



# ***Eaagle Online***

## **User Guide**

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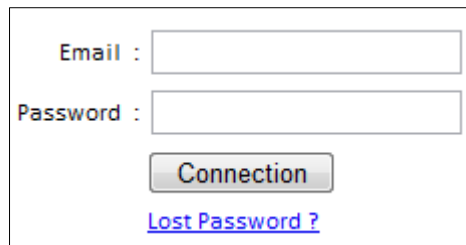
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## Getting Started with Eaagle Online

### Log into your account

Go to [www.eaagle.com](http://www.eaagle.com) and click on [Sign in](#) or type the following URL: <http://eol.eaagle.com>

Enter your login (i.e. the email address you used to create your account) and password.


A login form with two input fields: 'Email :' and 'Password :'. Below the password field is a button labeled 'Connection' and a link labeled 'Lost Password ?'.

#### Note:

- *If you have forgotten your password, enter your login (the email address you used to create your account) and click on “Lost Password”. An email containing your password will be sent within minutes to the email address.*
- *If you have not validated your account (i.e : click on the link sent to you after account creation), you may not be able to log in.*

At this step, there are 2 possibilities:

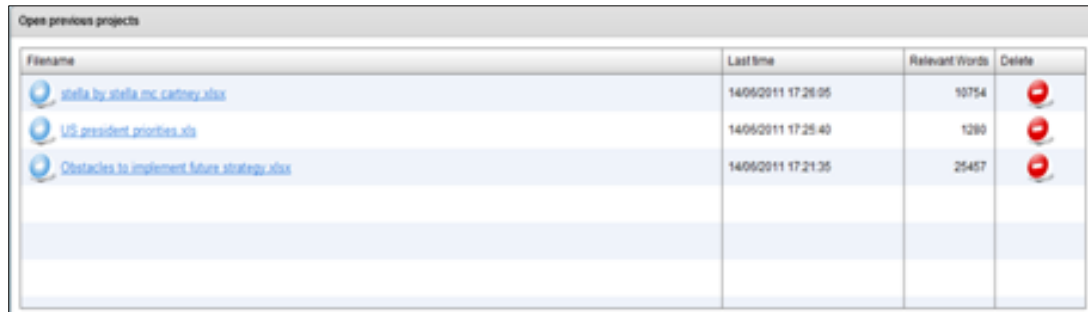
- If you have already created one or multiple projects, you reach a page that contains all projects you previously created (see “Projects list”)
- If you connect for the first time, you will be proposed to create your first project (see “Your first connection: create your first project”)







Please note that you can manage your account by clicking on this icon , located on the top right of the screen. See details on how to manage your account in the “Manage your Eaagle Online Account” section of this guide.

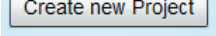
## Projects list

If you have already created projects, you may

- reach existing projects: click on file name and you directly reach the dashboard of the project)

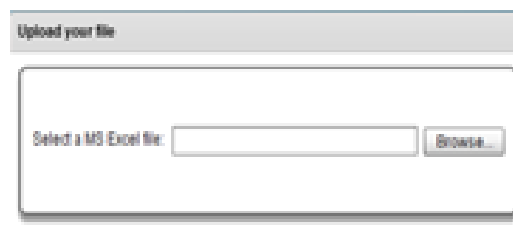


| Filename  | Last time           | Relevant Words | Delete  |
|---|---------------------|----------------|---|
|  stella_by_stella.mc_cartney.xlsx            | 14/05/2011 17:26:05 | 10754          |  |
|  US president priorities.xlsx                | 14/05/2011 17:25:40 | 1380           |  |
|  Obstacles to implement future strategy.xlsx | 14/05/2011 17:21:35 | 25457          |  |
|   |                     |                |   |
|   |                     |                |   |
|   |                     |                |   |

- or create a new project by clicking on the  button.

## Your first connection: create your first project

If you are creating your first project, the following screen appears: it enables you to upload the Excel data file you intend to analyze.



Upload your file

Select a MS Excel file:

**IMPORTANT:** Your data should be placed in columns as shown in the below example, with a header in the first row:

|   | A  | B     |
|---|--|-------|
| 1 | TEXT   | AGE   |
|   | Stella has just the right mix of notes to make it a truly sophisticated fragrance. The floral notes are very soft, and the peony stands out just a bit more than the rose. The mandarin lends a sweet, citrus tone. The amber rounds everything out without being too powerful or musky. Stella makes a perfectly lovely day fragrance, but it is also a sensuous scent that can translate easily into the evening.  | 25-34 |
| 2 | Love it!   | 35-44 |
| 3 | feminine sweet   | 25-34 |
| 4 | I was in the grocery store the other day when a man walked past me. He turned around and walked back to tell me that I "smell EXCELLENT"! I had applied ONE spray of Stella about four hours earlier. To me, that is a testament to everything that is wonderful about this scent--YOU smell excellent, not your perfume! It is light and sweet and feminine and uses natural oils so it isn't cloying and doesn't give people a headache. A little goes a long way and lasts forever. Love it!! My signature scent, for sure. | 35-44 |
| 5 | Effortless Elegance  | 25-34 |
| 6 | This is my current favorite scent. It is elegant, smooth, and feminine. It is also one that carries well into different seasons for me, unlike some that are either too light for Winter or too strong for Summer.   | 35-44 |
| 7 | This Eau de parfum is delicious. It is not too "floral" but is feminine and sexy. It lasts 3-5 hours on me. Wish it lasted longer, but would still buy again.  | 25-34 |
| 8 | I love this fragrance SO much. Totally sensual. Lasts all day. The rollerballs are also very economical and convenient.  | 35-44 |
| 9 |  |       |

Full text data contained in each cell are named “VERBATIM” in the following guide.

*Note:*

- *The Excel file can contain an unlimited number of columns.*
- *The first row is regarded as a header. If your Excel sheet's first row is not a header, the first row will be regarded as header and its content will not be taken into account in the analysis.*
- *Data should be located in the first sheet of your Excel file. If your Excel file contains multiple sheets, only the first sheet will be taken into account.*
- *Your Excel sheet should not contain blank columns between non-blank columns.*
- *Contact Eaagle support should your data be in a format other than Excel ([support@eaagle.com](mailto:support@eaagle.com)). Personalized solutions can be implemented.*

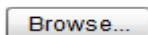
You can find some examples of files by clicking on the following link:

<http://www.eaagle.com/eol/help/en/examplesenglishlanguage.zip>

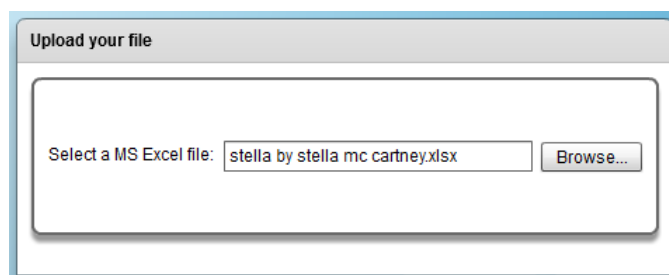
Should you encounter difficulties, email your file for support to: [support@eaagle.com](mailto:support@eaagle.com).

## Load your Data into Eaagle Online

Load your Excel file by clicking on "Browse" :



When your file appears as shown below,



Click on  and start the upload.

*Note: Upload time depends on file size and the speed of your Internet connection. It may take from a few seconds to a few minutes. File size is limited to 30 Mb: Contact support should you need to upload larger files: [support@eaagle.com](mailto:support@eaagle.com).*

The below screen appears once your upload is complete:

| Column | Title | Type          |
|--------|-------|---------------|
| 1      | TEXT  | Verbatim      |
| 2      | AGE   | None          |
|        |       | None          |
|        |       | Verbatim      |
|        |       | Main property |
|        |       | Property      |

The first **Column** displays data that have been identified by Eaagle Online in your Excel file. 1 = first column, 2 = second column etc.

If data are missing, check that you did not leave blank columns within your Excel File.

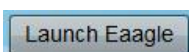
Column **Title**: Contains the headers of your Excel file.

Column **Type**: Lets you indicate the type of the information contained in your Excel file:

- Choose VERBATIM for the column that contains the textual data you intend to analyze (one verbatim column is allowed);
- Choose MAIN PROPERTY for the column that contains the value you may choose for cross analysis (one main property is allowed).

## Launch Eaagle Online and Get Results

Once data are uploaded, click on:



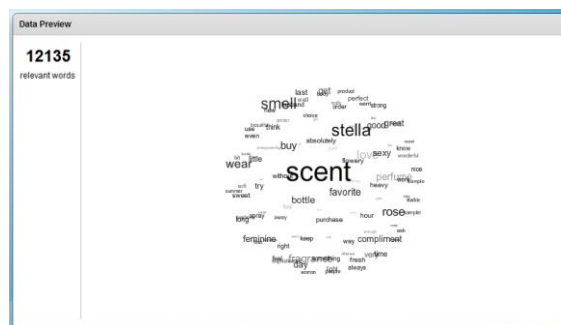
Analysis is now starting:



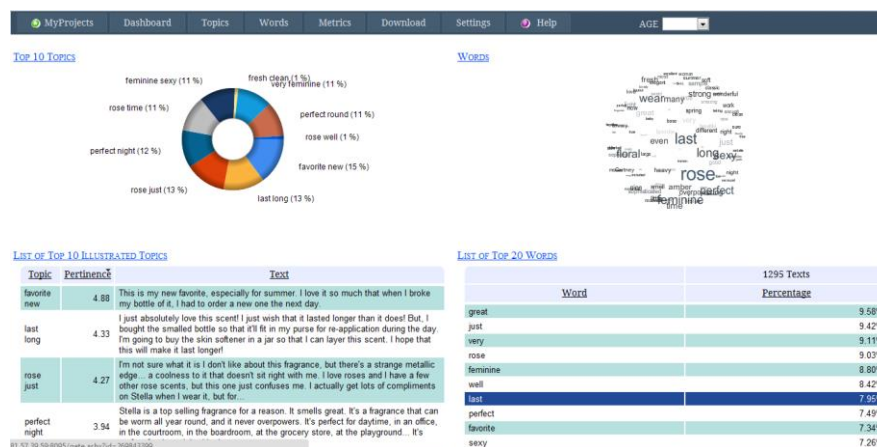
Depending on the volume of data to process, calculation may take from a few seconds to a few minutes. **DO NOT CLOSE YOUR BROWSER WINDOW UNTIL CALCULATION IS COMPLETED.**

Once complete, the following “tag cloud” appears. The tag cloud displays relevant words found across analyzed verbatim.

