

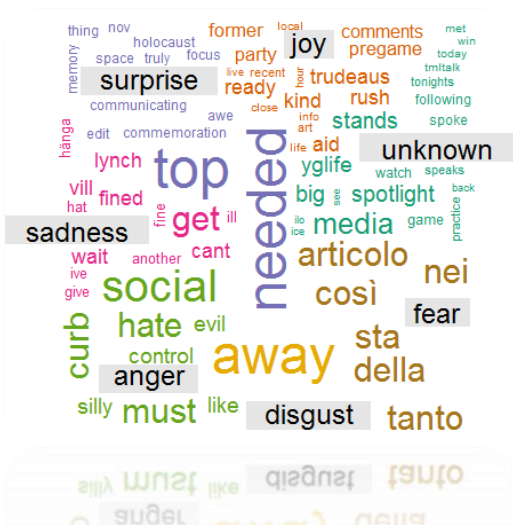
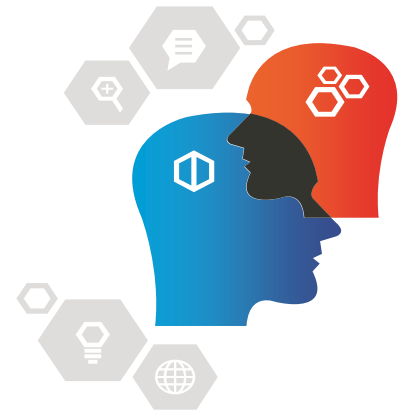
Gamma Analytics

Social Media Analysis

Listening | Analyzing | Publishing | Engaging

The volume and velocity with which online users generate content is exploding. Users express their feelings, opinions and attitude across social media sites; they consume information and communicate with each other through these platforms. This has provided an excellent source of information for organizations to understand their customers as well as engage with them in a meaningful and timely manner that makes a real impact. Social Media is gaining strategic importance and businesses are striving to collect, understand and use data to gain actionable insights. Businesses are seeking answers to questions like -

- How are we perceived in comparison to our competitors
- What is the market's reaction to our new products / offers
- How effective are our ads and promotions
- How do we use social media to improve customer care and sales



Gamma Analytics provides real time monitoring and analysis of targeted social media events and communication across the internet. Gamma listens to Social Media (SM) platforms like Twitter, Facebook, LinkedIn, YouTube, etc. as well as online publications, sites, and blogs via the Listening module. This solution can identify relevant conversations and process unstructured data through Natural Language Processing (NLP) capability and provide algorithms that learn to identify information as well as trends with advanced Machine Learning functionality, we can filter out social spam to access only relevant conversations and analyze raw data for dashboard visualization.

All the collected data is stored for further analysis including drill down and deep dive. Gamma combines real time social media analysis with in depth data science for effective results. The case manager helps to take social customer care and CRM to the next level



LISTENING

- Monitor websites, blogs, social networks, review sites
- Filter out noise
- Find conversations that matters
- Identify key influencers and important clients
- Locate emerging trend
- Summarize, segment and classify people / conversations



ANALYZING

- Traffic to Social Channels
- Brand Growth
- Natural Language Processing
- Social Demographics
- Sentiment Metrics
- Social Influencers Identification
- Social networks
- Marketing and Finance
- Topic pairs & Clustering



PUBLISHING & ENGAGING

- Manage Social Networks
- Portal to Schedule Social Messages
- Target Posts to the Right Audience
- Case Management for Customer Complaints
- Quick Response Tips for Common Questions



KEY FEATURES

- Collecting Conversations in Real-time
- Machine Learning, business rules, segmentation, classification
- Intelligent portal for scheduling posts
- Dashboard with drilldown capability
- Competitor intelligence
- Data Science in practice
- Scalable solution hosted on premise or on cloud

