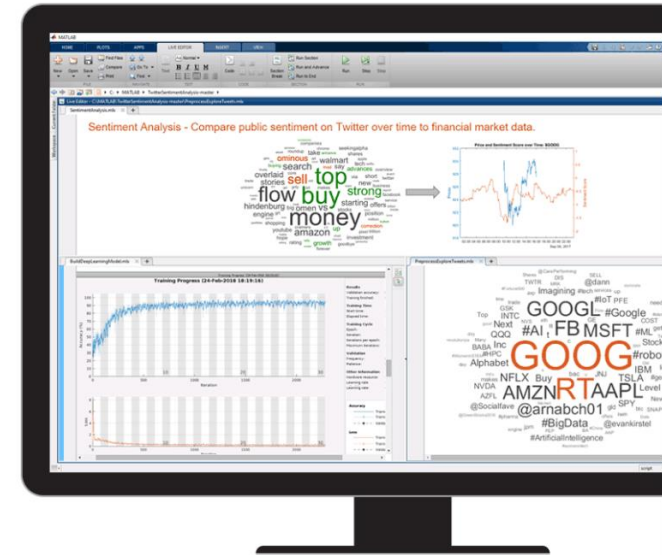
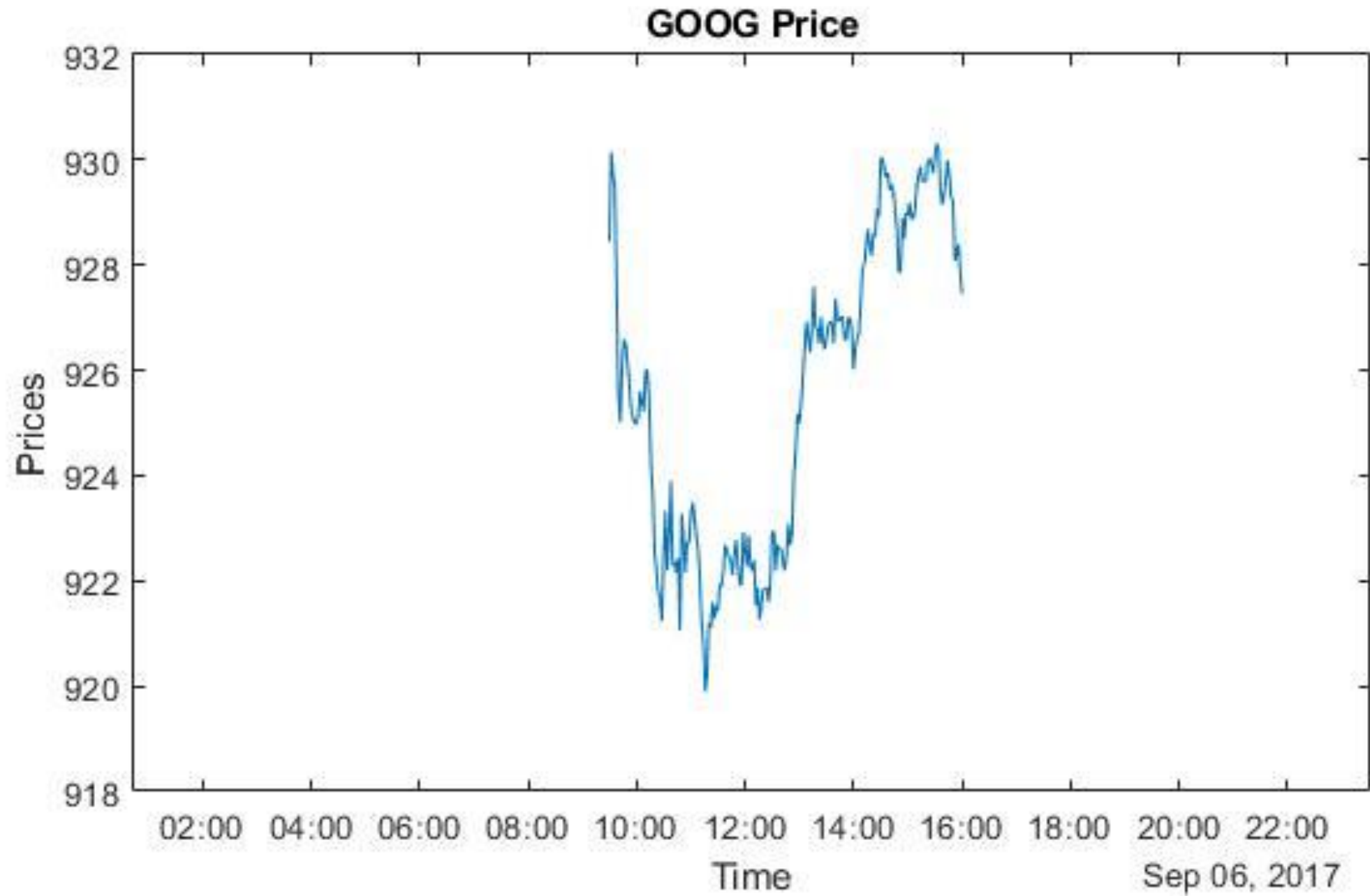
