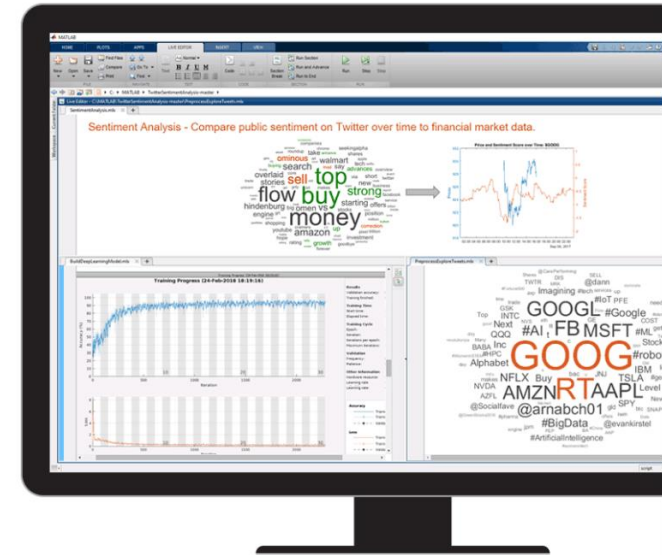
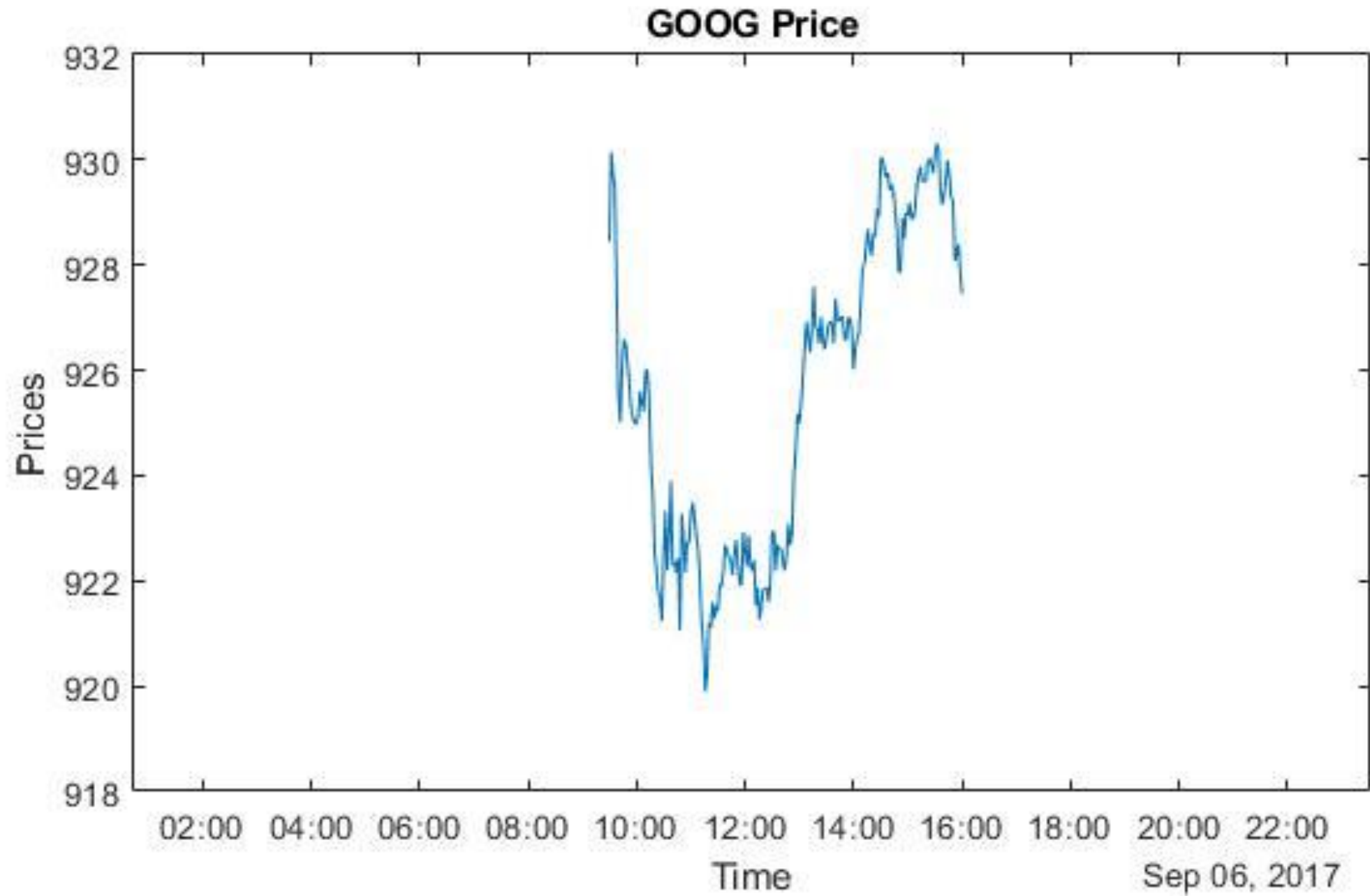
