

Applying Text Analytics in a Real-world Scenario

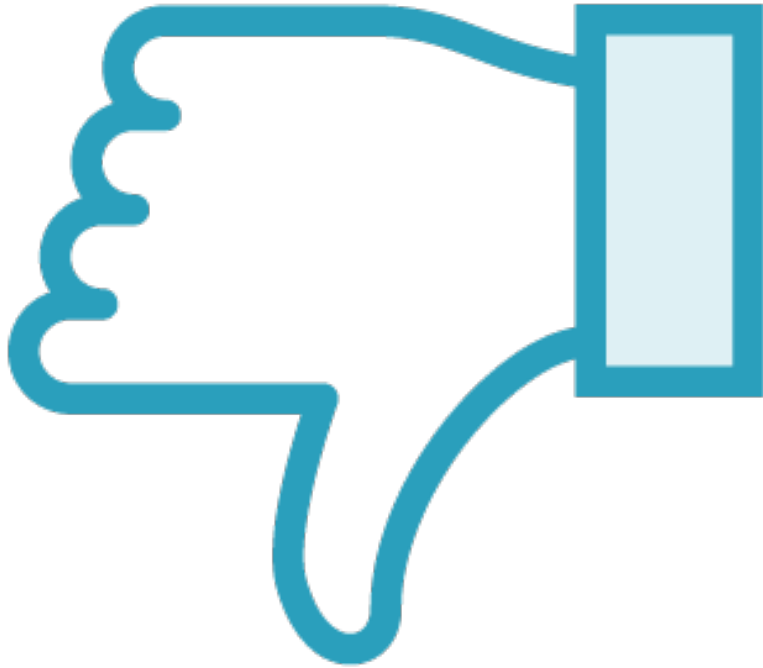


Matt Kruczek

DIRECTOR OF MOBILE, WEB AND AI

@MCKRUZ www.tallan.com





Social Media Analytics

- What is being said?
- How do people feel?
- Major concerns

Summary



Social Media Analytics

Explore Microsoft Cognitive Services