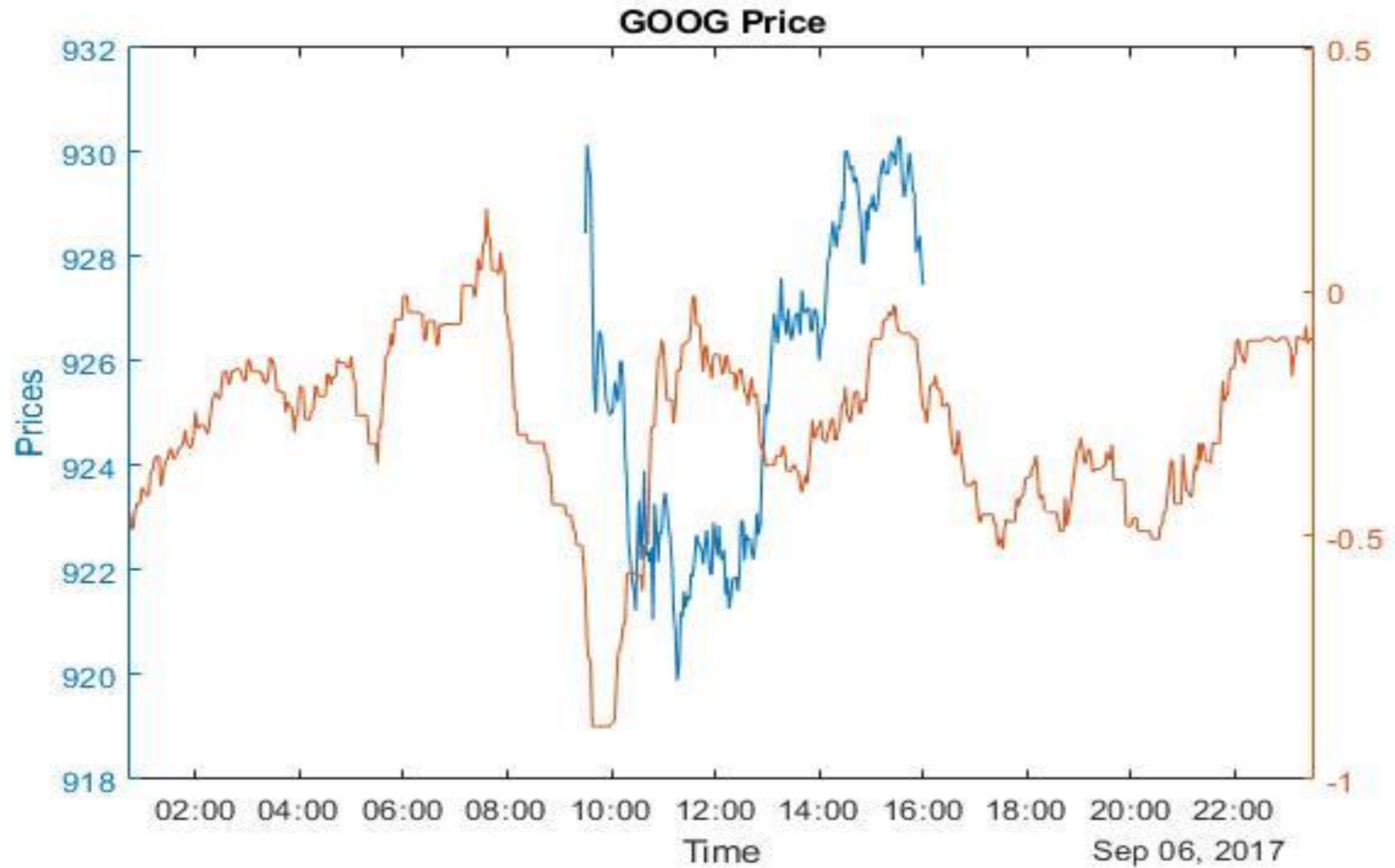