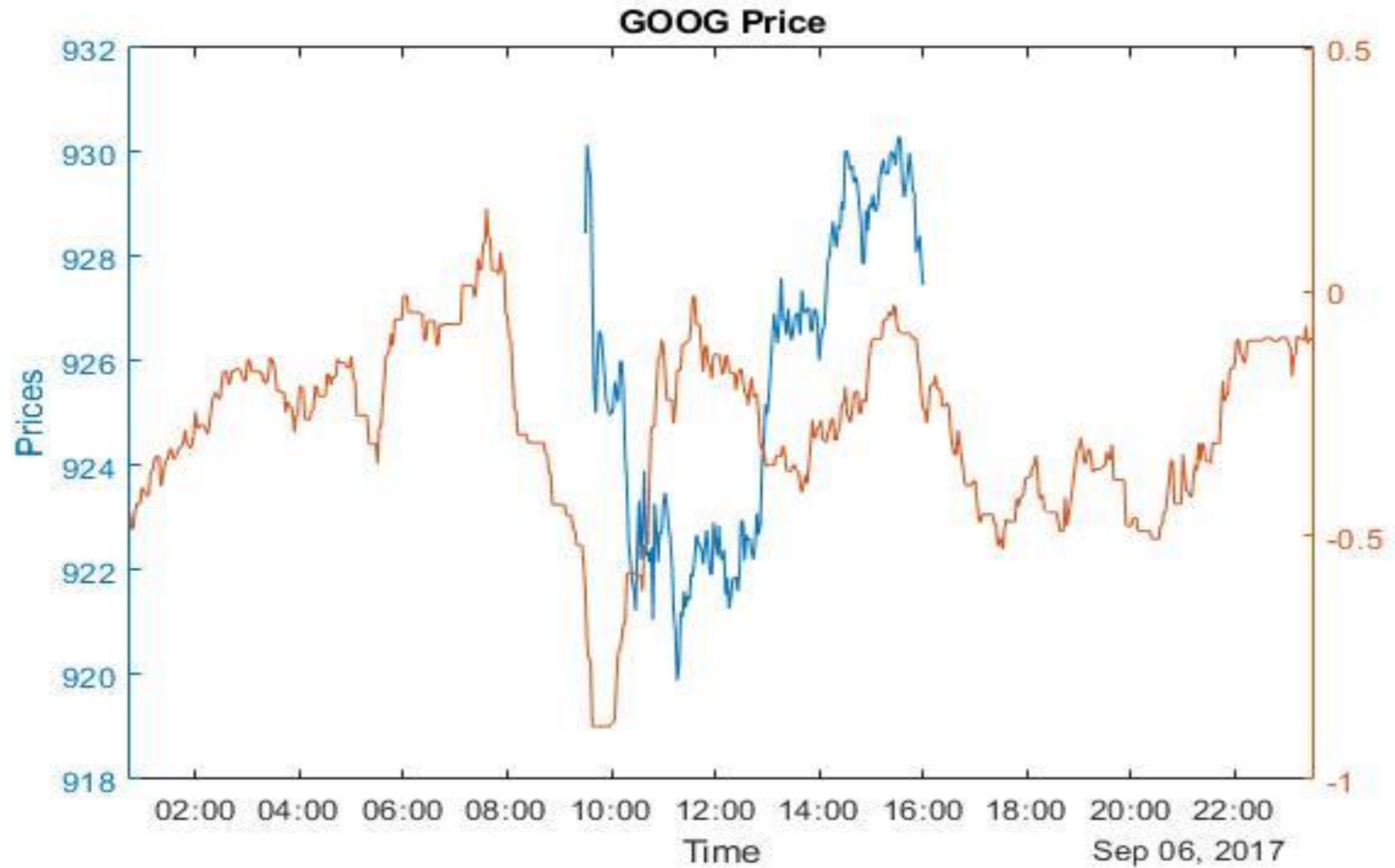


