



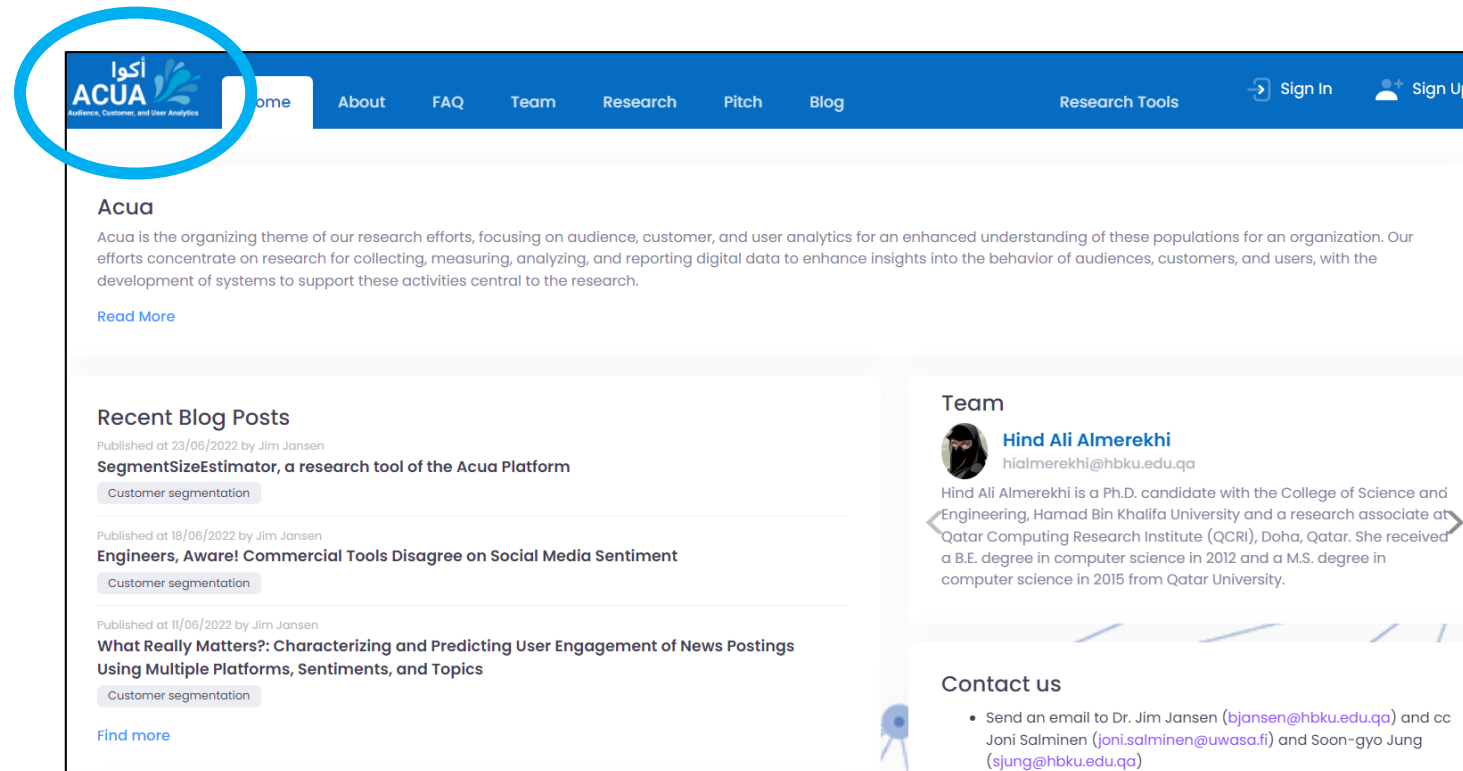
**Audience, Customer, User Analytics**



**Audience, Customer, User Analytics**

# Acua

**Acua** - an AI+ML+HCI tool for integrated audience, customer, and user analytics across multiple platforms providing actionable insights for multiple objectives and roles.



The screenshot shows the Acua website homepage. The logo, which includes the Arabic word 'أكوا' and the acronym 'ACUA' with the tagline 'Audience, Customer, and User Analytics', is circled in blue. The navigation menu includes 'Home', 'About', 'FAQ', 'Team', 'Research', 'Pitch', 'Blog', 'Research Tools', 'Sign In', and 'Sign Up'. The main content area features a section titled 'Acua' with a brief description of the platform's focus on audience, customer, and user analytics. Below this is a 'Recent Blog Posts' section with three entries, each featuring a 'Customer segmentation' tag. To the right, there is a 'Team' section for Hind Ali Almerekhi, including her profile picture, contact information, and a brief biography. At the bottom right, there is a 'Contact us' section with a list of email addresses for Dr. Jim Jansen, Joni Salminen, and Soon-gyo Jung.

**Acua**  
Audience, Customer, and User Analytics

Home About FAQ Team Research Pitch Blog Research Tools Sign In Sign Up

**Acua**  
Acua is the organizing theme of our research efforts, focusing on audience, customer, and user analytics for an enhanced understanding of these populations for an organization. Our efforts concentrate on research for collecting, measuring, analyzing, and reporting digital data to enhance insights into the behavior of audiences, customers, and users, with the development of systems to support these activities central to the research.  
[Read More](#)


**Recent Blog Posts**

Published at 23/06/2022 by Jim Jansen  
**SegmentSizeEstimator, a research tool of the Acua Platform**  
Customer segmentation

Published at 18/06/2022 by Jim Jansen  
**Engineers, Aware! Commercial Tools Disagree on Social Media Sentiment**  
Customer segmentation

Published at 11/06/2022 by Jim Jansen  
**What Really Matters?: Characterizing and Predicting User Engagement of News Postings Using Multiple Platforms, Sentiments, and Topics**  
Customer segmentation  
[Find more](#)

**Team**

 **Hind Ali Almerekhi**  
hialmerekhi@hbku.edu.qa  
Hind Ali Almerekhi is a Ph.D. candidate with the College of Science and Engineering, Hamad Bin Khalifa University and a research associate at Qatar Computing Research Institute (QCRI), Doha, Qatar. She received a B.E. degree in computer science in 2012 and a M.S. degree in computer science in 2015 from Qatar University.

**Contact us**

- Send an email to Dr. Jim Jansen ([bjansen@hbku.edu.qa](mailto:bjansen@hbku.edu.qa)) and cc Joni Salminen ([joni.salminen@uwasa.fi](mailto:joni.salminen@uwasa.fi)) and Soon-gyo Jung ([sjung@hbku.edu.qa](mailto:sjung@hbku.edu.qa))

# What is data analytics?

Digital analytics - the collection, measurement, analysis, and reporting of online data.

# What is data analytics? Why do you care?

Digital analytics - the collection, measurement, analysis, and reporting of online data.

Organizations desire to leverage analytics for: increasing productivity, increasing efficiency, reducing costs, improving the audience, customer, user (ACU) experience, reducing time to market, etc.

# What is data analytics? Why do you care?

Digital analytics - the collection, measurement, analysis, and reporting of online data.

Organizations desire to leverage analytics for: increasing productivity, increasing efficiency, reducing costs, improving the audience, customer, user (ACU) experience, reducing time to market, etc.

