

Uncovering Valuable Insights from Qualitative Feedback with MLY

Practical Hands-on Tips and Recommended Practices

Agenda

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- **Actionable Strategies for Qualitative Feedback**
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 - Strategies for Extracting Valuable Insights
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Overview of MLY and Its Role in Feedback Analysis

Qualitative feedback goes beyond quantitative data by providing depth and context. It helps us uncover the "why" behind numerical results, offering a nuanced understanding of experiences, preferences, and sentiments.

MLY is a comment analysis solution that enables organizations to gather and interpret text feedback from students and employees throughout their academic and employment journeys. The analysis of these comments reveals key insights that empower leaders to address challenges in areas such as engagement, inclusion, performance, attrition, learning enhancement, organizational agility, etc.

MLY models produce insights for the following analysis types:

- **SRA** - Sentiment, Recommendations, and Alert Insights
- **EI** - Employee Experience Insights
- **ELI** - Employee Learning Insights
- **SEI** - Student Experience Insights

❖ Polling Time!

- Yes, MLY
- Not MLY but other AI
- No

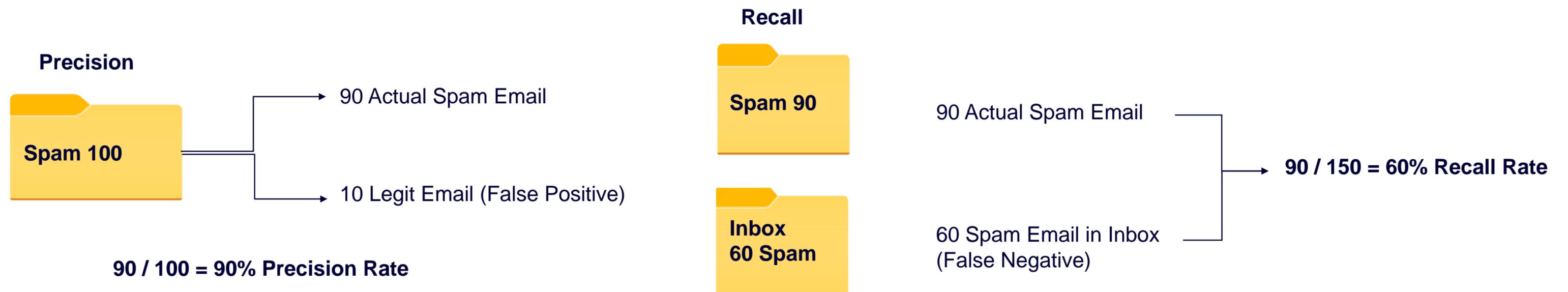
Are you currently using MLY, or do you have any experience with other AI tools?

✦ Understanding MLY

Precision and **Recall** are two important metrics used to evaluate the performance of classification algorithms, particularly in the field of machine learning and information retrieval.

- Precision
 - A metric that calculates the percentage of correct predictions for the positive class.
- Recall
 - Calculates the percentage of correct predictions for the positive class out of all positive predictions that could be made.

Examples



❖ Understanding MLY

To combine Precision and Recall and balance them, a formulas can be used called **F-Measure** (F-Score) and **Fbeta-Measure** (F1-Score). To learn more about these formulas please refer to the Help Center article [Measuring the accuracy of the models: F-measure and Fbeta-measure](#)

MLY Models

All our models run through these formulas and are constantly reviewed to make sure output is optimal. All models meet or exceed the following criteria:

- The average precision of all predicted categories is greater than or equal to 0.8.
- Each individual category has a precision that is greater than or equal to 0.6.
- We make sure to optimize the F-Score for each of our models.

As new categories are evaluated, we ensure that the above criteria are strictly adhered to ensure that the quality of our predictions remain consistent across all models and all categories within each model.