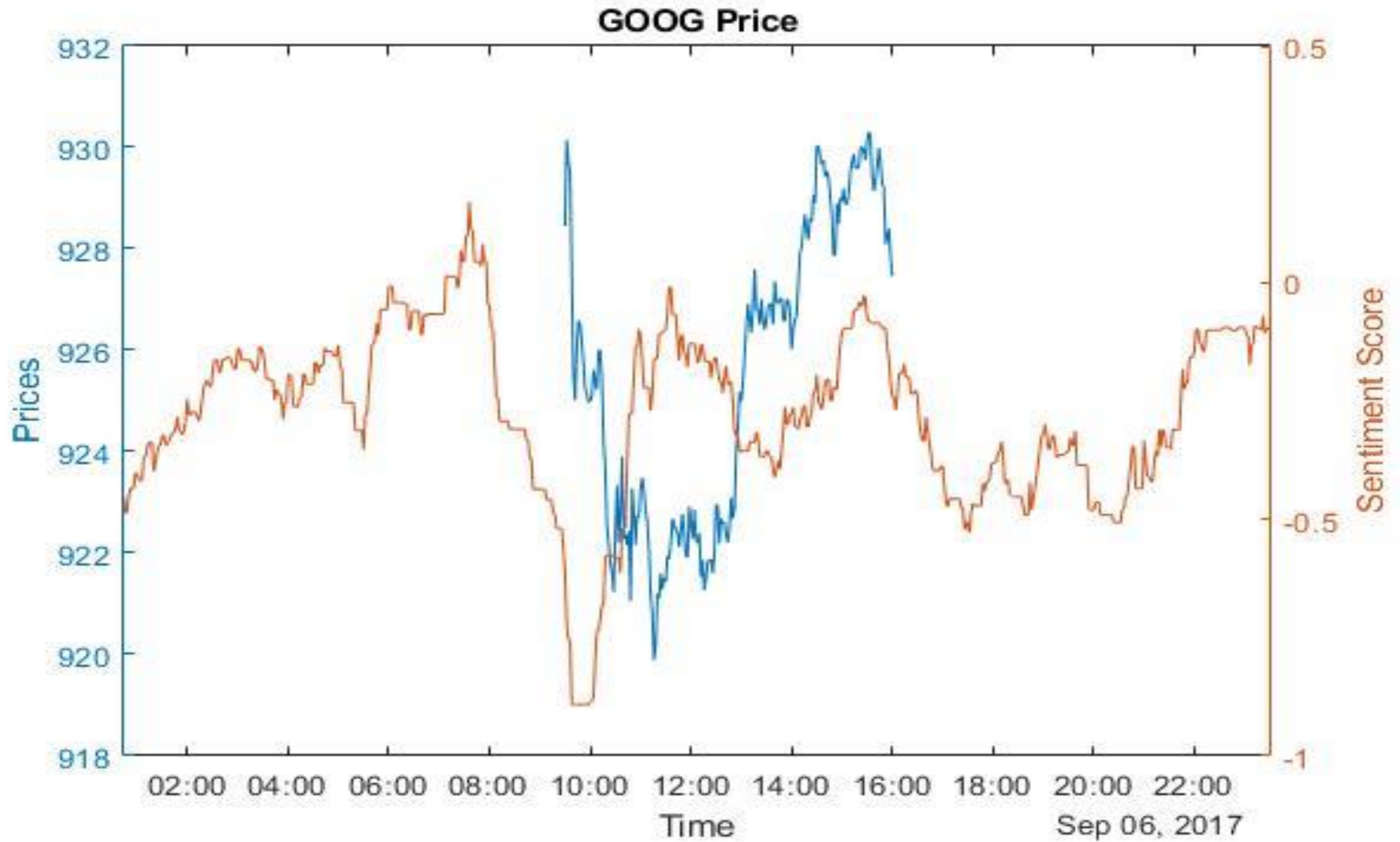
# Text Analytics & Sentiment Analysis