**Data-driven decision making - making decisions based on data.**

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**Data-driven decision making - making decisions based on data.**

**The value of data-driven decision making is dependent on the quality of the data and its analysis!**

# What are data analytics challenges?

- Collecting meaningful, accurate, and timely data
- Consolidating data from multiple sources and platforms
- Scaling analytics as data volume, complexity, and velocity increase
- Operationalizing analytics across functions
- Visualizing actionable representations by objective and role
- Adapting to a lack of in-house numerical skill or desire



# What are data analytics challenges?

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- Consolidating data from multiple sources and platforms
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- Operationalizing analytics across functions
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- Adapting to a lack of in-house numerical skill or desire

**Too much data; too many platforms; too many dashboards;  
too many competing demands; too much skill required!**

# The Acua solution

Acua - is an AI+ML+HCI analytics service that addresses these challenges!

# The Acua solution

**Acua** - is an AI+ML+HCI analytics service that addresses these challenges!

Data updated daily! Processed, cleaned, and AI+ML aggregated!

Integration of multiple feeds! (e.g., social media, email, website, CRM)


Robust architecture! Scales to the needs of your business!

One dashboard! Single view of platforms in one place!

Multiple analyses for multiple roles! (i.e., from Implementer to C-level)

Non-numerical representation! For empathic and easy communication!

# Acua - meaningful, accurate, and timely collection


ACUA  
Audience, Customer, and User Analytics

DEMO

Research Tools
Admin
Jim Jansen  
QCRI

ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

Add Engagement
Show Gap 
Predict Story Engagement

Datasets

HIGH-DEMOGRAPHICS\_MED-PRODUCT\_AGE-BIAS.csv

5,000 contents

405,961,635 instances

Click on the graphs to apply filters.

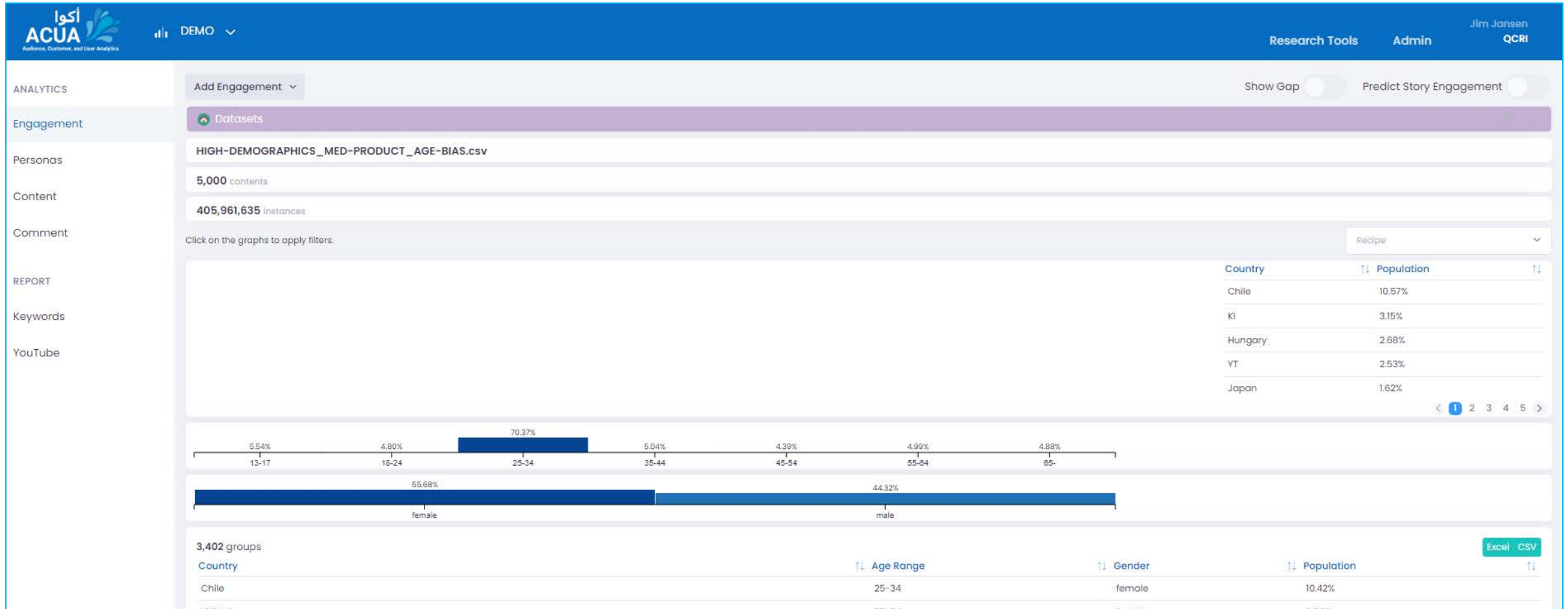
Recipe

Country	Population
Chile	10.57%
Ki	3.15%
Hungary	2.68%
YT	2.53%
Japan	1.62%

3,402 groups


Country	Age Range	Gender	Population
Chile	25-34	female	10.42%
Kiribati	25-34	female	2.96%
Hungary	25-34	male	2.56%
Mayotte	25-34	female	2.35%
Greenland	25-34	female	1.44%

# Acua - meaningful, accurate, and timely collection



Acua collects from different sources daily, weekly, and monthly (Content, Comment, Engagement, Report); applies ML+AI for added value

# Acua - multiple sources and platforms consolidation

اكويا  
ACUA  
Audience, Customer, and User Analytics

QF

Research Tools

Admin

Jim Jansen

QCRI

ANALYTICS

Engagement >

Personas

Content >

Comment

REPORT

Keywords

YouTube >

MANAGEMENT

Data source & Topic

Add data source

People in your project

### Select a platform to connect to your project

Select the social network or analytics platform for enhanced understanding of your audience, customer, and user.

YouTube Google Analytics Facebook Facebook Ads Instagram Twitter

TikTok for Business Benchmark

OR

### Upload your in-house data into your project

Choose your own data file (csv, tsv, xls, xlsx) for enhanced understanding of your audience, customer, and user.

[What data do we need?](#)

# Acua - multiple sources and platforms consolidation

The screenshot shows the Acua web application interface. At the top left is the Acua logo with the tagline "Audience, Customer, and User Analytics". The top right navigation bar includes "Research Tools", "Admin", a user profile for "Jim Jansen", and the "QCRI" logo. A left sidebar menu lists categories: ANALYTICS (Engagement, Personas, Content, Comment), REPORT (Keywords, YouTube), and MANAGEMENT (Data source & Topic, Add data source, People in your project). The main content area is titled "Select a platform to connect to your project" and "Upload your in-house data into your project".

**Select a platform to connect to your project**  
Select the social network or analytics platform for enhanced understanding of your audience, customer, and user.

Buttons for platform selection: YouTube, Google Analytics, Facebook, Facebook Ads, Instagram, Twitter, TikTok for Business, Benchmark.