It also indicates the number of relevant words detected across verbatim.



Assuming you have enough credit remaining in your account, click on [Access data](#) to access the results DASHBOARD, as shown below:

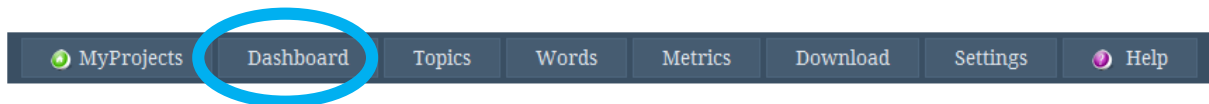


Please note that:

- Your account is debited when you click the [Access data](#) button.
- Your account is not be debited if you click the BACK button, nor if you open a previous project from your list of projects ([MyProjects](#)).



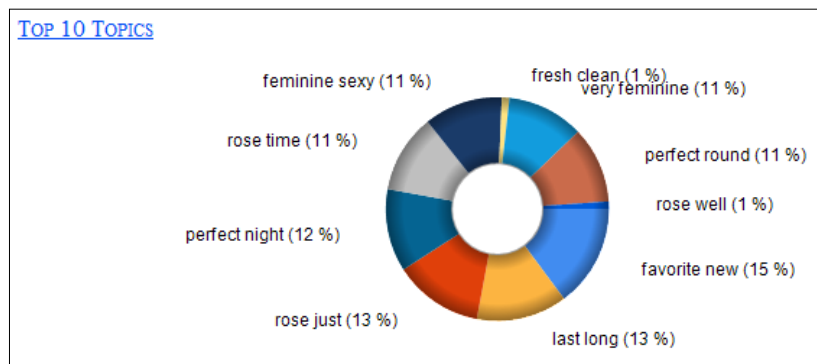
## Eaagle Online Dashboard



The Eaagle Dashboard appears just after you have clicked on [Access data](#). The Dashboard displays the main results in one single screen.

The Dashboard is divided into four sections:

- A donut chart displaying the Top 10 Topics identified across verbatim. See example below (customer satisfaction survey with feedback on a specific perfume):



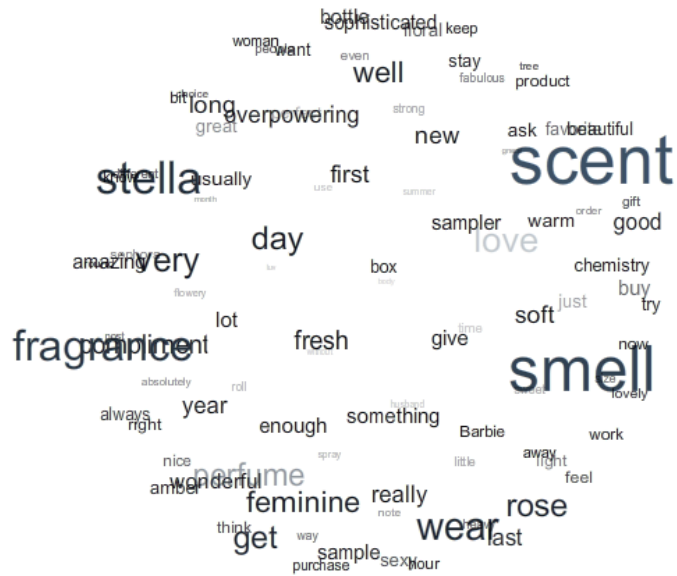
*Note: Some verbatim may be related to multiple topics; therefore total can exceed 100%*

- A list of the Top 10 Topics, each topic being illustrated by its most relevant verbatim :

### LIST OF TOP 10 ILLUSTRATED TOPICS

| Topic         | Pertinence | Text   |
|---------------|------------|--|
| favorite new  | 4.88       | This is my new favorite, especially for summer. I love it so much that when I broke my bottle of it, I had to order a new one the next day.  |
| last long     | 4.33       | I just absolutely love this scent! I just wish that it lasted longer than it does! But, I bought the smallest bottle so that it'll fit in my purse for re-application during the day. I'm going to buy the skin softener in a jar so that I can layer this scent. I hope that this will make it last longer! |
| rose just     | 4.27       | I'm not sure what it is I don't like about this fragrance, but there's a strange metallic edge... a coolness to it that doesn't sit right with me. I love roses and I have a few other rose scents, but this one just confuses me. I actually get lots of compliments on Stella when I wear it, but for...   |
| perfect night | 3.94       | Stella is a top selling fragrance for a reason. It smells great. It's a fragrance that can be worn all year round, and it never overpowers. It's perfect for daytime, in an office, in the courtroom, in the boardroom, at the grocery store, at the playground... It's perfect for date night. It's the...  |
| rose time     | 3.76       | I've tried Stella many times and have tried to like it, but to no avail. The rose may come through more on others than on me, but for the most part, this perfume turns into a piney smell on dry down that is reminiscent of masculine cologne. It must be the amber that doesn't mix well with me. The...  |
| feminine sexy | 3.75       | sexy, feminine   |
| fresh clean   | 3.68       | so fresh and so clean  |

- A tag cloud with the most frequent words across verbatim:



- A list of the 20 most frequent words, with their occurrence percentage:

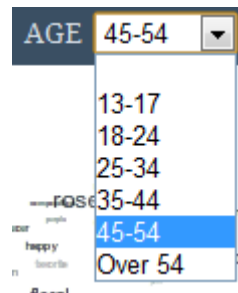
### LIST OF TOP 20 WORDS

|               | 1295 Texts        |
|---------------|-------------------|
| <u>Word</u>   | <u>Percentage</u> |
| great         | 9.58%             |
| just          | 9.42%             |
| very          | 9.11%             |
| rose          | 9.03%             |
| feminine      | 8.80%             |
| well          | 8.42%             |
| last          | 7.95%             |
| perfect       | 7.49%             |
| favorite      | 7.34%             |
| sexy          | 7.26%             |
| long          | 7.10%             |
| floral        | 6.95%             |
| light         | 6.80%             |
| time          | 6.33%             |
| wear          | 6.10%             |
| good          | 6.02%             |
| fresh         | 5.33%             |
| sophisticated | 4.79%             |
| strong        | 4.63%             |
| beautiful     | 4.48%             |
|               |                   |

*Note: The first line indicates the total number of verbatim: in the above example, 1295.*

*Percentage indicates in what percentage of verbatim the corresponding word was found: in the above example, the word “great” was found in 9.58% of verbatim.*

If you have defined a “main property”, a list of values appears in the menu bar: select a value in the list, as shown in the below example (age bracket: 45 to 54 years old), to get a dashboard by value of the main property:



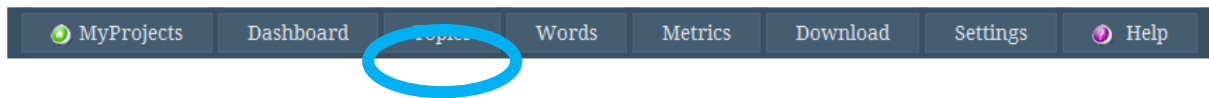
- The chart, word cloud and topics will show the results for the corresponding verbatim ;
- The Words list enables you to compare results between your chosen property (here, 188 verbatim from respondents between 45 to 54 years of age and all verbatim (1295 verbatim).

#### LIST OF TOP 20 WORDS FOR 45-54

|              | 188 Texts for 45-54 | 1295 Texts for All |
|--------------|---------------------|--------------------|
| <u>Word</u>  | <u>Percentage</u>   | <u>Percentage</u>  |
| just         | 11.70%              | 9.42%              |
| rose         | 10.11%              | 9.03%              |
| last         | 9.57%               | 7.95%              |
| light        | 9.57%               | 6.80%              |
| feminine     | 9.04%               | 8.80%              |
| very         | 9.04%               | 9.11%              |
| long         | 7.98%               | 7.10%              |
| perfect      | 7.98%               | 7.49%              |
| sample       | 7.98%               | 4.32%              |
| sexy         | 7.98%               | 7.26%              |
| best         | 7.45%               |                    |
| favorite     | 7.45%               | 7.34%              |
| great        | 7.45%               | 9.58%              |
| many         | 7.45%               | 3.86%              |
| overpowering | 6.91%               | 3.63%              |
| beautiful    | 6.38%               | 4.48%              |
| time         | 6.38%               | 6.33%              |
| first        | 5.85%               | 3.24%              |
| floral       | 5.85%               | 6.95%              |
| wear         | 5.85%               | 6.10%              |

*Note: For information about ‘main properties’, see "What qualitative sorting possibilities are in Eaagle Online?" (Page 29)*

## Topics

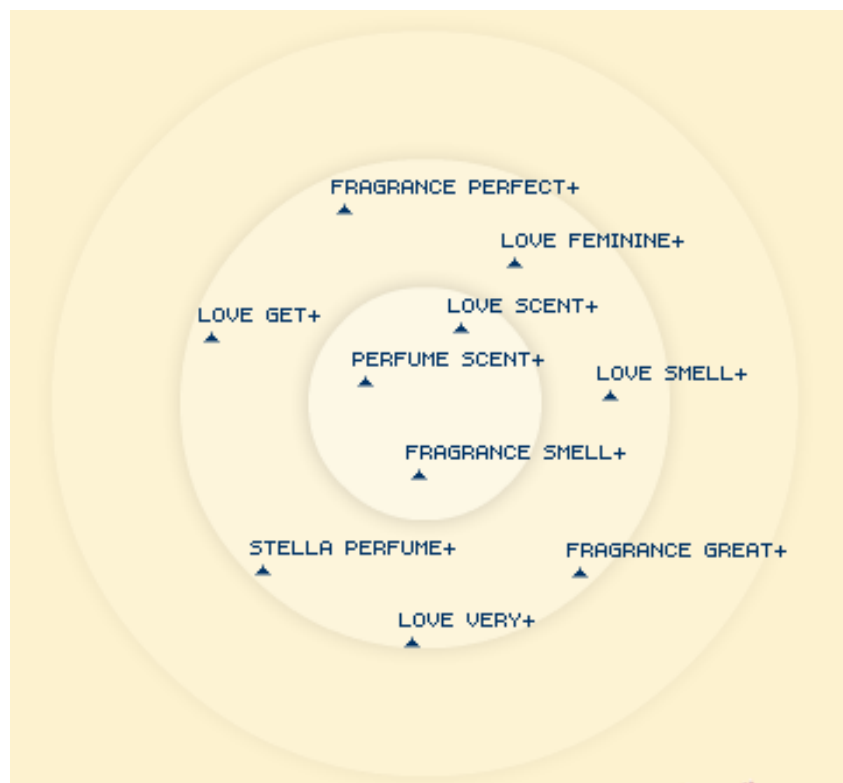


This top menu provides access to additional topic results.