❖ Actionable Strategies for Qualitative Feedback



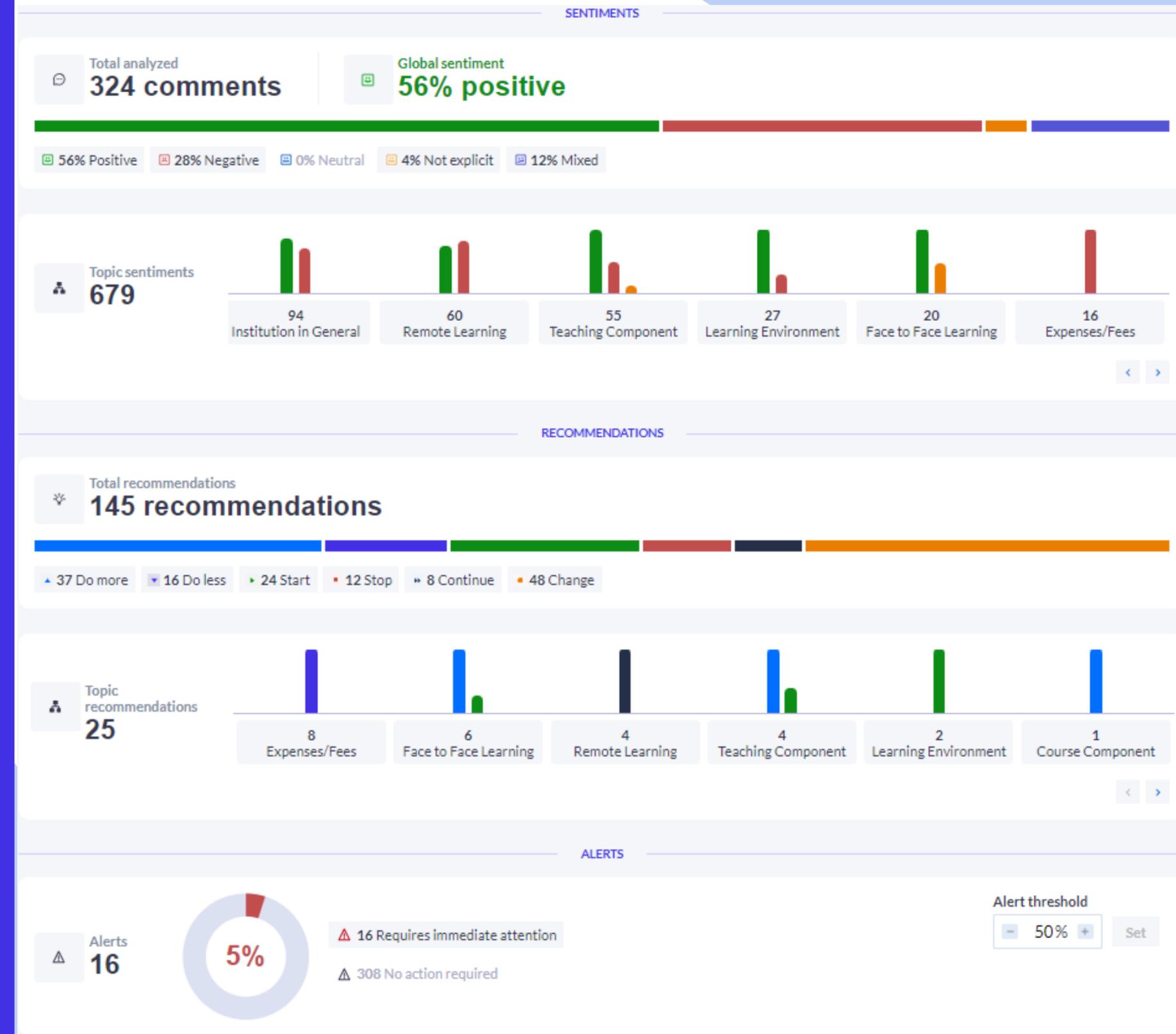
❖ Analysis Overview

The analysis Overview screen displays a high-level view of the insights gathered from the feedback collected, and allows you to focus on the areas that might be most important to your respondent.

The analysis Overview screen provides the following insights.

- **Global Sentiment** - the overall tone of the comments analyzed.
- **Recommendations** - Provides the recommendations are our respondents suggesting.
- **Alerts** - Identifies the percentage of comments analyzed that require immediate attention based on the Alert Threshold.

By carefully interpreting the results of your analysis, you can uncover valuable insights hidden within the feedback data and use them to drive informed decision-making.



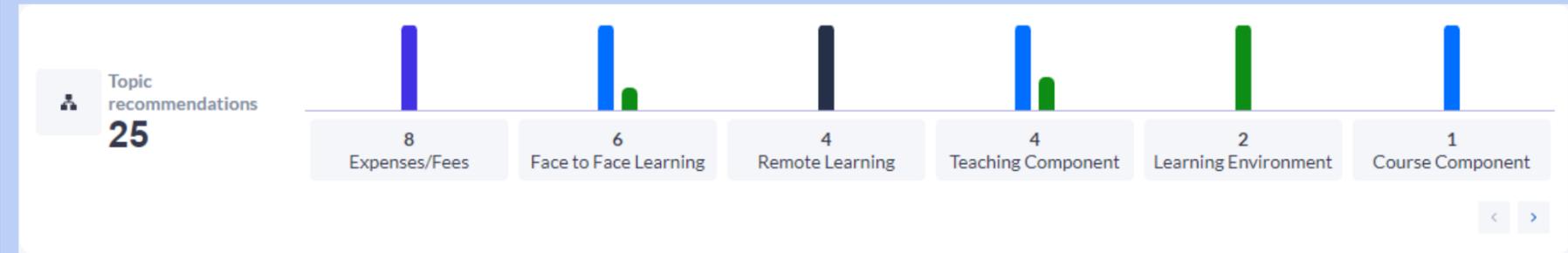
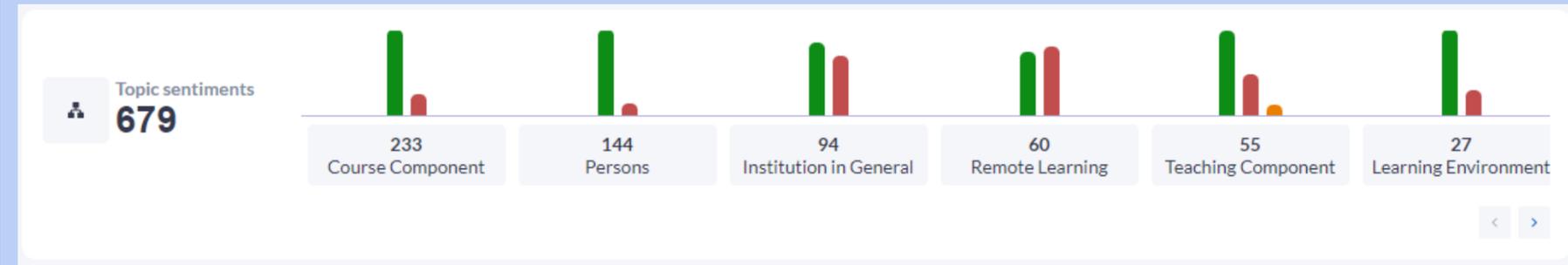
❖ Strategies for Extracting Valuable Insights

