Alpha Presentation
Customer App Review Dashboard

The Capstone Experience

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Project Overview

• Aggregate and analyze app review sentiment
• Present sentiment data in multiple formats
  ▪ Scheduled Slack Bot reports
  ▪ Web interface with a variety of views
• Compare multiple apps and versions
• Identify repeatedly mentioned app features
System Architecture
Web Dashboard
Web Dashboard (Comparing Apps)
Settings Portal

Sentiment Analysis Dashboard

**Settings and Administration**

**App Management**

<table>
<thead>
<tr>
<th>Name</th>
<th>Store</th>
<th>App ID</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>FordPass</td>
<td>App Store</td>
<td>com.ford.fordpass</td>
<td>x</td>
</tr>
<tr>
<td>FordPass</td>
<td>Google Play</td>
<td>com.ford.fordpass</td>
<td>x</td>
</tr>
<tr>
<td>Ford Play</td>
<td>App Store</td>
<td>com.ford.fordplay</td>
<td>x</td>
</tr>
</tbody>
</table>

**Scraper Settings**

- **App Store Polling Interval**: 
- **Google Play Polling Interval**: 

**Slack Settings**

- **Posting Channel**: 
- **Posting Interval**: 

Save
Slackbot Report

#general

Star | 2 | 0 | Company-wide announcements and work-based matters

Today

+ Jump (Ctrl + J)

5 new messages since 4:16 PM on October 14th

Mark as read x

Ford Analyst 4:19 PM
@SentimentBot reviews 10-01-2018 10-31-2018

SentimentBot APP 4:19 PM

Review
appldStore: com.ford.fordpass*App Store
version: 2.4.1
date: 2018-10-09T21:23:23.000Z
neutral sent: 61
compound sent: 44
pos sent: 25
neg sent: 12

Review
appldStore: com.ford.fordpass*App Store
version: 2.4.1
date: 2018-10-09T22:24:20.000Z
neutral sent: 100
compound sent: 0
pos sent: 0
neg sent: 0

+ Message #general
What’s left to do?

• Calculate and display aggregated statistics
  ▪ Backend: Process raw reviews into numerical stats
  ▪ Frontend: Display stats in graph form
• Implement backend endpoint authentication
• Fine-tune NLP module’s review analysis
• Save and apply settings in database
  ▪ App list
  ▪ Scraper and Slackbot parameters
Questions?