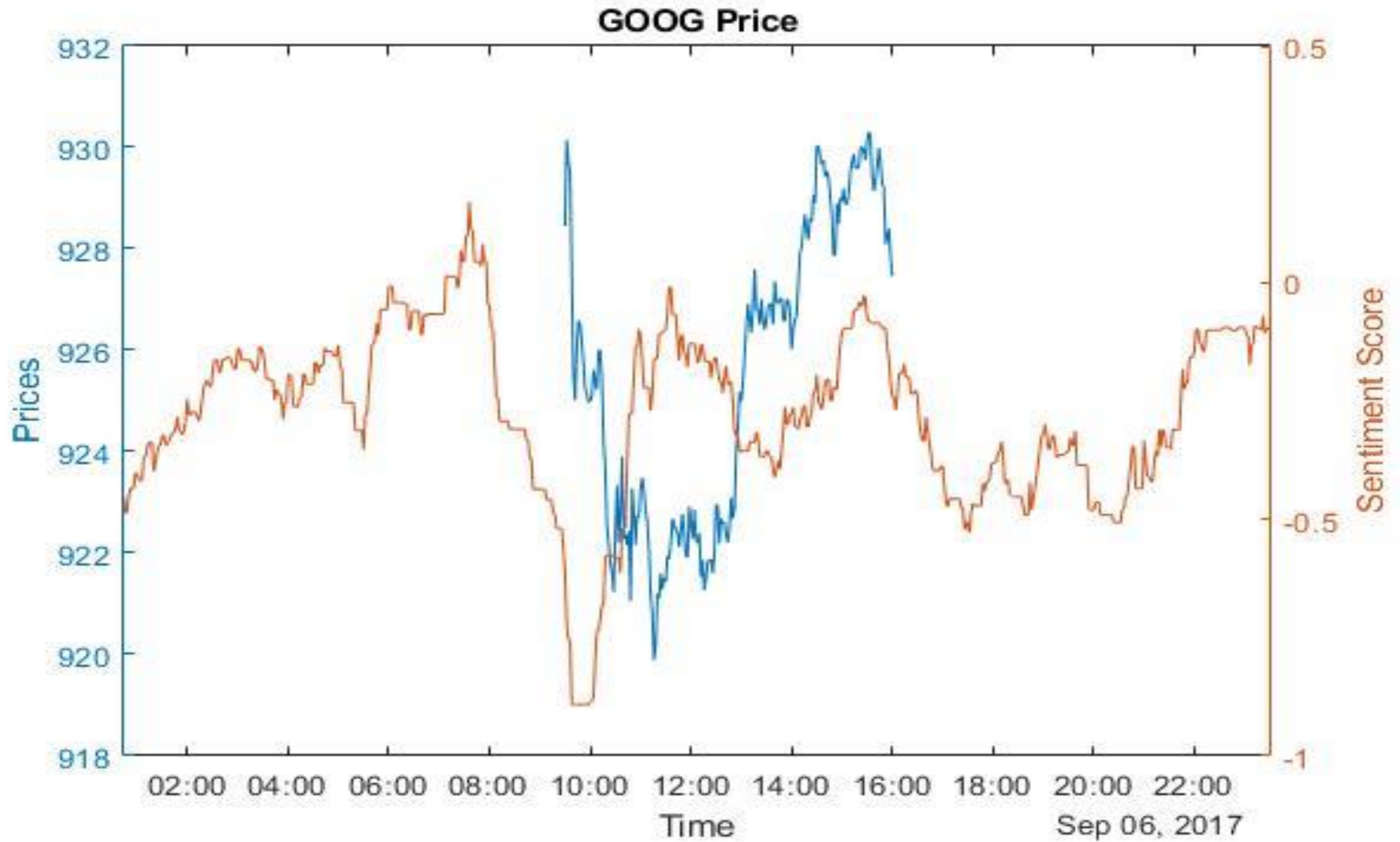
Text Analytics & Sentiment Analysis