SOCIAL MEDIA

DATA AUDIT

DATA ANALYSIS

DATA SCIENCE

ANALYSES AS SERVICE

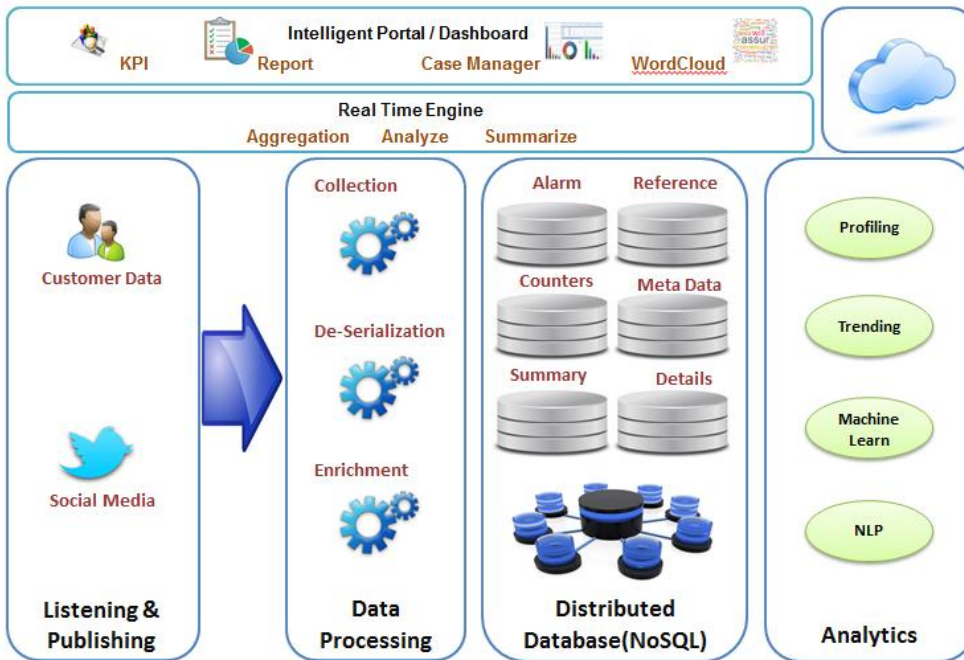
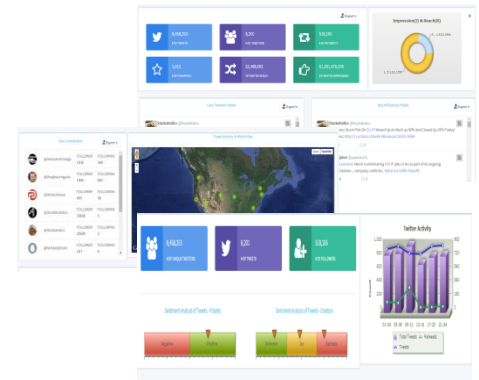
GAMMA

WWW.GAMMANALYTICS.COM

About – Gamma Analytics

THE FIRST BIG DATA ANALYTICAL PROVIDER THAT INCLUDES DOMAIN INTELLIGENCE AND DATA SCIENCE PRACTICE FOR BUSINESS SOLUTIONS BY ENABLING, STREAMLINING AND MANAGING DATA

- First and only solution to fully incorporate Data Science Practices
- Light weight scalable modular solution designed and optimized
- Solution set up and go-live in days
- Optional Product as a service model to eliminate HW / SW expenses and minimize HR
- Currently deployed in the Americas and processing terabytes of data daily
- Advanced technology to support real time analyses
- Advanced visualization and dashboard that can also be viewed from Android and iOS



OFFERINGS

- Social Media Monitoring & Analytics
- Business Analytics
- ETL Connector
- De-serializer
- Enrichment Plugin
- Loader
- Data Warehouse Builder
- Data Analyzer
- Dashboard
- Predesigned reports for IT operations
- Standard reports for audit
- Customer Experience Management

WHY GAMMA ANALYTICS

Typically businesses require the ability to answer questions of strategic importance based on the data they have, but face challenges in extracting the information from the data due to various reasons such as complexity in understanding the data, inability to access data, lack of knowhow in applying and using Data Science for data analysis.. Gamma Analytics has the experience, expertise and technology to access, parse enrich, analyze, and generate results and solutions from external and internal data. Gamma provides easily deployed and accessible tools to allow users to generate results immediately.

Uniquely Gamma Analytics bundles Data Science services as a component includes Data Science functionality as well as Data Scientist consulting



ADVANCED TECHNOLOGY SUPPORT

ANALYTICS

DATA SCIENCE AS A SERVICE

GAMMA

BIG DATA ANALYTICS

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