

The background is a teal-to-white gradient with a large, semi-transparent graphic of a data dashboard. The dashboard includes various charts: a line graph at the top left, a bar chart in the center, and another bar chart on the right. There are also some text elements like 'Data Availability', 'API:Product', and 'Customers Satisf' visible on the dashboard. A large white arrow shape is overlaid on the dashboard, pointing towards the bottom right.

Empowering Businesses with Actionable Data

An interactive app for market analysis

Project Overview

Prior to engaging QBurst, the client used an application that retrieved information from social networks to forecast market trends of various products. The client wanted QBurst to improve the application by making it faster, interactive, and scalable. The main challenge was to make the application faster and accommodate the ever-growing dataset. We explored various JavaScript frameworks before choosing one that met all the requirements.

Client Profile

The client provides services that include design and management of social media programs, development of digital engagement strategy, as well as strategic consultation on international security. With a wide network of experts and researchers, they offer analyses and visualizations of social media data to help companies make informed decisions.

Gaining Better Insights into Market Trends

Leveraging agile technologies, we delivered a custom solution that visualizes, analyzes, and generates market trend reports. The visually appealing and fast application easily scales up to accommodate the ever-growing dataset.



Solution Features

- Enhanced visualization with D3: Force-directed graphs and tree circulant graphs for enhanced data visualization
- Real-time tweets in map view
- Interactive live graph highlighting retweets and shares
- Map visualization highlights region-specific information on positive and negative tweets
- Significantly improved application speed
- Scalable with increasing dataset
- Easily integrates with the other JS libraries such as D3, Leaflet, and jQuery

Technologies



elasticsearch

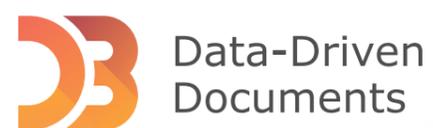
Elasticsearch
for superior text
search indexing



Sencha Ext JS library
for Agile
development



Leaflet
to display tweets
on a world map



D3
for
visualization

Business Benefits

- Application load time reduced significantly
- Rich and aesthetically designed UI with enhanced visualization
- Map visualization provides insights into tweets, retweets, as well as positive/negative sentiments across regions



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