MLY is source agnostic, meaning, comments collected in any system can be analyzed by the models. By uploading just the comments, you will be providing MLY with enough data to produce an analysis leading to valuable insights.

Topic sentiments provides you with a quick view in understanding how many insights are generated for each topic that are mentioned most as well as the general sentiment.

Topic recommendations provides you with a quick view in understanding how many topics have recommendations as well as what types of recommendations are associated with each topic.

Clicking on the topics will take you directly you to comment explorer to view the comments showing the comment sentiment, topic insights, recommendations and alert score.



I find this course very stressful. There are no assignments therefore our prof can not critique our drawings and give us pointers on how to do better. Our entire mark rides on the exams. I love the videos our prof posts but the textbook readings are excessive and do not help my understanding with AutoCAD. The chapter questions for each are assigned but I do not find them to be beneficial in any way, doing the exercises from the textbook and submitting one or two to have critiqued would be a lot more helpful. The amount of chapter readings is overwhelming on top of the videos and I do not find the chapter readings to be useless. I would prefer and hour longer of the recorded class where I can follow along in AutoCAD. I also believe the Understanding Construction Drawings should be its own class. We have learned all of this just from the textbook, it was only talked about once in a video. It would be helpful to talk more about that text book, have a video specific towards that book.

Course Component > Course Material & Structure > Readings > Helpfulness & Support | Course Component > Course Material & Structure > Readings > Quantity

4 | 4 | 5%

Recommendations:
Learning Environment > Technology > Audio-Video > Availability

General recommendations:
Do more | Start | Change

Assessments / Exams / Quizzes > Helpfulness & Support | Assessment > Assessments / Exams / Quizzes > Structuredness

Tip: Clicking on the page icon to the right of the comment will allow you to provide feedback on the analysis specific to that comment.

❖ Strategies for Extracting Valuable Insights

Demographic data, when combined with qualitative feedback analyzed through MLY, can offer nuanced insights that are invaluable for tailoring experiences to meet diverse needs.

Enrich your analysis by including quantitative data with your comment analysis. By examining these scores alongside qualitative feedback and demographic information, you can identify which factors most significantly impact your respondents experience among different groups.

Filters can be applied to the **Widgets**, **Topic Explorer** and **Comment Explorer** sections in MLY to provide more context in your analysis.

By thoughtfully combining demographic and quantitative data with your MLY analysis, it opens the door to unlock deeper, more actionable insights to help drive data informed decisions.

Add/Update filters Close

ANALYSIS TYPE THRESHOLD

SEI English ▼

TOPIC FILTER

▼ Topics

DEMOGRAPHIC FILTERS

▼ Rater ID

▼ Gender

▼ Status

▼ Region

▼ Country

▼ Location

▼ Division

▼ Department

▼ Job_Title

^ The course was intellectually challenging. (2) ⌵

Select all

1

2

3

4

5

▼ Question

❖ Leveraging MLY for Hidden Strengths and Areas for Improvement

Widgets are an excellent starting point for monitoring the experience, and engagement initiatives within your organization. They provide valuable insights into the feedback that was provided from the respondents. With a wide range of filtering options, you can tailor your results to focus specifically on areas of interest, ensuring you receive the most relevant information. The following Widget types are available:

- Most Positive Topics
- Most Frequent Topics
- Improvement Opportunities

Most Representative comments allow you to view the top 5, 10, or 20 comments that closet to the sub-topics by sentiment or recommendations. The most representative comments enhances your understanding of the core themes by displaying the "best" comments to support decision making and prioritization for action planning.

