

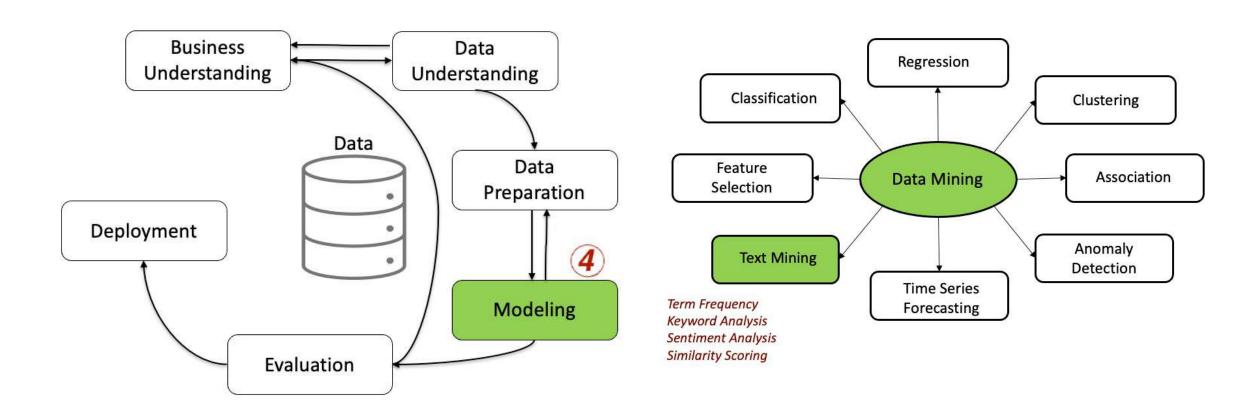
Module 8

Visualizing Text Data

How do we convert text into visuals for analysis?

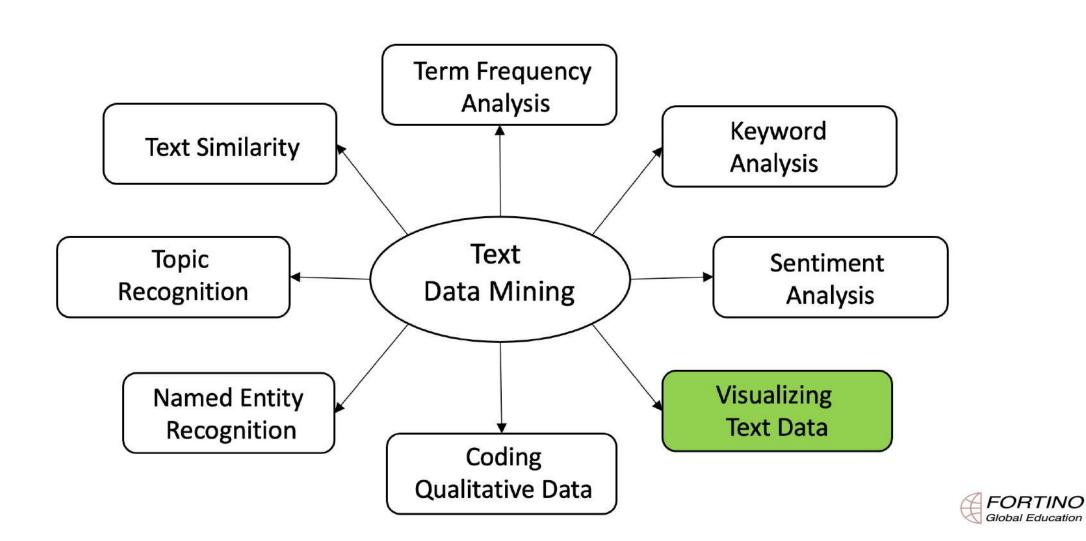


Data Mining-Continuing Model-Making





Visualizing Text Data



Data Visualization for Analysis

- An analyst typically creates visuals of the analysis results as analysis progresses.
 - Graphs of the data for analysis
 - They are rough graphs with no thought given to making them compelling at this point in the analysis.
 - Likely that no one other than the analyst will ever see most of those rough charts.
- These graphs may even accumulate in an electronic research notebook (typically a PowerPoint document) with slides as containers for the charts.
 - At the end of the analysis, these graphs and numerical summaries of results accumulated in such a notebook are used to draw conclusions and answer questions. We call this charting process.



