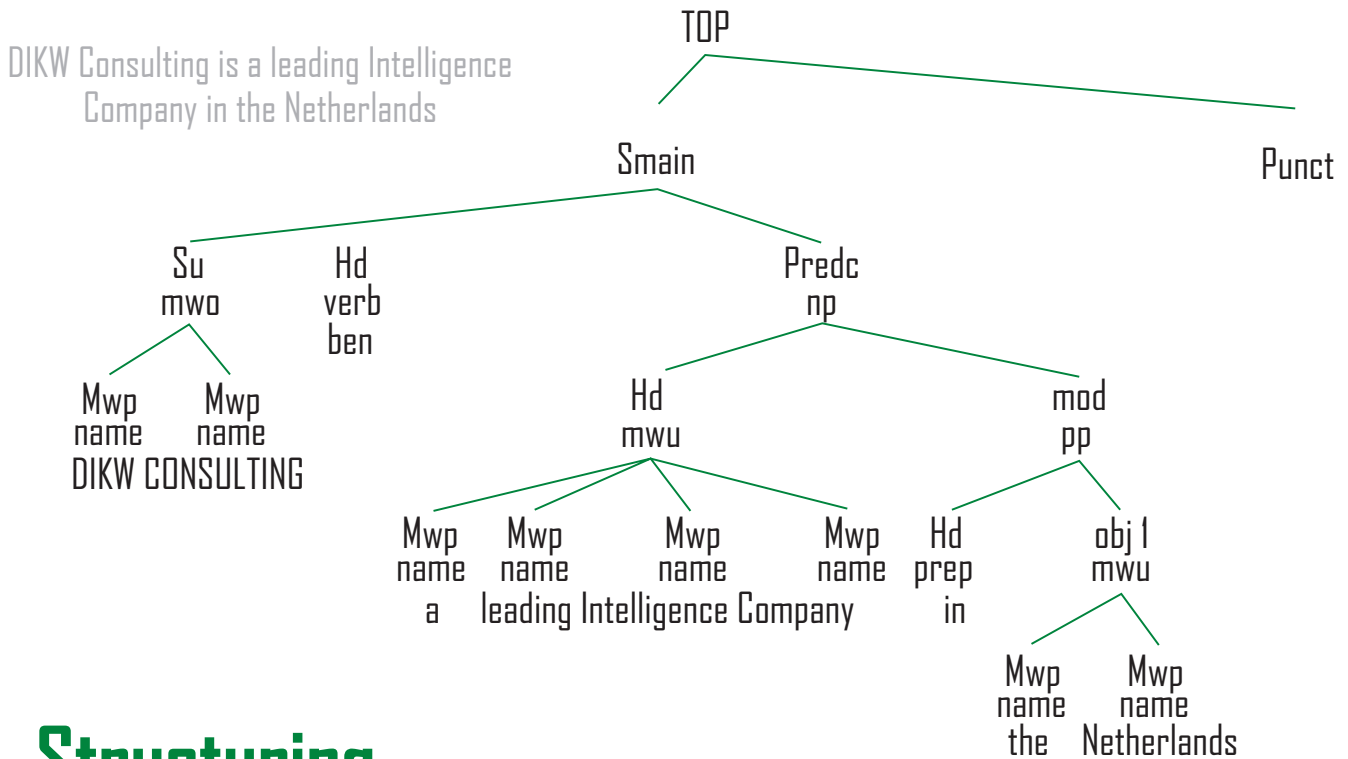


Textmining

using python NLTK



Structuring unstructured data

In the current internet landscape the ability to process and analyse text is becoming increasingly important. Via social networks, blogs and comparing websites the ever more demanding customer is spreading their opinion about your brand more quickly and reaches more people 1 on 1 than ever before. For a brand it is crucial to pick up on the sentiments that are spread around on the www.

To generate learnings from RSS feeds, blogs and plain web content automatically textmining is the key. Analysis can start by counting frequencies of words or word combinations. A next step is adding languages specific tags like in the picture above. This tagging can be based on grammatical concepts only but in the ever evolving www the next step is to bring semantics into play. The semantic web is build around the concept of ontologies, which enable the enrichment of plain text with context.

Are you interested?

Please do not hesitate to contact DIKW Consulting for a presentation or workshop on how to develop a Marketing Opportunity Matrix.

Contact us!

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