The screenshot displays a dashboard titled "Improvement opportunities - Exiting Seniors". It features three main categories of feedback:

- Expenses/Fees:** 3 positive and 7 negative comments, with a 100% negative sentiment score.
- Teaching Component:** 0 positive and 3 negative comments, with a 100% negative sentiment score. Sub-topics include Teaching Style, Instructions, and Clarity.
- Course Component:** 0 positive and 2 negative comments, with a 100% negative sentiment score. Sub-topics include Course Material & Structure, Workload, and Quantity.

Below the categories is a "Topic Summary" section for "Expenses / Fees", showing a "Total of 16 insights". The sentiment is "Negative". A scrollable list of "Top 5 comments that are most representative per topic" is shown:

- "We are doing online course and the fee is very huge. We are just sitting in home and attending the classes with our own laptop and internet and the college is asking to pay 8000-9000\$ and its not fair. We don't have to pay that much money. In this situation, most of the students are unemployed and it will be very difficult for each of us to pay much money. So please reduce the fees"
- "I am really really concerned about the fees which i have to pay. In this pandemic situation and as i am an international student, it is unacceptable to pay this huge amount of money for the online course. We are not even using the college and the course feed was increased. And we even need to pay for extra buying of softwares for the course. In this situation, international students are having hard time to pay that huge amount."
- "Tuition fee is too expensive even though all the processes are online. I have to use my laptop, install the software, no use of any faculties of school. All services are online."
- "REDUCE FEES. To be frank, we students are fed up filling surveys and answering question of how can we help you. We are utilizing only tuition fees..The"

A "Close" button is located at the bottom right of the widget.

❖ Alerts and Thresholds Setting

Leveraging the Alerts from your model you can quickly identify problematic concerns that may require immediate attention.

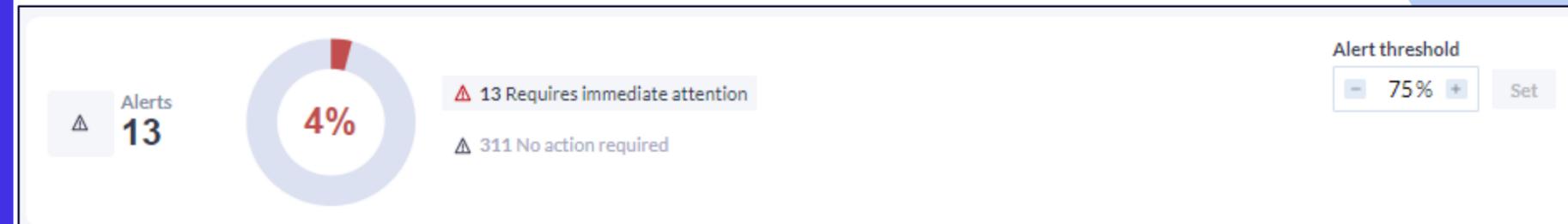
Each comment in your data file is analyzed and assigned an alerts score between 0 to 100. Using the alert threshold as a screening tool, you can set the threshold to a percentage based on conservative or aggressive you would like to screen out innocuous comments.

Comments exceeding the threshold or comments that contain harmful text will be flagged by the model and can be considered worthy of further investigation that may need to be reviewed.

Remember that while MLY can streamline and screen comments that require immediate attention, human intervention is needed to review and take action!

View samples of comments at different alert levels [here](#).

Tip: Depending on your analysis dataset, consider starting with a lower Alert threshold and gradually increase the threshold to see how many comments are flagged for attention.



Comment explorer interface showing filters, sentiment analysis, and a list of flagged comments. The alert range is set to 25% to 75%.