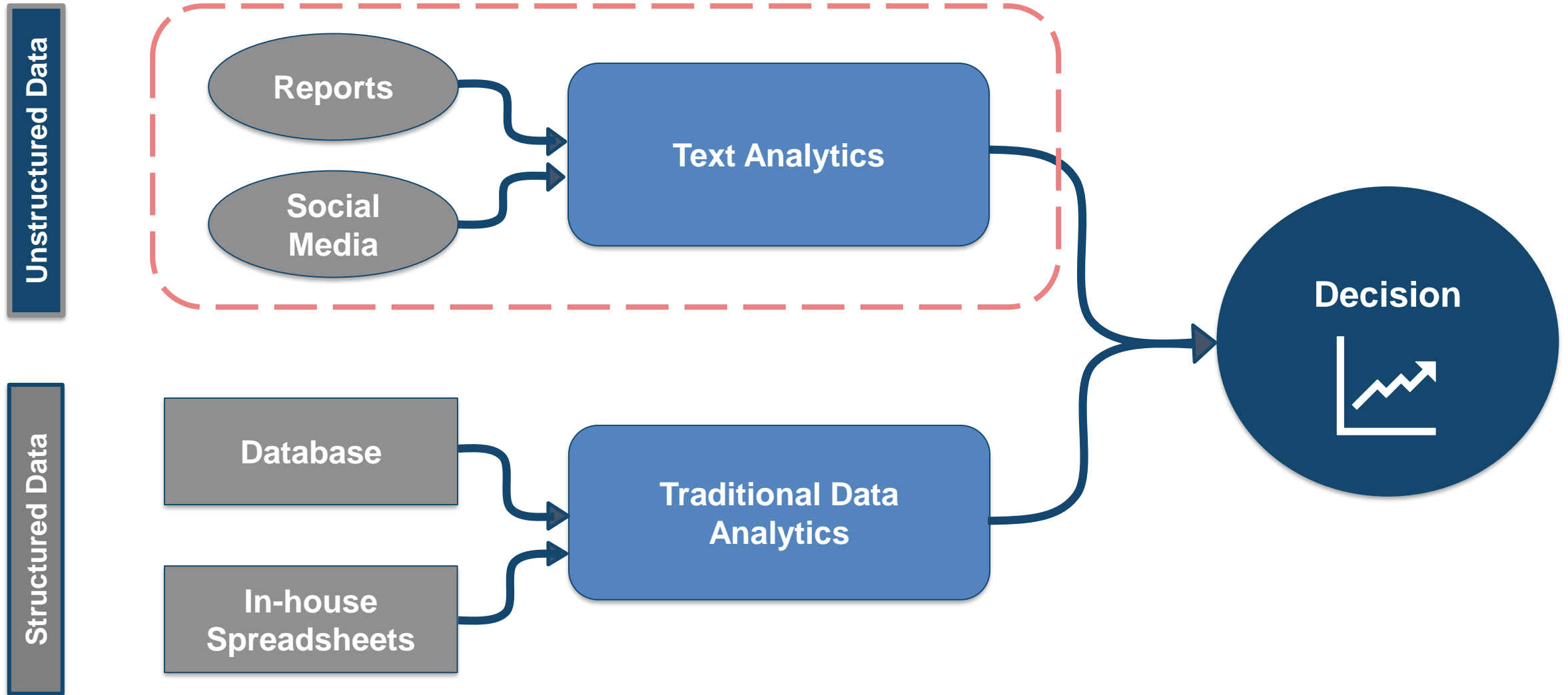
Alex Link, Application Engineer



