



# Implementing Clarabridge Analyze

2 hours, eLearning Virtual Recording

Gain a brief overview of Clarabridge Analyze and learn about what to consider to make your Clarabridge Implementation project a successful one. Suitable for all audiences, this class should be taken by those participating in the kick-off and data loading phases of an implementation project.

*Pre-requisite Courses: Fundamentals of Clarabridge*

## Who should attend?

Team members responsible for making data-loading and processing decisions for a Clarabridge implementation project.

## Course Agenda at a Glance

Topics Covered	Learners will be able to:
The Clarabridge Process	- List the steps that incoming data goes through as it comes into Clarabridge, is processed through the NLP engine, has categorization and sentiment applied, and is displayed as reports
The structure of incoming data <ul style="list-style-type: none"> <li>• Structured data               <ul style="list-style-type: none"> <li>- Choosing what to bring in</li> <li>- Choosing the correct data types</li> <li>- Choosing a date for trending analysis</li> <li>- Derived Attributes</li> </ul> </li> <li>• Unstructured data               <ul style="list-style-type: none"> <li>- One verbatim or multiple verbatims?</li> </ul> </li> <li>• File Size Restrictions</li> </ul>	<ul style="list-style-type: none"> <li>- Select which data to bring into Clarabridge</li> <li>- Determine the format of incoming data fields for optimal reporting</li> <li>- Explain how each data type is displayed in Clarabridge reports</li> </ul>
Using the Ad Hoc Upload Wizard <ul style="list-style-type: none"> <li>- File Selection</li> <li>- Source Selection</li> <li>- Natural Keys and Duplicate Handling</li> <li>- Verbatim Selection</li> <li>- Attribute Selection</li> <li>- Attribute Mapping</li> <li>- Date Selection</li> </ul> Using the Dataflows Tab <ul style="list-style-type: none"> <li>- Checking on Active Dataflows</li> <li>- Checking on/cancelling Queued Dataflows</li> </ul>	<ul style="list-style-type: none"> <li>- Load data into Clarabridge using the Ad Hoc Upload Wizard</li> <li>- Monitor progress of dataflows uploading records into Clarabridge</li> </ul>
Understanding Clarabridge Categorization <ul style="list-style-type: none"> <li>- The Clarabridge Category Model and Reports</li> <li>- Recall vs. Precision</li> <li>- The Model Building Process</li> <li>- Best Practices (Pos/Neg Categories, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- List the Steps in the Category Model Building Process</li> <li>- Explain the relationship between recall and precision in category model building</li> <li>- Define categories appropriate to incoming data formats and reporting needs</li> </ul>
Defining Your Categorization Strategy <ul style="list-style-type: none"> <li>- Existing Category Models</li> <li>- Clarabridge Templates</li> <li>- Customer Journey Maps</li> <li>- Theme Detection</li> <li>- Secondary Models</li> </ul>	<ul style="list-style-type: none"> <li>- Devise a Categorization Strategy that takes into account resources available in Clarabridge, as well as business needs of reports consumers, and the voice of the customer</li> </ul>