Data Immersion
Exercise 2.8
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<u>Textual Analysis: Part 2</u>

1. Unstructured data could be very valuable in the medical field. If medical staff are given surveys to reflect on the Influenza season each year, we could get a better understanding of how they successfully functioned or did not successfully function. In this survey you may receive information about what times of the year nurses and doctors notice patients with flu-like symptoms starting to seek care. You may understand the need for whether clinics and hospitals feel they need to be more appropriately staffed. You may even discover on average how many patients may flock to a specific clinic. Patients may indicate in a survey whether they received thorough care. They may indicate satisfaction at clinics that were appropriately staffed.

2. Textual Analysis could produce insights by picking up on months most mentioned number of flu symptoms. You may get insights into client satisfaction. You may get insights for times of day (morning, noon, evening, afternoon) that flu patients are showing up.

3. With plans in place the future of textual analysis would be to determine how staff feel about the plans that were put in place that flu season. Were these plans supporting the hospital/clinic? Were the plans understanding of the high volume of patients seen in that area? Are the patients satisfied with their visits? Are the patients being seen quickly and efficiently to get their symptoms under control? Also, surveys could be given to patients with the flu that ask if they did get a flu vaccine that season and did it seem to help lower the ailments or none.