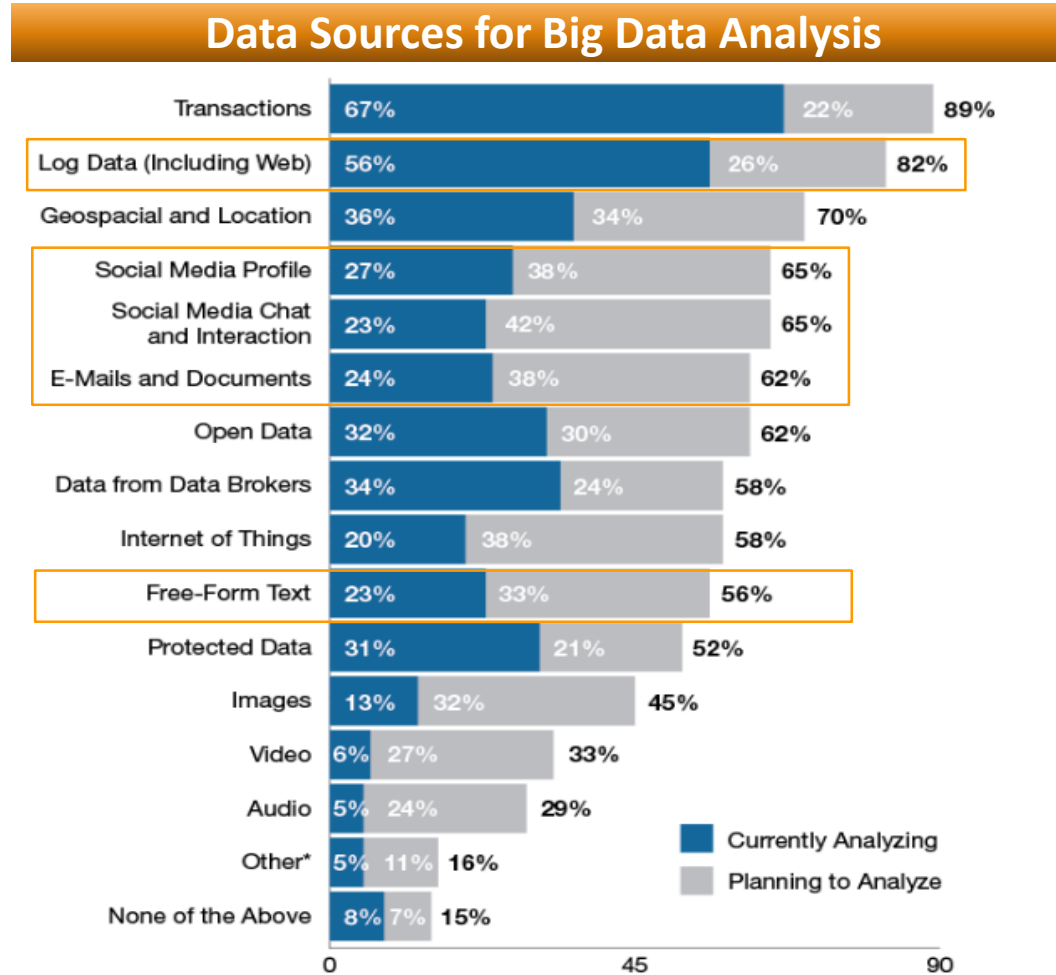




Big Picture

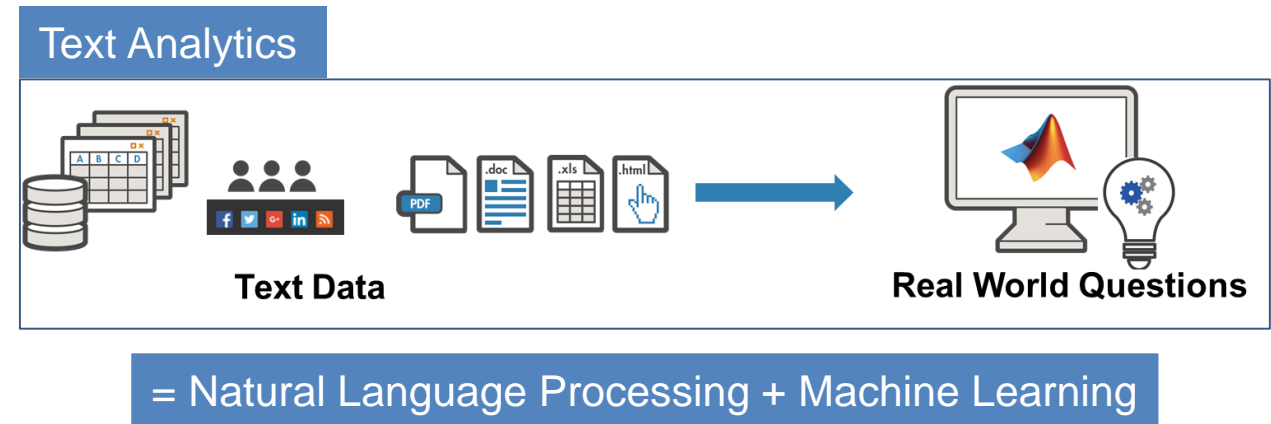
