neo4j

SEARCH, EXPLORE, DISCOVER, SHARE:

## HOW NEO4J BLOOM BRINGS YOU INTO YOUR GRAPH DATA

Experience Graph Data Breakthroughs

Storing your data as a graph captures all of its rich relationships and properties. Graph data structures are:

- **Intuitive:** As humans, we naturally sketch diagrams that resemble graphs to explain our ideas. Graphs are brain-friendly.

- **Innovative:** Apps based on graph data structures are transforming industries.

- **AI-ready:** Neo4j's deceptively simple native graph data model is rooted in advanced math. Your graph data is ready for AI/ML whenever you are.

But how can you explore your graph data? **Neo4j Bloom** graph data visualization illuminates your data and its connections. It gives you a satisfying way to see, enrich, analyze, and share graph data.

What can *you* do with Bloom?
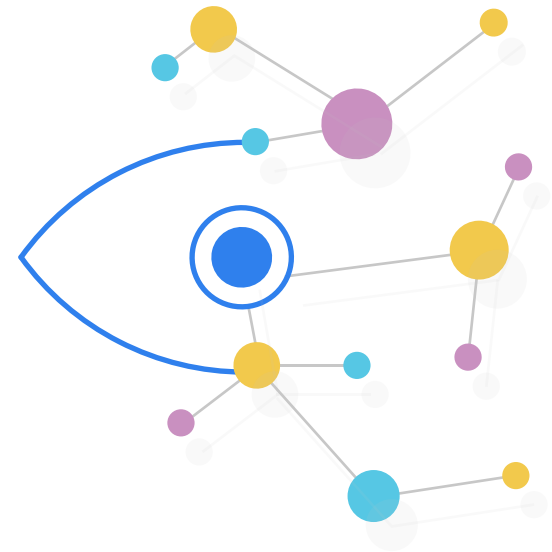
See Patterns

Graph data has patterns. What's happening over there? Why does the graph look different?

Patterns invite questions. And unusual patterns invite even more questions. When you visually explore your graph data, you increase your fluency – your ability to see what the graph data is telling you.

NBC News used Neo4j to investigate the activity of Russian Twitter trolls prior to the 2016 US Presidential Election. Here we see tweets in blue connected to hashtags in green. A map, lower right, gives the larger view of nearly 10,000 tweets.

Even the map view reveals patterns. Trolls (orange nodes) did not take over Twitter in 2016, but they amplified each other to gain attention.
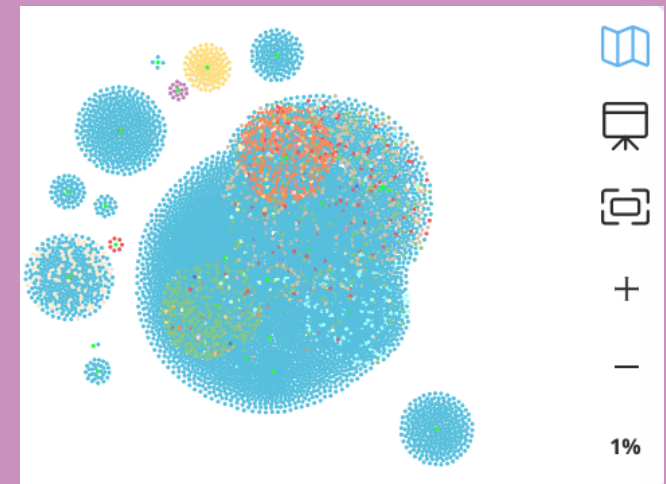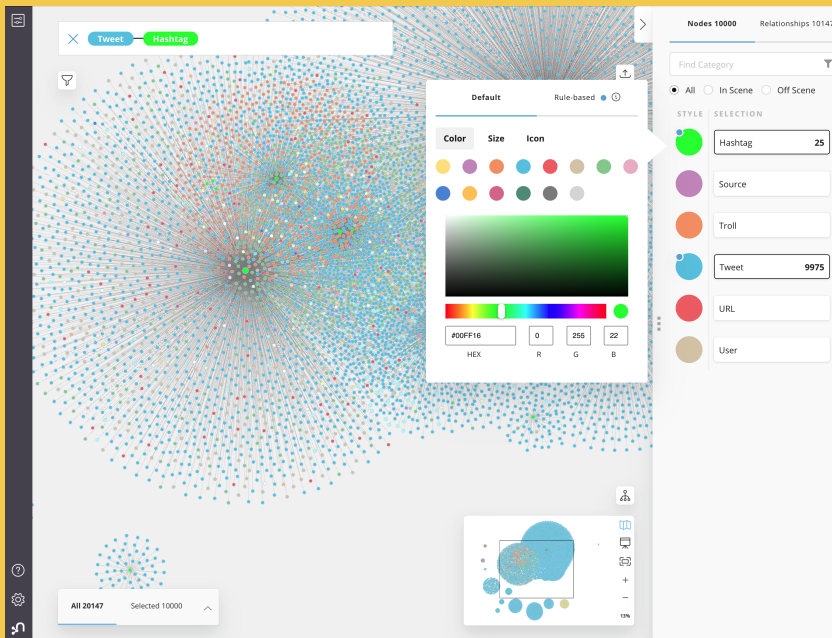
Search

Build your visualization starting with a simple search that brings in just the nodes, relationships, patterns, and elements you want.

