration with Various Data Sources

#5 Power BI Publish

#6 Get Insights

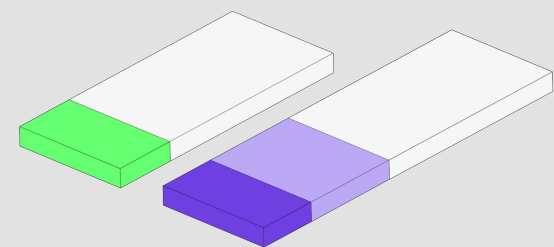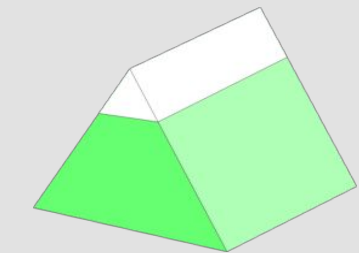palowise

Key features of Power BI
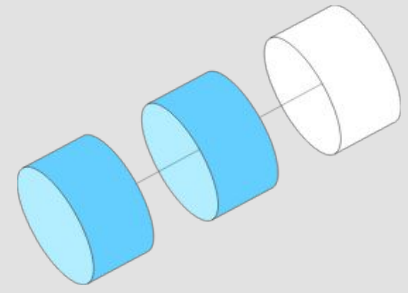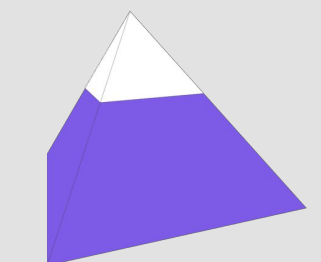
Data connectivity

Artificial intelligence and machine learning

Data modeling

Natural Language Query

Data visualization

Collaboration and sharing

Palowise Connector valid for any API

M Language

palowise pro

API

using OAuth
-
protected data

resolving any
discrepancies or
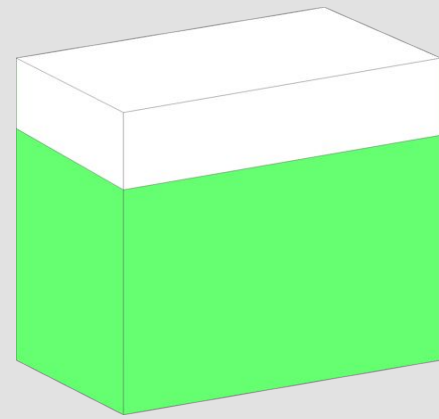anomalies in the data

Power BI

palowise
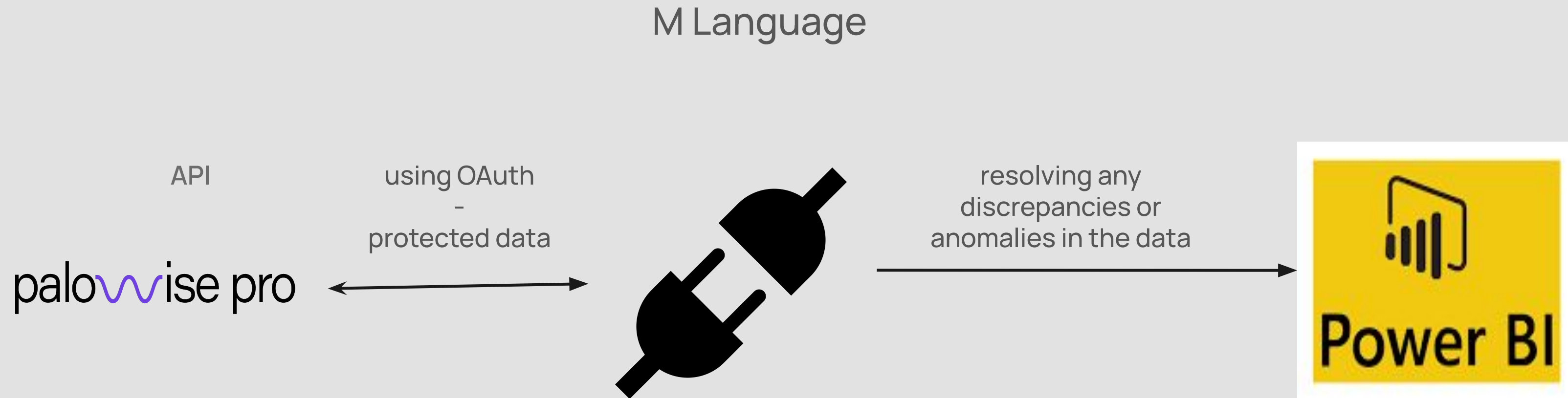
Our selection of 12 charts and visualisations

- Gauge Chart
- Matrix
- Slicers
- TreeMap
- Wordcloud
- Line Chart
- Bar Chart
- Columns Chart
- Compo Charts
- Cards
- Doughnut
- Decomposition Tree

