

Text Data Mining For Business Decisions

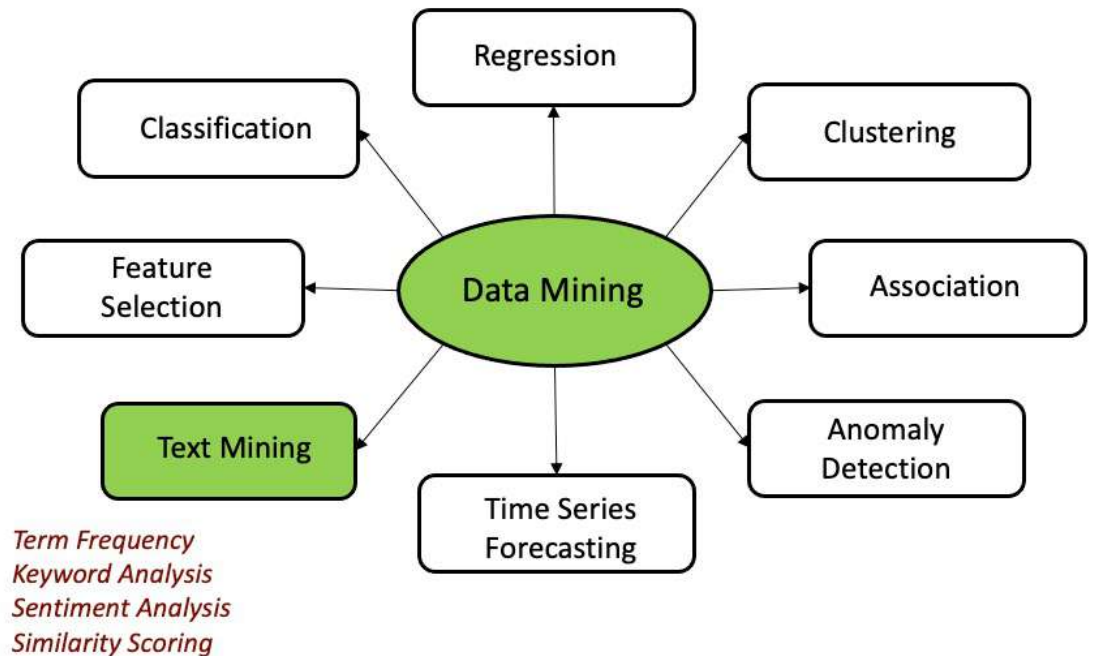
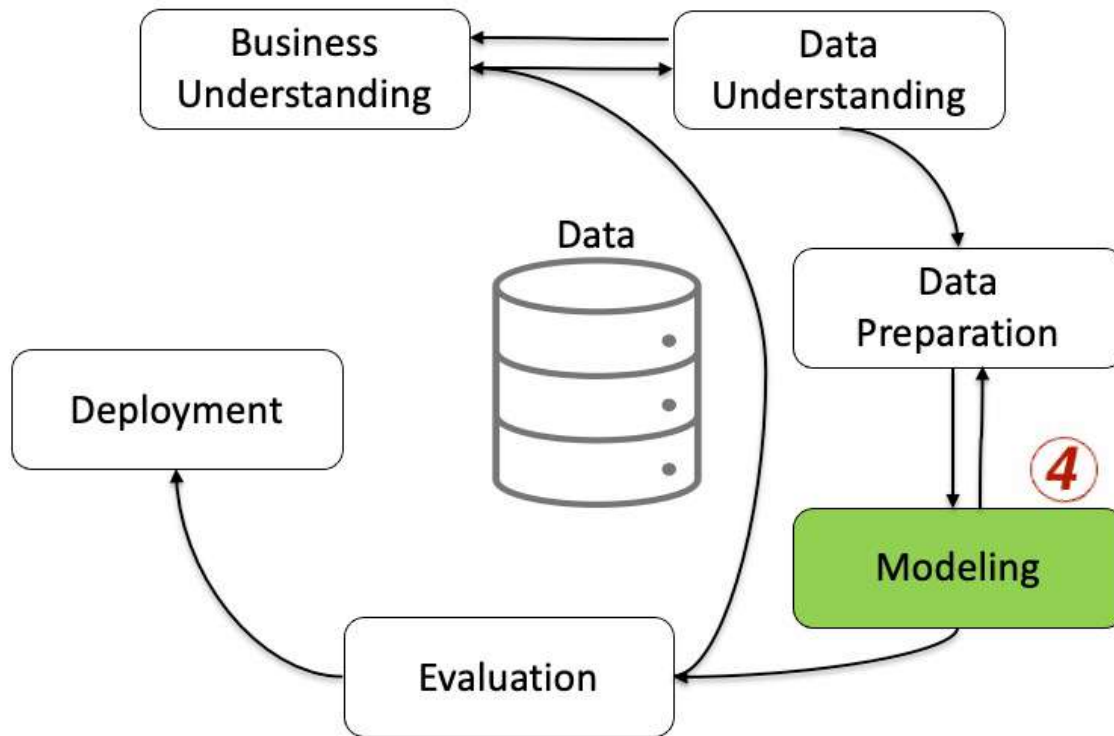
Module 8

