

### Overview of Text Analytics techniques in business.

Technique	Studies	Business area	Practical contribution
Information retrieval	[1–3]	cross-department	enterprise search for the relevant information in the unstructured data, knowledge management
Information extraction/NER	[1,4,5]	cross-department	key component in NLP systems for question-answering, information retrieval, relation extraction
Text summarization / topic modeling	[1,4,6–9]	cross-department	extraction of topics/ themes from a large corpus, knowledge management, brand management, automatic report generation, Recommender Systems
Text classification and clustering	[4,10–13]	email, (customer) service management, product management	spam detection, news filtering, theme/topic detection, sentiment analysis, automatic assignment of emails and tasks, customer/ product segmentation, identification and prediction of customer/ product-related problems, strategic improvement of products and services
Question-answering	[1,14]	cross-department	customer service chat-bots, decision support for BP workers
Sentiment analysis	[1,15–17]	brand management, (customer) service and product management	identifying customer perception of brand, service, product, proactively reacting with the help of marketing campaigns, service or product improvements
Thesauri, taxonomies, ontologies	[18,19]	cross-department	expert systems, search engines, corporate thesauri, taxonomies, ontologies representing domain-specific knowledge and organizational information

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