

SENTIMENT WITH NET PROMOTER SCORE DASHBOARD.

Alistair Williams

AGENDA.

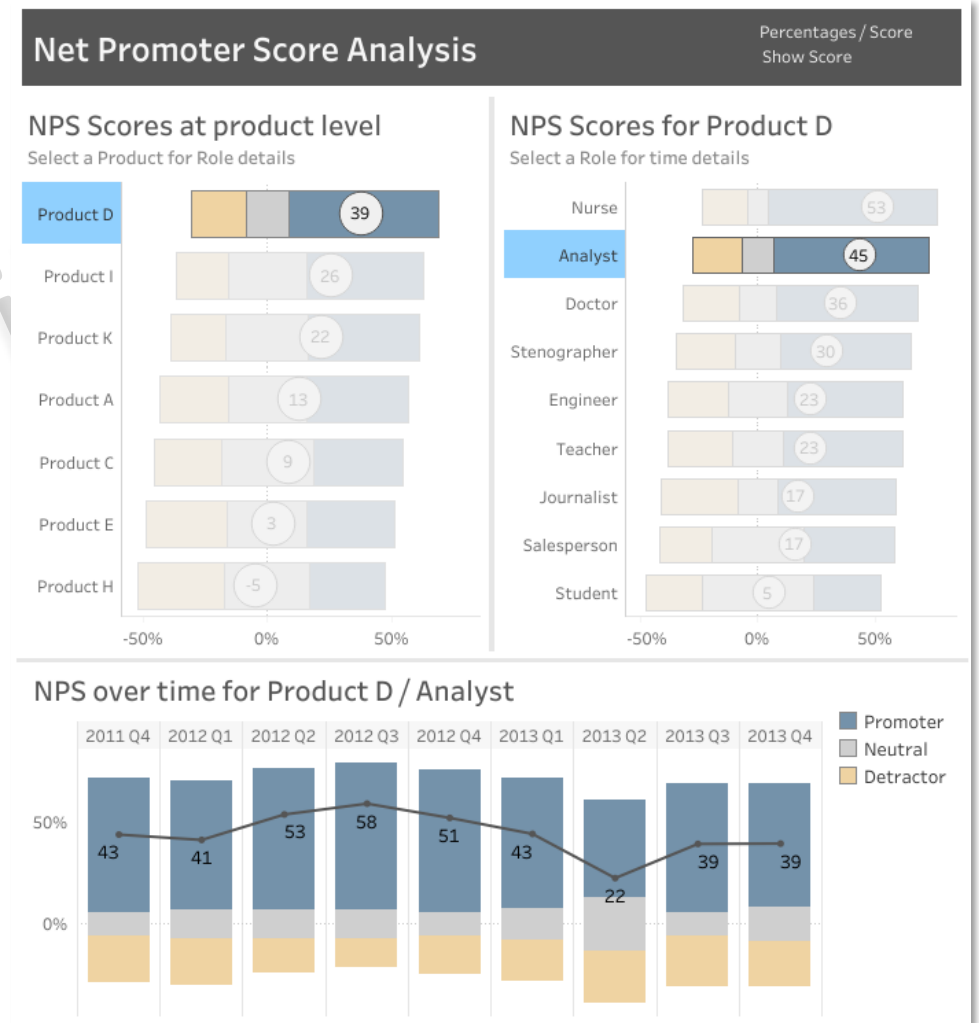
- Accessing Tableau Public And The Example Sentiment Dashboard
- Scenario – Big Picture
- Specifics
- Related Scenarios
- Understanding NPS
- How People Use The Dashboard
- Why This Works
- More Thoughts On Visualising Sentiment
- Commentary – Steve Wexler

ACCESSING TABLEAU PUBLIC AND THE EXAMPLE SENTIMENT DASHBOARD.

- Click below to access the public dashboard:

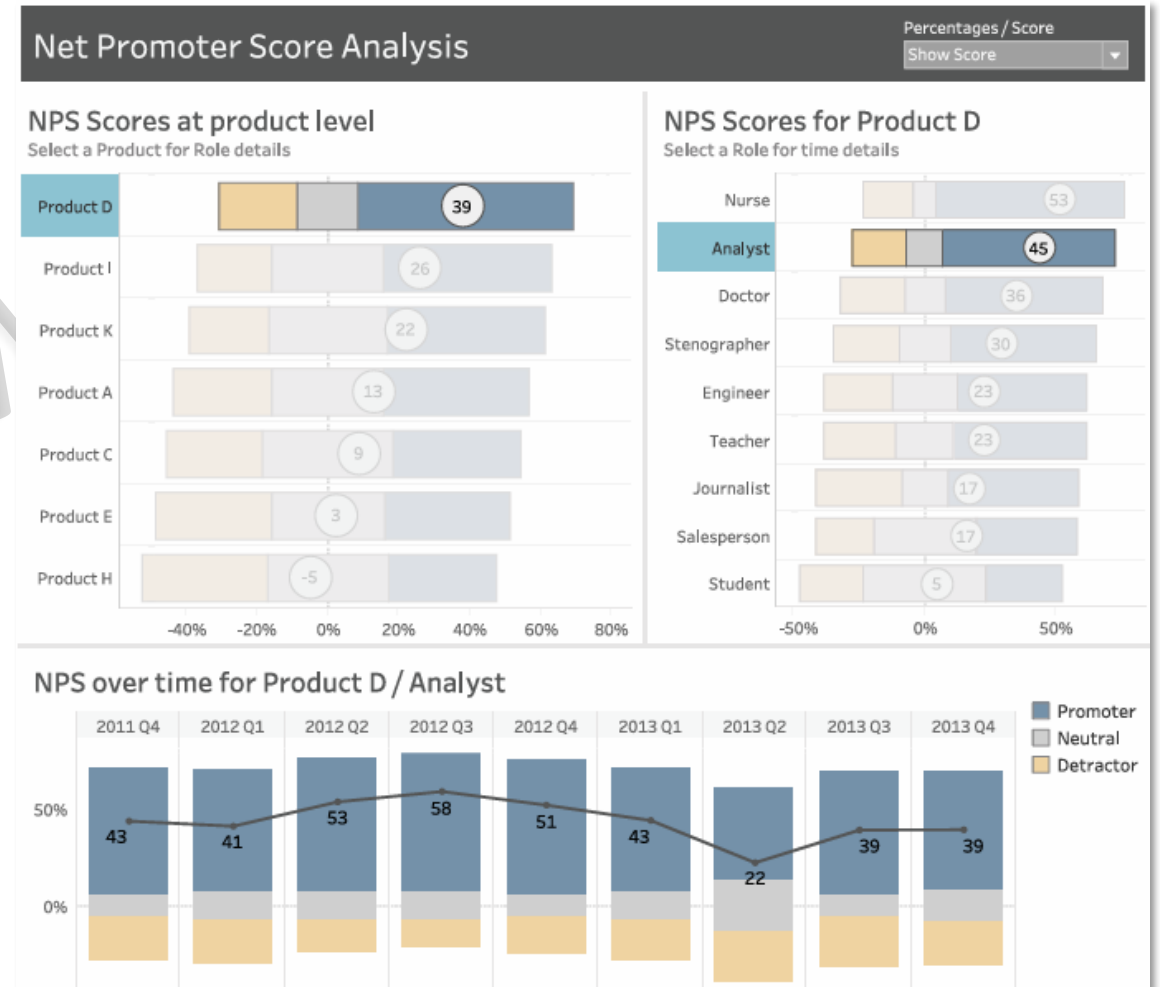
[Sentiment Dashboard](#)

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SCENARIO - BIG PICTURE.

- You are a **market researcher** for several brands.
 - You need to be able to see how **different respondents** feel about each brand and how opinions have **changed over time**.
- Although you will consider asking your survey panel many different questions, you know for sure that you will present the classic **Net Promoter Score (NPS)** question.
- “Would you recommend this product or service to a friend or colleague – **Please specify a rating from 0 to 10.**”



SPECIFICS.

- You need to show the **NPS** for a variety of products to see which one people would recommend and which ones they would not.
- You need to see if people in different roles would **recommend** or **not recommend** a product.
- You need to see how the **NPS** has **changed over time** for a particular product, both **overall** and for people in **different roles**.

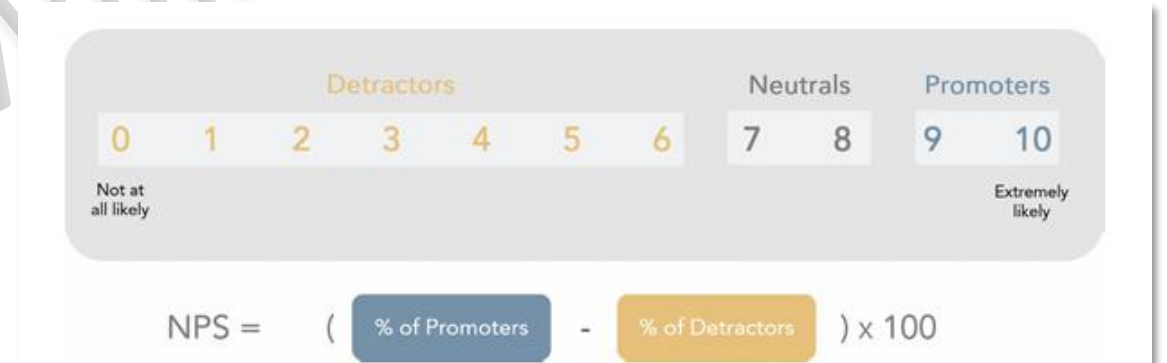
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RELATED SCENARIOS.

- You need to see results for a series of **Likert-scale*** questions asking survey respondents to indicate the degree to which they **agree or disagree with a series of statements**.
- You need to see how **favourably** or **unfavourably** people rate different candidates running for office.
- You want to know how often survey respondents use **different social media** outlets and how this usage differs based on age and gender.
- ***Likert Scale** is named after Rensis Likert, the founder of the Human Resources Institute. Likert came up with the idea of applying a **quantitative scale** (usually 1 through 5) to **qualitative measures**.
 - For example, “**on a scale of 1 to 5**, where 1 means strongly disagree and 5 means strongly agree, please give your **opinions** about the following statements.”