OR

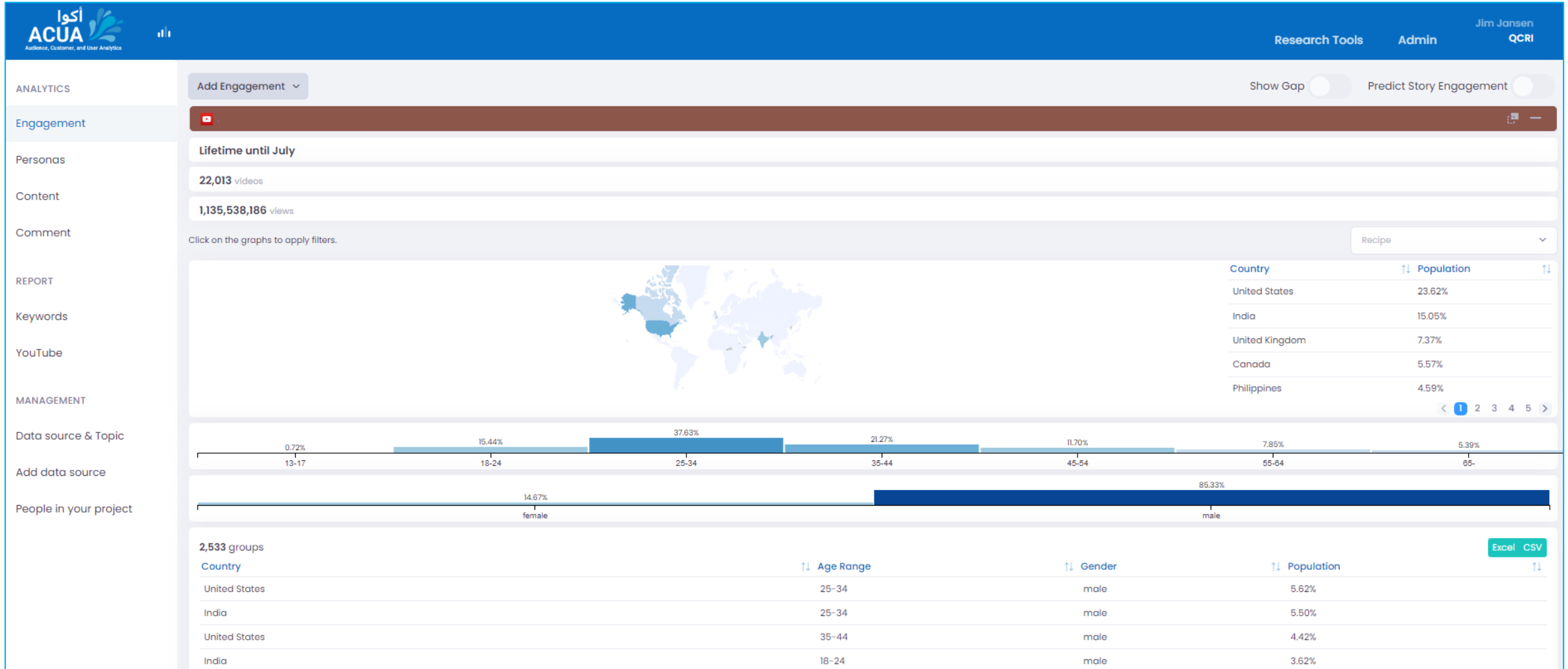
**Upload your in-house data into your project**  
Choose your own data file (csv, tsv, xls, xlsx) for enhanced understanding of your audience, customer, and user.  
[What data do we need?](#)

File upload interface: "Choose file" input field, "Browse" button, and "Upload" button.

Currently, Acua supports:



# Acua - scaled for data volume, complexity, and velocity





# Acua - scaled for data volume, complexity, and velocity

The screenshot displays the ACUA analytics interface. The top navigation bar includes the ACUA logo (أكوا Audience, Customer, and User Analytics), user name 'Jim Jansen', and roles 'QCRI', 'Research Tools', and 'Admin'. The left sidebar lists navigation options: ANALYTICS, Engagement, Personas, Content, Comment, REPORT, Keywords, YouTube, MANAGEMENT, Data source & Topic, Add data source, and People in your project.

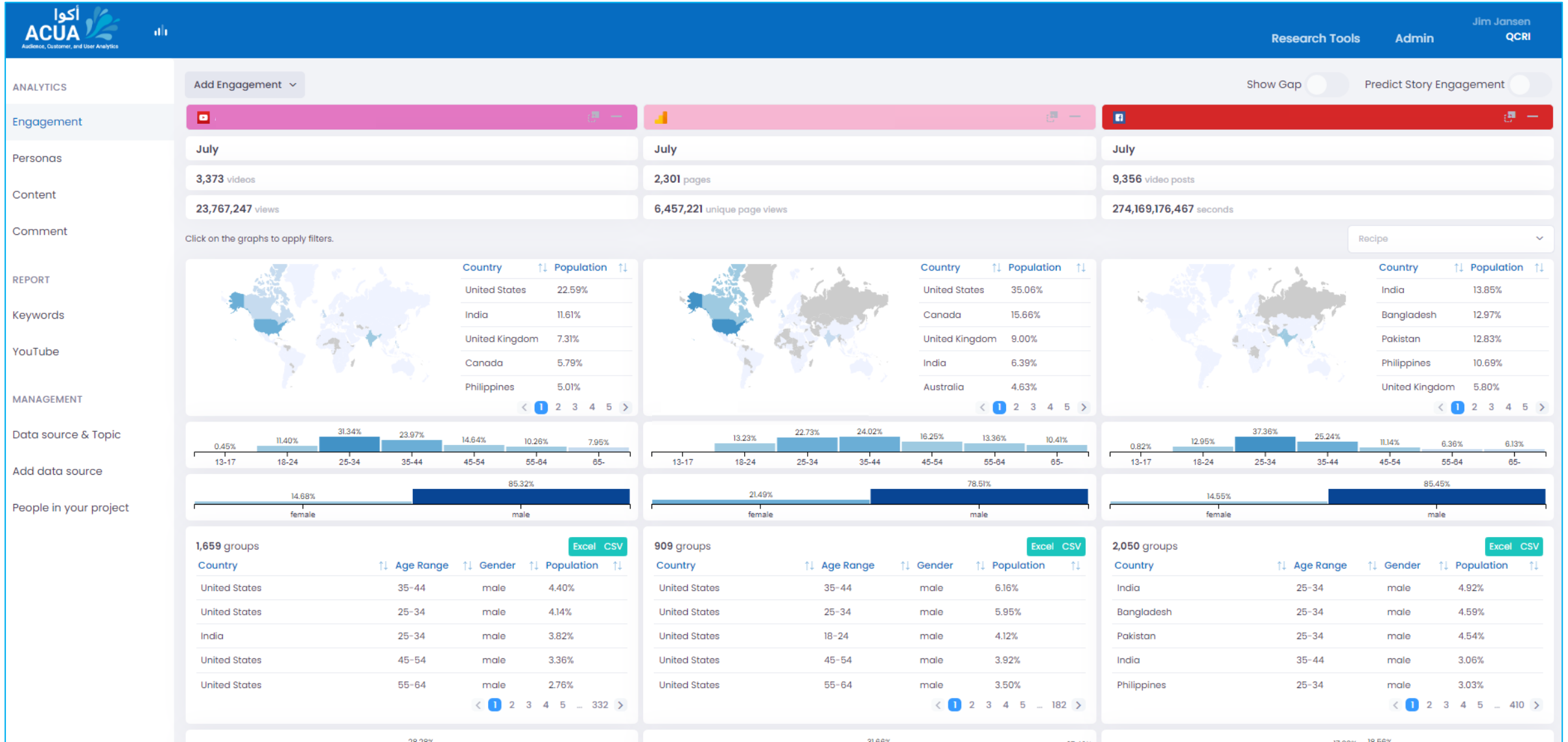
In the 'Engagement' section, a dropdown menu is open, showing 'Lifetime until July' with '22,013 videos' and '1,135,538,186 views'. A large text overlay reads: 'Note - that is more than 1 BILLION engagements!'.

The main content area features a world map, a 'Recipe' dropdown, and two horizontal bar charts. The first chart shows age distribution: 13-17 (0.72%), 18-24 (15.44%), 25-34 (37.63%), 35-44 (21.27%), 45-54 (11.70%), 55-64 (7.85%), and 65- (5.39%). The second chart shows gender distribution: female (14.67%) and male (85.33%).

