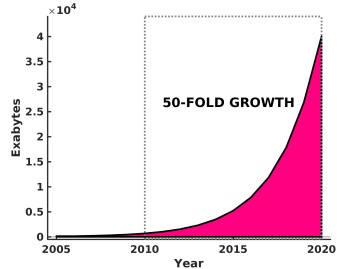
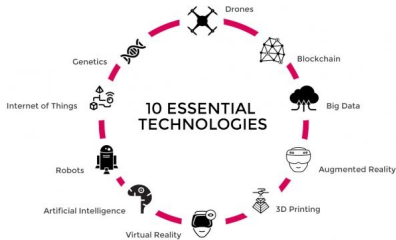


text analytics

MGMT|from text analysis to actionable knowledge

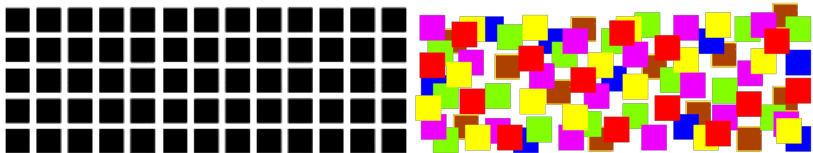
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the data surge

- in a week we generate more data than all of humanity did up until 2005
- we are drowning in data, but at the same time starving for knowledge
- to obtain actionable knowledge we need to **change workflows and utilize task automation**



fundamental difference between structured data and **unstructured data**

- word processing files, pdfs, emails, social media posts, digital images, video, audio
- lack well-defined machine readable structure and predominately qualitative
- require considerable cleaning and structuring
- today > 80% of all data are unstructured
- increased demand for domain knowledge from qualitative researchers