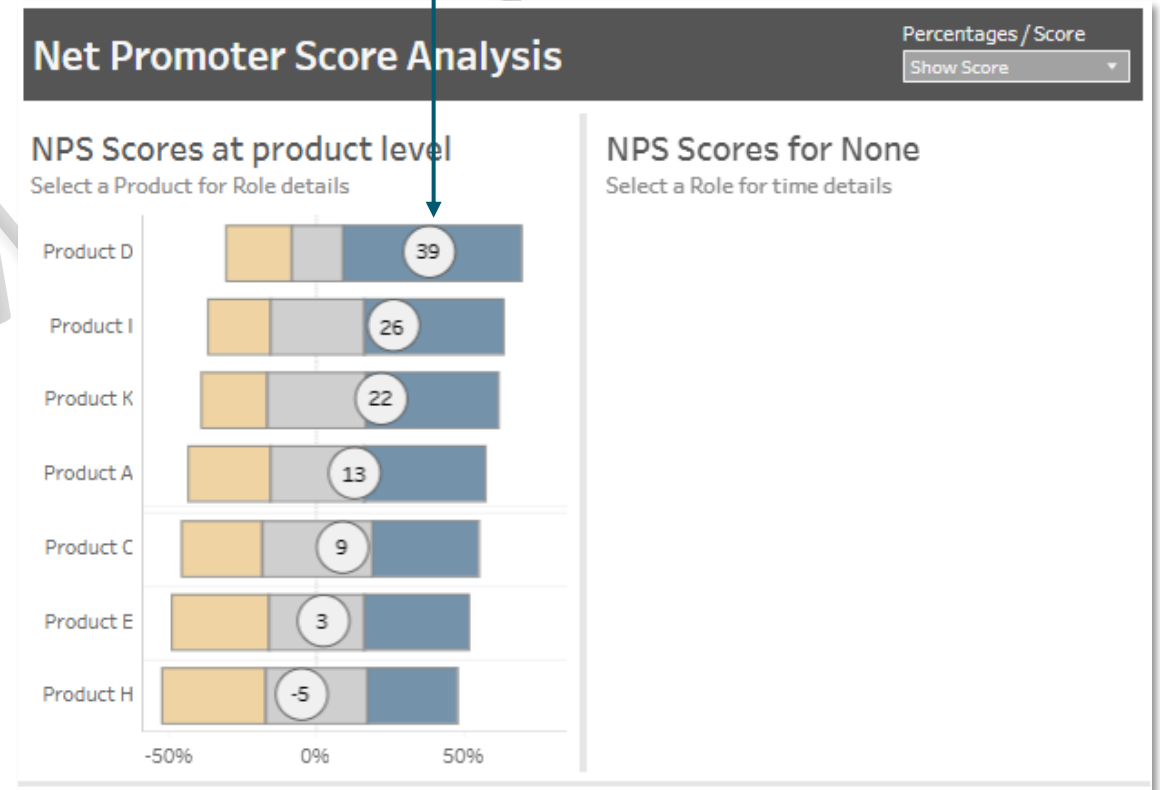
UNDERSTANDING NPS.

- In a **NPS Survey**, respondents are presented with the question:
 - Using a scale of **0 to 10**, would you recommend this product / service to a friend or colleague ?
- The **NPS** is computed by taking the percentage of people who are **promoters**, and subtracting the percentage of people who are **detractors**.
 - Anyone who responds with a 0 through 6 is considered a **detractor**.
 - Anyone who responds with a 7 or 8 is considered a **passive** (or neutral).
 - Anyone who responds with a 9 or 10 is considered a **promoter**.



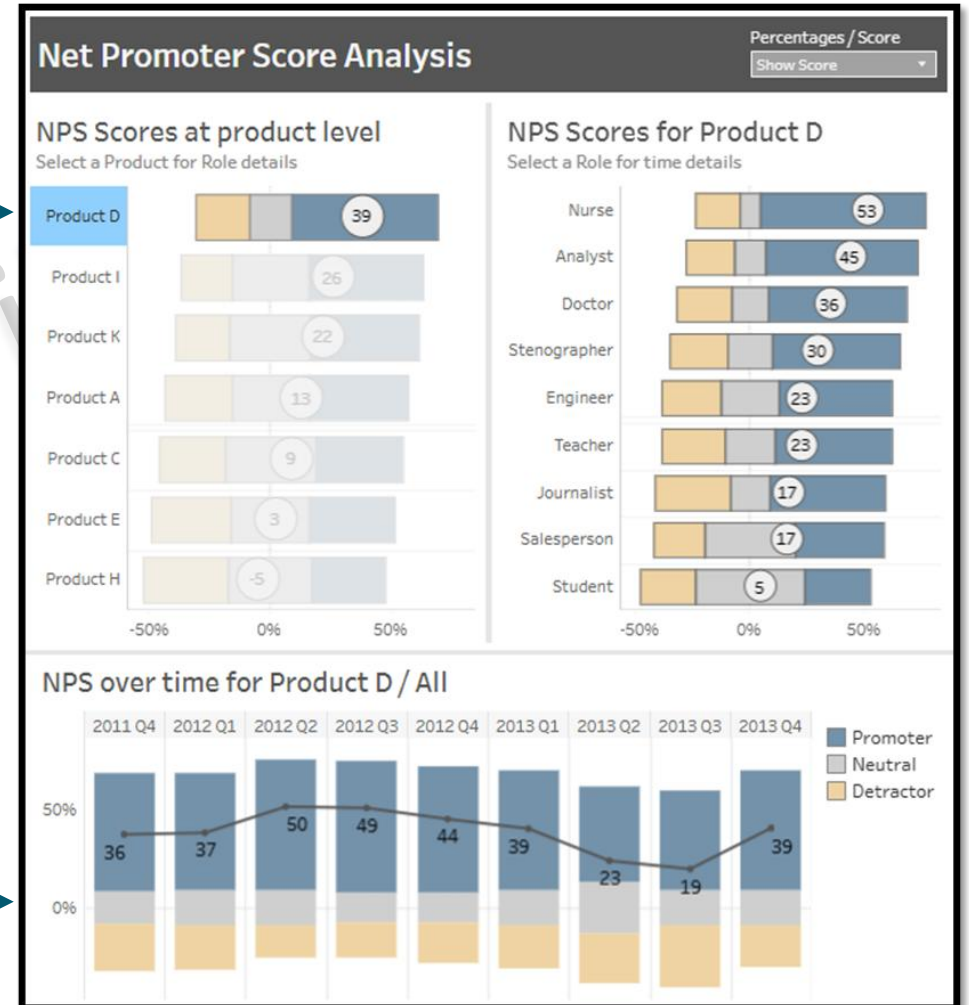
HOW PEOPLE USE THE DASHBOARD.