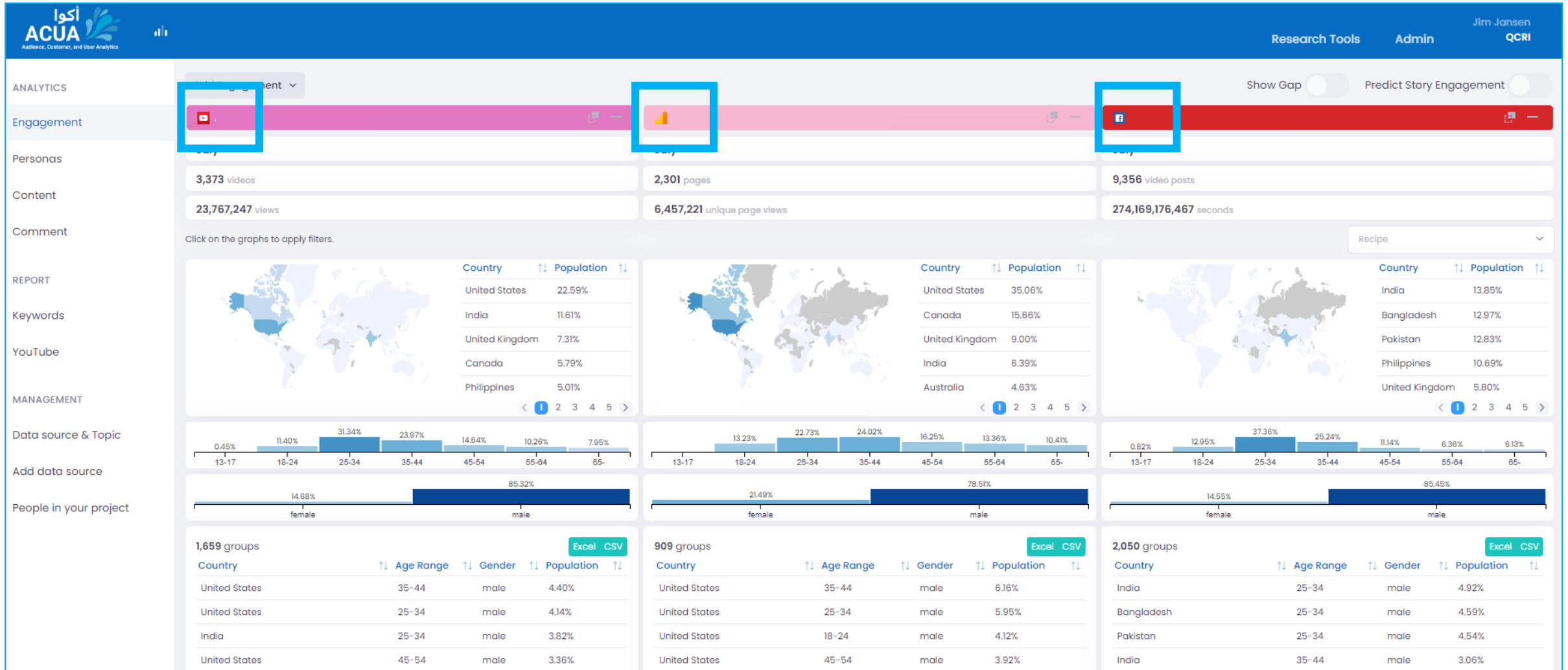
At the bottom, a table lists 2,533 groups with columns for Country, Age Range, Gender, and Population. The table includes data for the United States, India, and another United States entry.

Country	Age Range	Gender	Population
United States	25-34	male	5.62%
India	25-34	male	5.50%
United States	35-44	male	4.42%
India	18-24	male	3.62%

# Acua - operationalized analytics across functions



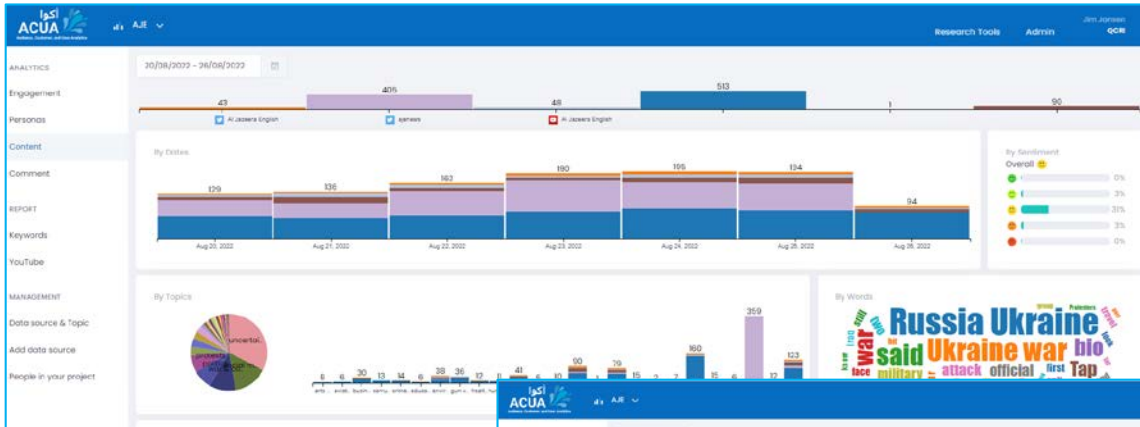
# Acua - operationalized analytics across functions



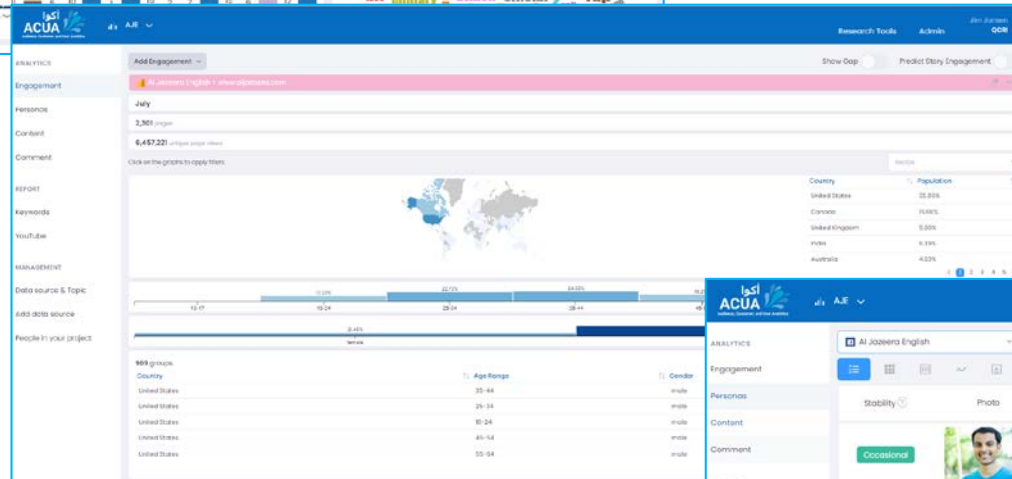
Acua visualizations across multiple platforms or periods; interactive interface

