

TEXT MINING FOR CLEMENTINE

■ Platform: Windows ■ Duration: 2 day s ■ Advanced

TARGET AUDIENCE

This course follows the Introduction to Clementine and Data Mining course or the Preparing Data for Data Mining course and is designed for anyone who wishes to become familiar with the text mining capability of SPSS Clementine. For people wishing to successfully build such models using Clementine, this course is an essential part of the learning process.

PREREQUISITES

General computer literacy. Experience using Clementine, including familiarity with the Clementine environment, creating streams, reading in data files, assessing data quality and handling missing data (including the Type and Data Audit nodes), basic data manipulation (including the Derive and Select nodes), and creation of models. Prior completion of the Introduction to Clementine and Data Mining course or the Preparing Data for Data Mining course is strongly encouraged.

OVERVIEW

This course shows how you can convert text to data for use in text mining and data mining applications. The Text Mining for Clementine course reviews the basic concepts of text analysis and shows you how to extract and refine concepts from text, convert these concepts to data, and then perform text mining and data mining analyses. Both automation and deployment are discussed.

COURSE CONTENT

Following an overview of text mining and an introduction to essential terminology and technology, you will then proceed logically through the following topics:

- Introduction to Text Mining
- Text Mining for Clementine
- Extracting Text in a Field
- The Generated Model
- Analysis for Concepts
- Expert Extraction Options
- Extracting Text in Documents
- The Text Mining Builder
- Scoring New Data
- Appendix: Linguistics and Text Mining