Visualizing Text Data

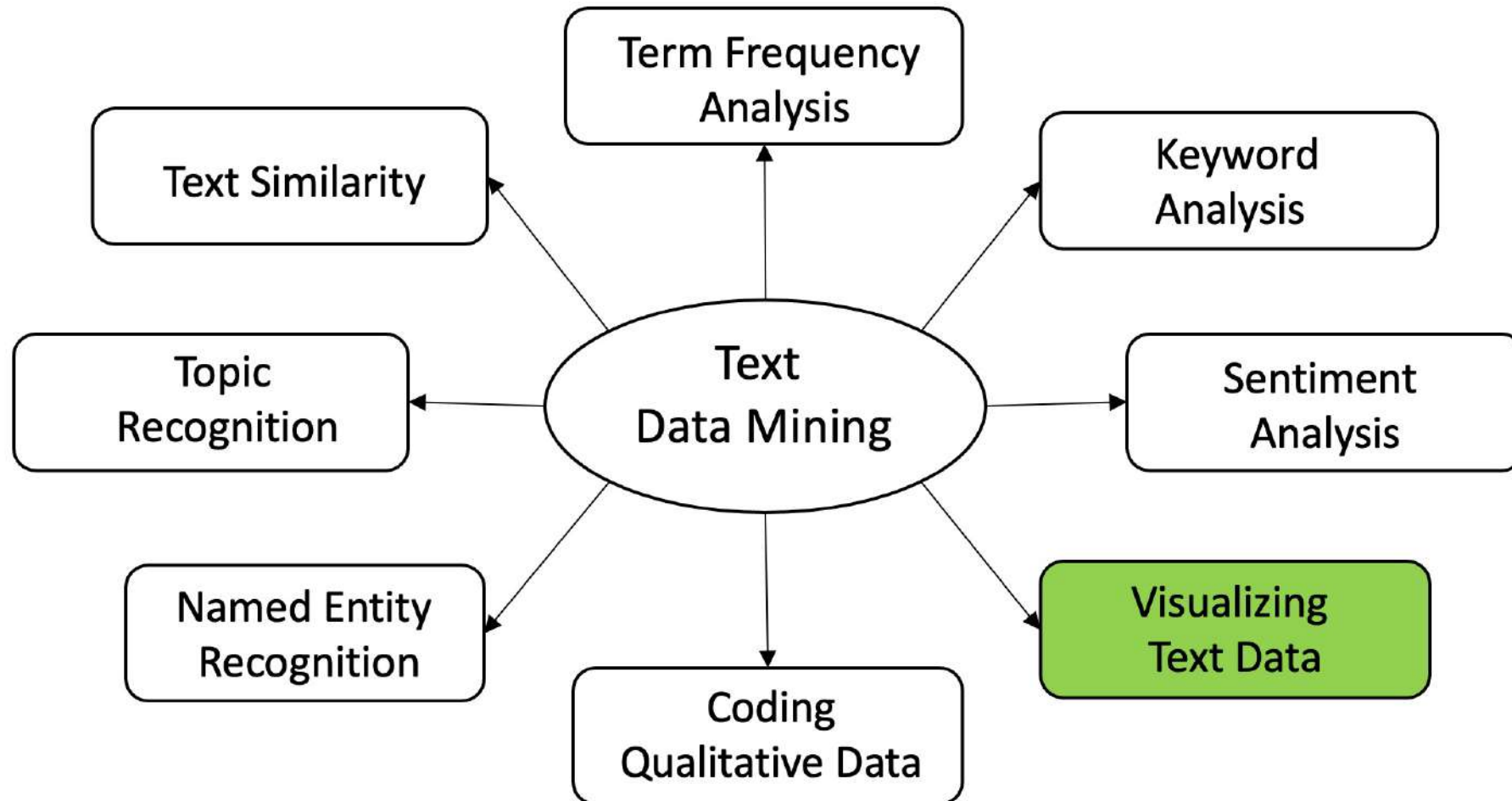
How do we convert text into visuals for analysis?