# Acua - actionable visualization by objective and role

Tactical



Operational

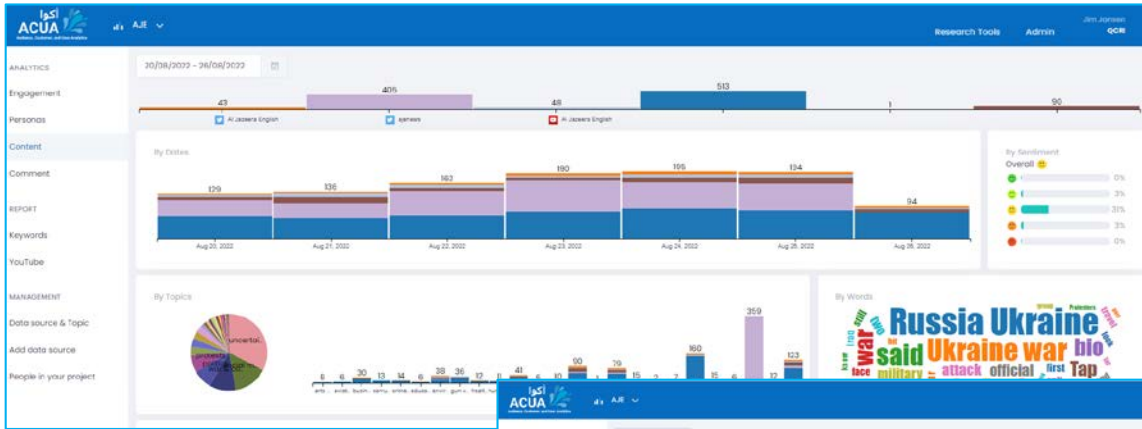


C-Level

The dashboard displays a list of individuals with engagement metrics, filtered by 'AI Jazeera English', 'July 2022', 'lifetime (country)', and '5 personas'. The table is sorted by engagement.

Stability	Photo	Name	Age	Gender	Country	Engagement	More interested topics	Less interested topics	Sentiment
Occasional		Usman	27	male	Pakistan	45.60%	See & filter 2 Innovation 8 Social media and 7 more.	Environment 3 and 8 more.	Positive
High		John	34	male	United States	2234%	Politics 8 Environment & weather and 3 more.	Environment 3 and 15 more.	Positive
Occasional		Aldrin	29	male	Philippines	11.0%	See & filter 2 Innovation 8 and 2 more.	Environment & weather and 2 more.	Positive
High		Amanda	30	female	United States	10.72%	See & filter 2 Innovation 8 and 1 more.	Environment & weather and 17 more.	Positive
High		Raj	26	male	India	8.28%	Art & culture Science & technology and 2 more.	Politics 8 and 16 more.	Positive

# Acua - actionable visualization by objective and role



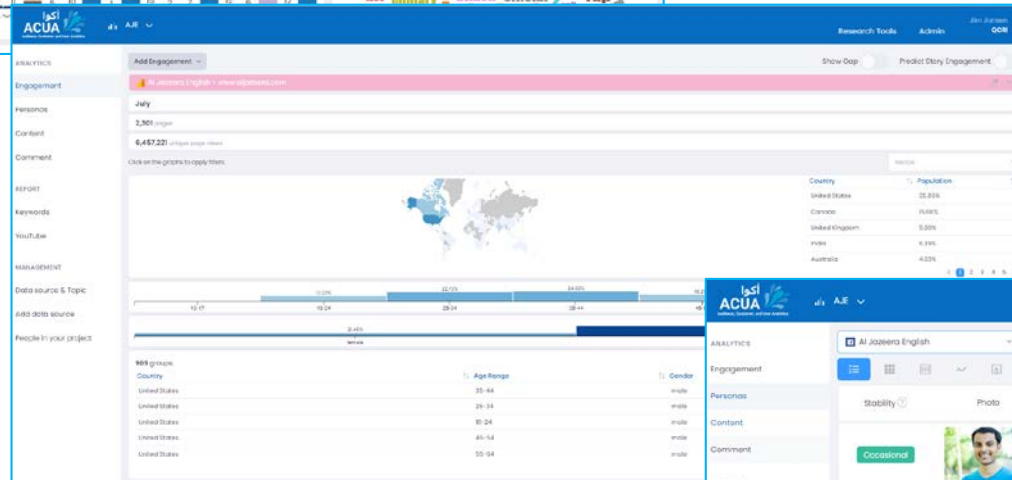
Tactical



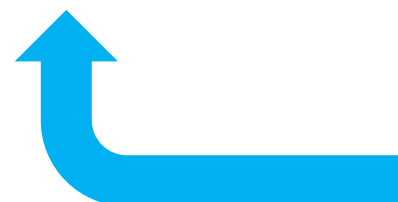
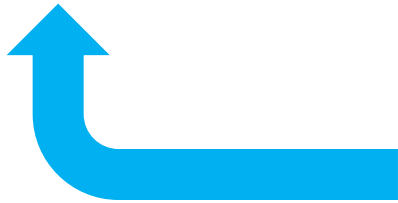
Operational




C-Level



Stability	Photo	Name	Age	Gender	Country	Engagement	More interested topics	Less interested topics	Sentiment
Occasional		Usman	27	male	Pakistan	45.60%	See & filter 3 Innovation, R social media and 7 more.	See & filter 3 Government and 3 more.	Positive
Occasional		John	34	male	United States	2234%	Politics, R environment & weather and 3 more.	See & filter 3 environment & weather and 15 more.	Positive
Occasional		Aldrin	29	male	Philippines	11.0%	See & filter 3 Innovation, R and 2 more.	See & filter 3 environment & weather and 10 more.	Positive
Occasional		Amanda	30	female	United States	10.72%	See & filter 3 Innovation, R and 1 more.	See & filter 3 Government and 17 more.	Positive
Occasional		Raj	26	male	India	8.28%	Art & culture Science & research and 2 more.	See & filter 3 Politics, R and 16 more.	Positive



# Acua - adapted for variations in numerical skill or desire







أكوا  
**ACUA**  
Audience, Customer, and User Analytics

Jim Jansen  
 QCRI

Research Tools    Admin

ANALYTICS    July 2022    Lifetime (country)    10 personas

Engagement    Sorted by Engagement    Filter personas    Find personas

Stability	Photo	Name	Age	Gender	Country	Engagement	More interested topics	Less interested topics	Sentiment
Occasional		Jason	41	male	United States	22.4%	media & press freedom arts & culture business & economy and 11 more..	politics protests humanitarian crises and 7 more..	☹️
Occasional		James	48	male	United States	21.33%	war & conflict business & economy corruption and 10 more..	politics protests humanitarian crises and 8 more..	☹️
Loyal		Chris	29	male	United States	15.26%	war & conflict terrorism corruption and 9 more..	protests humanitarian crises environment & weather and 9 more..	☹️
Loyal		Abhishek	32	male	India	11.72%	war & conflict religion terrorism and 9 more..	politics humanitarian crises united nations and 9 more..	☹️
Occasional		Sakib	24	male	Bangladesh	6.29%	corruption terrorism war & conflict and 9 more..	politics humanitarian crises protests and 9 more..	☹️

PERSONAS    CONTENT    COMMENT    REPORT    KEYWORDS    YOUTUBE    MANAGEMENT

Data source & Topic    Add data source    People in your project

# Acua - adapted for variations in numerical skill or desire

The screenshot displays the ACUA dashboard interface. The top navigation bar includes the ACUA logo (أكوا Audience, Customer, and User Analytics) and the user name 'Jim Jansen'. The main content area shows a list of generated personas, sorted by engagement. The personas are:

Stability	Photo	Name	Age	Gender	Country	Engagement	More interested topics	Less interested topics	Sentiment
Occasional		Jason	41	male	United States	22.4%	media & press freedom, arts & culture, business & economy, and 11 more..	politics, protests, humanitarian crises, and 7 more..	🙄
Occasional		James	48	male	United States	21.33%	war & conflict, business & economy, corruption, and 10 more..	politics, protests, humanitarian crises, and 8 more..	🙄
Loyal		Chris	29	male	United States	15.26%	war & conflict, terrorism, corruption, and 9 more..	protests, humanitarian crises, environment & weather, and 9 more..	🙄

Acua generates personas (humanized representations of segments) for easy communication, reporting, and empathic engagement; great for those who don't like/need/desire working with numbers!

