

server responds to requests. See Figure 7-22 as an example of a Content Classification Quick Start Tool interface for defining classification behavior.

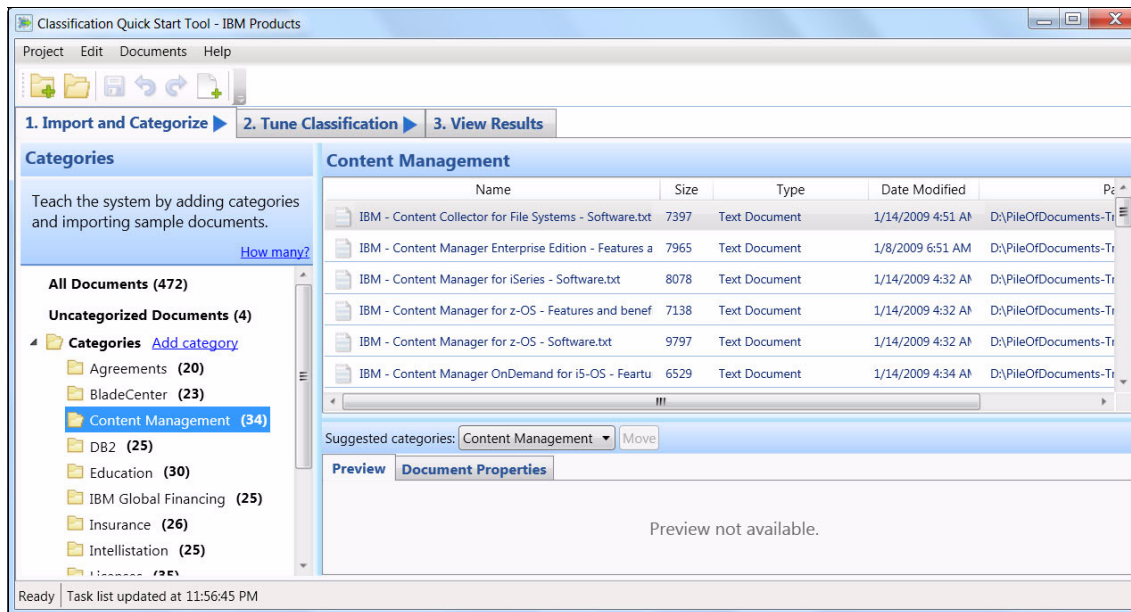


Figure 7-22 Content Classification Quick Start Tool user interface

See Chapter 9, “Content analysis with IBM Content Classification and document clustering” on page 305 for additional details about using Document clustering and classification techniques with Content Analytics.

## 7.4 Preferred practices

Text mining and gaining insight into your content is an iterative process. The following best-practice approach is based on years of field experiences:

- ▶ Assess your content and goals to determine which out-of-box analytics (Named Entity Recognition, Sentiment, Terms of Interest, and so on) will be valuable to configure.
- ▶ Start your analysis with a small collection. This makes it quicker to index the collection and allows more iterations of changes and tests. Gradually increase collection size as you get closer to a configuration that meets your goals.
- ▶ Follow the normal procedure several times:
  - Crawl, parse, index, and inspect the content by using the content analytics miner.