- In its **initial state**, the dashboard shows only ratings / rankings for several different products.



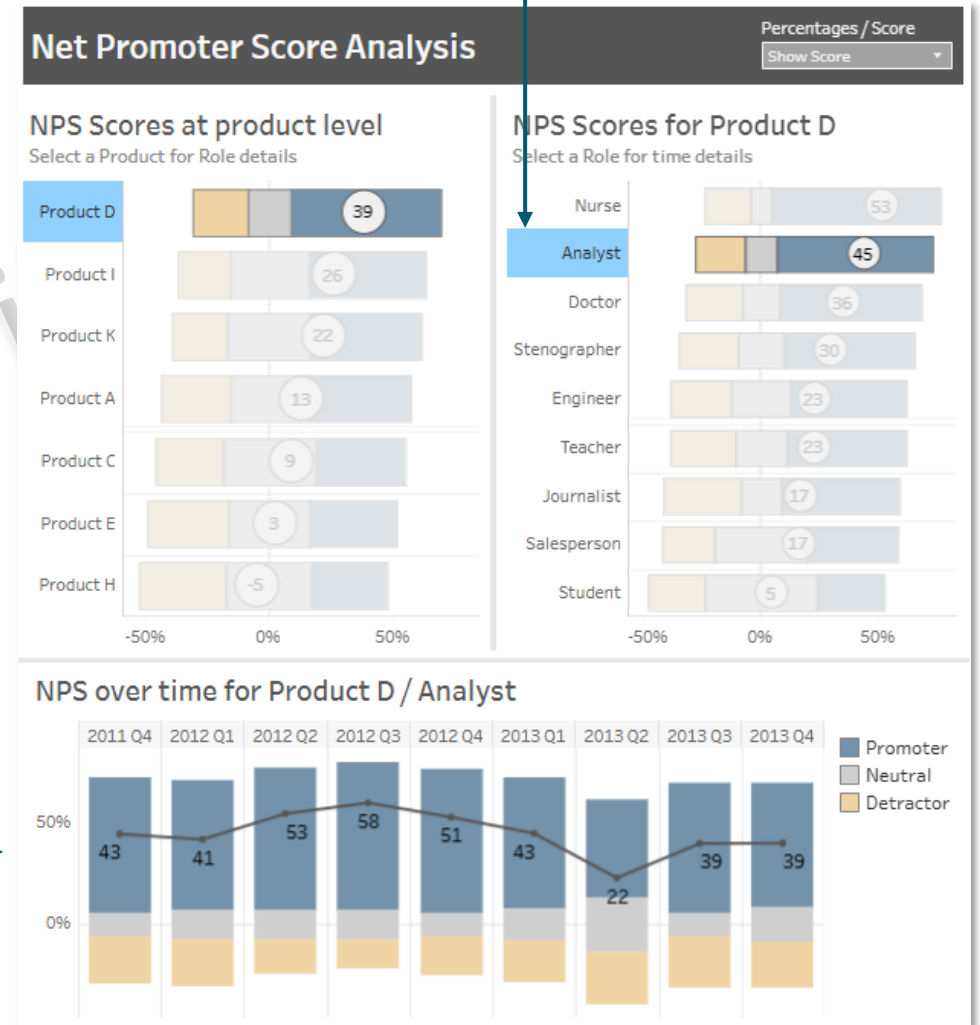
HOW PEOPLE USE THE DASHBOARD.

- After a product is **selected**, you can see both how people in different roles feel about the selected product and how the **NPS** for the product has **changed over time**.



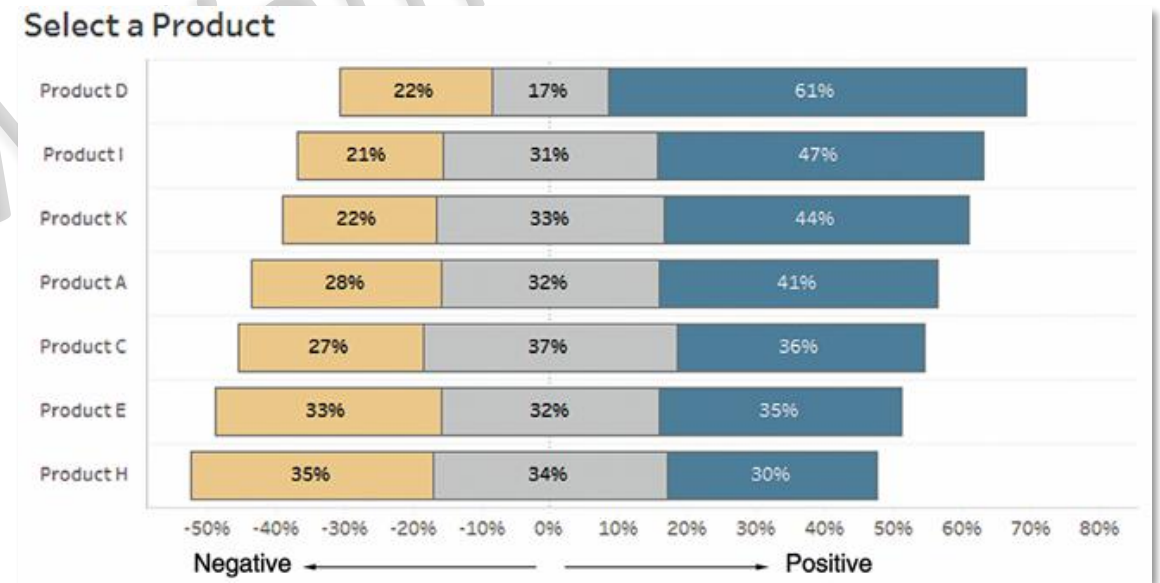
HOW PEOPLE USE THE DASHBOARD.

