COMPUTER-IMPLEMENTED INTELLIGENCE TOOL

ABSTRACT OF THE DISCLOSURE

A method for visually displaying aggregate social media sentiment data potentially impacting the value of an organization. A selection of an organization that is organized to purchase or sell a good or a service is received. Multiple search terms related to the selected organization are sent to a sentiment analysis system. Multiple scores are received from the sentiment analysis system. Each score is associated with corresponding ones of the search terms and is indicative of a level of positive or negative or neutral sentiment on a first set of one or more social networking services about the corresponding search term. An aggregate sentiment value is calculated based on the scores. The aggregate sentiment value is indicative of an aggregate sentiment about the corresponding search term on the first set of one or more social networking services. A first visual representation that indicates a relationship between a monitored characteristic of the selected organization and the aggregate sentiment is displayed.

Fig. 1B