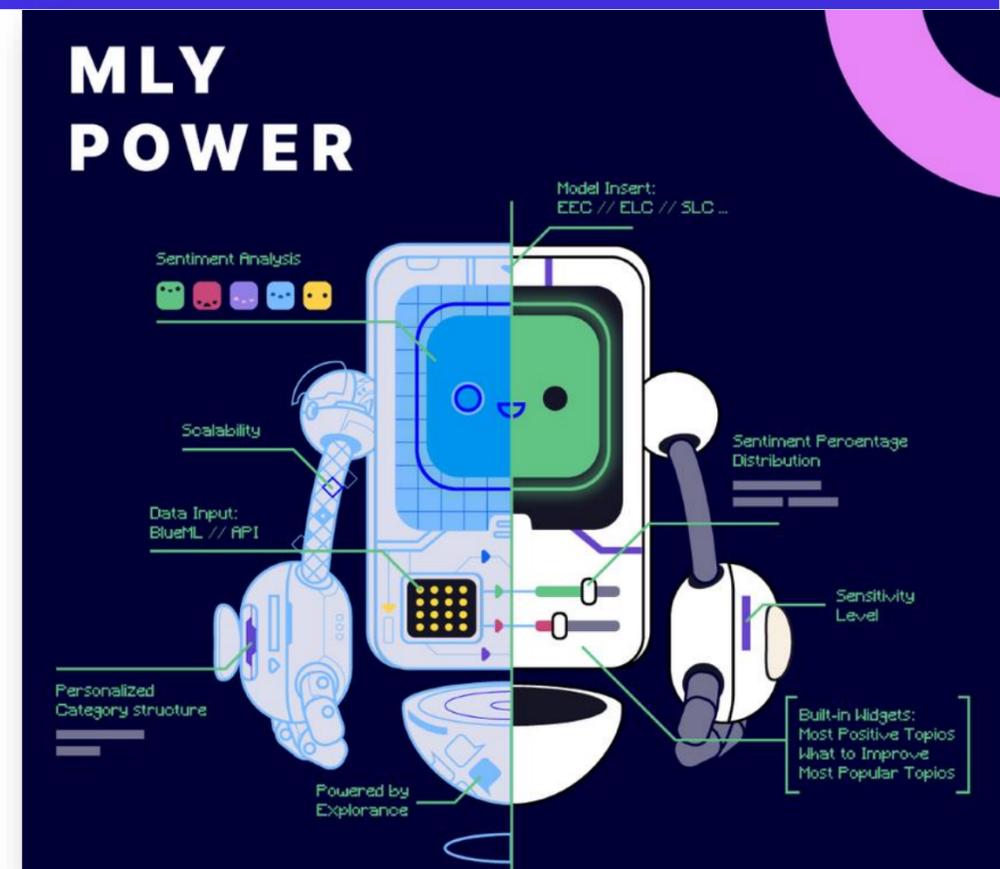
Sentiment	Percentage
Positive	56%
Negative	28%
Neutral	0%
Not explicit	4%
Mixed	12%

Search keywords, and connect them with "OR" or " | " : 324 comments

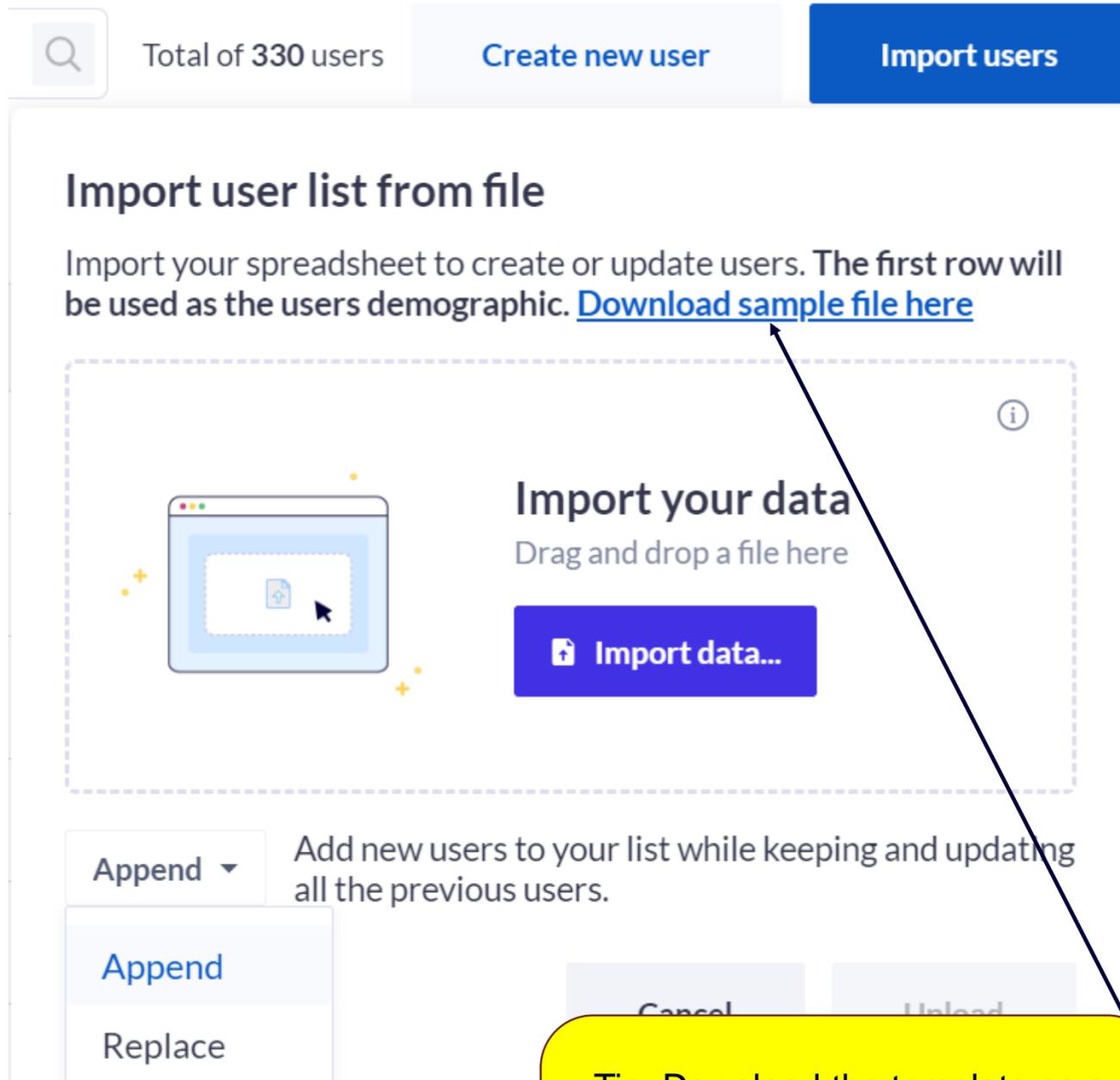
I really disliked the professor of this course. The professor did not make it possible for worthy students to succeed in the course and instead demonstrated sexism an addressing the class and assigning grades.
Negative 3 100%

