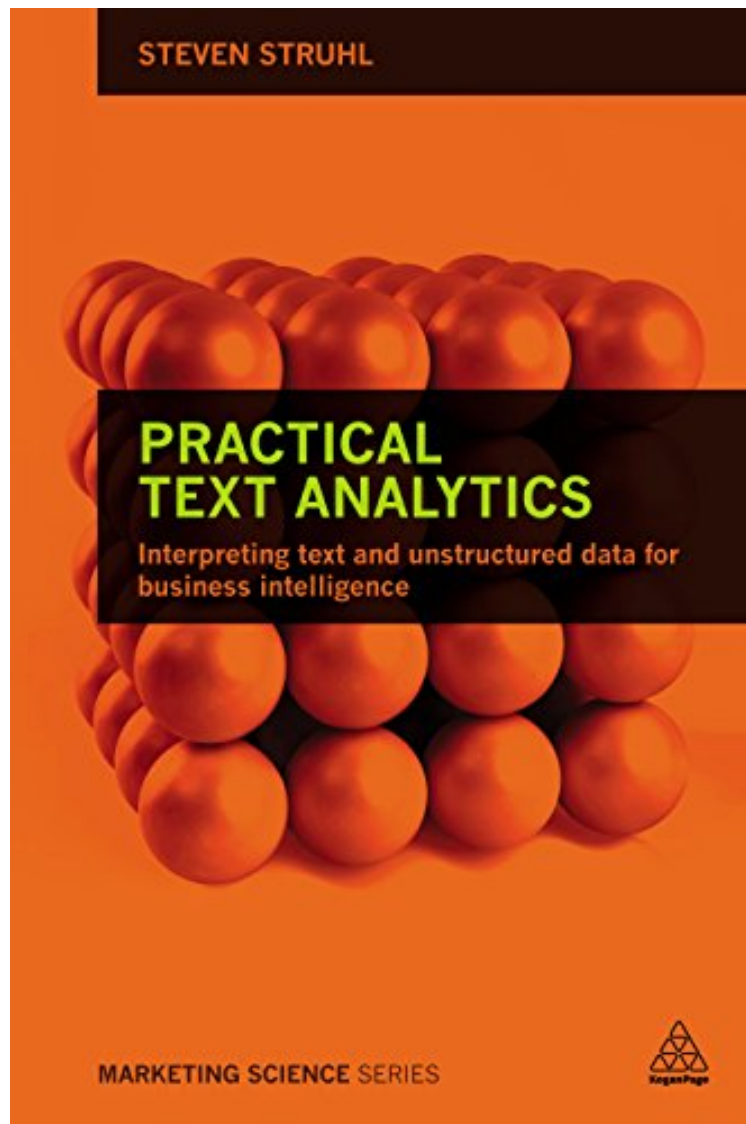


[Pdf free] Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science)

# Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science)

*Steven Struhl*

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**Steven Struhl : Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science):

2 of 2 people found the following review helpful. Summarizes Text Analytics Well By William P Ross This book explains text analytics from a high level. There are a decent number of techniques explaining ways of looking at text.

Throughout the book are mentions of different tools you can use ranging from free to enterprise level tools. There are also a number of graphs in the book showing the output of results from text analytic tools. I would have liked to see more "practical" examples though of how a business should be using these tools. I understand from the book the techniques we have now are not sufficient in many cases. Some of the pictures in the book appeared to be totally random and held little relevance to text. I was wondering why the author placed them there. The writing style is pretty informal which works well for this book. Overall this book is a great place to start for learning about text analytics. If you're looking for more advanced cases, or business applications you may need to look elsewhere. 1 of 1 people found the following review helpful. Explains Text Analytics in simple English By kaus\_man As a Voice of customer and Text analytics practitioner I have a little bit of background in this field and I found the book really helpful in explaining the text analytics field from a practical point of view. Most of the concepts which may usually be too math oriented or hard to understand are explained in general English. I especially like the chapter on Bayesian analysis which had eluded me as a tool so far but the book does a good job in explaining the use and power of the algorithm. Text is everywhere and aggregating and analyzing text remains one of the most valuable frontiers for Enterprise Software and for general public alike. 0 of 0 people found the following review helpful. Excellent overview of text analytics. By David AI needed a rapid introduction to the field of text analytics. This book did the trick. I found the book very clear and easy to follow. It was not dry or boring. The author provided easy to understand examples, provided recommendations for the most appropriate software, reduced jargon to the absolute minimum, and even spiced things up with humor now and then.

In an age where customer opinion and feedback can have an immediate, major effect upon the success of a business or organization, marketers must have the ability to analyze unstructured data in everything from social media and internet reviews to customer surveys and phone logs. *Practical Text Analytics* is an essential daily reference resource, providing real-world guidance on the effective application of text analytics. The book presents the analysis process so that it is immediately understood by the marketing professionals who must use it, so they can apply proven concepts and methods correctly and with confidence. By decoding industry terminology and demonstrating practical application of data models once reserved for experts, this book shows marketers how to frame the right questions, identify key themes and find hidden meaning from unstructured data. Readers will learn to develop powerful new marketing strategies to elevate customer experience, solidify brand value and elevate reputation. Online supporting resources include questions and answers for each chapter, figures from Chapter 3 and a brief overview of text sources for text analytics. About the series: The Marketing Science series makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and techniques and in commissioning external research.

"As I've been evaluating text analytics materials lately for my data science education engagements, much of what I've found published on this subject is written from a very academic and technical perspective that is not very approachable for someone that doesn't have a fairly deep expertise in statistics, math and programming. This book solves that disconnect...A welcome addition to any data scientist's library. In addition, the timely nature of the subject should provide much food-for-thought as the rise in interest in unstructured data processing techniques continues to be of interest. Highly recommended."