Instagram Influencer

Dataset 1
5,623
Information

Lorem
568
Dataset 1

Lorem
568
Dataset 1

Chart Sample 1

13-15 13-15 13-15 13-15 13-15 13-15 13-15

Bar Chart Sample 1

35
Blue Label

35
Red Label

35
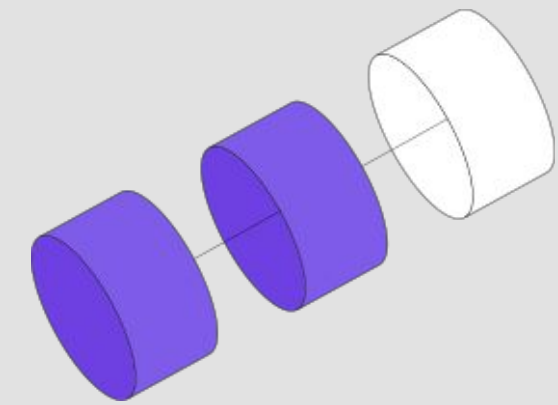Orange Label

35
Pink Label

palowise

3 Takeaways

Prepare your data ecosystem before use any BI tool

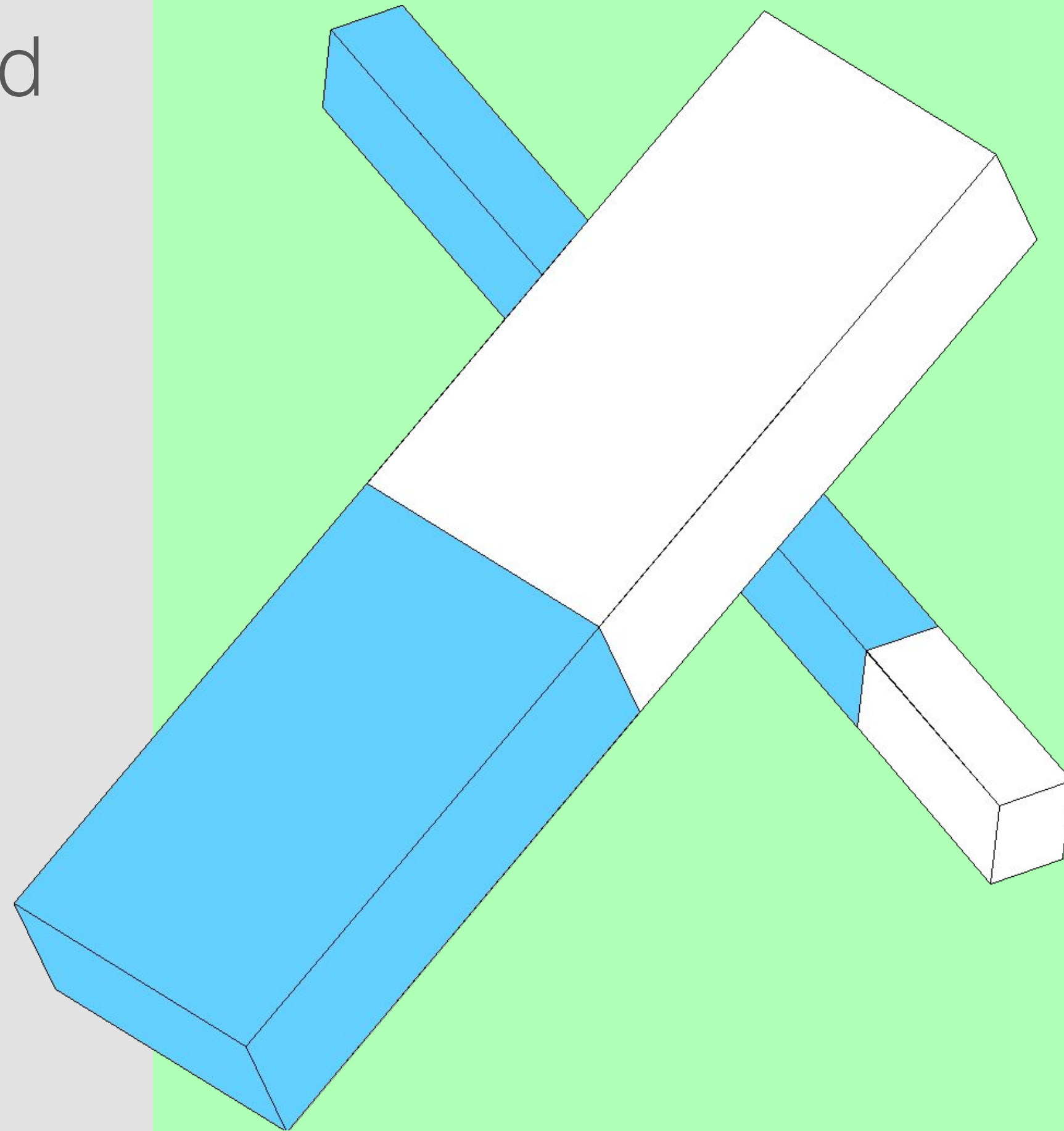Create a BI team with deep analytics skills including a BI developer

Evaluate review and update your dashboards every 6 months

Use the free Power BI templates and the free license

"Business intelligence is powered by technology, but it's driven by people."

Brian Gentile

palowise

#getwise
#palowise
#socialmediaintelligence
#artificialintelligence
#brandintelligence

palowise.ai
Follow us @palowise

palowise