- After a particular role is **selected**, you can see how the **NPS** for the selected product has **changed over time**, in this case Analysts.



WHY THIS WORKS.

- The main visualisation is a **combination** chart that combines **divergent stacked bar charts** with an **overall score** (the circles).
- The **divergent stacked** bar makes it very easy to see how sentiment **skews** either **positive** or **negative**.
- That is, the **entire bar** moves either left or right to show which products have a more **favourable** rating.



The Easy-to-Understand Combination Chart

WHY THIS WORKS.

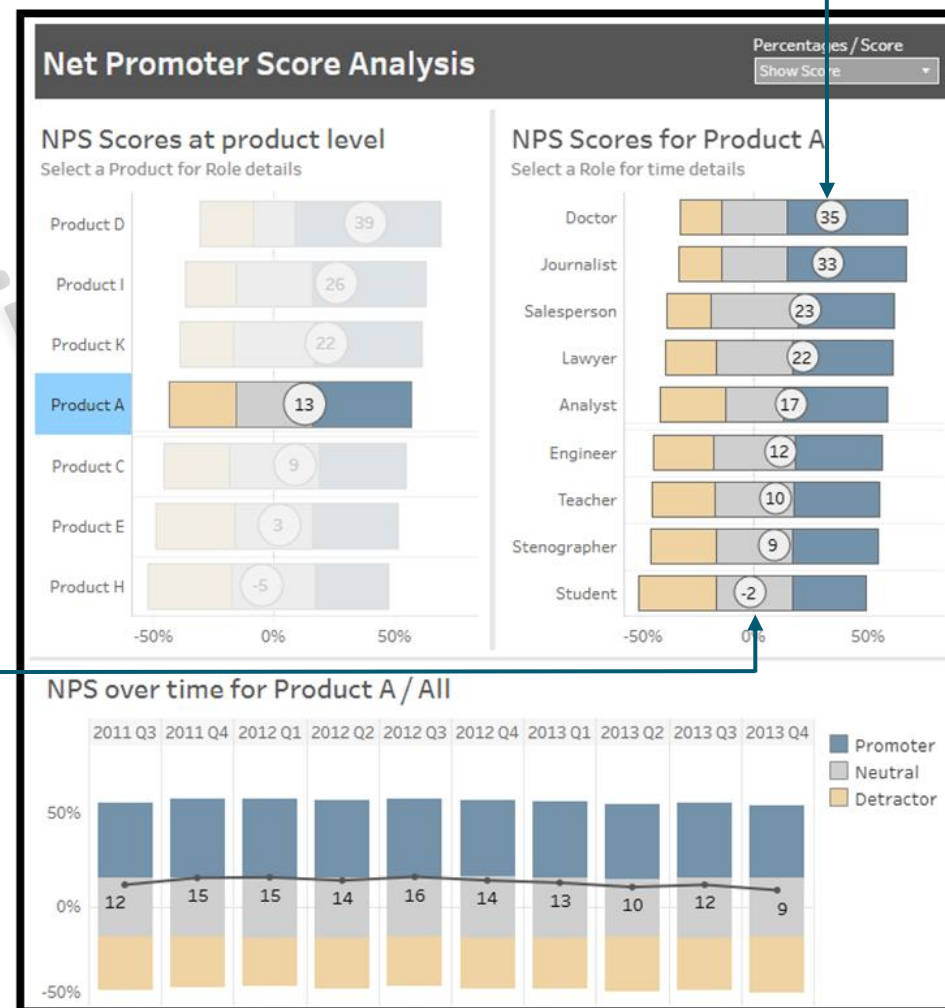
- The **Neutrals Tell Us a Lot.**

- A typical **NPS** chart shows just the **scores**, **not** the **distribution** of positive, negative and neutral responses.
- Neutrals represent the **big tipping point** with **NPS**, because folks who selected 7 or 8 are just one point away from being either **promoters** or **detractors**.
- A product with a **large percentage of neutrals** presents a **great opportunity** to turn respondents in to **promoters**.

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WHY THIS WORKS.

- Breakdown by role provides **additional insight**.
- The ability to select a product and see its performance by a particular demographic (in this case role) enables users to see **how sentiment differs** based on that demographic.
- We can see that the **NPS** for Product A among doctors is 35 but is -2 among students.



WHY THIS WORKS.

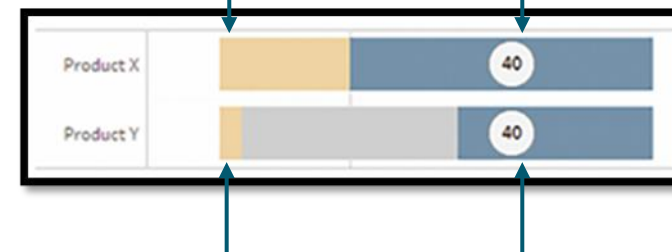
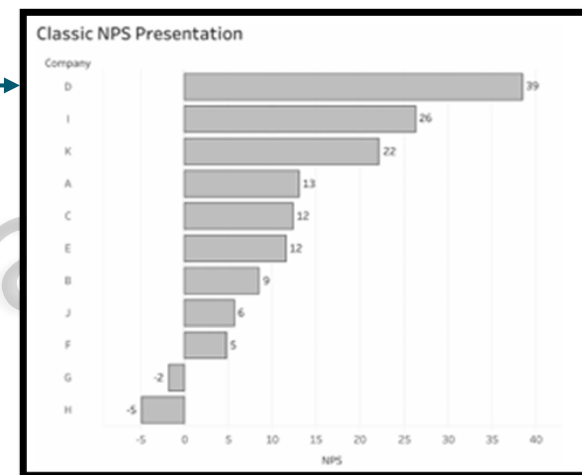
- **Avoiding** the **traditional approach** to **NPS**.
 - Consider the snippet of **NPS** survey data shown adjacent with responses about different companies from people in different roles.
 - If we just **focus** on the **NPS** and not the components that comprise it, we can produce an **easy-to-sort bar chart**.
- See next slide.