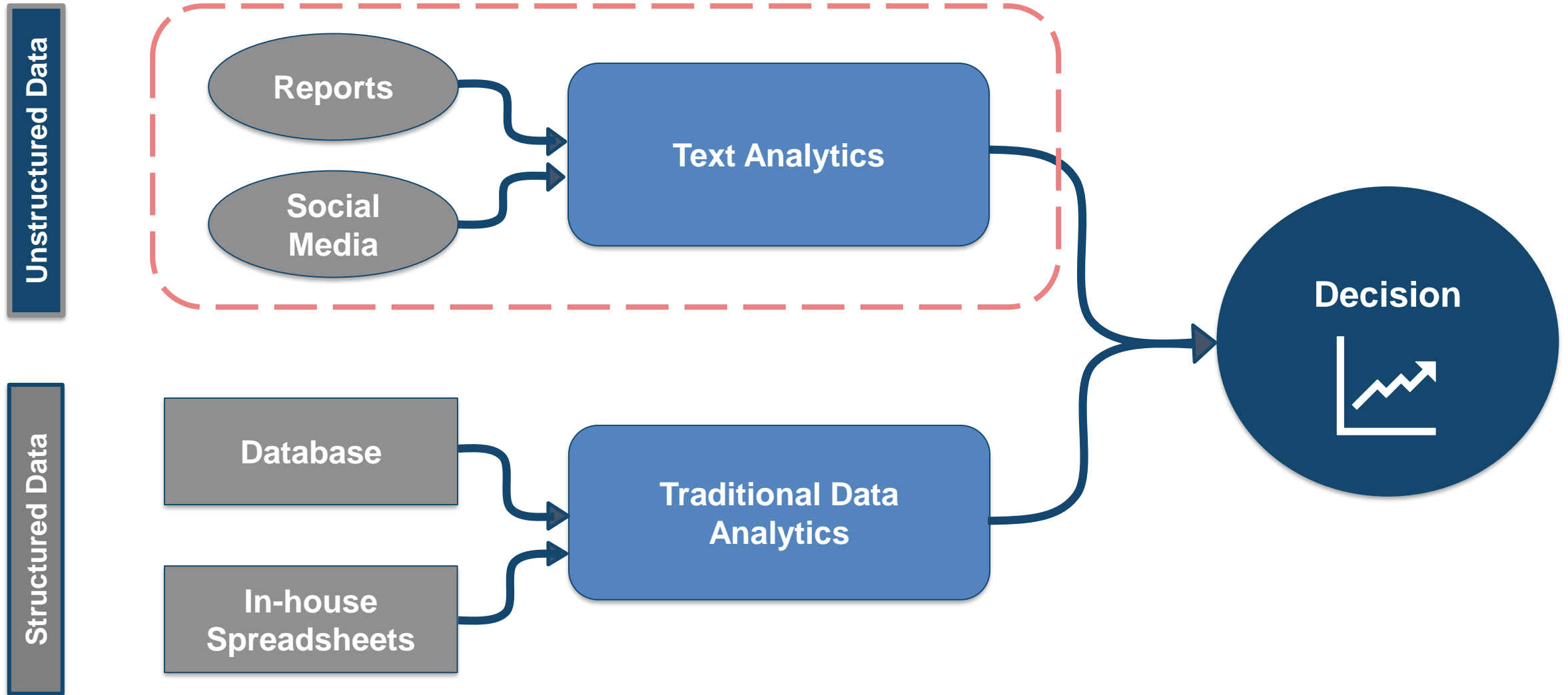
Alex Link, Application Engineer