# Acua

Many other features and tools (i.e., gap analysis, engagement prediction, demographic prediction, segment size predictor, toxicity prediction, and collaboration).



# Acua

Many other features and tools, including gap analysis, engagement prediction, demographic prediction, segment size predictor, toxicity prediction, and collaboration).

And secure! SSL certificate, behind firewalls, cloud security, account management, and password protected. You control who has access to your analytics!

# Acua is for you, if ...

1. you have a lot of content (e.g., videos/web pages, digital products, etc.) published online or audience/customers/user data across multiple platforms.
2. you have a lot of audience/customers/users for that content.
3. you have an international or diverse audience/customers/users.
4. you're not an analytics pro who digs working with numbers or you need to communicate to folks aren't.
5. if you're currently talking about 'users' without really knowing who they are or getting too often bogged down in the details.

# Acua is for you, if ...

If these criteria are met, **Acua** can help!

**Acua** uses AI+ML+HCI to process online data into actionable formats that increases the ability of members of your business to understand your core audience, customers, users efficiently and effectively.

# Acua collaboration model

- **Commercial + Research** - use of Acua, plus research, design, development, and deployment of customized Acua features for your organization.

# Acua – how to get started?

1. We agree together on the collaboration
2. Provide **Acua** access to data sources => **it's as easy!**
3. Then, **Acua** automatically generates the analytics, including personas, within hours
4. You have access to **Acua!**



**Audience, Customer, User Analytics**

# Some Acua features & services

The following slides are examples of some of the many Acua features and services.

ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

MANAGEMENT

Data source & Topic

Add data source

People in your project

Add Engagement

Qatar Foundation > QF

2022 until August

36 pages

36,528 unique page views

Click on the graphs to apply filters.

Predict Story Engagement

Recipe

Country	Population
Qatar	94.97%
Sudan	0.94%
India	0.91%
Pakistan	0.74%
Lebanon	0.62%



68 groups

Excel CSV

Country	Age Range	Gender	Population
Qatar	25-34	male	25.89%
Qatar	35-44	male	23.01%
Qatar	25-34	female	11.89%
Qatar	45-54	male	8.73%
Qatar	35-44	female	8.21%

Audience engagement by platform, period, and demographics.

Insight: Quick over of content and demographic segments.



ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

MANAGEMENT

Data source & Topic

Add data source

People in your project

Qatar Foundation > QF | August 2022 | For the month (country) | 6 personas

Sorted by Engagement | Filter personas | Find personas

Stability	Photo	Name	Age	Gender	Country	Engagement	More interested topics	Less interested topics	Sentiment
Loyal		Issam	25	male	Qatar	75.67%	Housing Options, Funding Opportunities, Student Research and Travel	Education City, Life in Qatar, Student Life and 5 more..	😊
Occasional		Faisal	27	male	Kuwait	6.68%	Funding Opportunities, Industry Development and Knowledge Transfer, Student Life and 1 more..	Education City, Life in Qatar, Housing Options and 4 more..	😊
Occasional		Sabri	35	male	Qatar	6.43%	Industry Development and Knowledge Transfer, Higher Education and 1 more..	Education City, Housing Options, Pre-University Education and 4 more..	😊

Personas for segments, loyalty, level of engagement, liked and disliked content, and sentiment.

Insight: Humanized representations of audience segments.

ANALYTICS

Engagement

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Comment

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YouTube

MANAGEMENT

Data source & Topic

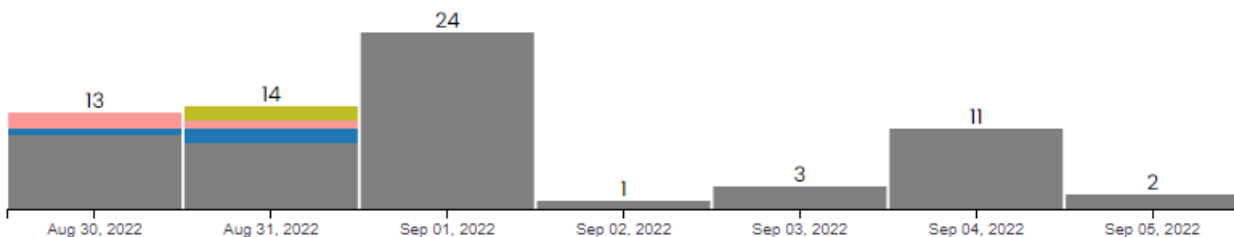
Add data source

People in your project

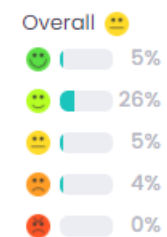
30/08/2022 - 05/09/2022



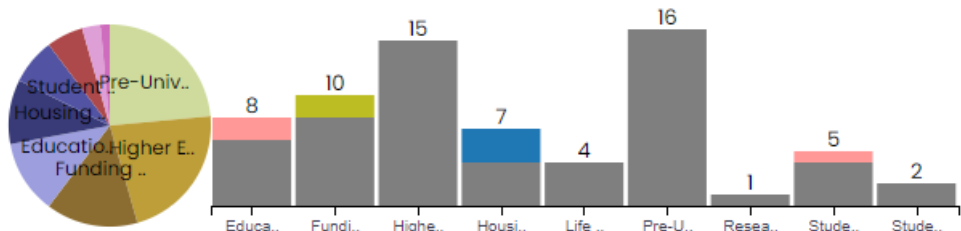
By Dates



By Sentiment



By Topics



By Words



68 content

Show 10 entries

Excel CSV

Search:

Topic Title

Published Dt Sentiment of Commentators

See comments for all platforms in one place!

Sentiment for comments!

Insights: Engagement comparison across platform. Here Facebook hosted most content.

ANALYTICS

Engagement

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YouTube

MANAGEMENT

Data source & Topic

Add data source

People in your project

Qatar Foundation > QF

29/08/2022 - 04/09/2022

This feature is based on keywords landing in your content.

Unique Keywords 66

Views through Keywords 782

Engaged Content 34

Engaged Countries 57

By Keyword

By Country

By Content

Search:

Rank	Keyword	Trend	Views	Content	Countries
1	Qatar foundation		230	7	26
2	Qatar Foundation for education		83	3	17
3	مؤسسة قطر		78	6	12
4	education foundation		64	3	19
5	STUDYSHOOT		27	3	11
6	education		22	2	10
7	qf website		18	1	7
8	قصص		17	1	8
9	school		16	1	6
10	qf		16	2	3

Showing 1 to 10 of 66 entries

See keywords driving your traffic over time by engagement, content, and country.

Insight: Most keywords driving traffic are branded.

ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

MANAGEMENT

Data source & Topic

Add data source

People in your project

Qatar Foundati

29/08/2022 - 04/0

Unique Keywords 6

By Keyword

Rank Keyword

1 Qatar four

2 Qatar Fou  
education

3 مؤسسة قطر

4 education

5 STUDYSHC

6 education

7 qf website

8 كصص

9 school

10 qf

Showing 1 to 10 of 66 entries

People in your project

Search:

Names masked

Viewer

Delete

Names masked

Manager

Names masked

Manager

Names masked

Owner

Invite People

Enter email addresses, comma separated

Viewer

Invite

Close

This feature is based on keywords landing in your content.