Data Mining- Continuing Model-Making



Visualizing Text Data



Data Visualization for Analysis

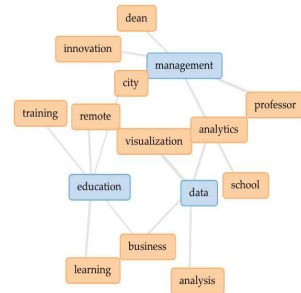
- An analyst typically creates visuals of the analysis results as analysis progresses.
 - Graphs of the data for analysis
 - They are rough graphs with no thought given to making them compelling at this point in the analysis.
 - Likely that no one other than the analyst will ever see most of those rough 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

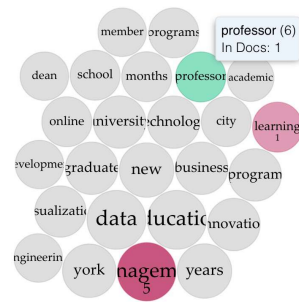
Word clouds



Links Diagrams



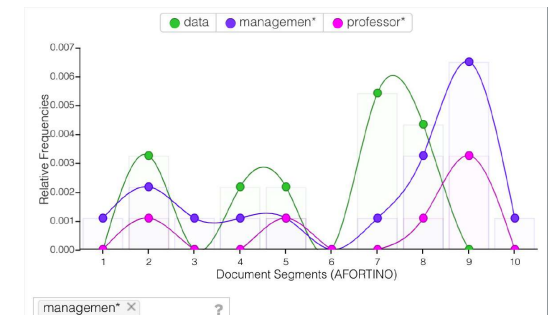
Terms Berry Plots



WordTree

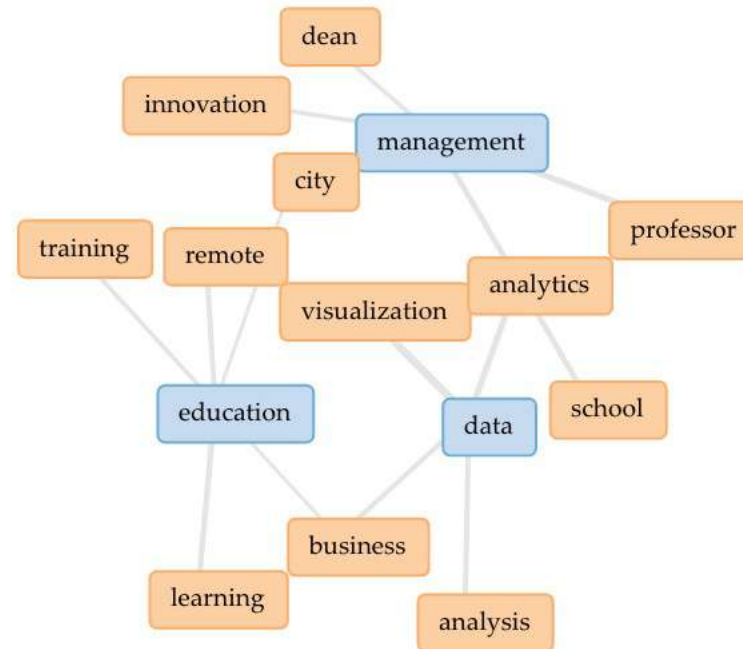


Trends Charts



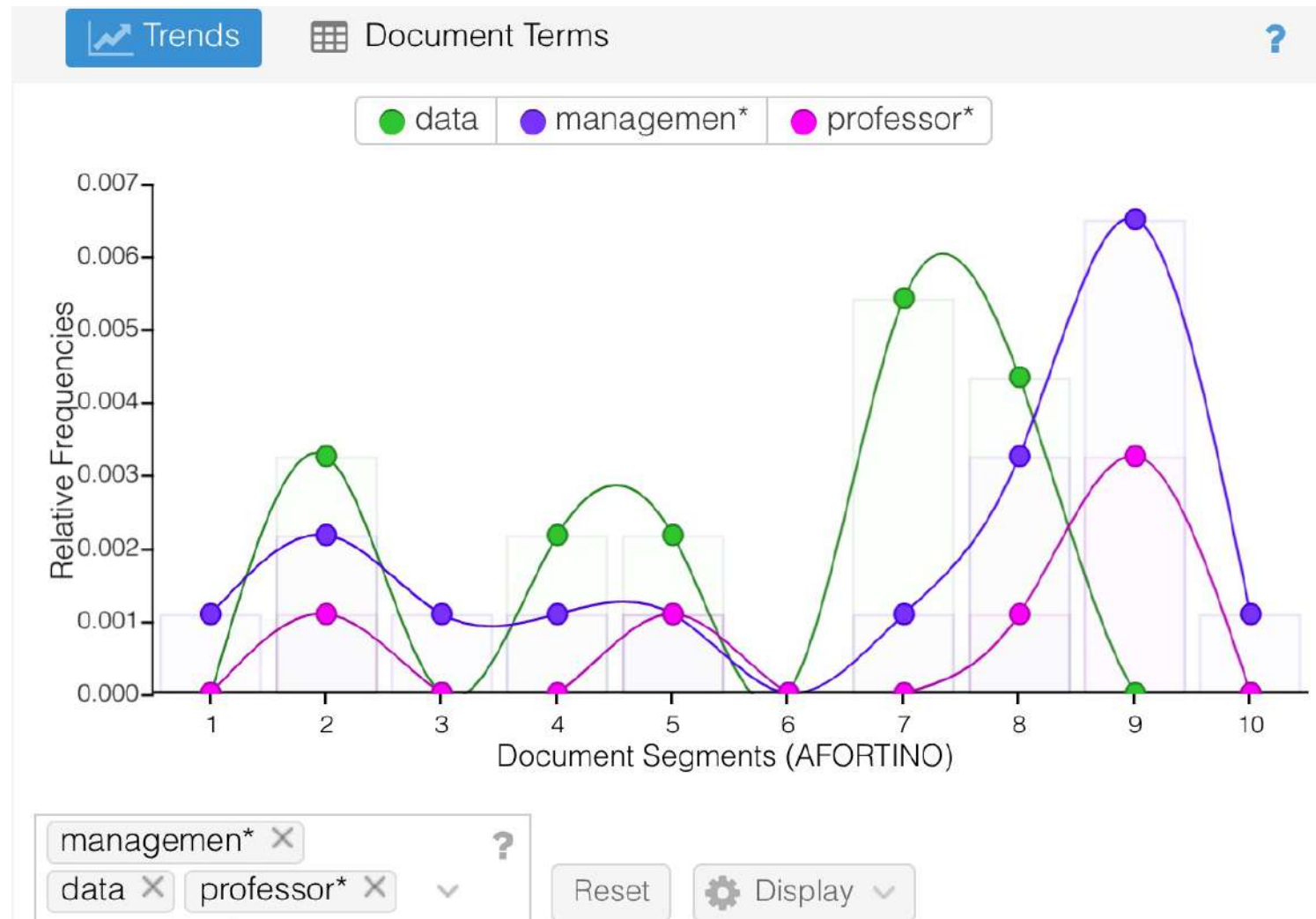
Links diagram - CV

 Links

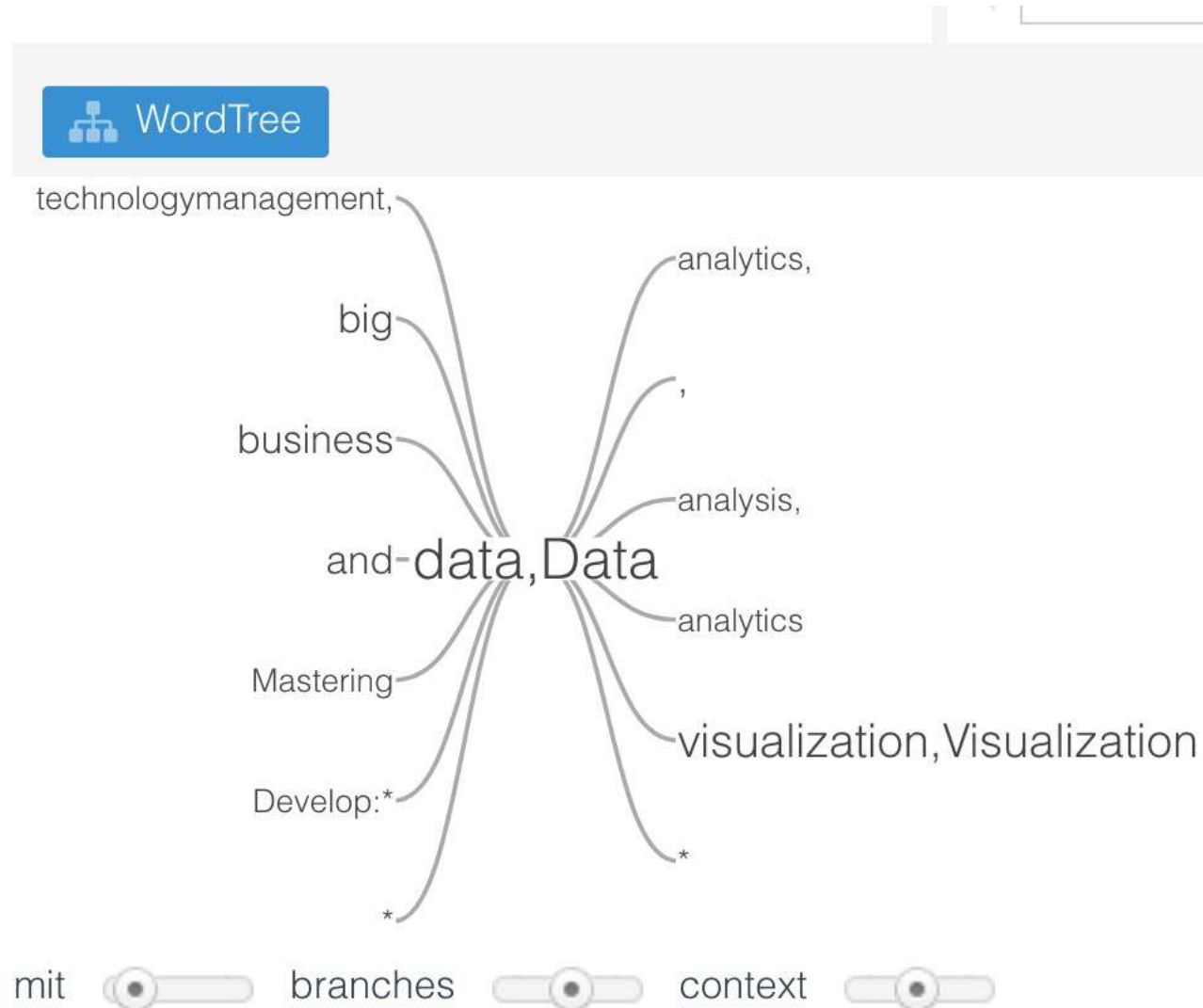


Clear Context

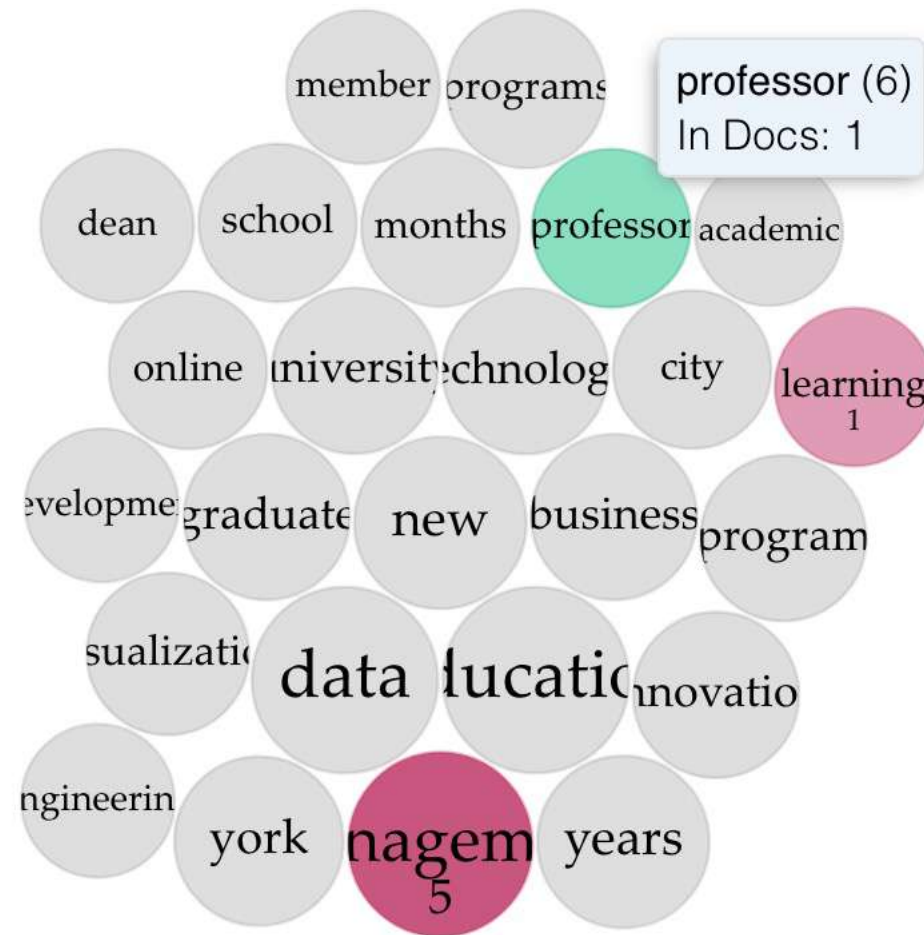
Trends diagram - CV



WordTree - CV



TermsBerry Plot - CV



Artificial Word Cloud

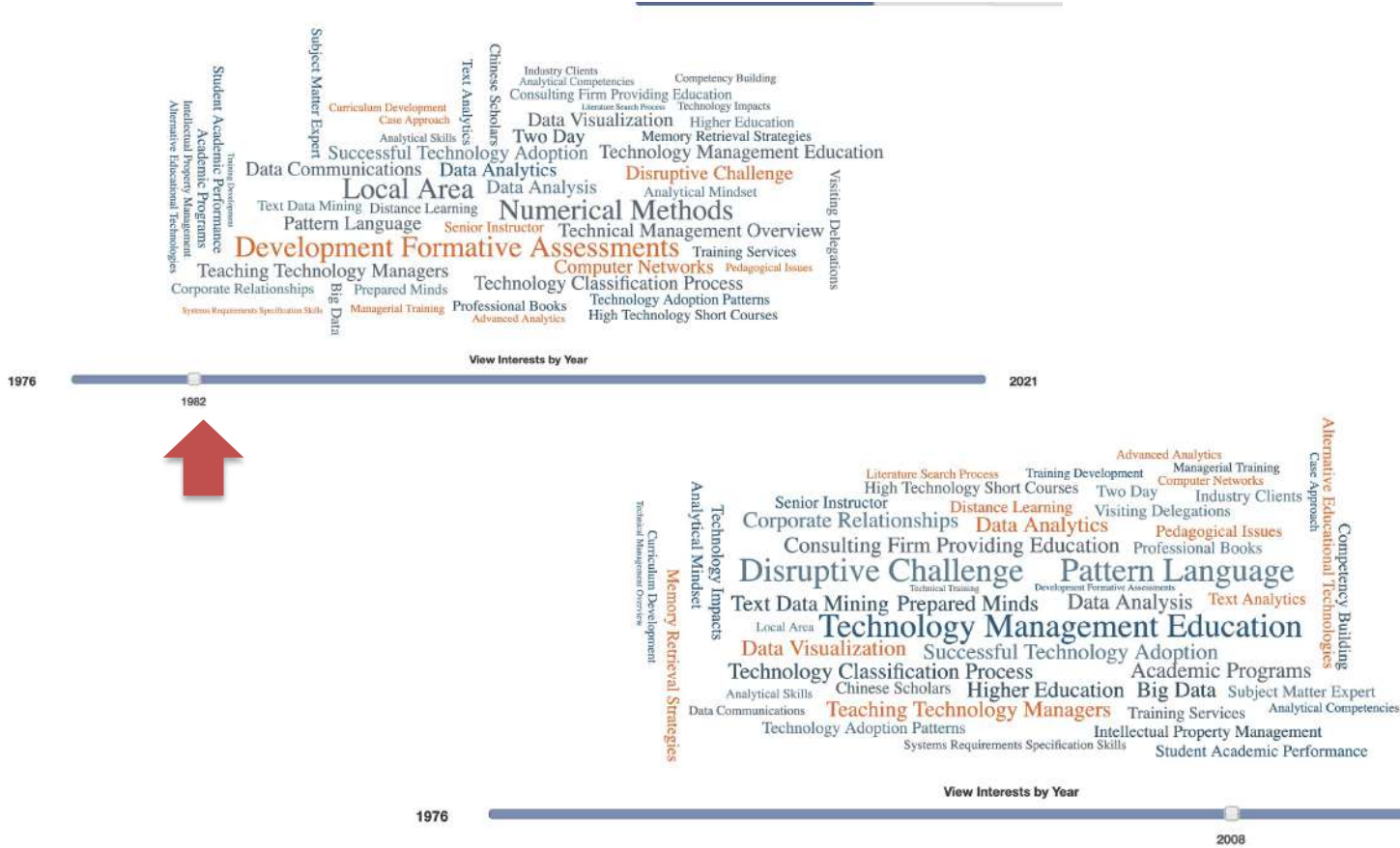
	A	B	C	D	E	F	G	H	I
1	technology	managemen	business	academic	teaching	engineer	data	analytics	visualization
2	technology	managemen	business	academic	teaching	engineer	data	analytics	visualization