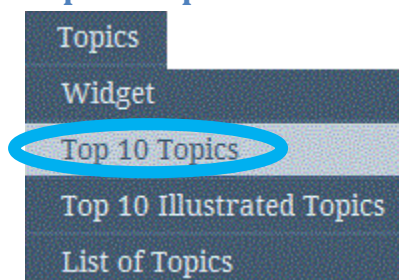
## Widget



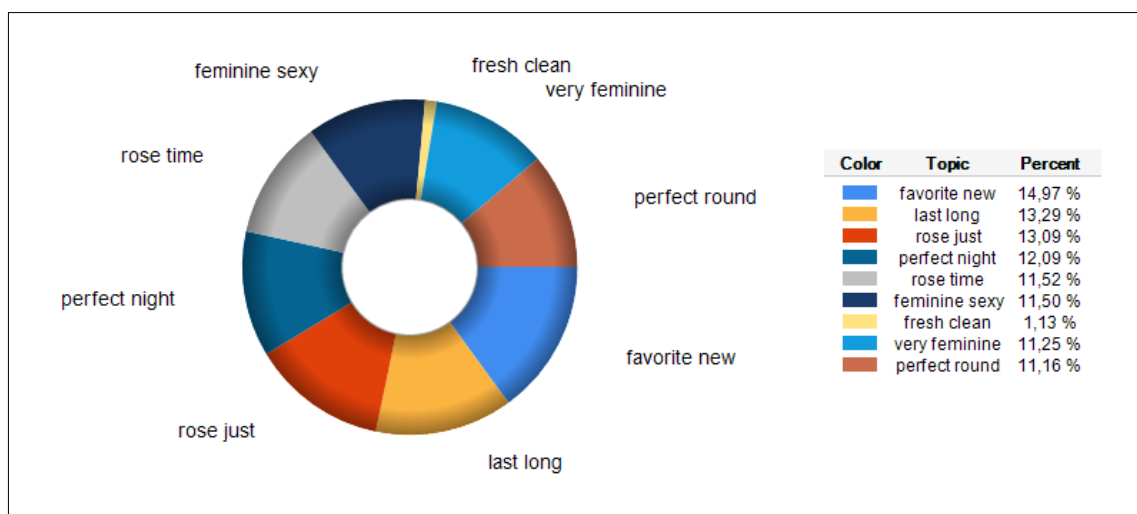
The widget provides a snapshot of the top 10 Topics. You can click on any topic to display corresponding verbatim:



## Top 10 Topics

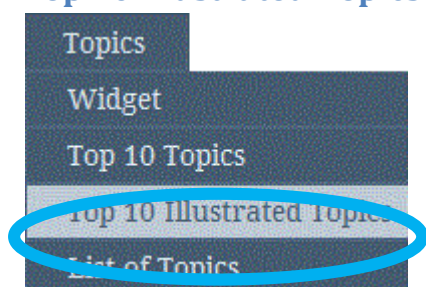


This donut chart displays the top 10 Topics identified by Eaagle Online (this is the same donut chart as on the Dashboard).




*Note: Some verbatim can relate to multiple topics. As a result, total % may exceed 100%.*

## Top 10 Illustrated Topics



This list presents the Top 10 Topics illustrated by their 10 most representative verbatim, sorted by descending reliability order.

**NOTE** : The reliability of a verbatim indicates to what extent the verbatim best represents the topic. Reliability is a relative value: if a verbatim has a reliability of 5 and another a reliability of 2,5, the first verbatim is twice as reliable as the second.

TOP 10 ILLUSTRATED TOPICS 


| Topic        | Pertinence | Text   | Reliability |
|--------------|------------|--|-------------|
| favorite new | 4.88       | This is my new favorite, especially for summer. I love it so much that when I broke my bottle of it, I had to order a new one the next day.  | 2.00        |
| favorite new | 4.88       | my NEW favorite!   | 1.58        |
| favorite new | 4.88       | My new favorite scent  | 1.58        |
| favorite new | 4.88       | I love this fragrance, though I'm not a huge fan of new perfumes this has got to be by far one of my favorite modern fragrances!   | 1.58        |
| favorite new | 4.88       | My new favorite fragrance  | 1.58        |
| favorite new | 4.88       | A new favorite!  | 1.58        |
| favorite new | 4.88       | my new favorite!!!   | 1.58        |
| favorite new | 4.88       | my new favorite perfume.   | 1.58        |
| favorite new | 4.88       | my new favorite  | 1.58        |
| favorite new | 4.88       | New Favorite Fragrance   | 1.58        |
| last long    | 4.33       | I just absolutely love this scent! I just wish that it lasted longer than it does! But, I bought the smallest bottle so that it'll fit in my purse for re-application during the day. I'm going to buy the skin softener in a jar so that I can layer this scent. I hope that this will make it last longer! | 2.32        |
| last long    | 4.33       | My only wish is that it lasted longer, it will last about 1/2 a work day.  | 2.00        |

Note: Click on the  icon to download the list in an Excel format.

## List of Topics

| Topics                    | Words |
|---------------------------|-------|
| Widget                    |       |
| Top 10 Topics             |       |
| Top 10 Illustrated Topics |       |
| List of Topics            |       |

This is the list of all topics identified across verbatim. The list is sorted in descending pertinence (i.e.: relevance) order:

| LIST OF TOPICS  |            |  |
|-----------------|------------|---|
| Topic           | Pertinence |   |
| favorite new    | 4.88       |   |
| last long       | 4.33       |   |
| rose just       | 4.27       |   |
| perfect night   | 3.94       |   |
| rose time       | 3.76       |   |
| feminine sexy   | 3.75       |   |
| fresh clean     | 3.68       |   |
| very feminine   | 3.67       |   |
| perfect round   | 3.64       |   |
| rose well       | 3.59       |   |
| just time       | 3.54       |   |
| very nice       | 3.44       |   |
| rose amber      | 3.44       |   |
| perfect nice    | 3.39       |   |
| perfect woman   | 3.38       |   |
| just large      | 3.37       |   |
| time favorite   | 3.31       |   |
| floral feminine | 3.31       |   |

Tip: We recommend not paying excessive attention to topics with a relevance ratio below 1. It indicates the topic is very weak across verbatim.

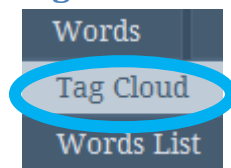
Note: Click on the  icon to download the list in an Excel format.

## Words



This top menu enables you to get focused results on Words identified by Eaagle Online across verbatim.

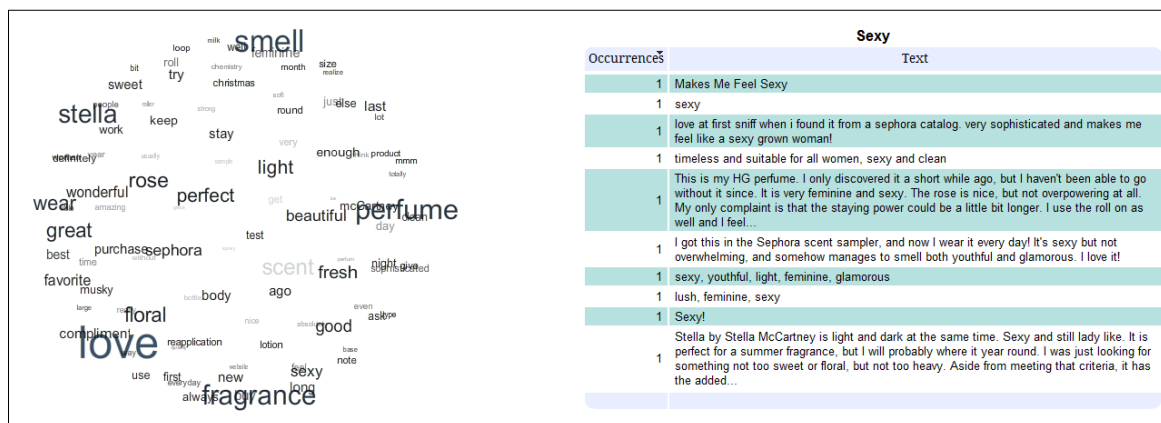
## Tag Cloud



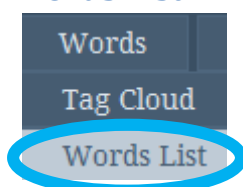
The Word Tag Cloud displays the words identified across verbatim: The bigger the font, the more frequently the word occurs across verbatim.

Click on any word to discover the verbatim containing this word in the right window

Note: In the below example, 'occurrence' refers to the number of times the selected word appears in the corresponding verbatim ("sexy", in this example).



## Words List




This is the entire list of words identified across verbatim, and their occurrences.

By default, the most relevant 100 words are listed.



You may change this number in the settings menu. For example, if you select 200, the number of words in this list will be 200.

This list reflects your settings, i.e. it takes into account the lexicons you may have applied (see the lexicon section for more information about lexicons).