He is very sexist, any time he mentions a person raji will always say "he does..."
Negative 1 100%

❖ Sharing with MLY 1.8



Adding Users to MLY



Tip: Download the template as a good starting point before importing your users. Look at the Read me tab to better understand the import requirements.

There are three types of users who can access the MLY dashboard:

- Administrator** - can create, update, view, and share all analyses and create and manage users.
- Analyst** - can create, update, view, and share their own analyses.
- Guest** - can access analyses shared with them.

With the introduction of the **Guest** role, you can now have unlimited Guest users within MLY who have **viewer only** permissions to access the analysis.

Bulk import users

Users along with their demographic data can be bulk imported to the user list by a MLY Administrator.

- From the homepage, click on the Users icon .
- Click on Import Users.
- In the pop-up window Import user list from file either
 - drag and drop your file, or
 - click on Import Data to retrieve your file for import.
- Select one of the following options:
 - Append to add new users to your list while keeping and updating all the previous users.
 - Replace to remove all existing users and replace them with the users in the new file.
- Click Upload

❖ Importance of Collaboration

Collaborative environments allow for the pooling of diverse perspectives, and expertise, which help foster ideas on how and when the data should be presented to those stakeholder who will consume the analysis for decision making.

MLY allows an analysis to be shared with other individuals who hold an Analyst or Administrator role to help prepare and distribute insights to various different stakeholders.

When assigning collaboration permission to an Analyst or Administrator, those who you collaborate with will have same access to manage the analysis as the originator does.