ID	Company	Role	Response
1004fu85p1apxwys2v	H	Other	3
1005snzpcjxh5uuplc	H	Architect	9
1005t40dugzy8lmkga	B	Student	9
10074yq2iivnze1j9g	B	Student	5
100f4sp6i13absivr8	A	Student	10
100fp9su1bqoa6tlxg	H	Student	8
100lirtua6er94cgyhr	B	Student	9
100ne7wa8w5dug2g1	F	Student	5
100nlg01cfn0msxpur	H	Other	8
100y25xxs0nv0i19p0	H	Student	8
100y2h4bk2p0srgcl	B	Student	8
100ys9lpwygoysmtk	A	Student	10
10129h0ue2g5rka41p	I	Teacher	7
10134x62b8h5xra3uv	A	Student	5
10136cd35tap0qg4ea	H	Doctor	3
10187wtl372sf48ayo	B	Architect	7
101c9em3yw4b10p1jt	B	Retiree	10
101eumtd2d0x8ry0rd	A	Student	3
101h3owvofp46e9t6y	I	Teacher	9
101hbvthsqx03oi2jb	J	Student	5
101in7j98hvmwycrve	B	Employee	9
101nohawdhwo1v9b:	B	Student	8
101op61th1xw17o86e	A	Teacher	8
101rph2x8nii aen9k8	B	Student	9
101rr82z0otkrika4	B	Architect	8
101wt6qmvdvbjvs1uej	G	Salesperson	8
1022hef1uafdabzbh7	C	Student	7
1024d28z3pac8brhc2	I	Student	8
1026xy49c3k9k9r3k	A	Student	

Raw NPS data about different companies from people with different occupations.

WHY THIS WORKS.

- It is easy to see that Company D has a much **higher NPS** than Company H, but by not showing the individual components, we're **missing an important part** of the story.
- In particular, the **neutrals / passives** are right on the cusp of becoming **promoters**, so their sentiment is **vitaly important**.
 - For example, a NPS of 40 can come from:
 - 70% promoters and 30% detractors or
 - 45 % promoters, 50 percent neutrals, 5% detractors.
- Here we see the **problem** when you just show the results of an **aggregation**.
 - The **Net Promoter Scores** for both product X and Y are the **same**, but they are derived from very **different** responses.



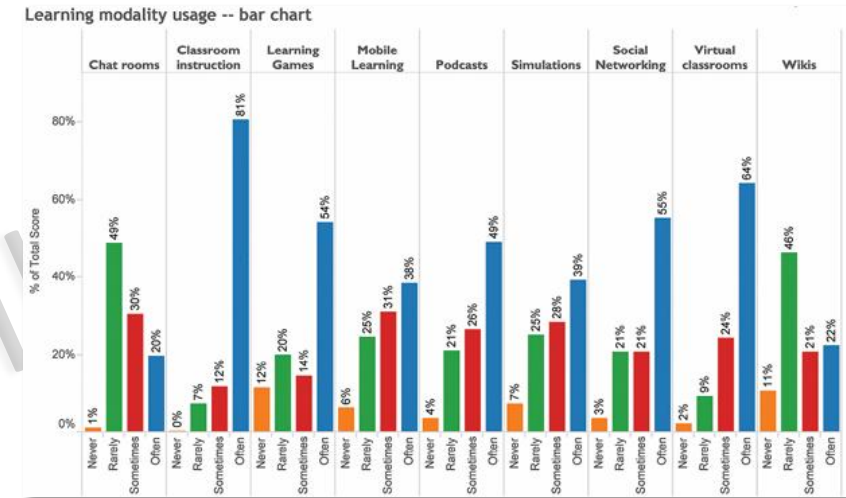
MORE THOUGHTS ON VISUALISING SENTIMENT.

- We looked at why the **traditional** approach to showing **NPS** often falls short.
- What about **Likert scale** survey data that asks people to indicate the **degree** to which they **agree** or **disagree** with a series of statements ?
- Let's look at different approaches and see what we should **avoid** and what we should **employ**.
- Why **default charts** don't work well.
- Look at the table to the right that show the results from a fictitious poll on the use of various **learning** modalities.
 - It's hard to glean anything **meaningful** from this figure.
- What about a **bar chart**.

