

Understanding your results

Category

ANALYZED SENTENCE	CATEGORY	CATEGORY TOPIC	SENTIMENT TOPIC	SENTIMENT TEXT	SCORE	POLARITY
all inclusive, great value for money	pricing	value for money	value for money	great	4	POSITIVE
The Laos Exclusive trip was excellent.	quality	excellent	Laos Exclusive trip	excellent	3	POSITIVE
Travel advisors in local travel agents were extremely helpful.	staff	helpful	travel advisor travel ag	extremely helpful	7	POSITIVE
Very poor customer service.	staff	service	customer service	very poor	-4	NEGATIVE
have been on a number of trips with you in the past and not had any trouble	NOT CATEGORIZED		trouble	not	1	POSITIVE
Your reps at the shop and at our resort were extremely helpful.	staff	helpful	Thomson rep shop resc	extremely helpful	7	POSITIVE
The food on the plane was poor with little choice and with no options of healthy food like yoghurts	food and drinks	food	food plane	poor	-2	NEGATIVE
The food on the plane was poor with little choice and with no options of healthy food like yoghurts	food and drinks	food	option food	no healthy	-2	NEGATIVE
Everything was perfect	general	everything	everything	perfect	5	POSITIVE

The **category** shows what category has been assigned following the coding plan that you have selected.
If you don't have a coding plan yet it will show as Not Categorized

Category Topic

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The **category topic** tells you the reason why the comment has been assigned to that category

Sentiment topic

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The **sentiment topic** indicates what is being commented about

Sentiment Text

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The **sentiment text** tells you what is the reason behind a positive or negative comment

Score

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The **score** helps to differentiate comments by their intensity

Polarity

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The **polarity** indicates if a comment is positive or negative.

bitext

when
big data
means
big text