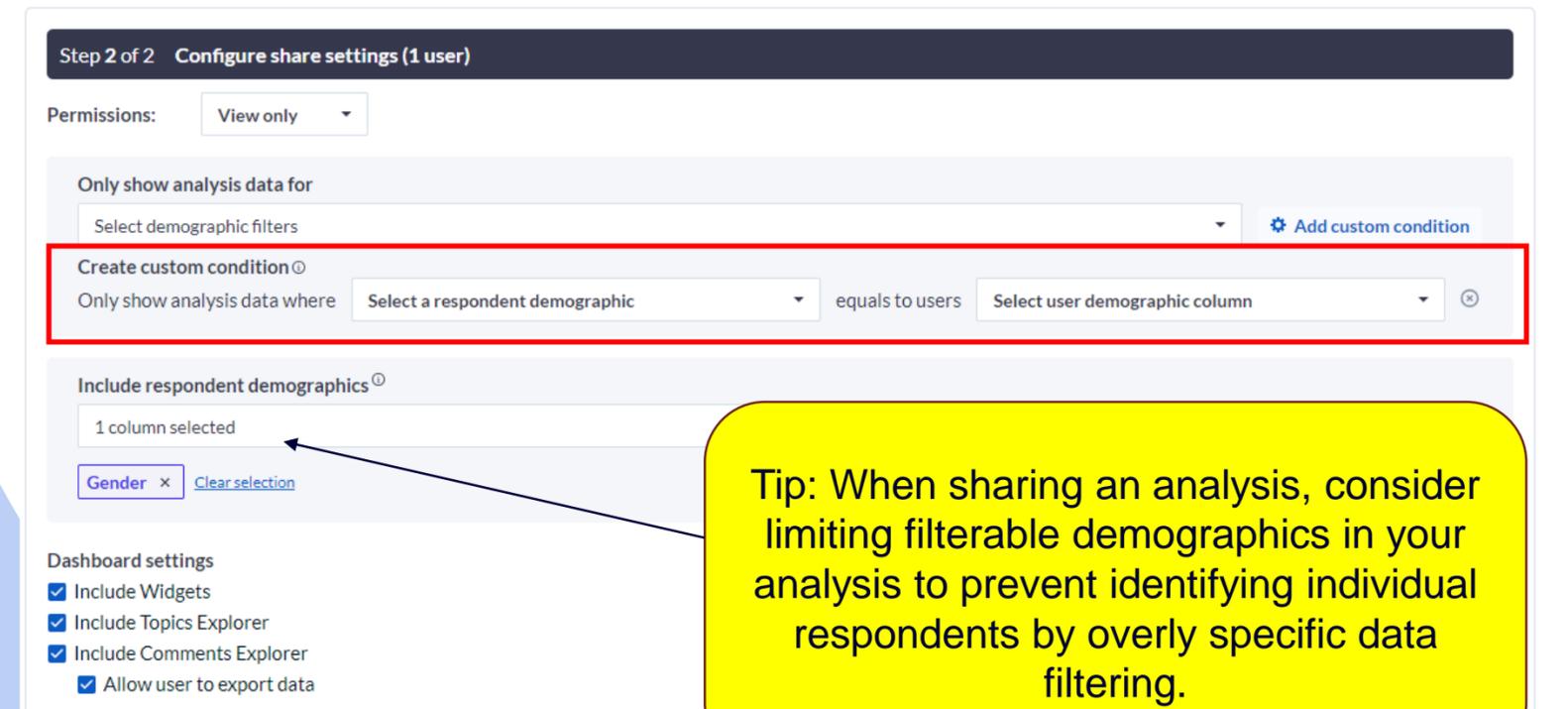
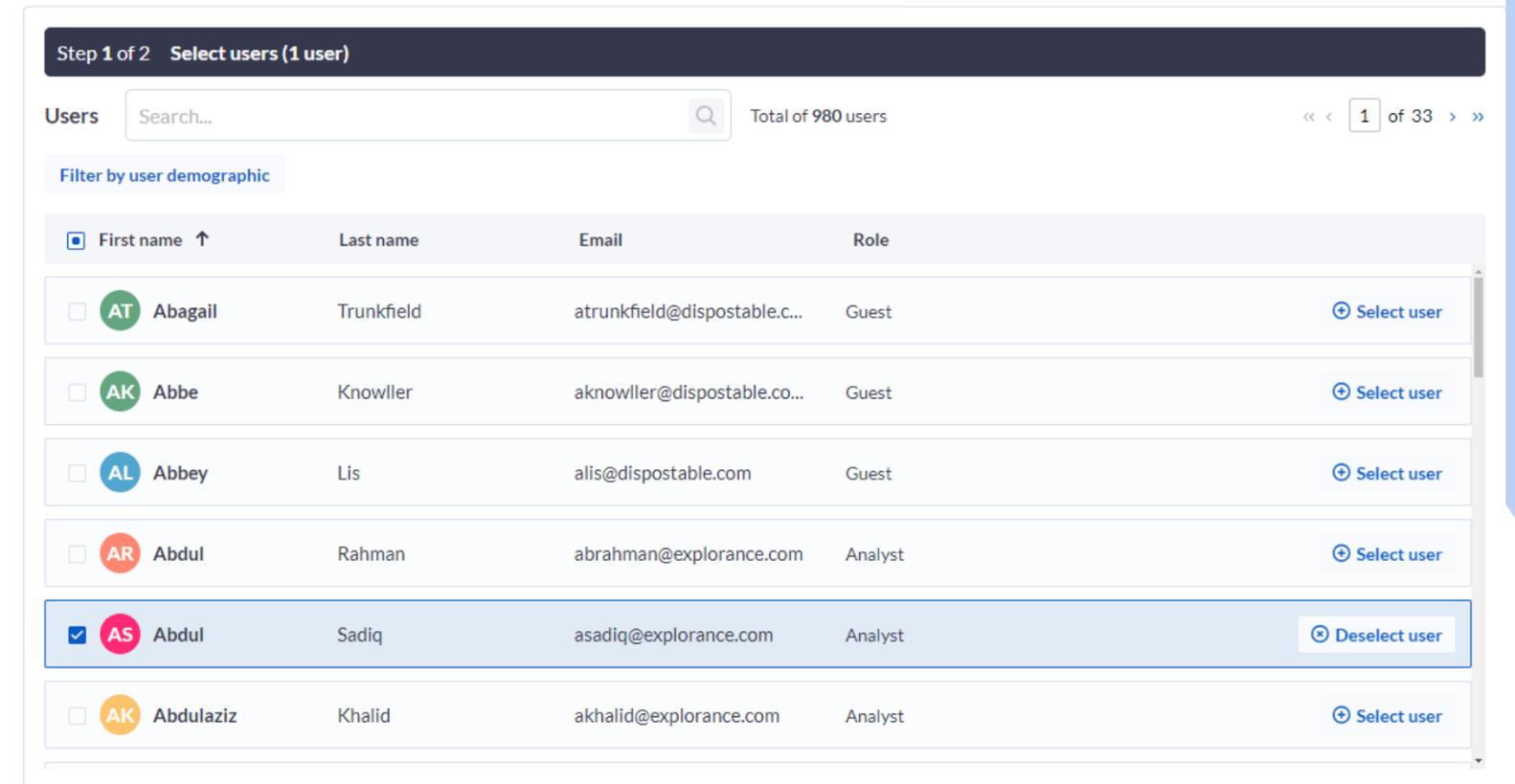
	Username	First name	Last name	Role	Last log in ↓
DC	dcoologeorgen@explorance.c...	Dean	Coologeorgen	Administrator	2024-03-25
TR	treyne@explorance.com	Tessa	Reynen	Administrator	2024-03-22
RS	rsehg@explorance.com	Rittu	Sehgal	Administrator	2024-03-21
EC	ecost@explorance.com	Erika	Cost	Administrator	2024-03-19
CB	cbillman@explorance.com	Chris	Billman	Administrator	2024-03-18
GT	gtracy@explorance.com	Gwen	Tracy	Administrator	2024-03-18
VR	vracu@explorance.com	Vladimir	Racu	Administrator	2024-03-17
MP	mpatel@explorance.com	Mayank	Patel	Administrator	2024-03-11
MA	masano@explorance.com	Mikako	Asano	Analyst	2024-03-08
MJ	mljones@explorance.com	Michael Lee	Jones	Analyst	2024-03-08
CD	CS_dept@explorance.com	CS	Dept	Administrator	2024-03-04
MS	msheraidah@explorance.com	Mohammed	Sheraidah	Analyst	2024-03-04