34

Engaged Countries 57

Search:

Views

Content

Countries

230

7

26

83

3

17

78

6

12

64

3

19

27

3

11

22

2

10

18

1

7

17

1

8

16

1

6

16

2

3

< 1 2 3 4 5 6 7 >

Project-based for collaboration among team members for specific projects, tasks, teams, etc.

Advantage: Small teams all working from same data.

ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YOU

Engagement By Country

MANAGEMENT

Data source & Topic

Add data source

People in your project

Add Engagement

Show Gap

Predict Story Engagement

Qatar Foundation > QF

Qatar Foundation > QF

2022 until August

August

36 pages

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36,528 unique page views

2,087 unique page views

Click on the graphs to apply filters.

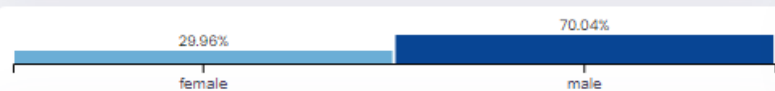
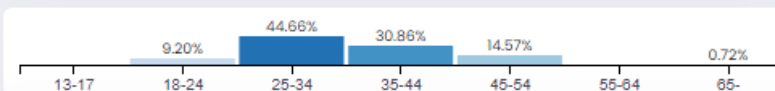
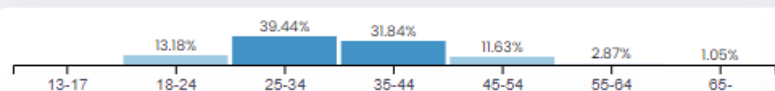
Recipe



Country	Population
Qatar	94.97%
Sudan	0.94%
India	0.91%
Pakistan	0.74%
Lebanon	0.62%



Country	Population
Qatar	100.00%



68 groups

Excel CSV

Country	Age Range	Gender	Population
Qatar	25-34	male	25.89%
Qatar	35-44	male	23.01%
Qatar	25-34	female	11.89%
Qatar	45-54	male	8.73%
Qatar	35-44	female	8.21%

9 groups

Excel CSV

Country	Age Range	Gender	Population
Qatar	25-34	male	25.35%
Qatar	35-44	male	24.34%
Qatar	25-34	female	19.31%
Qatar	45-54	male	13.99%
Qatar	35-44	female	6.52%

Can compare engagements among periods and/or platforms for changing insights.

Insight: For August, all engagement was from Qatar. Unlike prior months of the year.

ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

Overview

Performance Report

MANAGEMENT

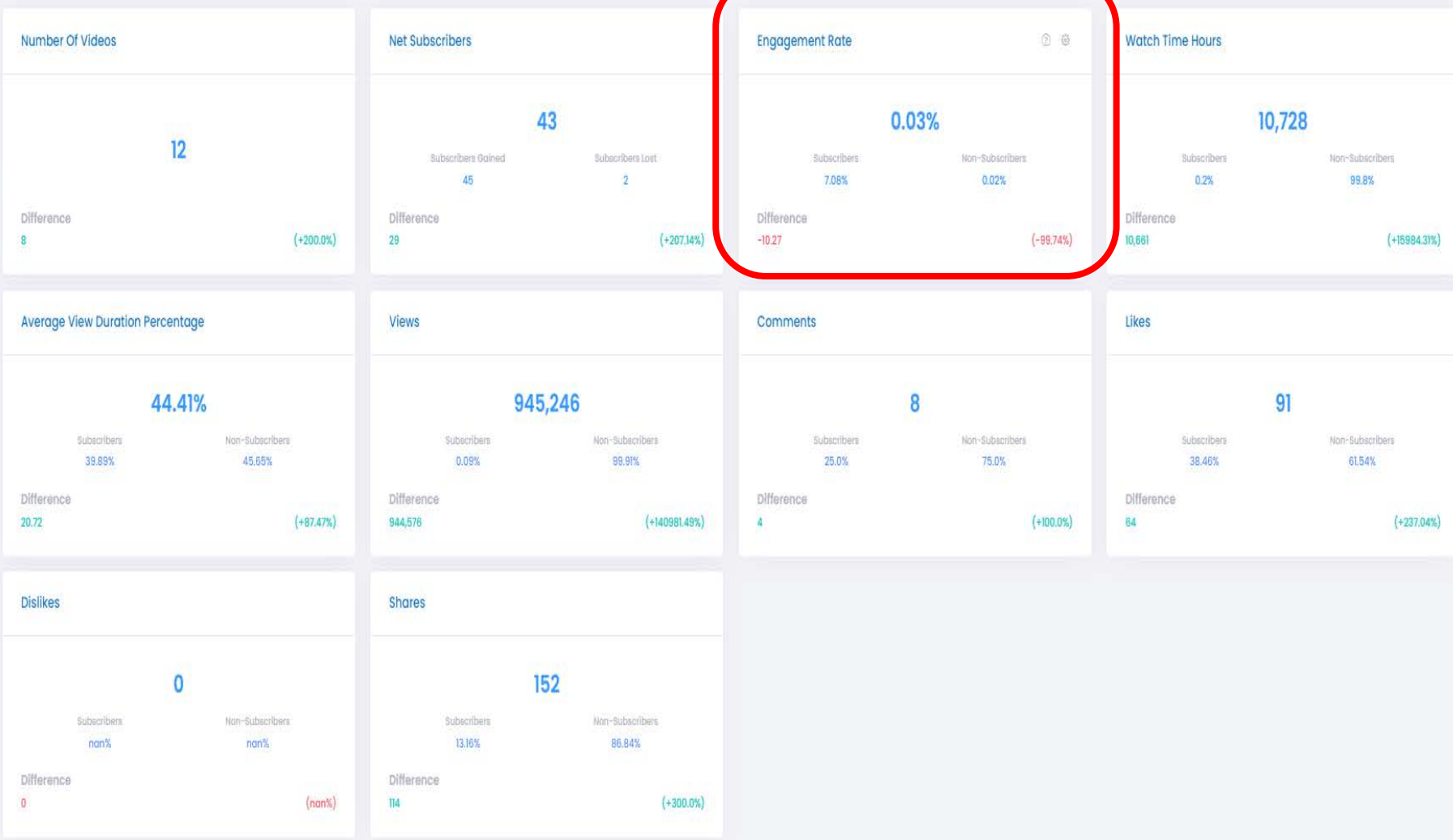
Data source & Topic

Add data source

People in your project

Channel: Qatar Foundation | Content Tag: Select | Engaged Days: 30 | Content Published between: 01/10/2022 - 15/10/2022 | Previous Content Published between: 01/09/2022 - 30/09/2022 | Create

The system has collected 528 daily reports since 06/05/2021 until 15/10/2022.



Single dashboard for key audience metrics.

Engagement Rate highlighted.