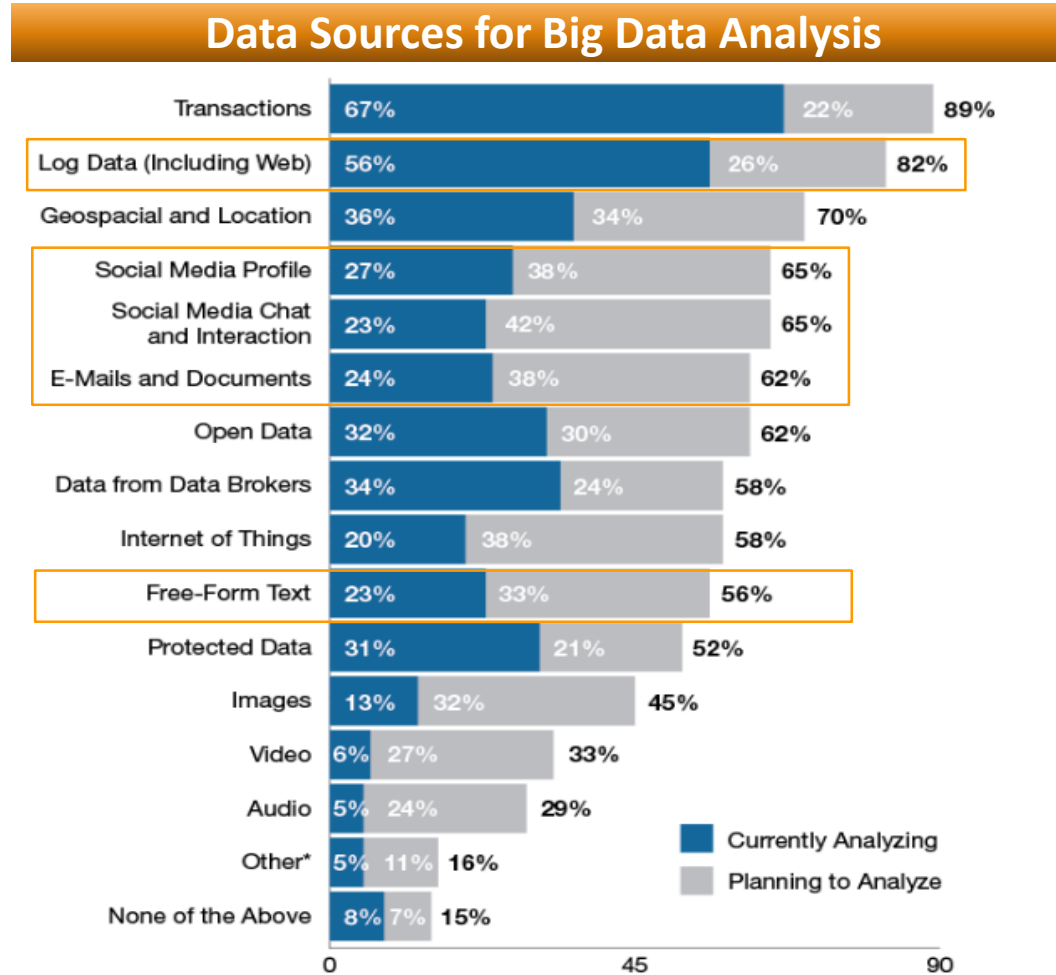




# Big Picture

