

Semester : VISubject : DAV

Academic Year: 2023-2024

USE CASES FOR TEXT MINING:-

Below are the use cases and examples for text mining

Marketing:

- * Data mining can be used to explore large databases to improve market segmentation.
- * It can analyse the relationships between parameters such as customer age, tastes, gender etc. and thereby guess their behaviour to direct personalised campaigns.
- * Text mining in marketing can predict which users are likely to unsubscribe from a service, what interests them based on their searches.

Banking:

- * To understand market risks, banks use data mining.
- * Using text mining, banks can learn more about our online preferences or habits to optimise the return on their marketing campaigns, study the performance of sales channels or manage regulatory obligations.

Education:

- * Educators can be benefited using data mining to access student data, predict achievement levels and find students which need extra attention.
- * For example, students who are weak in maths subjects, it can guide them to popular class.

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Websites of E-commerce can offer cross-sells and up-sells. A popular and well known name is Amazon. Amazon uses data mining techniques to get more customers into their e-commerce store.

(5) Retail:

Text mining detects which offers are most valued by customers or increase the sales at the checkout queue.

Supermarkets use joint purchasing patterns to decide how to place products on the shelves.

(6) Service providers:

Service providers are generally mobile phones and utility industries. They use data mining to predict the reasons when a customer leaves their company.

They analyse billing details, customer service interactions, complaints made to the company and assign each customer a probability score and offer incentives.

(7) Medicine:

Knowing all of the patients' information such as medical records, physical ~~mining~~ examinations, and treatment patterns, data mining can effect efficient and cost-effective management of health resources. This is done by identifying risks, predicting illness in certain



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Segments of ~~salat~~ populations.

(8) Insurance:

Data mining helps insurance companies to price their products profitable and promote new offers to the new customers.

(9) Manufacturing:

Wear and tear of production assets can be predicted with the help of data mining manufactures. They can anticipate maintenance which helps them to minimise downtime.

(10) Crime investigation.

Data mining helps crime investigation agencies to deploy police work-force, where a crime is most likely to happen and when, and who to search ~~at~~ ~~acti~~.

(11) Television and Radio:

Some networks apply time-data mining to measure their online television and radio audiences. These systems collect and analyse information from channel views, broadcasts and programming. Data mining allows networks to make personalised recommendations to radio listeners and TV viewers. It also gets to know their interests and activities in real time and better understand their behaviour.