Neo4j Bloom knows all the nodes and relationships in your graph database. When you start typing, Bloom suggests more data to include.

Bloom suggests connected search patterns.

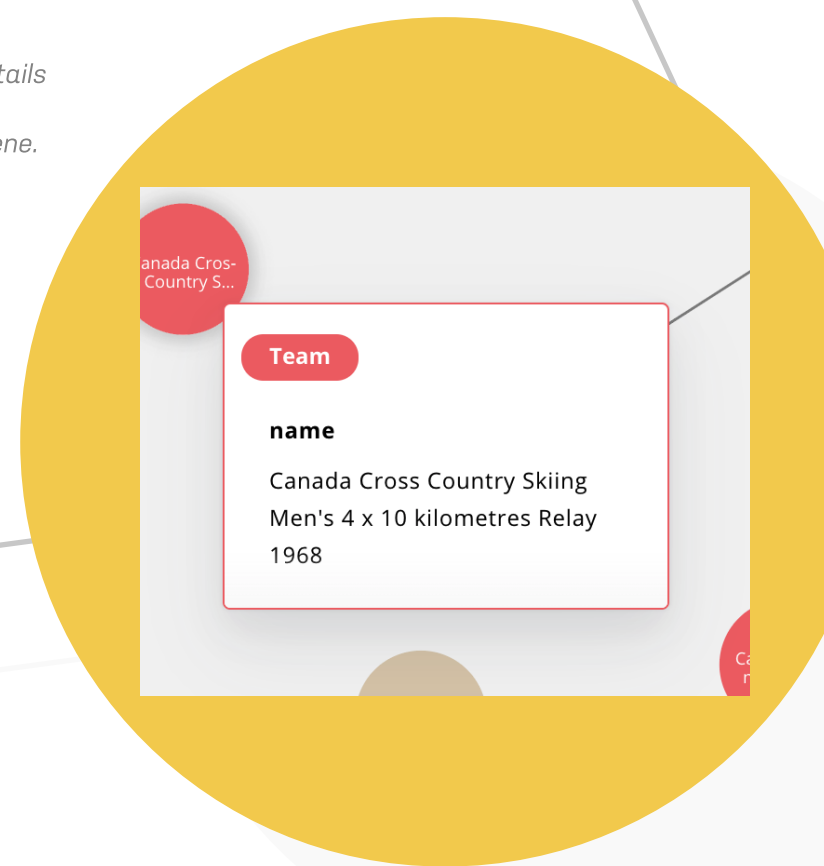*Create search phrases from Cypher queries.*

Explore

With graph data on the canvas, exploration is intuitive.

- Hover over a node for more info

- Right click for a context menu

- Show the card list to display details for all the nodes in the scene

The card list shows details of all the nodes and relationships in the scene.

Hover over any node for a quick look.
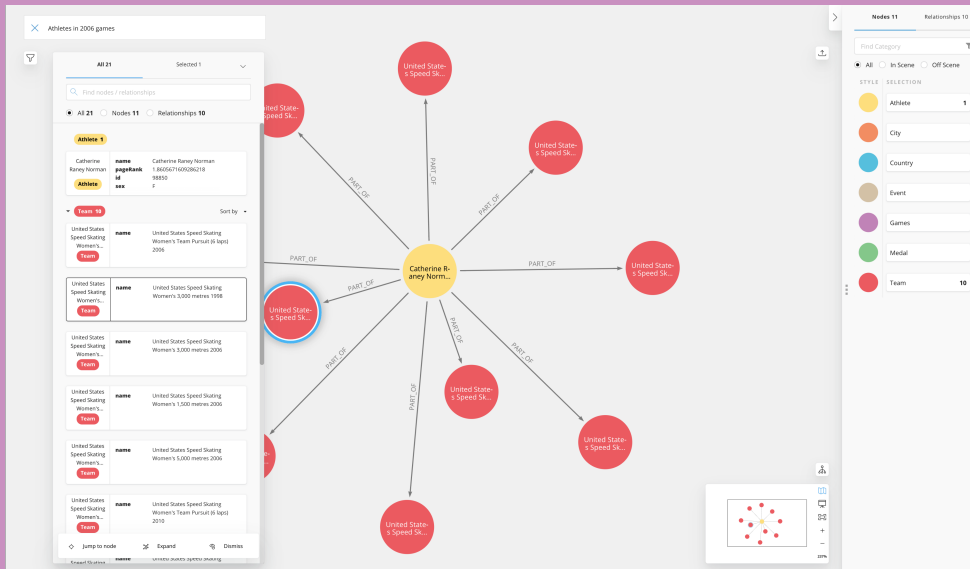
Edit and Update

If you spot an error, select the node to edit its properties. Neo4j Bloom updates the database with your changes.