Tools to Convert Text into Visuals

Word clouds

Links Diagrams

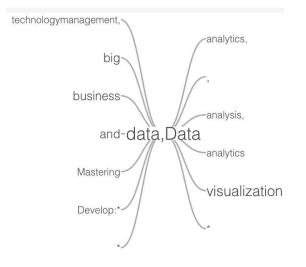
Terms Berry Plots

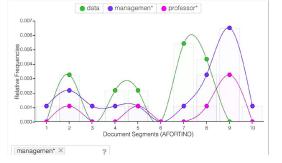




WordTree









Word Cloud - CV

10

PEER-REVIEWED PUBLICATIONS

Tong, Y. and Fortino, A (2021), Text Analytics to Discover NAICS Industry Codes for A Business,

VITA

ANDRÉS GUILLERMO FORTINO

Clinical Associate Professor NYU School of Professional Studies New York, NY Phone: (845) 242-7614

agf249@nyu.edu

Revised: August 2021 Home 75 Grist Mill Lane Pleasant Valley, NY 12569 Cell: (845) 242-7614 agfortino@gmail.com

THOUGHT LEADER AND EXECUTIVE PASSIONATE ABOUT HIGHER EDUCATION

A Higher Education Professional with 45 years of experience in higher education creating well prepared minds resulting in increased enrollments, revenues and graduation rates and high student satisfaction in both public and private universities. Held faculty positions at major universities and colleges in the United Sates. Distinguished published author and sought-after speaker on topics related to higher education, teaching and learning, data analytics and visualization, information technology, invention, innovation, and entrepreneurship. Fluent in Spanish. Veteran, US Army Officer.

Committed to giving back to the public and business communities by preparing the minds of students, teachers, influential professionals, and government in order to achieve academic and business results in academic programs. Assist educational and training institutions in achieving their vision and goals. Highly skilled in recruiting and developing teams of diverse faculty and administrative talent, leading them through the strategic planning process and improving curriculum to meet current trends and needs of the business community.

Areas of Expertise Include: Graduate Education • Learning Analytics • Data Analytics and Visualization • Text Data Mining • Invention & Innovation • Curriculum Assessment • Program & Course Development • Academic Affairs • Faculty Development • Strategic Planning • On-line Education • Research and Grants • Accreditation • Budget Administration • Administrative Staff Development

EDUCATIONAL DEGREES, INSTITUTIONS

Graduate School: City University of New York

New York, New York

Degree: Ph.D

Major: Electrical Engineering

Minor: Solid State Physics and Communication Systems

Graduate School: City College of New York
New York, New York

Degree: M.E. (EE)

Major: Electrical Engineering

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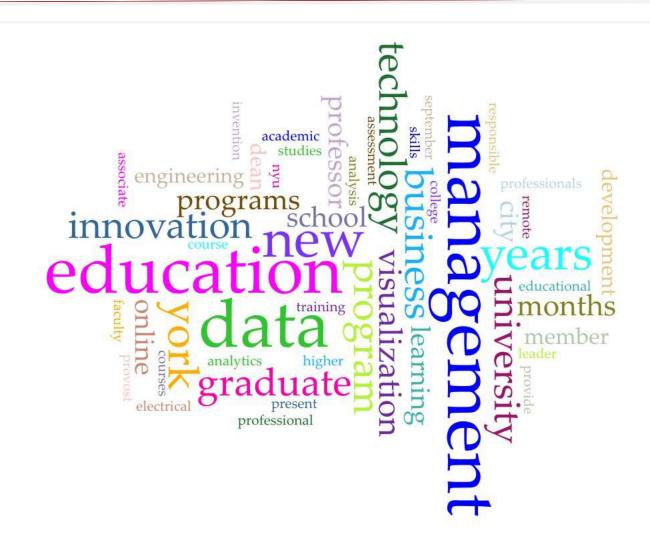
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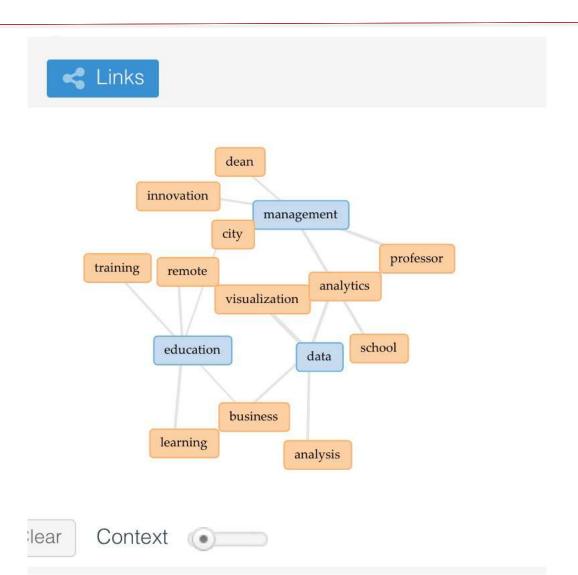
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e, International nce Publishing.