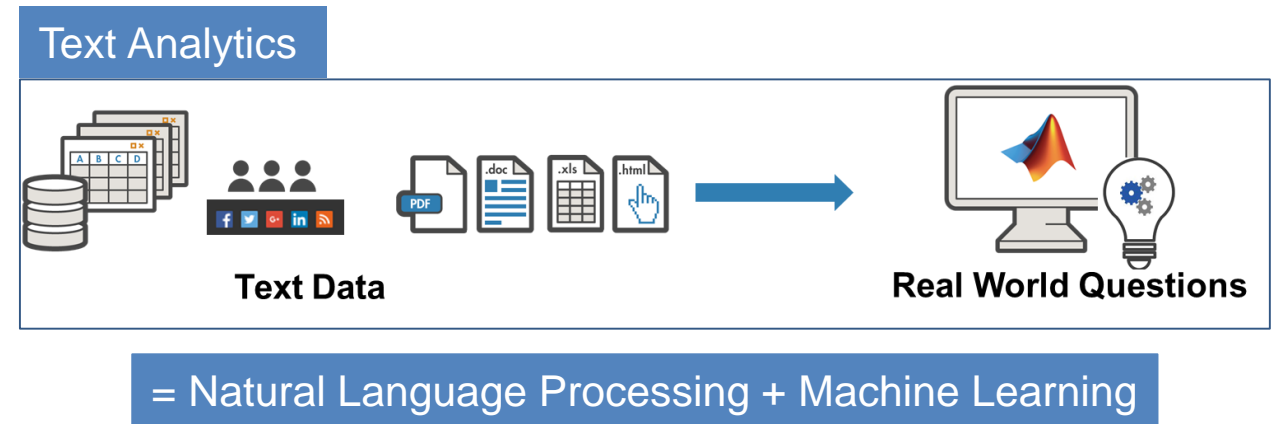
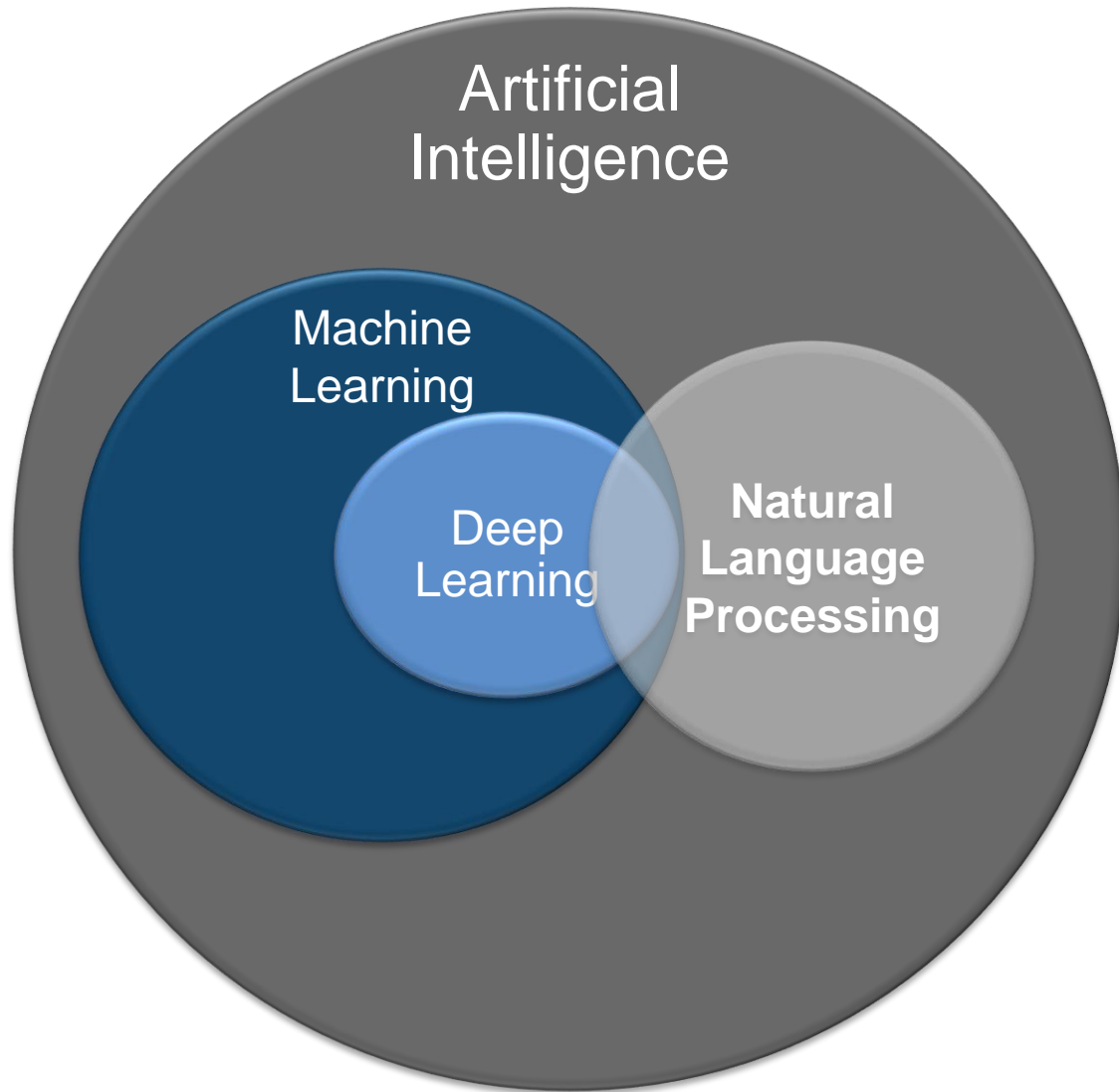


