

IBM BigSheets

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solutions start here.

BigSheets

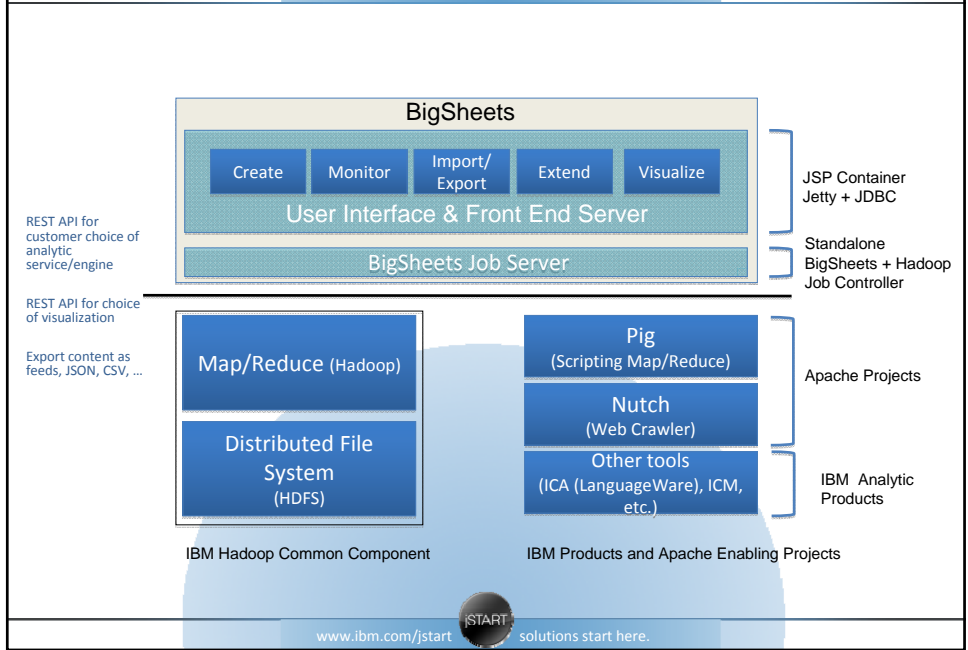


- **What is it?**
 - It is a web application used by non IT staff for performing ad-hoc analysis at web-scale on unstructured and structured content
 - “Putting Map/Reduce & Hadoop to work for the line-of-business user”
- **How does it work?**
 - Gathers content from the web or inside the firewall sources
 - Analyze the Data using “Spreadsheet” like, not technical user interface
 - Visualize the results graphically or export the data for use in other tools

Col	Row	Col	Row	Col	Row	Col	Row
1	1	1	1	1	1	1	1
1	2	1	2	1	2	1	2
1	3	1	3	1	3	1	3
1	4	1	4	1	4	1	4
1	5	1	5	1	5	1	5
1	6	1	6	1	6	1	6
1	7	1	7	1	7	1	7
1	8	1	8	1	8	1	8
1	9	1	9	1	9	1	9
1	10	1	10	1	10	1	10
1	11	1	11	1	11	1	11
1	12	1	12	1	12	1	12
1	13	1	13	1	13	1	13
1	14	1	14	1	14	1	14
1	15	1	15	1	15	1	15
1	16	1	16	1	16	1	16
1	17	1	17	1	17	1	17
1	18	1	18	1	18	1	18
1	19	1	19	1	19	1	19
1	20	1	20	1	20	1	20



BigSheets: Logical View



USC Annenberg School of Communications



The screenshot displays a web page titled "24 Frames" with the subtitle "MOVIES: PAST, PRESENT AND FUTURE". The main content is a bubble chart titled "USC launches Twitter movie box office predictor".

Chart Legend:
 GREEN = POSITIVE SENTIMENT
 RED = NEGATIVE SENTIMENT

Chart Data (Movies and Sentiment):

Movie	Sentiment
HARRY POTTER	Positive (Green)
TRANSFORMERS	Positive (Green)
LARRY CROWNE	Positive (Green)
CRAZY STUPID LOVE	Positive (Green)
CAPTAIN AMERICA	Positive (Green)
PLANET OF THE APES	Positive (Green)
BAD TEACHER	Positive (Green)
THE SMURFS	Positive (Green)
GREEN LANTERN	Positive (Green)
MONTE CARLO	Positive (Green)
X MEN	Positive (Green)
ZOOKEEPER	Positive (Green)
A LITTLE HELP	Positive (Green)
FRIENDS WITH BENEFITS	Positive (Green)
SUPER 8	Positive (Green)
COWBOYS AND ALIENS	Positive (Green)
HORRIBLE BOSSES	Positive (Green)
TRANSFORMERS	Negative (Red)
CARS 2	Negative (Red)
PLANET OF THE APES	Negative (Red)
BAD TEACHER	Negative (Red)
THE SMURFS	Negative (Red)
GREEN LANTERN	Negative (Red)
MONTE CARLO	Negative (Red)
X MEN	Negative (Red)

Other Page Elements:

- Twitter:** "USC launches Twitter movie box office predictor" (July 24, 2012 | 12:19 pm). 178 Tweets, 4 Comments, 151 Recommendations.
- Facebook:** "L.A. Times on Facebook" (95K likes). Posts include "Tyler Perry to Spike Lee: You can go straight to hell" (55 people recommend) and "Man shot to death at North Hollywood strip club" (137 people recommend).
- Google Offers:** "Deals on the best places to eat, shop, and play in Seattle." Sign up now.
- In Case You Missed It...:**
 - Potassium's significant role in heart health.
 - How to choose a light bulb.
 - Shoppers find deals at The...

Footer: "www.ibm.com/jstart" and "solutions start here." with a "START" logo.