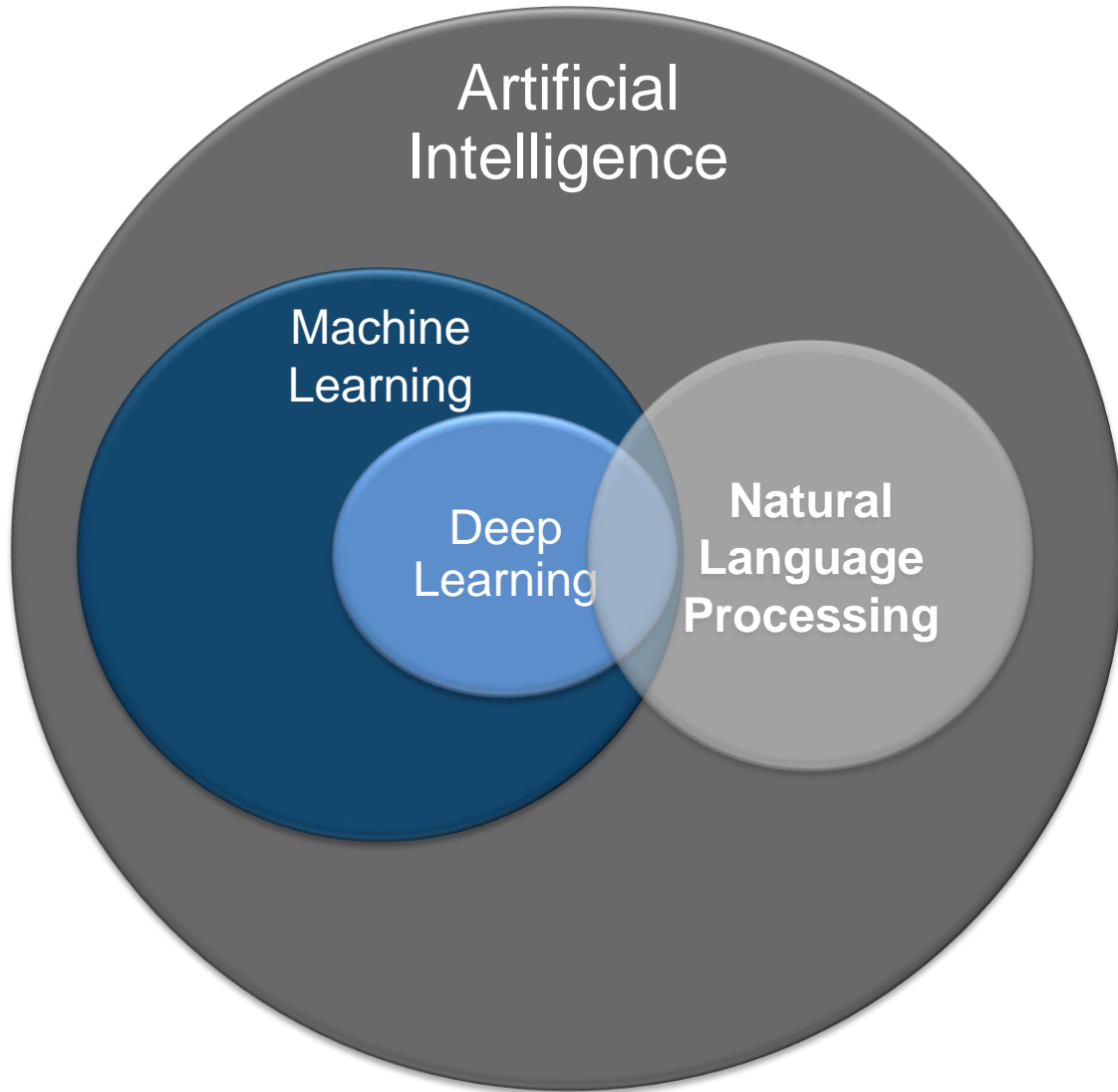


Where is this data?