LIST OF WORDS 

| 1295 Texts  |                     |                    |            |              |
|-------------|---------------------|--------------------|------------|--------------|
| <u>Word</u> | <u>Percentage</u> ▼ | <u>Occurrences</u> | <u>Max</u> | <u>Count</u> |
| great       | 9.58%               | 124                | 2          | 130          |
| just        | 9.42%               | 122                | 3          | 145          |
| very        | 9.11%               | 118                | 3          | 136          |
| rose        | 9.03%               | 117                | 5          | 164          |
| feminine    | 8.80%               | 114                | 1          | 114          |
| well        | 8.42%               | 109                | 2          | 114          |
| last        | 7.95%               | 103                | 3          | 116          |
| perfect     | 7.49%               | 97                 | 5          | 110          |
| favorite    | 7.34%               | 95                 | 2          | 98           |
| sexy        | 7.26%               | 94                 | 2          | 95           |
| long        | 7.10%               | 92                 | 2          | 97           |
| floral      | 6.95%               | 90                 | 2          | 96           |
| light       | 6.80%               | 88                 | 2          | 93           |

Percentage: % of verbatim in which the word appears at least once.

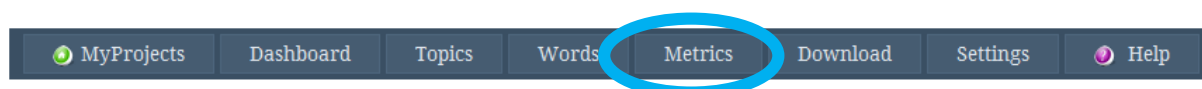
Occurrence: number of verbatim in which the word appears at least once.

Max: The highest number of times a word appears in one single verbatim.

Count: Total count of the word across all verbatim.

*Note: Click on the  icon to download the list in an Excel format.*

## Metrics



This section provides various statistics on verbatim and words: Number of verbatim, total number of words, and relevant words.

METRICS ON TEXTS AND WORDS

| <u>AGE</u> | <u>Texts</u> | <u>Words</u> | <u>Words/Texts</u> | <u>Relevant Words</u> | <u>Relevant Words/Texts</u> |
|------------|--------------|--------------|--------------------|-----------------------|-----------------------------|
| 13-17      | 28           | 374          | 13.36              | 167                   | 5.96                        |
| 18-24      | 287          | 6249         | 21.77              | 2856                  | 9.95                        |
| 25-34      | 517          | 8869         | 17.15              | 4186                  | 8.10                        |
| 35-44      | 261          | 5947         | 22.79              | 2702                  | 10.35                       |
| 45-54      | 188          | 4287         | 22.80              | 1952                  | 10.38                       |
| Over 54    | 14           | 610          | 43.57              | 272                   | 19.43                       |
| All        | 1295         | 26336        | 20.34              | 12135                 | 9.37                        |

### NOTE:

*Relevant words are those words identified that best represent the content of verbatim. Relevant words can be frequent or rare: Rare relevant words do not appear frequently overall but only in a limited number of verbatim where they are central (i.e., frequent in a limited number of verbatim and not present otherwise).*

*Eaagle Online includes standard text mining tools and features, such as stop words removal and lemmatization. Tools words ('and', 'in', 'out', 'by', 'or', 'of', 'the', etc.) are automatically excluded from the analysis, as well as numbers. The lemmatizer reduces words to their based form to simplify the analysis: Plurals are lumped under their singulars, and conjugated forms are lumped under their infinitive.*

If you have defined a main property (in the example below, age of respondents), results are split according to this main property.

This table also presents statistics on your lexicons' usage rate (very low rate in the example below):

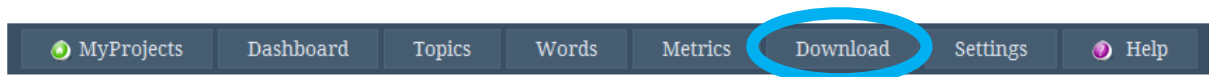
# METRICS ON USERS LEXICONS

| AGE     | Add Words   |          |            | Invariable Words |          |            | Delete Words |          |            |
|---------|-------------|----------|------------|------------------|----------|------------|--------------|----------|------------|
|         | In Lexicons | In Texts | Usage Rate | In Lexicons      | In Texts | Usage Rate | In Lexicons  | In Texts | Usage Rate |
| 13-17   | 9           | 0        | 0%         | 0                | 0        | 0%         | 18918        | 54       | 0%         |
| 18-24   | 9           | 0        | 0%         | 0                | 0        | 0%         | 18918        | 213      | 1%         |
| 25-34   | 9           | 1        | 11%        | 0                | 0        | 0%         | 18918        | 242      | 1%         |
| 35-44   | 9           | 0        | 0%         | 0                | 0        | 0%         | 18918        | 203      | 1%         |
| 45-54   | 9           | 0        | 0%         | 0                | 0        | 0%         | 18918        | 162      | 1%         |
| Over 54 | 9           | 0        | 0%         | 0                | 0        | 0%         | 18918        | 67       | 0%         |
| All     | 9           | 1        | 11%        | 0                | 0        | 0%         | 18918        | 382      | 2%         |

For each lexicon type, the following numbers are calculated:

- **'In Lexicons'** indicates the total number of words contained in each type of lexicon, regardless the number of lexicons from the same type,
- **'In Texts'** indicates the number of words from lexicons found in verbatim,
- **'Usage Rate'** displays a gauge indicating the usage rate of lexicons.

## The Download Menu



This section allows you to download all results in an Excel file format.

| DOWNLOAD                      |   |
|-------------------------------|---|
| Data                          | Excel links   |
| Your data                     | <a href="#">stella by stella mc cartney.xlsx</a>          |
| Words                         | <a href="#">Words_20110203_2024.xlsx</a>                  |
| Topics                        | <a href="#">Topics_20110203_2024.xlsx</a>                 |
| Illustrated Topics            | <a href="#">IllustratedTopics_20110203_2024.xlsx</a>      |
| Top 10 Illustrated Topics     | <a href="#">Top10IllustratedTopics_20110203_2024.xlsx</a> |
| Texts and their Top 10 Topics | <a href="#">TextAndTopics_20110203_2024.xlsx</a>          |
| Archive                       | <a href="#">Archive_20110203_2024.zip</a>                 |
| Archive 13-17                 | <a href="#">Archive_13-17_20110203_2024.zip</a>           |
| Archive 18-24                 | <a href="#">Archive_18-24_20110203_2024.zip</a>           |
| Archive 25-34                 | <a href="#">Archive_25-34_20110203_2024.zip</a>           |
| Archive 35-44                 | <a href="#">Archive_35-44_20110203_2024.zip</a>           |
| Archive 45-54                 | <a href="#">Archive_45-54_20110203_2024.zip</a>           |
| Archive Over 54               | <a href="#">Archive_Over_54_20110203_2024.zip</a>         |

You can download the following files

**"Your data":** Contains all project data, i.e., your initial Excel data.

**"Words ":** Contains the list of relevant Words with their occurrence. Max and Count values are also included.

|    | A          | B          | C           | D   | E     |
|----|------------|------------|-------------|-----|-------|
| 1  | 1295 Texts |            |             |     |       |
| 2  | Word       | Percentage | Occurrences | Max | Count |
| 3  | great      | 9,58%      | 124         | 2   | 130   |
| 4  | just       | 9,42%      | 122         | 3   | 145   |
| 5  | very       | 9,11%      | 118         | 3   | 136   |
| 6  | rose       | 9,03%      | 117         | 5   | 164   |
| 7  | feminine   | 8,80%      | 114         | 1   | 114   |
| 8  | well       | 8,42%      | 109         | 2   | 114   |
| 9  | last       | 7,95%      | 103         | 3   | 116   |
| 10 | perfect    | 7,49%      | 97          | 5   | 110   |
| 11 | favorite   | 7,34%      | 95          | 2   | 98    |
| 12 | sexy       | 7,26%      | 94          | 2   | 95    |
| 13 | long       | 7,10%      | 92          | 2   | 97    |
| 14 | floral     | 6,95%      | 90          | 2   | 96    |
| 15 | light      | 6,80%      | 88          | 2   | 93    |

**Reminder:**

**Max:** Highest number of times a word appears in one single verbatim.

**Count:** Total count of one word across all verbatim.

"Topics ": Contains the list of all topics, sorted by decreasing importance.

|    | A             | B          |
|----|---------------|------------|
| 1  | Topic         | Pertinence |
| 2  | favorite;new  | 4,88       |
| 3  | last;long     | 4,33       |
| 4  | rose;just     | 4,27       |
| 5  | perfect;night | 3,94       |
| 6  | rose;time     | 3,76       |
| 7  | feminine;sexy | 3,75       |
| 8  | fresh;clean   | 3,68       |
| 9  | very;feminine | 3,67       |
| 10 | perfect;round | 3,64       |
| 11 | rose;well     | 3,59       |
| 12 | just;time     | 3,54       |
| 13 | very;nice     | 3,44       |

"Illustrated Topics": Contains all Topics sorted by decreasing importance and, for each topic, all related verbatim sorted by decreasing relevance.

|    | A            | B          | C  | D           | E |
|----|--------------|------------|--|-------------|---|
| 1  | Topic        | Pertinence | Text   | Reliability |   |
| 2  | favorite;new | 4,88       | This is my new favorite, especially for summer. I love it so much that v       | 2,00        |   |
| 3  | favorite;new | 4,88       | my NEW favorite!   | 1,58        |   |
| 4  | favorite;new | 4,88       | My new favorite scent  | 1,58        |   |
| 5  | favorite;new | 4,88       | I love this fragrance, though I'm not a huge fan of new perfumes this ha       | 1,58        |   |
| 6  | favorite;new | 4,88       | My new favorite fragrance  | 1,58        |   |
| 7  | favorite;new | 4,88       | A new favorite!  | 1,58        |   |
| 8  | favorite;new | 4,88       | my new favorite!!!   | 1,58        |   |
| 9  | favorite;new | 4,88       | my new favorite perfume.   | 1,58        |   |
| 10 | favorite;new | 4,88       | my new favorite  | 1,58        |   |
| 11 | favorite;new | 4,88       | New Favorite Frangrance  | 1,58        |   |
| 12 | favorite;new | 4,88       | It's my new favorite fragrance. It smells really girly and fresh.              | 1,06        |   |
| 13 | favorite;new | 4,88       | This is my all time favorite!! The notes are simply divine and my new g        | 1,06        |   |
| 14 | favorite;new | 4,88       | I bought the little roll on...this scent is yummy! It is a new favorite....I k | 1,06        |   |
| 15 | favorite;new | 4,88       | A favorite of mine that I go back to even though I try something new ea        | 1,00        |   |
| 16 | favorite;new | 4,88       | I never thought any perfume would take the place of Viktor & Rolf Flow         | 0,79        |   |
| 17 | favorite;new | 4,88       | This is my new favorite perfume! It has staying power and lasts all day        | 0,53        |   |
| 18 | favorite;new | 4,88       | I have worn this fragrance almost since its inception and continue to g        | 0,53        |   |
| 19 | favorite;new | 4,88       | It's citrusy without being too overpowering and youthful, and not so sw        | 0,45        |   |
| 20 | favorite;new | 4,88       | I just received this as a sample and it's incredible. I love florals and thi   | 0,45        |   |
| 21 | favorite;new | 4,88       | I've gotta say, this is a beautiful scent. Very feminine and classy. Eas       | 0,45        |   |
| 22 | favorite;new | 4,88       | It really is one of my new favorite scents. One of my best friends had i       | 0,45        |   |
| 23 | favorite;new | 4,88       | I first received a small sample spray bottle of this, and when I put it on     | 0,29        |   |
| 24 | favorite;new | 4,88       | I first got a whiff of Stella from a friend. She always smelled lovely. It t   | 0,26        |   |