Edit your database directly in the Properties panel.

Discover

Exploration leads to discovery. As you discover more, you can enrich the visualization so that it accurately reflects the characteristics of your graph data.

Enrich

Teach the data to speak, visually.

With an infinite array of possibilities to stylize your graph with colors and sizing options, users can customize visualizations with millions of colors and property-based styles. Add icons to make graph visualizations even more intuitive.

Data scientists particularly benefit from enriching their data using rule-based styling, often including it as part of their workflow.

Stylize your data with colors, rule-based sizing, and icons.

Nodes 198	Relationships 143

Find category

All · In Scene · Off Scene

STYLE | SELECTION

Bank	
CashIn	
CashOut	2
Client	53
Debit	
Email	2
Merchant	1
Payment	127
Phone	2
SSN	2
Transaction	
Transfer	9
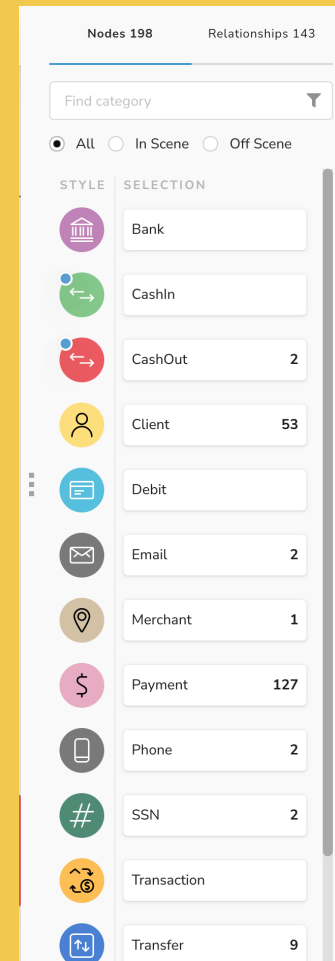
Share

Developers can bring data into Neo4j Bloom and share their vision with others. Build prototypes of applications or show a domain expert how to explore their connected data in Neo4j Bloom.
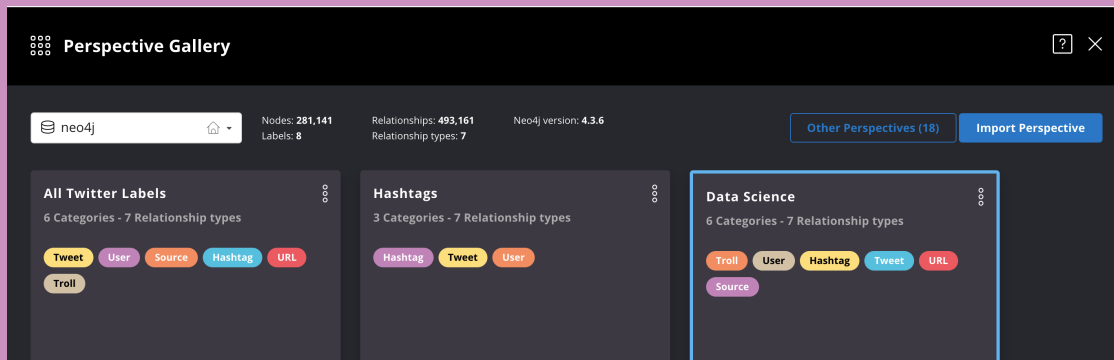
Empower

Curate experiences for domain specialists and analysts.

Create perspectives – a view into the graph tailored for specific roles or contexts – and share them.

Three perspectives for the Twitter dataset: one with all the data, one focused on hashtags, and one tailored for data scientists.

Perspective Gallery

[?] ✕

▤ neo4j   ⌂ ▾   Nodes: **281,141**   Relationships: **493,161**   Neo4j version: **4.3.6**   Other Perspectives (18)   **Import Perspective**
                         Labels: **8**   Relationship types: **7**

All Twitter Labels
6 Categories - 7 Relationship types
Tweet   User   Source   Hashtag   URL
Troll

Hashtags
3 Categories - 7 Relationship types
Hashtag   Tweet   User

Data Science
6 Categories - 7 Relationship types
Troll   User   Hashtag   Tweet   URL
Source

What Will *You* Do with Bloom?

Get started with graph data visualization today by spinning up an instance of AuraDB or starting a Neo4j Bloom sandbox.

Learn more at **neo4j.com/bloom**.

> The ability to take data – to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it is going to be a hugely important skill in the next decades.
>
> *- Hal Varian, Chief Economist, Google*

Questions about Neo4j?
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