

Text mining

What is it?

"Text mining" is simply the search for useful information in written documents. It is also called Natural Language Processing (NLP) or Natural Language Understanding (NLU). It is a set of software pieces that can identify words or phrases, count them, determine in which language a text is written, identify the feelings expressed in a text, etc.

What business impact?

- Marketing: the analysis of text makes it possible to characterize very specifically the author of the text. It is therefore widely used for segmentation and profiling.
- Conversational interfaces: chatbots use text mining and data science to perform their function.
- Business applications: in legal professions in particular, the work of documentation can be accelerated by the search of text.

Influencers to follow

Lynn Cherny, Stuart Shulman, Ted Underwood. Seth Grimes.

Companies to assist you

Synomia, Inbenta, 55, mfg labs, Stat4Decision, Doyoudreamup
+ academic research labs.

4 organizations leveraging text mining

Multiposting, start-up acquired by SAP in 2015, analyzes resumes to identify and extract skills and other relevant information.

Aiden.ai uses text mining, among other techniques, to do intelligent data mining in customer relationship management software, and deduce recommendations.

Softlaw offers a smart reading solution for legal documents, to save time on contract writing.

MATCHA, a chatbot which acts as a virtual wine shop: it recommends wines based on the questions you ask - and learns from your preferences.