**"Top 10 Illustrated Topics":** Contains the Top 10 Topics sorted by decreasing importance and, for each topic, a list of top 10 related verbatim sorted in decreasing relevance.

|    | A            | B          | C  | D           |
|----|--------------|------------|--|-------------|
| 1  | Name         | Pertinence | Text   | Reliability |
| 2  | favorite;new | 4,88       | This is my new favorite, especially for summer. I love it so much that when      | 2,00        |
| 3  | favorite;new | 4,88       | my NEW favorite!   | 1,58        |
| 4  | favorite;new | 4,88       | My new favorite scent  | 1,58        |
| 5  | favorite;new | 4,88       | I love this fragrance, though I'm not a huge fan of new perfumes this has g      | 1,58        |
| 6  | favorite;new | 4,88       | My new favorite fragrance  | 1,58        |
| 7  | favorite;new | 4,88       | A new favorite!  | 1,58        |
| 8  | favorite;new | 4,88       | my new favorite!!!   | 1,58        |
| 9  | favorite;new | 4,88       | my new favorite perfume.   | 1,58        |
| 10 | favorite;new | 4,88       | my new favorite  | 1,58        |
| 11 | favorite;new | 4,88       | New Favorite Frangrance  | 1,58        |
| 12 | last;long    | 4,33       | I just absolutely love this scent! I just wish that it lasted longer than it doe | 2,32        |
| 13 | last;long    | 4,33       | My only wish is that it lasted longer, it will last about 1/2 a work day.        | 2,00        |
| 14 | last;long    | 4,33       | I loved this when I smelled the sample. I read reviews and saw that many         | 1,85        |
| 15 | last;long    | 4,33       | long lasting   | 1,58        |
| 16 | last;long    | 4,33       | To be honest, while I love this scent for NOT being cloying, my only comp        | 1,58        |
| 17 | last;long    | 4,33       | I like that it seems to last for more than 2 hours. I do wish it would last a l  | 1,50        |
| 18 | last;long    | 4,33       | This Eau de parfum is delicious. It is not too "floral" but is feminine and se   | 1,20        |
| 19 | last;long    | 4,33       | I love this perfume and always receive compliments when I wear it. It's fres     | 1,06        |
| 20 | last;long    | 4,33       | Long lasting, beautiful scent. I always get compliments when I wear it,          | 1,06        |
| 21 | last;long    | 4,33       | long lasting, floral   | 1,06        |

**"Texts and their Top 10 Topics":** Contains all verbatim qualified by a maximum of the top 10 topics they are related to, sorted by "fp" criteria (reliability \* relevance). This reports shows whether verbatim are related to few or many topics.

|    | A   | B                      | C                           | D                    | E                      | F                        | G                       | H       | I    |
|----|---|------------------------|-----------------------------|----------------------|------------------------|--------------------------|-------------------------|---------|------|
| 1  | Text  | Topic 1                | fp 1                        | Topic 2              | fp 2                   | Topic 3                  | fp 3                    | Topic 4 | fp 4 |
| 2  | Stella has just the right mix of notes to make it a truly sophisticated fragrance.                            | rose just              | 1,83 just,very              | 1,13 just,even       |                        |                          | 1,08 just,right         |         | 0,96 |
| 3  | feminine, sweet   | feminine, sweet        | 3,45                        |                      |                        |                          |                         |         |      |
| 4  | I was in the grocery store the other day when a man walked past me. He turned last, long                      | 1,53 light, feminine   |                             | 0,98 last, feminine  |                        | 0,91 long, little        |                         | 0,87    |      |
| 5  | This is my current favorite scent. It is elegant, smooth, and feminine. It is also a light, feminine          | 1,10 feminine, elegant |                             | 1,06 well, light     |                        | 0,83 light, strong       |                         | 0,81    |      |
| 6  | This Eau de parfum is delicious. It is not too "floral" but is feminine and sexy. It last, long               | 5,20 last, feminine    |                             | 3,09 last, floral    |                        | 2,69 last, sexy          |                         | 2,64    |      |
| 7  | I love this fragrance SO much. Totally sensual. Lasts all day. The rollerballs are very, last                 | 3,28 last, sensual     |                             | 1,34 very, sensual   |                        | 1,25                     |                         |         |      |
| 8  | I think this maybe my signature fragrance. I receive the most compliments on it wear, most                    | 3,39                   |                             |                      |                        |                          |                         |         |      |
| 9  | I've been a fan of this scent since it came out. I can't rave enough about it. I get wear, woman              | 1,18 wear, time        |                             | 1,02 wear, even      |                        | 1,01 time, even          |                         | 0,90    |      |
| 10 | My teenager fell in love with this scent and demanded we buy it. I'm glad I did! It's feminine, sophisticated | 2,42 feminine, work    |                             | 1,06 work, wonderful |                        | 0,69 feminine, wonderful |                         | 0,67    |      |
| 11 | sexy, sophisticated   | sexy, sophisticated    | 4,22                        |                      |                        |                          |                         |         |      |
| 12 | Great floral rose scent. It does not stay on as much as I would like it too. Good rose, well                  | 2,27 good, great       |                             | 1,95 rose, great     |                        | 1,94 rose, floral        |                         | 1,87    |      |
| 13 | New Favorite Frangrance   | favorite, new          | 7,74                        |                      |                        |                          |                         |         |      |
| 14 | Sexy, feminine, but not flowery or overpowering   | feminine, sexy         | 2,97 feminine, overpowering |                      | 1,42 feminine, flowery |                          | 1,37 sexy, overpowering |         | 0,90 |
| 15 | sexy, versatile, feminine   | feminine, sexy         | 5,94                        |                      |                        |                          |                         |         |      |
| 16 | Two sprays worth of this eau de parfum lasts me all day without feeling like an i very, feminine              | 1,57 very, last        |                             | 1,33 very, light     |                        | 1,18 very, sexy          |                         | 1,04    |      |
| 17 | Sexy. By far my favorite.   | favorite, sexy         | 2,97                        |                      |                        |                          |                         |         |      |
| 18 | feminine, sexy, intriguing  | feminine, sexy         | 5,94                        |                      |                        |                          |                         |         |      |
| 19 | I had been in search of a new perfume when I saw this one. After reading some v very, nice                    | 1,82 very, strong      |                             | 1,27 strong, nice    |                        | 1,03 very, pretty        |                         | 1,03    |      |
| 20 | this is the kind of product you buy once and keep buying it for very long time! it very, long                 | 2,14 time, long        |                             | 2,10 very, time      |                        | 1,69 very, subtle        |                         | 1,34    |      |
| 21 | I bought this fragrance for my fiancée's birthday. When I was in Sephora I was i just, sephora                | 2,39 great, sephora    |                             | 1,47 just, very      |                        | 1,19 sephora, beautiful  |                         | 1,16    |      |
| 22 | Such a beautiful, fresh & subtle smelling perfume!  | 1,40 beautiful, subtle |                             | 1,33 fresh, subtle   |                        | 1,26 smell, beautiful    |                         | 1,00    |      |
| 23 | Stella "got her groove on" when she made this fragrance! Love it! Soft enough to enough, strong               | 2,94 enough, soft      |                             | 1,87 enough, flowery |                        | 1,56 strong, soft        |                         | 1,29    |      |
| 24 | Surprisingly sexy and edgy floral   | 4,52                   |                             |                      |                        |                          |                         |         |      |
| 25 | This rose scent has an incredible warm creaminess that is hard to describe. Vfl rose, most                    | 6,10 rose, smell       |                             | 5,76 rose, amber     |                        | 4,94 rose, first         |                         | 4,40    |      |
| 26 | It's the best perfume I've tried after Light Blue from DG   | well, light            | 3,33                        |                      |                        |                          |                         |         |      |
| 27 | It lasts for almost the whole day, not too sweet, not too bitter, for day and night. I perfect, night         | 3,12 perfect, sweet    |                             | 1,28 last, sweet     |                        | 1,25 perfect, last       |                         | 1,23    |      |

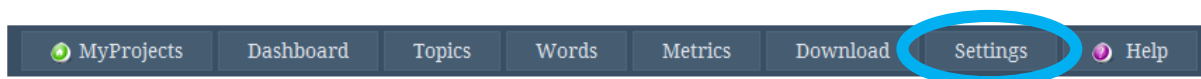
**"Archive»:** Zip file containing all previously listed files. It also includes the topics Widget. This zip file can be emailed as any other zip file. .

