Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS

Goutam Chakraborty, Murali Pagolu, Satish Garla

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Big data: It's unstructured, it's coming at you fast, and there's lots of it. In fact, the majority of big data is text-oriented, thanks to the proliferation of online sources such as blogs, emails, and social media.

However, having big data means little if you can't leverage it with analytics. Now you can explore the large volumes of unstructured text data that your organization has collected with *Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS*.

This hands-on guide to text analytics using SAS provides detailed, step-by-step instructions and explanations on how to mine your text data for valuable insight. Through its comprehensive approach, you'll learn not just how to analyze your data, but how to collect, cleanse, organize, categorize, explore, and interpret it as well. *Text Mining and Analysis* also features an extensive set of case studies, so you can see examples of how the applications work with real-world data from a variety of industries.

Text analytics enables you to gain insights about your customers' behaviors and sentiments. Leverage your organization's text data, and use those insights for making better business decisions with *Text Mining and Analysis*. Big data: It's unstructured, it's coming at you fast, and there's lots of big data is text-oriented, thanks to the proliferation of online sources such as blogs, emails, and social media.

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