Insight: Most metrics increased, but Engagement Rate decreased

ANALYTICS

Engagement

Personas

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YouTube

Overview

Performance Report

MANAGEMENT

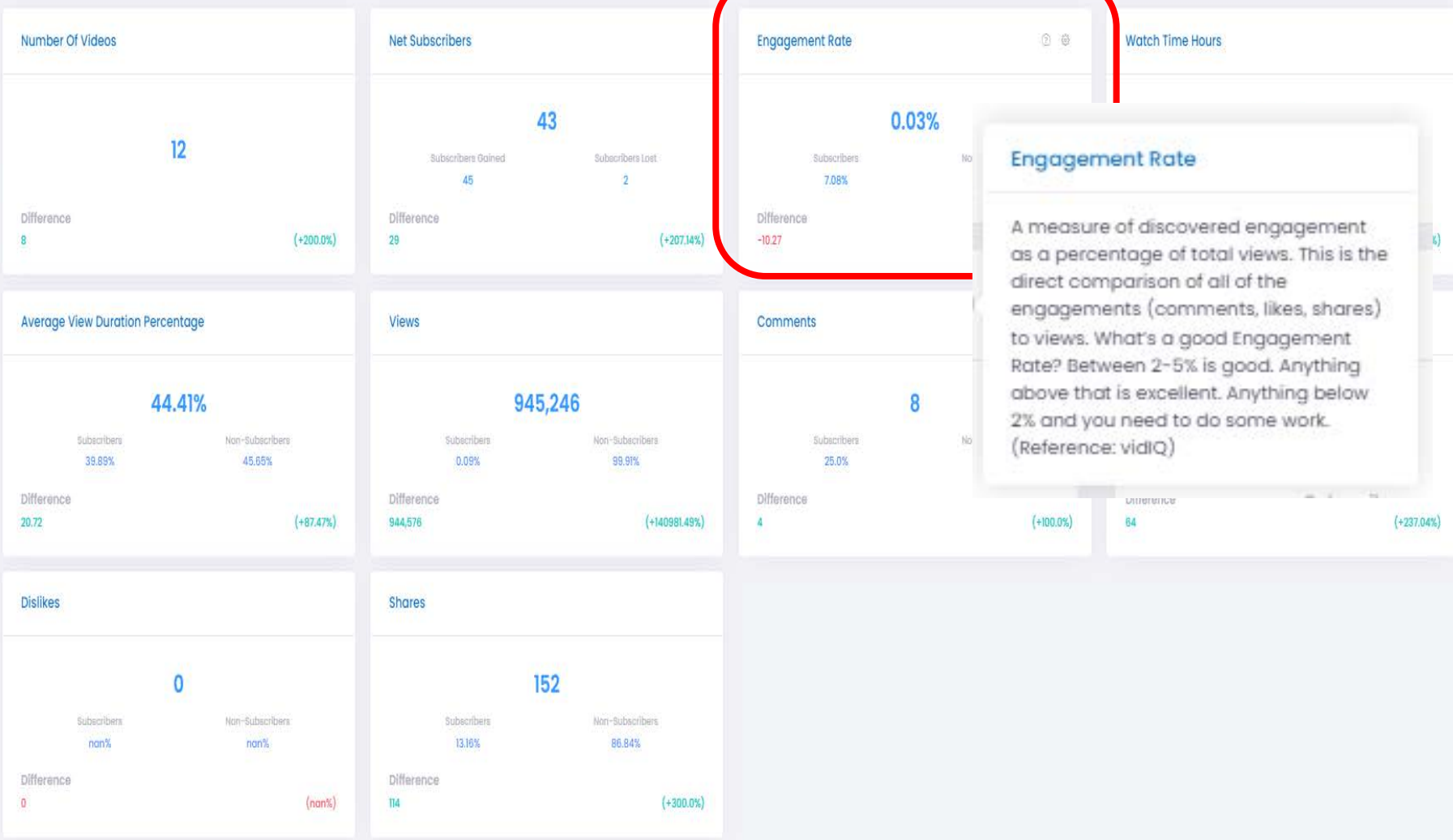
Data source & Topic

Add data source

People in your project

Channel: Qatar Foundation | Content Tag: Select | Engaged Days: 30 | Content Published between: 01/10/2022 - 15/10/2022 | Previous Content Published between: 01/09/2022 - 30/09/2022 | Create

The system has collected 528 daily reports since 06/05/2021 until 15/10/2022.



Single dashboard for key audience metrics.

Engagement Rate highlighted and explained.

**Engagement Rate**

A measure of discovered engagement as a percentage of total views. This is the direct comparison of all of the engagements (comments, likes, shares) to views. What's a good Engagement Rate? Between 2-5% is good. Anything above that is excellent. Anything below 2% and you need to do some work. (Reference: vidIQ)

The screenshot displays the ACUA dashboard interface. At the top left, the ACUA logo is visible with the tagline 'Audience, customer, and user analytics'. The main navigation menu on the left includes sections for ANALYTICS (Engagement, Personals, Content, Comment), REPORT (Keywords, YouTube), and MANAGEMENT (Data source & Topic, Add data source, People in your project). The top right corner shows user information for 'Jim Jansen' and 'QCRI', along with 'Research Tools' and 'Admin' links.

A modal window titled 'Weight for your customized engagement rate' is open in the center. It features a table for configuring weights for different engagement metrics:

Engagement	Weight
Comments	1.0
Likes	1.0
Shares	1.0

An 'Apply' button is located at the bottom of the modal. The background dashboard shows a grid of metrics for the 'Qatar Foundation' channel. The 'Engagement Rate' metric is highlighted with a red rounded rectangle. Below the modal, the dashboard displays various metrics with subscriber and non-subscriber breakdowns and differences:

- Engagement Rate:** 0.03%. Subscribers: 7.08%, Non-Subscribers: 0.02%. Difference: -10.27 (-99.74%).
- Watch Time Hours:** 10,728. Subscribers: 0.2%, Non-Subscribers: 99.8%. Difference: 10,681 (+15984.31%).
- Average View Duration Percentage:** 44.41%. Subscribers: 39.89%, Non-Subscribers: 45.65%. Difference: 20.72 (+87.47%).
- Views:** 945,246. Subscribers: 0.09%, Non-Subscribers: 99.91%. Difference: 944,576 (+140981.49%).
- Comments:** 8. Subscribers: 25.0%, Non-Subscribers: 75.0%. Difference: 4 (+100.0%).
- Likes:** 91. Subscribers: 38.46%, Non-Subscribers: 61.54%. Difference: 84 (+237.04%).
- Dislikes:** 0. Subscribers: nan%, Non-Subscribers: nan%. Difference: 0 (nan%).
- Shares:** 152. Subscribers: 13.16%, Non-Subscribers: 86.84%. Difference: 114 (+300.0%).

Single dashboard for key audience metrics.

Engagement Rate highlighted.

Can adjust weights for user engagement metrics to suit your business goals.



ANALYTICS

Engagement

Personas

Content

Comment

REPORT

Keywords

YouTube

MANAGEMENT

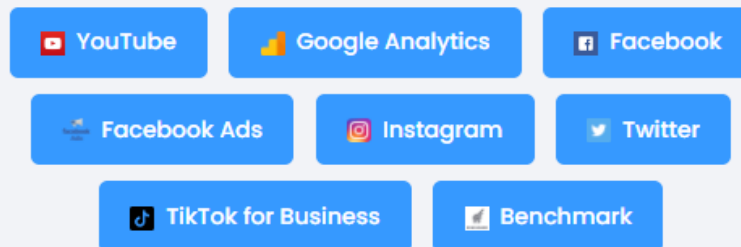
Data source & Topic

Add data source

People in your project

## Select a platform to connect to your project

Select the social network or analytics platform for enhanced understanding of your audience, customer, and user.



OR

## Upload your in-house data into your project

Choose your own data file (csv, tsv, xls, xlsx) for enhanced understanding of your audience, customer, and user.

What data do we need?

Choose file

Browse

Upload

Multiple data feeds all in one platform!