If you have defined a main property, the zip file also contains files and the Widget pertaining to your main property.

| Archive_20110203_2030.zip - ZIP archive, unpacked size 1 129 330 bytes |         |         |                                |                  |
|--|---------|---------|--------------------------------|------------------|
| Name   | Size    | Packed  | Type                           | Modified         |
| assets   |         |         | Folder                         |                  |
| IllustratedTopics_13-17_20110203_2030.xlsx                             | 10 774  | 10 045  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_18-24_20110203_2030.xlsx                             | 66 085  | 65 279  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_25-34_20110203_2030.xlsx                             | 86 635  | 85 779  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_35-44_20110203_2030.xlsx                             | 65 083  | 64 272  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_45-54_20110203_2030.xlsx                             | 51 599  | 50 839  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_20110203_2030.xlsx                                   | 211 549 | 210 024 | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| IllustratedTopics_Over_54_20110203_2030.xlsx                           | 17 303  | 16 503  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| TextAndTopics_20110203_2030.xlsx                                       | 128 458 | 128 053 | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_13-17_20110203_2030.xlsx                        | 7 496   | 6 769   | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_18-24_20110203_2030.xlsx                        | 12 967  | 12 229  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_25-34_20110203_2030.xlsx                        | 13 052  | 12 311  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_35-44_20110203_2030.xlsx                        | 12 158  | 11 421  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_45-54_20110203_2030.xlsx                        | 11 366  | 10 631  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_20110203_2030.xlsx                              | 14 121  | 13 371  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Top10IllustratedTopics_Over_54_20110203_2030.xlsx                      | 7 367   | 6 632   | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Topics_13-17_20110203_2030.xlsx  | 9 281   | 8 536   | Feuille Microsoft Office Excel | 03/02/2011 20:45 |
| Topics_18-24_20110203_2030.xlsx  | 33 746  | 32 516  | Feuille Microsoft Office Excel | 03/02/2011 20:45 |

**"Archive XX ":** Zip file containing all previously listed files for value XX of main property.

## Settings



This menu enables you to change settings.

For example, you have the ability to change the number of words, the categories of words and load your own lexicons.

### Determine the number of words for your analysis

To change the number of words, enter new number as shown below (here, changed to 250):

| Words            |                                  |
|------------------|----------------------------------|
| Number of words: | <input type="text" value="250"/> |

Default value is 100.

*Note:*

*The more words you add above 100, the longer the computation.*

*Changing the number of words does not debit your account.*

### Refine your analysis using word category tools

Eaagle Online provides you with tools to refine your text analysis. You can filter in or filter out specific categories of words, depending on your needs:

- **Stop word:** Stop words are articles, pronouns, etc., i.e., very common words that do not help qualify the content and instead tend 'clutter' the analysis. As a result, they are excluded by default ('out' box is checked). We recommend leaving this box checked.
- **Numeric:** Numbers are excluded by default ('out' box is checked). Uncheck this box if there are numbers in the verbatim and those numbers are relevant for your analysis.
- **Verb:** By default, Eaagle does not exclude verbs. By checking the 'out' box you are removing verbs from your analysis (infinitives and conjugated). This can be helpful when analyzing very important quantities of verbatim. The risk is it can hide words that are both verbs and nouns (e.g. 'process', 'move', 'clear'), hence potentially removing important information. Click 'in' if you want to force the detection of Verbs.
- **Adverb:** Check the 'out' box if you want to remove adverbs from the analysis. Click 'in' if you want to force the detection of Adverbs.
- **Adjective:** Check the 'out' box to remove adjectives from the analysis. Click 'in' if you want to force the detection of Adjectives.

- **Proper noun:** Check the "in" box to make sure proper nouns are detected. Proper nouns can include people's names as well as company names, locations names and industry jargon/buzz words.

Click "in" or "out" in the corresponding category to filter words by categories: In the example below, only adjectives will be detected.

Words

Number of words:

| Category    | In                                  | Out                                 |
|-------------|-------------------------------------|-------------------------------------|
| stop word   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| numeric     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| noun        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| verb        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| adverb      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| adjectif    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| proper noun | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

Note: As mentioned above, some words belong to various categories. For example: "Last" is both a verb and an adjective. "Being" is a verb, a noun and an adjective. In order to avoid bias, Eaagle Online lets you to decide whether you want to keep or remove specific words from your analysis. For example, if you check both the adjective 'in' box and the verb 'out' box', "being" will appear if it is in the verbatim.

## Filter words with your own lexicons

Lexicons enable you to add, remove or group words and expressions. Although you do not need lexicons to analyze verbatim with Eaagle Online, lexicons can enrich your analysis, and in some cases they are actually recommended, for example to group synonyms.

There are 4 types of Lexicons: ADD, INVARIABLE, DELETE, SYNONYMS.

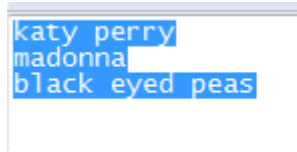
### Create an 'Add' type lexicons

**ADD** lexicons enable you to include particular words or expressions, even though they would not have been considered to be relevant by standard analysis, typically, brand names, proper nouns, company names, etc.

To create an ADD lexicon: Create a text file (.txt) file, type the word(s) or expression(s) you want to add (each word or expression on one line, without space at the end of line).



In the below example, we created an "Add" lexicon with three words: "katy perry", "madonna" and "black eyed peas". These will appear in the words list if they appear in at least once across the verbatim.



ADD lexicons are not case sensitive: if "KAtty Perry" or "maDONna" appears in one verbatim, "katy perry" and "madonna" will appear in words list.

### Create an 'Invariable' type lexicon

**INVARIABLE** lexicons are useful to detect words with a particular spelling that may be lemmatized, i.e. altered to a different form, if not included in an invariable lexicon. For instance, the word 'Spelling' may be lemmatized and become "spell" (its base verbal form), and as result 'Spelling' will not be shown in the words list. To prevent this, include "spelling" as an invariable lexicon to ensure that it will appear as such in the words list.

To create an INVARIABLE lexicon, create a text file (.txt) file: Type in the word(s) or expression(s) you want to be invariable on one line (without space at the end of line).

INVARIABLE lexicons are not case sensitive.

### Create a 'Delete' type lexicon

**DELETE** lexicons enable you to remove particular words or expressions from your analysis, even if they are showing up in the first place. DELETE lexicons are generally used to remove words that are excessively central and frequent in verbatim and therefore "hide" weaker signals. For example, if you analyze verbatim from a product testing survey, it is recommended to include the brand's and product's names in a 'Delete' lexicon: You will thus 'make way' for the actual feedback about the test. *Tip: To know which words to include in a 'Delete' lexicon, look closely at the words appearing in the top 10 topics list: A word appearing in more than four of the top 10 topics is a good candidate to being included in a 'Delete' lexicon.*

To create a DELETE lexicon, create a text file (.txt) file: Type in the word(s) or expression(s) you want to delete on one line (without space at the end of line).

DELETE lexicons are not case sensitive

## Create a 'Synonym' type lexicon

SYNONYM lexicons enable you to group words that you consider to be synonyms. This is a very helpful feature. For example, in an employee feedback survey, some words used by employees in their responses mean the same thing and hence should probably be included in a 'Synonym' lexicon. For example the company name (e.g. Caterpillar), its acronym or ticker symbol (CAT), and the words 'we' and 'company'.


A SYNONYM lexicon is a text (.txt) file: Type any word or expression you want to group with each other as shown below, on one line. The commanding word -here 'car'- should be placed first on the line, the synonym -automobile- being placed at the end of the line. The commanding word and its synonym must be separated with semicolon ";". There must be no space before and after the semicolon, nor at the end of line. In the example shown below, the words 'automobile', 'suv' and 'van' are all synonyms of 'car'.


```
car; automobile  
car; suv  
car; van
```


SYNONYM lexicons are not case sensitive.

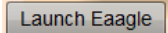
## Other tips and tools about lexicons

If a word is both in an 'ADD' **and** in a 'DELETE' lexicon, it will appear in the words list if it is mentioned in at least one verbatim. *In other words, ADD is stronger than DELETE, i.e., 'commands' over DELETE.*

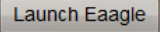
To add a new lexicon, click on  and attach your text file. If your file bears the same name as an existing lexicon file, it will be deleted and replace that existing file.

To delete a lexicon, click on . Caution: You cannot restore a deleted lexicon file.

To download a lexicon, click on  in front of the lexicon: the download will start immediately.

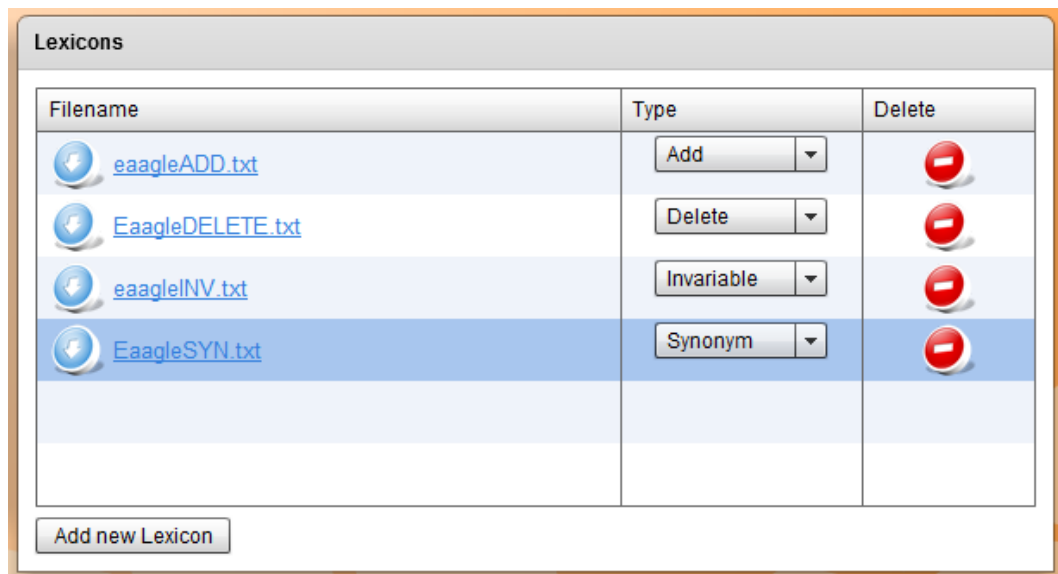
To activate a lexicon, choose the type of lexicon (Add, Invariable, Delete, Synonym) and click on .

*Note: This will not debit your account.*









To de activate a lexicon, choose None in the list and click on . *Note: This will not debit your account.*

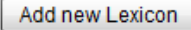
### Lexicons - Example

- Words contained in the "eaagleADD.txt" lexicon will be added;
- Words contained in the "EaagleDELETE.txt" lexicon will be removed;
- Words contained in the "eaagleINV.txt" lexicon will appear as they are spelled in the lexicon file;
- "EaagleSYN.txt" will be used as a synonym lexicon and words will groups as synonyms according to the lexicon.