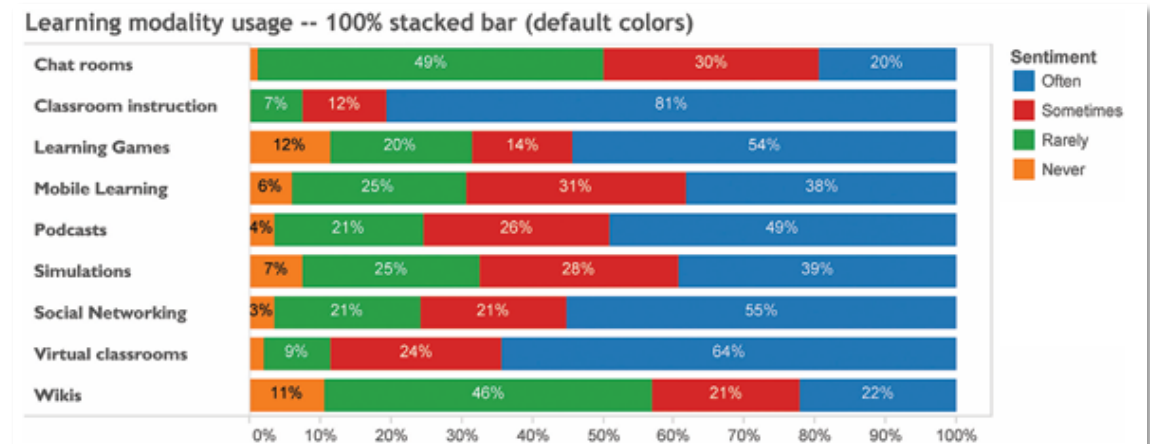
	Never	Rarely	Sometimes	Often
Chat Rooms	1%	49%	30%	20%
Classroom Instruction	0%	7%	12%	81%
Learning Games	12%	20%	14%	54%
Mobile Learning	6%	25%	31%	38%
Podcasts	4%	21%	26%	49%
Simulations	7%	25%	28%	39%
Social Networking	3%	21%	21%	55%
Virtual Classrooms	2%	9%	24%	64%
Wikis	11%	46%	21%	22%

MORE THOUGHTS ON VISUALISING SENTIMENT.

- **Likert scale** questions using a **bar chart**.
 - Wow that's really bad.
 - What about a 100% stacked bar chart instead.

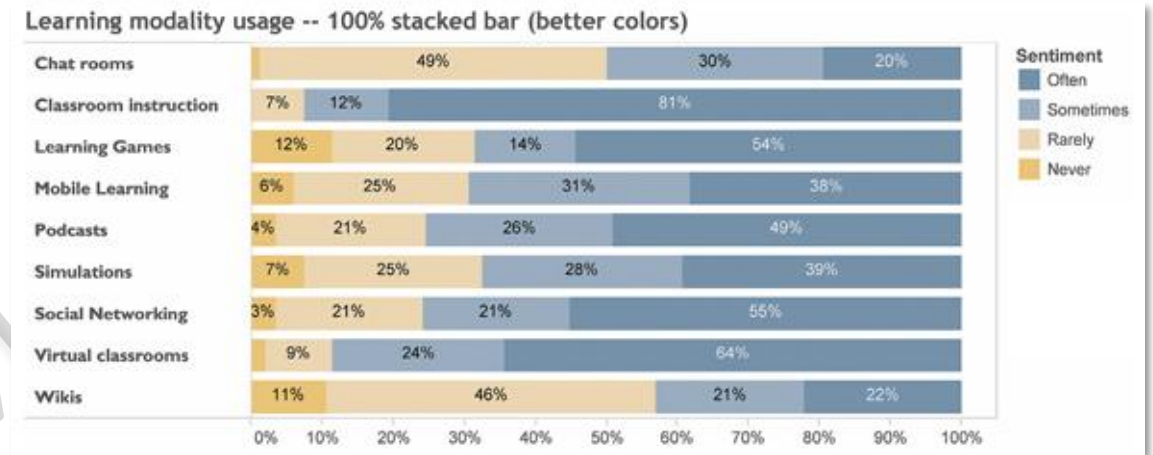


- **100% stacked bar** chart using default **colours**.
 - Okay, that's better, but it's still pretty bad as the **default** colours do nothing to help us see tendencies that are **adjacent**.
 - That is, **'often'** and **'sometimes'** should have **similar colours**, as should **'rarely'** and **'never'**.
 - So, let's try using **better colours**.

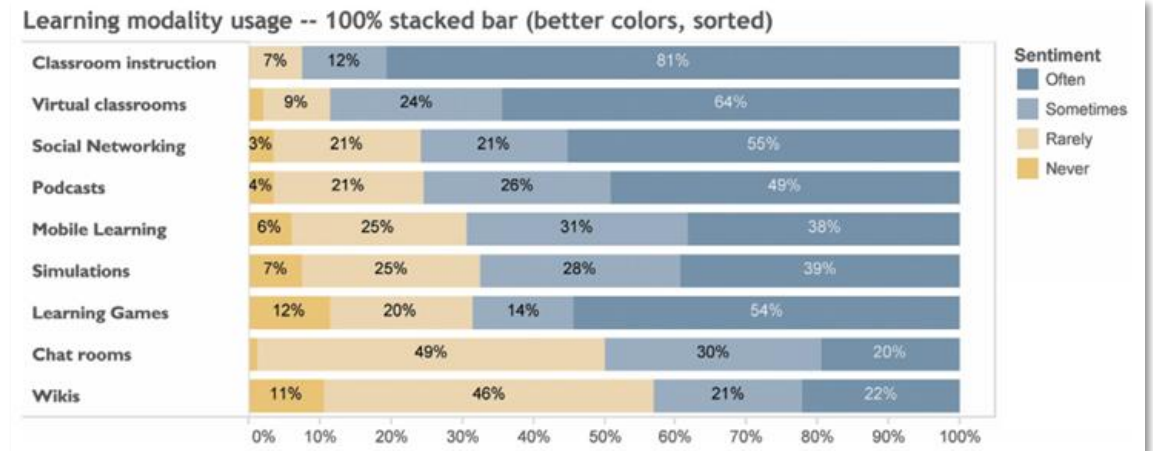


MORE THOUGHTS ON VISUALISING SENTIMENT.