# Where is this data?



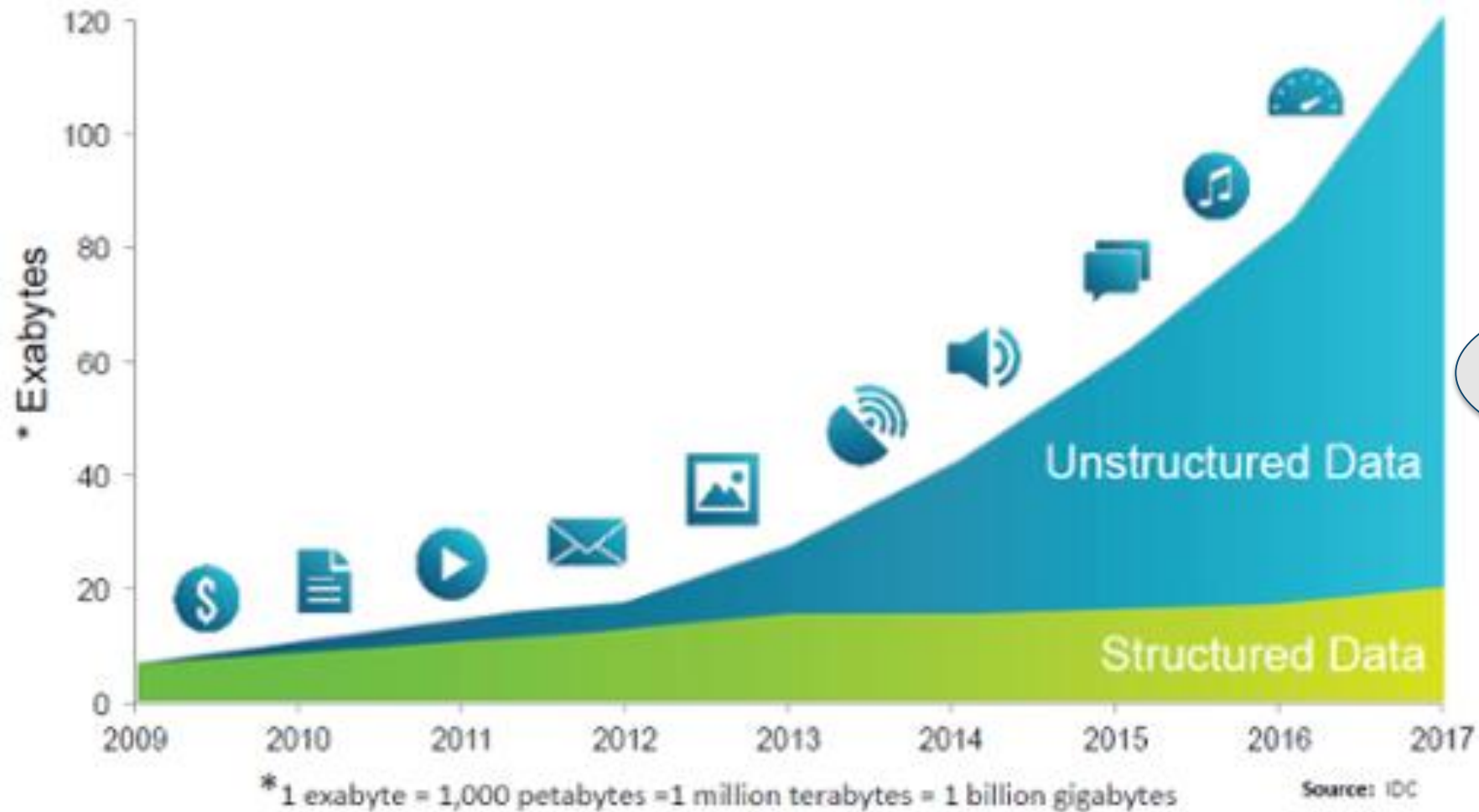
n=195  
 Source: Nick Heudecker, "Best Practice for Designing Your Data Lake," Gartner, 19 October 2016.  