The screenshot shows a window titled "Lexicons" with a table containing four rows of lexicon data. Each row has a blue circular icon with a white lightning bolt to the left of the filename. The "Delete" column contains a red circular icon with a white minus sign. At the bottom of the window is a button labeled "Add new Lexicon".

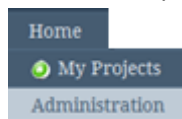
| Filename   | Type       | Delete  |
|--|------------|---|
|  <a href="#">eaagleADD.txt</a>     | Add        |   |
|  <a href="#">EaagleDELETE.txt</a> | Delete     |  |
|  <a href="#">eaagleINV.txt</a>    | Invariable |  |
|  <a href="#">EaagleSYN.txt</a>    | Synonym    |  |
|  |            |   |
|  |            |   |



## Manage your Eaagle Online Account

You may manage your account by clicking on this icon , located on the top right of the screen or


on the administration section in the left part of the main menu





### Account home page

Account home page shows:

- The available balance of your account: in the following case, 12,509 Words
- Your edition: TRIAL in the following case
- The 10 latest debits or credits on your account: debits relate to projects. Debits mention projects name and dates.



 [Logout](#) [Help](#) 

[Home](#) [Take a Tour](#) [Examples](#) [Q&A](#) [Plans & Pricing](#) [Contact Us](#) [My Account](#)

**Home - - TRIAL Edition**

**Available Balance : 12,509 Word(s)**

**The 10 latest events on my account**

Export to Excel

Export to Excel

| Name | Email          | Date                  | Description                                 | Debit  | Credit | Balance | Type    |
|------|----------------|-----------------------|---|--------|--------|---------|---------|
|      | doc@eaagle.com | 6/14/2011 12:32:39 PM | Obstacles to implement future strategy.xlsx | 25,457 | 0      | 12,509  | Debit   |
|      | doc@eaagle.com | 6/14/2011 12:30:59 PM | stella by stella mc cartney.xlsx            | 10,754 | 0      | 37,966  | Debit   |
|      | doc@eaagle.com | 6/14/2011 12:28:49 PM | US president priorities.xls                 | 1,280  | 0      | 48,720  | Debit   |
|      | doc@eaagle.com | 6/14/2011 12:21:36 PM | TRIAL-InitialEdition                        | 0      | 50,000 | 50,000  | Initial |

## The “My Account” Menu

| My Account              |
|-------------------------|
| Home                    |
| My Projects             |
| Refill my Account       |
| My orders               |
| My Account History      |
| Manage Account Settings |
| Manage Users            |

### My projects

Click on “My projects” to reach your projects or create a new project.

### Refill My Account

This option is applicable to PROFESSIONAL and CORPORATE accounts.

It enables you to order additional words when your account requires a refill.

If you are a designated user in a CORPORATE account, you can send a request for refill to Account Administrator when needed. When doing so, your Account Administrator received the request by email.

In TRIAL edition, you will be invited to upgrade your account to PROFESSIONAL or CORPORATE. (See “Manage Account Settings”)

### My Orders

This item enables you to access your previous orders. You can reach this screen if you are the account Administrator.

| 1 pending order(s) |                      |                                     |                      |             | <a href="#">Open a Corporate Account</a> |                     | <a href="#">Open a Profesional Account</a> |                     |        |                        |
|--------------------|----------------------|-------------------------------------|----------------------|-------------|--|---------------------|--|---------------------|--------|------------------------|
| Information        | Order Date           | Paid                                | Payment Date         | Edition     | Number of Relevant Words                 | Amount (before tax) | Amount (after tax)                         | Pay                 | Modify | Delete                 |
| Upgrade            | 6/14/2011 5:15:57 PM | <input type="checkbox"/>            |                      | Profesional | 15000                                    | 35.90USD            | 35.90USD                                   | <a href="#">Pay</a> |        | <a href="#">Delete</a> |
| InitialEdition     | 6/14/2011 5:14:36 PM | <input checked="" type="checkbox"/> | 6/14/2011 5:14:36 PM | Trial       | 50000                                    | 0.00                | 0.00                                       |                     |        |                        |

When an order has a mention « Pay », it means it has not been validated by Eaagle yet,.

To do so, click on Pay or contact your Eaagle Sales rep ([sales@eaagle.com](mailto:sales@eaagle.com) ).

At this stage, you may cancel the order by clicking on the “delete” link.

When you create an order, you get an email confirmation as well as your Eaagle Sales rep.

If you are a user of a CORPORATE Account, you will not reach this screen: you will be able to send a request for refill to your internal Administrator. As soon as you request for a refill, your Administrator is notified by email.

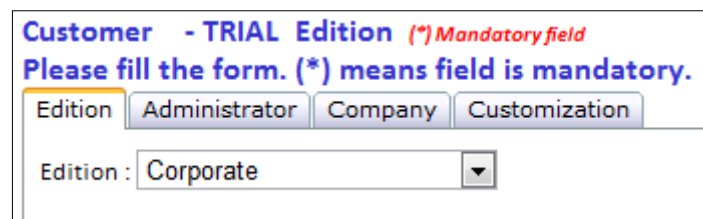
## My Account History

This item enables you to access and download all events (debits and credits) on your account since it was activated.

## Manage Account Settings

### Tab 1: select Edition

Select the edition: Corporate in the following example.



The screenshot shows a web form titled "Customer - TRIAL Edition (\*) Mandatory field". Below the title is a instruction: "Please fill the form. (\*) means field is mandatory." There are three tabs: "Edition", "Administrator", "Company", and "Customization". The "Edition" tab is selected. Below the tabs, there is a label "Edition :" followed by a dropdown menu. The dropdown menu is open, showing "Corporate" as the selected option.

You can upgrade edition, not downgrade.

When you upgrade edition, you will receive a request for payment by email. As soon as payment is done, or as soon as Eaagle Sales Department has validated the payment / order, your account is credited: you get notified by email when your account is credited.

**Tab 2: enter Administrator information**

**Customer - TRIAL Edition (\*) Mandatory field**  
**Please fill the form. (\*) means field is mandatory.**

**Edition** **Administrator** **Company** **Customization**

Email (\*) : doc@eaagle.com

First Name : George Name (\*) : SMITH

Password (\*) : ..... ☒ Do not change password

Password (check) (\*) : .....

Phone : (224) 552 00 20 Fax :

Language : English

Notes:

- (\*) means the field is mandatory.
- Email cannot be changed.
- You may keep the existing password by clicking on "Do not change password".

**Tab 3: enter Company's information**

**Customer - TRIAL Edition (\*) Mandatory field**  
**Please fill the form. (\*) means field is mandatory.**

**Edition** **Administrator** **Company** **Customization**

Company (\*) : Eaagle Group :

Mail Address (\*) : 222 E Wisconsin Ave, Suite 216

Zip Code (\*) : 60045 City, State (\*) : Lake Forrest, IL

Country (\*) : UNITED STATES

Intraco VAT Number if applicable :

Notes:

- (\*) means the field is mandatory.
- For European companies, please enter VAT number.

**Tab 4: customize your application with your logo**

**Customer moi - CORPORATE Edition (\*) Mandatory field**  
**Please fill the form. (\*) means field is mandatory.**

Administrator Company Customization

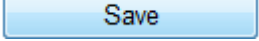
Link to your logo (max.=300x80pixels) :

Link to your web site :

Logo will appear on all Eaagle Online screens on the top left in place of the Eaagle logo.

*Note:*

- Logo image should not exceed 300 \* 380 pixels.

IMPORTANT: DO NOT FORGET TO  AFTER YOU HAVE UPDATED INFORMATION.

## Manage Users

This option is active for CORPORATE accounts only. It enables to create additional users on the same account. You can create up to 9,999 users at no extra charge.

To create a user, log as account administrator and fill the following form:


Email (\*) :

First Name :  Name (\*) :

Password (\*) :

Password (check) (\*) :

Phone :  Fax :

Language :  

As soon as you have filled this form, the user will be notified by email.

IMPORTANT: DO NOT FORGET TO  AFTER YOU HAVE CREATED OR UPDATED USER INFORMATION.



## General Questions

### What is Eaagle Online?

Eaagle Online is a web-based service designed to let users rapidly analyze large amounts of free text data e.g. text comments, customer feedbacks (CRM, Help Desk ...), answers to open ended questions, tweets, forum contents, blogs or articles.

EOL is the quickest, easiest and cheapest way to rapidly and objectively analyze unstructured data.

Just load your verbatim in Excel in EOL, and see the results at once!

### Who should use Eaagle Online?

Eaagle Online users are those professionals dealing with a lot of free text data in their work: Marketing, HR, Communication professionals, Consultants, Researchers and Academics.

### What are Eaagle Online's benefits?

- Speed: Get results within seconds. No prep required, no need to create lexicons categories, dictionaries... Just load your raw data, click and get results!
- Objective and unbiased (no predefinition)
- Results are visual to facilitate analysis and share them easily
- Cost optimization: Pay per use
- No maintenance fee
- Flexible: Run Eaagle Online 'as is' (Personal and Enterprise plans) or integrate it in your online platform (Ultimate Plan).

## How does Eaagle Online work?

Three easy steps:

1. Gather your full text data in an Excel (2003/2007/2010) sheet
2. Load the Excel file into Eaagle Online
3. Click and see the results

Eaagle Online automatically reads your full text data, extracts relevant words and identifies topics.

See the results on the Eaagle Online dashboard with a wealth of features: Lists, pie charts, word tags, widget...

All results are downloadable.

## What are Eaagle Online's outputs?

- A one-page summary dashboard with main topics, most relevant words and charts (The Dashboard)
- A detailed list report of all topics with associated verbatim, sorted by relevance
- A list of all keywords sorted by occurrence
- An interactive widget displaying the top 10 topics and corresponding verbatim
- A dedicated download area for all results (MS Excel format)

## Functional Questions

### How are topics and words identified by Eaagle Online?

Eaagle Online selects the most relevant words, both common and rare, and groups them into topics according to three core guidelines:

1. Identify each word's occurrence and weight, counting the number of times it appears across all verbatim.
2. Determine each word's proximity with regards to all other words
3. Compute an optimal keywords list to reveal primary, and secondary themes as well as weak signals.