- 100% stacked bar chart (**better colours**).
 - This is clearly an **improvement**, but the modalities are listed **alphabetically**, not by how **often** they are used.
 - Let's see what happens when we sort the bars.

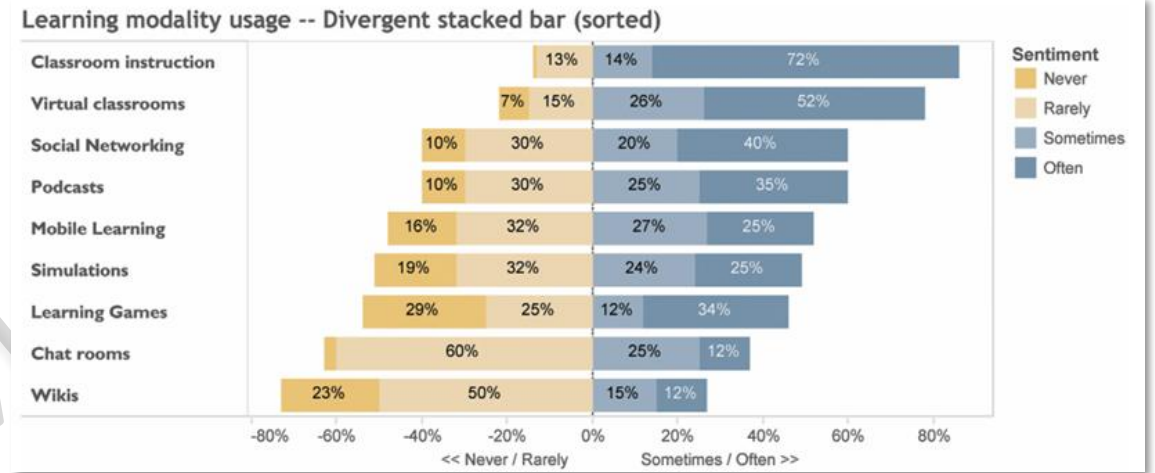


- Sorted 100% stacked bar chart with **good colours**.
 - It's taken us several tries, but it's now **easier** to see which modalities are more popular.
 - But we can do **better**.

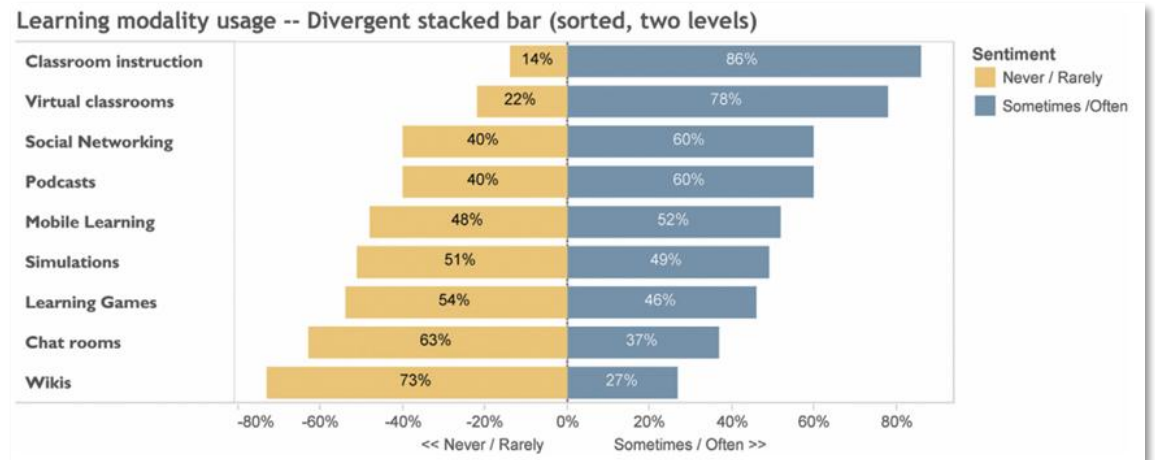


MORE THOUGHTS ON VISUALISING SENTIMENT.

- **Sorted divergent stacked bar with good colours.**



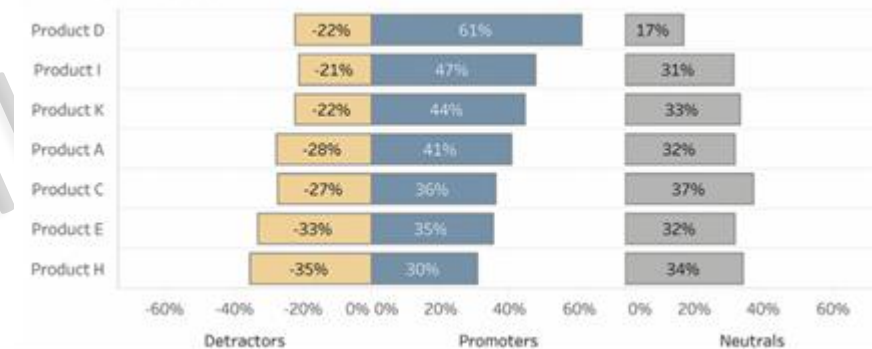
- **Divergent stacked bar with only two levels of sentiment.**



COMMENTARY – STEVE WEXLER.

- I find that the **divergent** approach speaks to me, and it **resonates** with my colleagues and clients.
- I don't have a problem **comparing** the **magnitude** of the **neutral percentages**, but some of my colleagues suggest that you may want to **isolate** the **neutrals** in a separate chart.
- Here we have a **common baseline** to compare the **positives**, the **negatives**, and the neutrals as opposed to when the neutrals **center at zero**.

Select a Product



Alternative approach to dealing with neutrals in a divergent stacked bar chart.