https://hevodata.com/learn/unstructured-data-to-structured-data-conversion/

What is an example for unstructured customer related data that businesses require to plan their growth, product and marketing plans going forward?

However, organizations produce enormous amounts of unstructured data in this Big Data era which makes it necessary to perform Unstructured Data to Structured Data Conversion.

Businesses employ cutting-edge technologies like **Natural Language Processing (NLP)** and **Artificial Intelligence (AI)** to perform Unstructured Data to Structured Data Conversion

It could be hazardous if unstructured data fills up too much storage space for your company. It is a good idea to eliminate irrelevant information to prevent further misunderstanding and focus solely on the organized material that can be useful.

The below-listed are a few ways used to study and analyze Unstructured Data:

* **Meta Data**: Data that offers information about other data is known as metadata. It is essential for organizing, preserving, and processing unstructured data. For instance, capturing a picture with a camera or smartphone comes with additional details like the date, time, filename, geolocation, and more. Each company can construct its metadata fields based on requirements to describe the nature of the unstructured data because there are no industry standards for metadata. As a result, metadata aids companies in streamlining data analysis and search.
* **NLP**: The machine learning technique known as “natural language processing” (NLP) enables users to examine unstructured data. Using grammatical and semantic linkages, NLP can determine the meaning of text data. The processing of natural languages by the human brain, including English, Chinese, Spanish, and others, is imitated by NLP.
* **Data Visualization**: The graphical representation of data that facilitates a more straightforward understanding is known as data visualization. Data visualization strategies enable users to understand data easily. Data visualization makes every intricate structure in the data visible, making it easier for users to comprehend the information

Retailers, manufacturers and other companies analyze unstructured data to **improve customer experience and enable targeted marketing**.They also do sentiment analysis to better understand customers and identify attitudes about products, customer service and corporate brands.

What are the different use cases for unstructured data?

Predictive maintenance is an emerging analytics use case for unstructured data. For example, manufacturers can analyze [sensor data](https://internetofthingsagenda.techtarget.com/definition/sensor-data) to detect equipment failures before they occur in plant-floor systems or finished products in the field. Energy pipelines can also be monitored and checked for potential problems using unstructured data collected from IoT sensors.

Unstructured data tool providers

The insights generated from unstructured data do not just magically appear. Rather, it takes special tools to process the data before it produces any meaningful knowledge. Popular unstructured data tool providers on the market include:

* Accenture
* Azure
* Crux
* DynamoDB
* Hadoop
* MongoDB
* Among organizations that have begun experimenting with unstructured data, the early benchmarks have been positive. The specificity with which they can understand customers, systems, and the organization at large indicates room for tremendous potential. To date, however, the full-scale adoption of high-performance systems has not yet been achieved. As we move toward greater integration of AI and these types of unstructured datasets, it is essential to rethink traditional modalities and interfaces. For the enterprise to be successful at getting value out of this data, there's no time to spare in making that happen.

Social media sentiment analysis gives brands an opportunity to track online conversations about themselves and their competitors in real time. At the same time, they gain quantifiable insights about how positively or negatively they are viewed.

Social media sentiment analysis makes sure you know how every brand choice affects brand loyalty and customer perception.

You might want to organize all of your Mentions streams into a Social Mentions board to make them easier to view at a glance.

On some social media platforms, you can even track the posts where you’re not tagged:

* For Instagram, you can monitor hashtags related to your products or brand name.
* For Twitter, you can use hashtags or keywords.
* In the dashboard, create a search stream using your name plus :) to indicate positive sentiment. Then create a search stream using your name plus :( to indicate negative sentiment.

You can calculate your social sentiment score in a couple of ways:

* Positive mentions as a percentage of total mentions
* Positive mentions as a percentage of mentions that include sentiment (removing neutral mentions)

Which method you use doesn’t really matter, as long as you are consistent. That’s because the most important thing to watch for is change.

The second method will always result in a higher score.

Quick search feature: gather @mentions and #mentions. Once they click search the search result page will have 2 sections, one will be an insight section and the other a filter section where you can choose to only show Instagram mentions (Twitter,Facebook,Tumblr,Reddit) etc.

