> IBM SPSS Text Analytics -
Right Information to Right People

This two-day course shows how to convert textual information to data level by using text mining and data mining applications. You'll review the basic concepts of text analysis and learn how to extract and refine concepts from text, convert these concepts to data, and then perform text mining and data mining analyses. Both automation and deployment are discussed.

Following an overview of text mining and an introduction to essential terminology and technology, you will then proceed logically through the following topics:

INTRODUCTION TO TEXT MINING

- ◆ Definition of Text Mining
- ◆ Text Mining and Data Mining

TEXT ANALYTICS
- ◆ Accessing the Text Data
- ◆ Preparation for Text Analysis

EXTRACTING TEXT IN A FIELD
- ◆ Concept Terms Extraction
- ◆ Building Category Types
- ◆ Visualization of Category Types

THE GENERATED MODEL
- ◆ Results of Category Types
- ◆ Adjustment of the Results

ANALYSIS OF CONCEPT CATEGORIES
- ◆ Adding Text Mining Results to Customer Database
- ◆ How Text Mining Improve in Data Mining

EXPERT EXTRACTION OPTIONS

- ◆ Text Extraction Expert Options
- ◆ Text Extraction Methodology

EXTRACTING TEXT FROM DOCUMENTS AND WEB-BASED RSS

- ◆ Accessing Documents and Web-based RSS
- ◆ Extracting Text in Documents
- ◆ The Generated Model
- ◆ Analysis of Concept Categories

ADVANCED TEXT MINING BUILDER

- ◆ Managing Templates and Libraries
- ◆ Type Dictionaries
- ◆ Substitution Dictionaries
- ◆ Exclusion Dictionaries
- ◆ Text Link Analysis
- ◆ Cluster Analysis

SCORING NEW DATA

- ◆ Deployment Using Text Mining Result
- ◆ Cases Sharing

Target Audience
Business analysts, market researchers who incorporate with unstructured textual information in their analyses as well as analysts with large amount of document or web-based RSS collections who would like to organize and manipulate the collections using text mining and data mining.

Prerequisites
Basic Knowledge in data mining. Experience with IBM SPSS Modeler (formerly known as Clementine®) or any other data mining application would be an advantage.

Objectives
By the end of the course, you will have learned:
- ◆ How to identify potential text mining applications by using IBM SPSS Modeler Text Analytics;
- ◆ How to process and manage unstructured textual data;
- ◆ How to fully utilize unstructured textual data to improve data mining prediction model.

Cost
HK$8,000.00 per person

Duration
2 days