3	technology	managemen	business	academic	teaching	engineer	data	analytics	visualization
4	technology	managemen	business	academic	teaching	engineer	data	analytics	visualization
5	technology	managemen	business	academic	teaching	engineer	data	analytics	visualization
6	technology	managemen	business	academic	teaching		data	analytics	visualization
7	technology	managemen	business	academic	teaching		data	analytics	visualization
8	technology	managemen	business	academic	teaching		data	analytics	visualization
9	technology	managemen	business	academic	teaching		data	analytics	visualization
10	technology	managemen	business	academic			data	analytics	
11	technology	managemen	business	academic			data	analytics	
12	technology	managemen	business	academic			data	analytics	
13	technology	managemen	business				data		
14	technology	managemen	business				data		
15	technology	managemen	business				data		
16	technology	managemen	business				data		
17	technology	managemen	business				data		
18	technology	management					data		
19	technology	management					data		
20	technology	management					data		
21	technology	management					data		
22	technology	management					data		
23	technology	management					data		
24	technology	management					data		
25	technology	management							
26	technology	management							
27	technology	management							
28	technology	management							
29	technology								
30	technology								
31	technology								
32	technology								
33	technology								
34	technology								
35	technology								
36	technology								
37	technology								
38	technology								
39	technology								



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



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