 \*Other include genomic, meteorological, traffic, security, and customer data.  
 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.  
 Gartner is a registered trademark of Gartner, Inc. or its affiliates.

# What is Text Analytics/NLP?



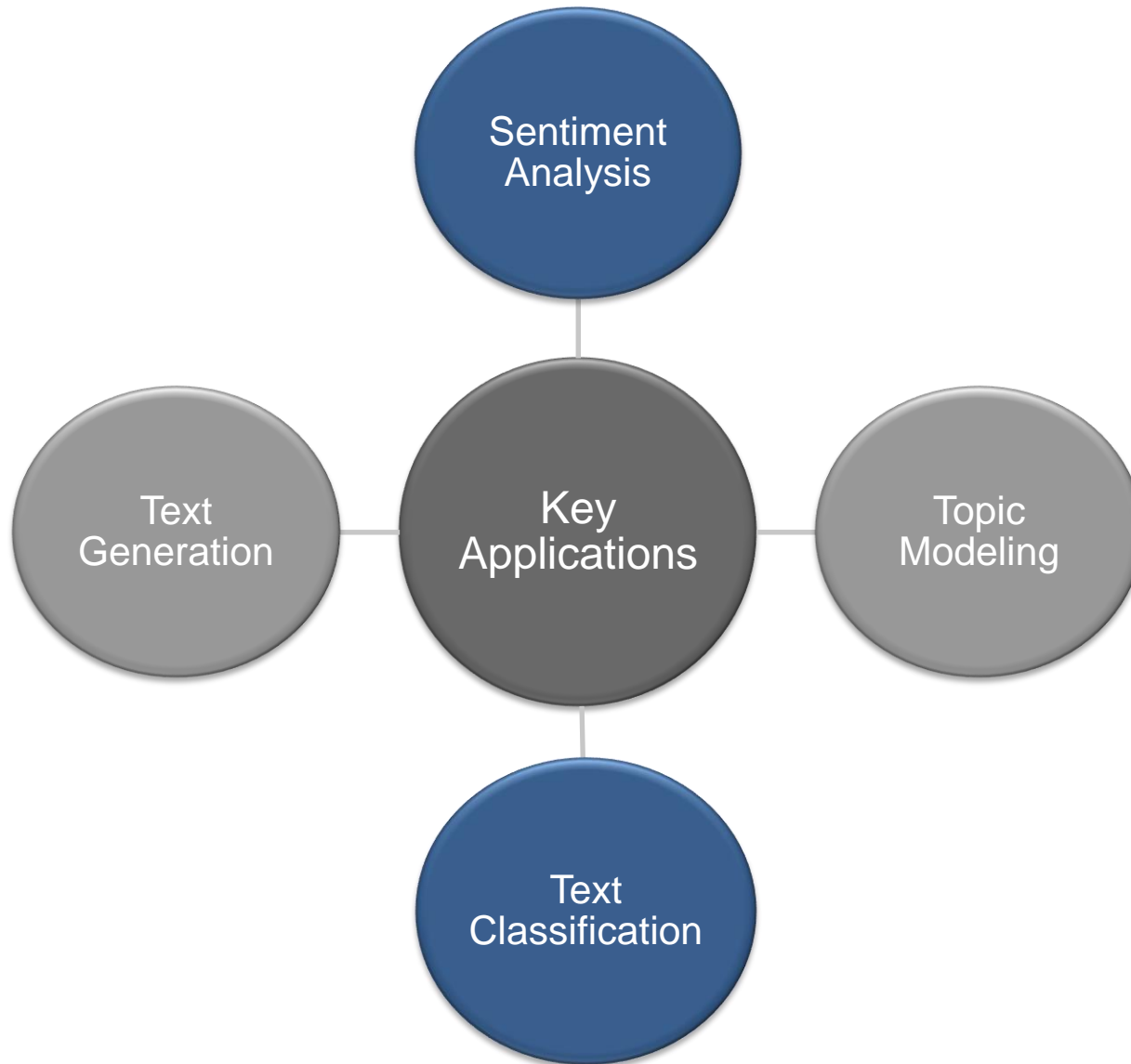
# Why now?

“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