❖ Strategies for Providing Data to Stakeholders

Just like demographic data is important for your analysis, demographics are imperative to include with your MLY users to fully streamline the sharing capabilities. Demographics can be used to provide the right analysis view to the appropriate stakeholders.

Not only can MLY user demographics be used to location individuals to share with, but demographics can be used to create a custom condition. For example, if the Analysis data contains a column for Respondent department, and my user file contains the department of the user, I can match department from the analysis to department from the user. This will ensure that the user only sees data from their department.

All dashboard viewers will have access to the analysis Overview by default. When sharing the dashboard, you can determine which additional dashboard settings you might want to assign such as widgets, Topic Explorer, Comment Explorer and Exports. This way you can control what level of information your viewers can access based on your organizational requirements.



Q&A



Resources

MLY Help Center -

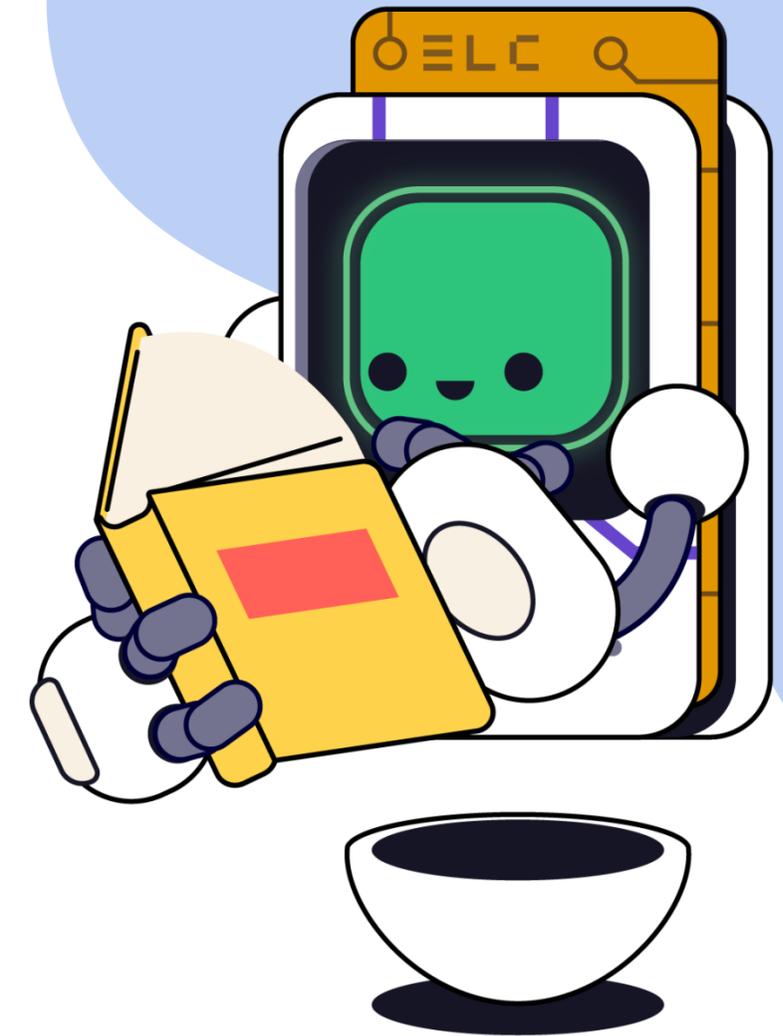
<https://onlinehelp.explorance.com/mly/Content/home.htm>

Webinars

- [Wading Through Words: Finding Insights in Qualitative Data with BlueML](#)
- [BlueML Dashboard 1.7 Release: More Efficient Workflows to Generate Faster, Deeper Insights](#)
- [MLY 1.8 release Q&A webinar](#)

Release Notes

- [MLY 1.6 release notes](#)
- [MLY 1.7 release notes](#)
- [MLY 1.8 release notes](#)



Continue the discussion!



❖ **Thank you!**