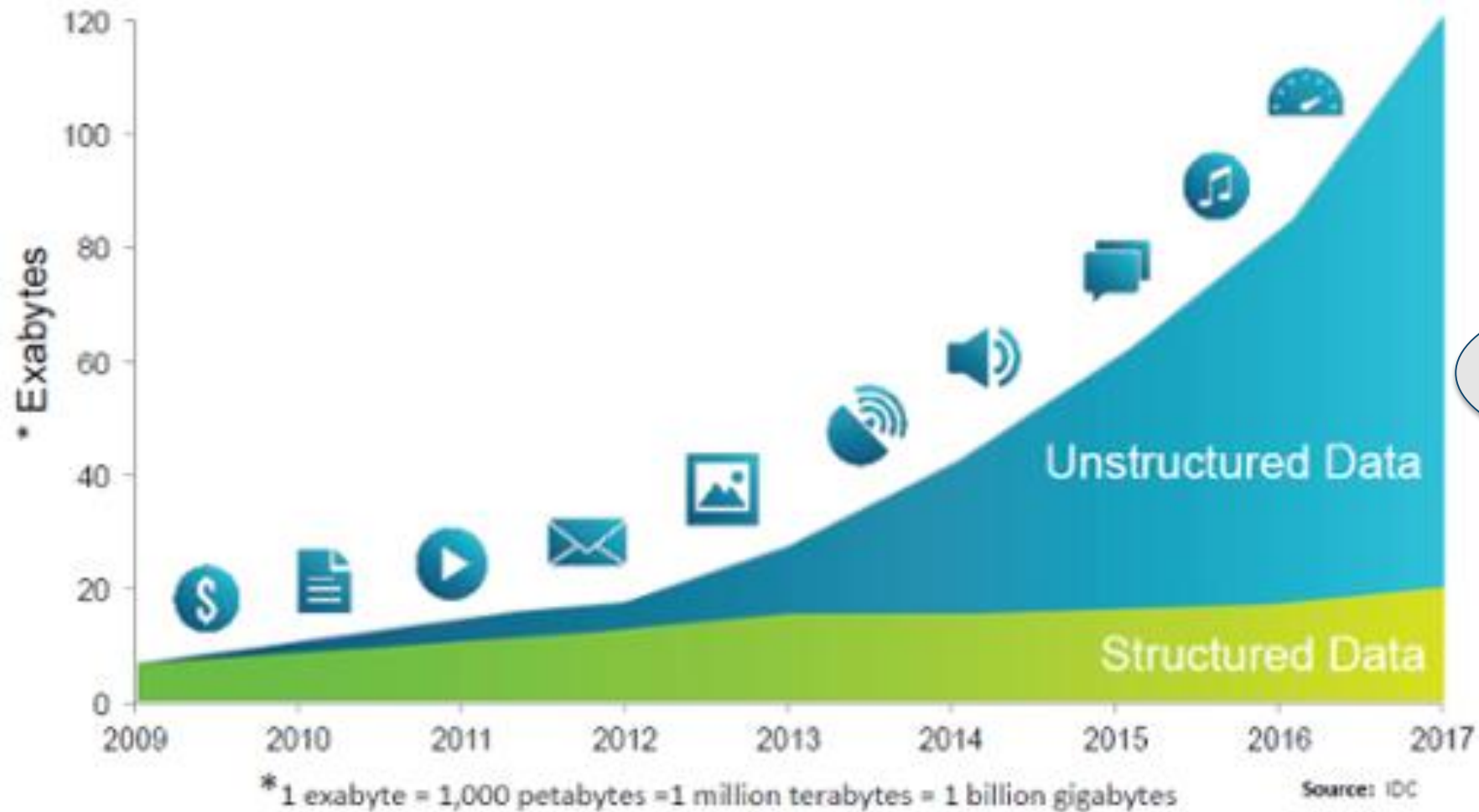
n=195
 Source: Nick Heudecker, "Best Practice for Designing Your Data Lake," Gartner, 19 October 2016.
 *Other include genomic, meteorological, traffic, security, and customer data.
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What is Text Analytics/NLP?

