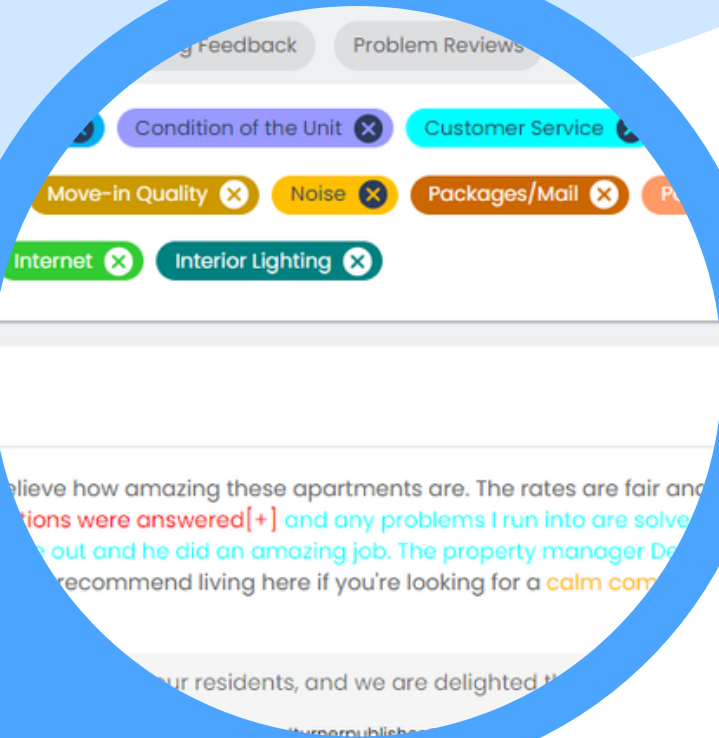# THOUGHT ANALYSIS:
POWERED BY EINSTEIN

Einstein analyzes **open-ended commentary** left for apartments in **reviews** and **surveys**. Developed over three years, Einstein's Thought Analysis was trained on hundreds of thousands of comments/reviews. To date, it has analyzed over **1.7 million** pieces of feedback from residents and prospects, making it incredibly effective at analyzing thoughts to determine operational strengths and weaknesses.

HOW EINSTEIN ENHANCES REVIEW & SURVEY FEEDBACK ANALYSIS:

- Einstein categorizes the **individual thoughts** within the feedback into 22 different operational categories.

- J Turner's national presence allows you to compare your properties and company to national **benchmarks,** contextualizing your performance in all 22 categories.

- Einstein assigns a negative or positive **sentiment** to every thought within the review itself.

- Look at **trends** to see what facets of your business is improving or worsening.

- **Filter** feedback by operational category to understand the "why" behind your score.

HOW WERE OUR 22 OPERATIONAL CATEGORIES SELECTED?

The categories were derived through a data-driven process **utilizing statistical theory and frequency analysis**. We extensively studied online feedback to identify **recurring themes in open-ended comments about apartment communities**, ensuring their direct relevance to your community, prospective residents, and current residents.

For any questions please contact us at
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