Eaagle Online regards a word as series of characters bordered by spaces, without referring to pre-existing semantic dictionaries.

In order to remove non-significant items, Eaagle Online processes verbatim with a proprietary "lemmatizer" that reduces words to their base form (i.e.: reduce plurals to singular).

Eaagle Online also removes stop words (e.g. 'of', 'at', 'no', 'not', 'on', etc.). Proper nouns are not shown by default; they can be identified, however, if the appropriate option has been selected in the Settings.

Once individual words have been identified, Eaagle Online analyzes words by groups and determines the most relevant groups among all verbatim to reveal themes. Eaagle Online also identifies the most relevant verbatim for each groups.

*Note: The default word count selection for analysis is set at 100 words. This default value is not a limit set in calculation, only in presentation. Users can set preferences to any word count limit.*

### What languages are supported?

All Latin-based languages can be analyzed, including English, German, French, Spanish, Italian and Portuguese.

Eaagle Online does not currently support Asian languages, Greek, Arabic or Russian.

## How are plurals handled?

To prevent redundancies, Eaagle Online automatically groups together plurals and singulars.

## How are conjugated verbs handled?

To prevent redundancies, Eaagle Online automatically groups conjugated into their infinitive.

## How are proper nouns handled?

Proper nouns are not showing by default.

Yet they can be identified, if the appropriate option section has been selected in the Settings.

## What are the scientific concepts underlying Eaagle technology?

Eaagle Online is based on Eaagle SDK.

An underlying principle of Eaagle mathematics is that the true wealth of information is found in the links between words and expressions, and not in semantic pre classification.

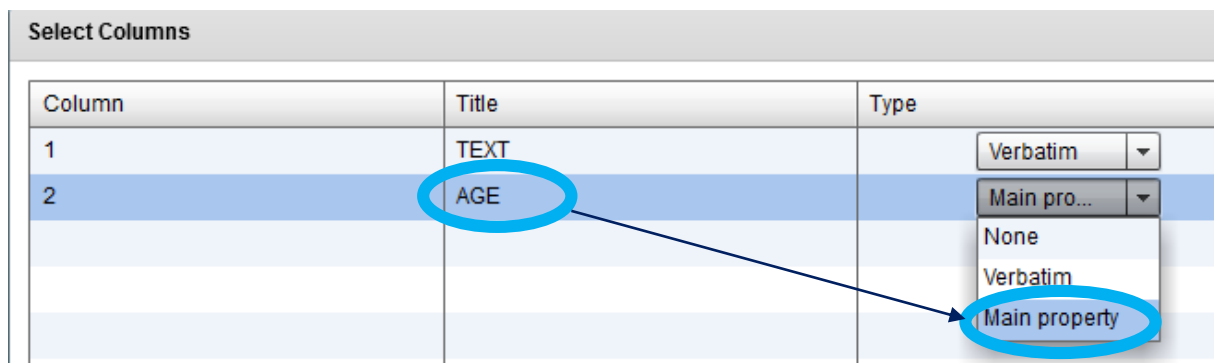
Eaagle Online radically differs from semantic approaches. Topics are identified based on proprietary algorithms that differentiate Eaagle Online from traditional semantics-based text mining systems:

- No lexicons nor predefined dictionaries/categories are required; neither prep nor ontological maintenance are required. 'Semantic bias' is removed from the analysis.
- Weaker signals become visible
- Unexpected relations appear spontaneously to reveal undetected, potentially vital pieces of information

## What qualitative sorting possibilities are in Eaagle Online?

Qualitative sorting is easy in Eaagle Online. Topics and words can be easily compared and sorted according to structured criteria using drop down lists, i.e. age, location, gender, etc.

In order to activate this functionality, you need to determine a "Main Property" when uploading your data. In the following example, AGE is defined as the Main Property.



Once Eaagle Online has processed your data, you are able to see/sort results according to your main property, as well as compare those results to all verbatim.

In the download section, Eaagle Online will automatically prepare a breakdown of results according to the main property.

Below example: breakdown of results by AGE

|                 |   |
|-----------------|---|
| Archive         | <a href="#">Archive_20110207_2006.zip</a>         |
| Archive 13-17   | <a href="#">Archive_13-17_20110207_2006.zip</a>   |
| Archive 18-24   | <a href="#">Archive_18-24_20110207_2006.zip</a>   |
| Archive 25-34   | <a href="#">Archive_25-34_20110207_2006.zip</a>   |
| Archive 35-44   | <a href="#">Archive_35-44_20110207_2006.zip</a>   |
| Archive 45-54   | <a href="#">Archive_45-54_20110207_2006.zip</a>   |
| Archive Over 54 | <a href="#">Archive_Over_54_20110207_2006.zip</a> |

## Technical Questions

### Is there a particular format for Excel spreadsheets?

Verbatim should be located in one Excel column.

Other columns are regarded as properties by Eaagle Online.

First row is regarded as the header.

You can find examples of files by clicking on the following link:

<http://www.eaagle.com/eol/help/en/examplesenglishlanguage.zip>

### Can Eaagle Online be integrated with other software systems or services?

Yes. Eaagle Online can be integrated as an embedded service in other services or software.

For more information, please contact us at [sales@eaagle.com](mailto:sales@eaagle.com).

### Can I use Eaagle Online with survey software and on line services?

Yes, assuming that these solutions supports open ended questions to collect free text data and provide results in Excel or CSV format, which is most often the case.

[Click here](#) to find a list of survey software and services available on the market. Please note that this list is given for illustration purposes only, and it does not mean that Eaagle specifically recommends one or all of these products. This list is not comprehensive: Other solutions exist on the market.

### Can I analyze unstructured data coming from other systems, such as ERPs, email systems or MS SharePoint...?

Yes, provided that the data can be exported and/or converted into the Excel format, which is usually the case.

When exporting data for analysis in Eaagle Online, please make sure that the UTF-8 format is selected.

We suggest that send us a sample data file should you experience difficulties using Eaagle On Line: [support@eaagle.com](mailto:support@eaagle.com) .

### **Can I analyze the content of documents in formats other than MS Excel, such as MS Word, PDF, PowerPoint, HTML....?**

Not with Eaagle Online.

Yet these documents can be analyzed using Eaagle's leading text mining client software, Full Text Mapper Advanced Version.

For more information, go to [Eaagle Full Text Mapper datasheet](#) or view videos of FTM

Or contact our sales department at: [sales@eaagle.com](mailto:sales@eaagle.com) .

### **Are there limitations in terms of data load/quantity to be analyzed with Eaagle Online?**

In theory there is no limitation. The quantity of data is only limited by your Eaagle Online credit availability.

Yet, the Eaagle Online online solution was voluntary limited to 37,000 verbatim per analysis.

This limit can be pushed if necessary. In some cases, a dedicated infrastructure may be required for analyzing larger amounts of text data.

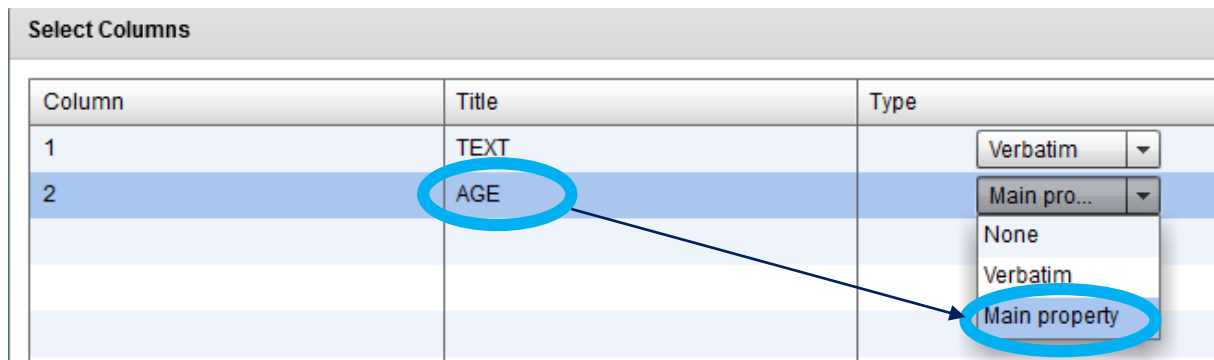
For more information, contact us at: [sales@eaagle.com](mailto:sales@eaagle.com) .

## Glossary

### Main Property

The Main Property enables you to perform Qualitative Sorting, in order to compare topics and words using structured criteria such as age, location, gender...

In order to activate this functionality, you need to determine a "Main Property" when uploading your data. In the following example, AGE is defined as Main Property.



### Topic

A 'Topic' is a group of relevant words that most often appear together across verbatim, thus forming a theme or topic.

### "Relevance"

Relevance of a topic is the relative importance of this topic as compared to all other topics identified across verbatim.

### "Reliability"

The reliability of a verbatim vs. a topic is a relative value indicating to what extent the verbatim best represents the topic.

### "Max"

Highest number of times a word appears in a verbatim

### "Count"

Total count of a word across all verbatim s

### "Texts"

Total number of verbatim in which is a word appears at least once

### "fp"

'fp' for a verbatim is a sorting value calculated as follows: (fp = verbatim reliability \* topic relevance)



### Relevant Word

Relevant words are those words identified that best represent the content of verbatim. Relevant words can be frequent or rare: Rare relevant words do not appear frequently overall but only in a limited number of verbatim where they are central (i.e., frequent in a limited number of verbatim and not present otherwise).

Eaagle Online includes standard text mining tools and features, such as stop words removal and lemmatization. Tools words ('and', 'in', 'out', 'by', 'or', 'of', 'the'...) are automatically excluded from the analysis, as well as numbers. The lemmatizer reduces words to their based form to simplify the analysis: plurals are lumped under their singulars, and conjugated forms are lumped under their infinitive.

### Verbatim

A verbatim is a series of words forming one or multiple sentences. Please make sure that there is only one verbatim per Excel cell to ensure optimal analysis with Eaagle Online properly.

### Widget

A 'widget' is a graphical, interactive presentation of the topics.