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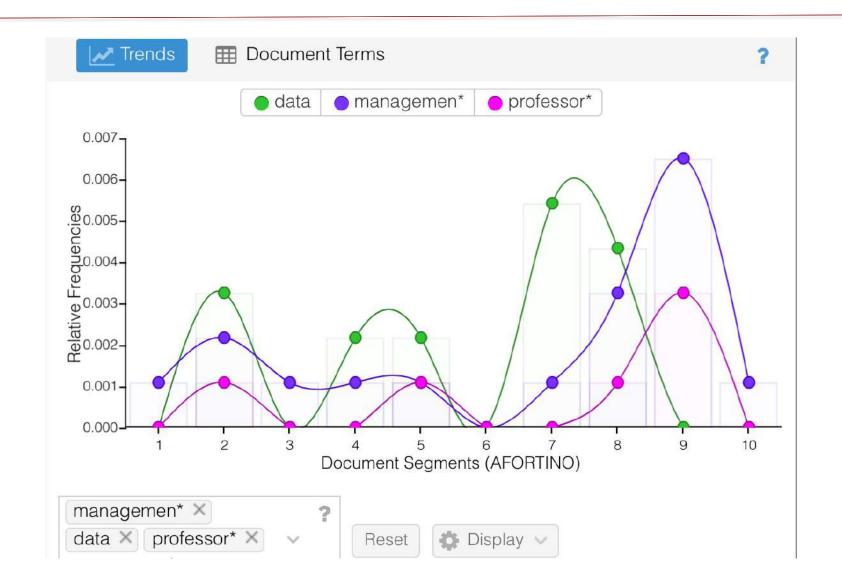


Links diagram - CV



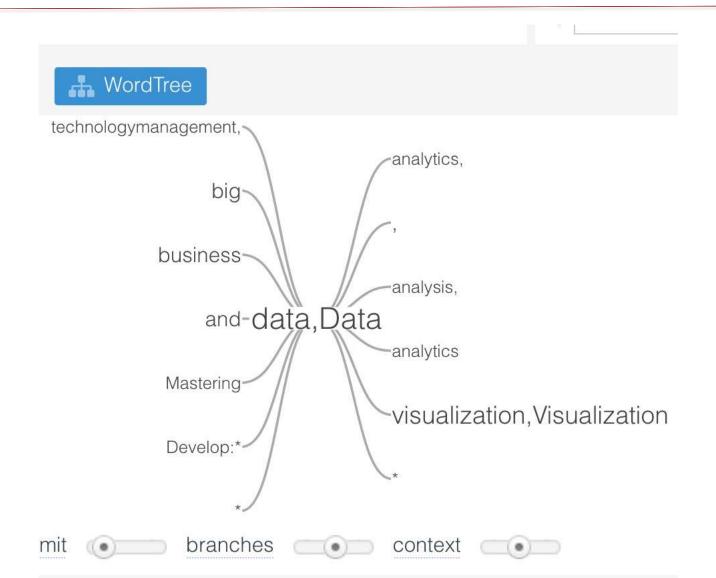


Trends diagram - CV



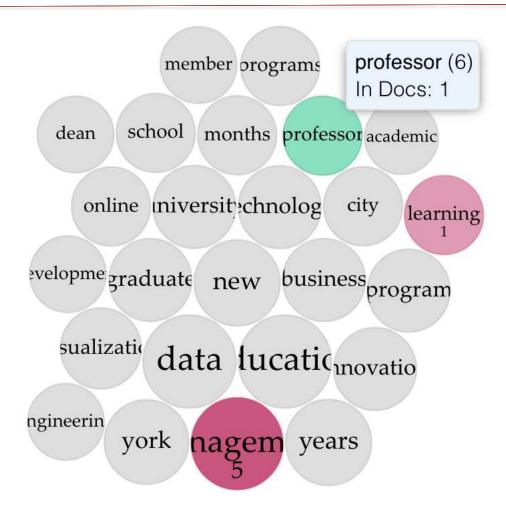


WordTree - CV





TermsBerry Plot - CV





Artificial Word Cloud

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Analysis of key features as insight from the visuals

- How does the visual compare to the key words?
- What connections do you see from important words in your resume top words other features of your resume?
- Time series analysis
- Any other insights?





Time Series **Word Clouds**

Technology Adoption Patterns Intellectual Property Management Systems Requirements Specification Skills Student Academic Performance View Interests by Year

Data Visualization Successful Technology Adoption

Technology Classification Process

Consulting Firm Providing Education Professional Books Disruptive Challenge Pattern Language Text Data Mining Prepared Minds Data Analysis Text Analytics

Local Area Technology Management Education

Analytical Skills Chinese Scholars Higher Education Big Data Subject Matter Expert Data Communications Teaching Technology Managers Training Services Analytical Competencies

Advanced Analytics

Managerial Training

Pedagogical Issues

Academic Programs

Systems Requirements Specification Skills Successful Technology Adoption Curriculum Development Subject Matter Expert Competency Building Technology Management Education Computer Networks Industry Clients Data Analysis Training Development Senior Instructor

Text Data Mining

Development Senior Instructor Analytical Competencies Data Visualization Memory Retrieval Strategies Technology Impacts Academic Programs Student Academic Performance Prepared Minds Professional Books Analytical Skills Text Analytics High Technology Short Courses Local Area Training Services Data Communications Case Approach Literature Search Process Managerial Training Intellectual Property Management Analytical Mindset Higher Education Big Data Alternative Educational Technologies Teaching Technology Managers Disruptive Challenge Technology Adoption Patterns Technical Management Overview Advanced Analytics

View Interests by Year

https://www.grantforward.com/profile/edit