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Practical Text Analytics Interpreting Text And ...

Practical Text Analytics. Interpreting text and unstructured data for business intelligence. Steven Struhl Paperback ISBN: 9780749474010, \$34.95. eBook ISBN: 9780749474027; Kobo and Kindle. July 2015, 272 pages

Book: Practical Text Analytics - KDnuggets

This book introduces text analytics as a valuable method for deriving insights from text data. Unlike other text analytics publications, Practical Text Analytics: Maximizing the Value of Text

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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.

Practical Text Analytics by Struhl, Steven (ebook)

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Bridging the gap between the marketer who must put text analytics to use and the increasingly rarefied community of data analysis experts, Practical Text Analytics is an accessible guide to the

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many remarkable advances in text analytics that specialists are discussing among themselves. Instead of being a resource for programmers, a book on theory or an introduction on how to use advanced ...

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This course is a practical and scientific introduction to text analytics. That means you'll learn how it works and why it works at the same time. On the practical side, you'll learn how to visualize and interpret the output of text analytics.

Visualizing Text Analytics with Python | edX

Textual analysis is a broad term for various research methods used to describe, interpret and understand texts. All kinds of information can be gleaned from a text - from its literal meaning to the subtext, symbolism, assumptions, and values it reveals. The methods used

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to conduct textual analysis depend on the field and the aims of the research.

A Quick Guide to Textual Analysis | 3 Common Approaches

Meet two text mining experts in today's interview, which explores some of the common issues faced by data scientists in text analytics. Prof. Dursun Delen and Scott Fincher are the teachers of the "[L4-TP] Introduction to Text Processing" course regularly run by KNIME. This course is based on the KNIME Text Processing Extension.

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