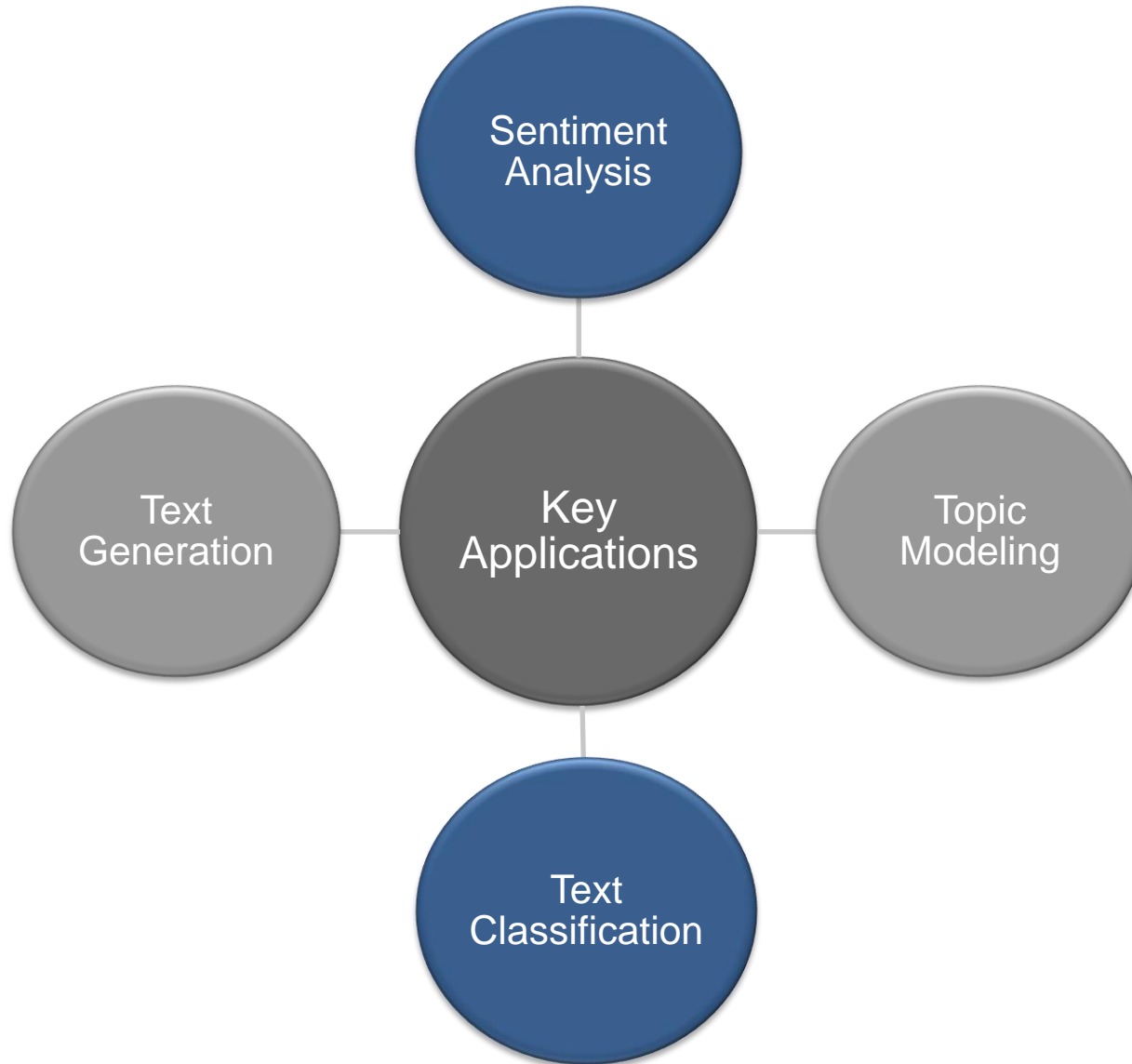


Why now?

“About 80% of data of an organization processes daily is unstructured data” – Gartner 2018



What is text analytics being used for today?



Sentiment Analysis

Goal: Determining real-time sentiment scores for use in financial trading strategies



Positive (+)
(growth, advances,
up, strong)

Buy!



Neutral

Hold



Negative (-)
(bust, difficulty,
lack, struggle)

Sell!

Other Applications:

- Automating the classification of reviews, whether positive or negative
- Analyzing surveys to understand why customers are satisfied or dissatisfied
- Assessing counterparty credit risk

Text Analytics Workflow

