

EXAMPLE - Countpattern Transform

Source:

The dataset below contains fictitious tweet information shortly after the release of an application called, "Myco ExampleApp".

Date	twitterId	isEmployee	tweet
11/5 /15	lawrencetu38141	FALSE	Just downloaded Myco ExampleApp! Transforming data in 5 mins!
11/5 /15	petramktng024	TRUE	Try Myco ExampleApp, our new free data wrangling app! See www.example.com.
11/5 /15	joetri221	TRUE	Proud to announce the release of Myco ExampleApp, the free version of our enterprise product. Check it out at www.example.com.
11/5 /15	datadaemon994	FALSE	Great start with Myco ExampleApp. Super easy to use, and actually fun.
11/5 /15	99redballoons99	FALSE	Liking this new ExampleApp! Good job, guys!
11/5 /15	bigdatadan7182	FALSE	@support, how can I find example datasets for use with your product?

There are two areas of analysis:

- For non-employees, you want to know if they are mentioning the new product by name.
- For employees, you want to know if they are including cross-references to the web site as part of their tweet.

Transform:

The following counts the occurrences of the string `ExampleApp` in the `tweet` column. Note the use of the `ignoreCase` parameter to capture capitalization differences:

```
countpattern col:tweet on:'ExampleApp' ignoreCase:true
```

For non-employees, you want to track if they have mentioned the product in their tweet:

```
derive type:single value:IF(isEmployee=='FALSE' && countpattern_tweet=='1',true,false)  
as:'nonEmployeeExampleAppMentions'
```

The following counts the occurrences of `example.com` in their tweets:

```
countpattern col:tweet on:'example.com' ignoreCase:true
```

For employees, you want to track if they included the above cross-reference in their tweets:

```
derive type:single value:IF(isEmployee=='TRUE' && countpattern_tweet1 == 1, true, false)  
as:'employeeWebsiteCrossRefs'
```

Results:

After you drop the two columns tabulating the counts, you end up with the following:

Date	twitterId	isEmployee	tweet	employeeWebsiteCrossRefs	nonEmployeeExampleAppMentions
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11/5 /15	lawrencetu38141	FALSE	Just downloaded Myco ExampleApp! Transforming data in 5 mins!	false	true
11/5 /15	petramktn g024	TRUE	Try Myco ExampleApp, our new free data wrangling app! See www.example.com.	true	false
11/5 /15	joetri221	TRUE	Proud to announce the release of Myco ExampleApp, the free version of our enterprise product. Check it out at www.example.com.	true	false
11/5 /15	datadaemon994	FALSE	Great start with Myco ExampleApp. Super easy to use, and actually fun.	false	true
11/5 /15	99redballs99	FALSE	Liking this new ExampleApp! Good job, guys!	false	true
11/5 /15	bigdatadann7182	FALSE	@support, how can I find example datasets for use with your product?	false	false