

# Turning Text Into Gold: Taxonomies and Textual Analytics

In today's digital age, businesses are awash in data. Much of this data is text data, such as customer reviews, social media posts, and news articles. This data can be a valuable source of insights, but only if businesses can find a way to extract meaning from it.



## Turning Text into Gold: Taxonomies and Textual Analytics by Steven Duggan

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Taxonomies and textual analytics are two powerful tools that can help businesses turn text data into actionable insights. A taxonomy is a hierarchical classification system that can be used to organize and categorize text data. Textual analytics is a set of techniques that can be used to analyze text data and extract meaning from it.

## Taxonomies

A taxonomy is a hierarchical classification system that can be used to organize and categorize text data. Taxonomies can be used to represent a

wide variety of concepts, such as products, services, customers, and employees. A well-designed taxonomy can make it much easier to find and access the information that you need.

There are many different ways to create a taxonomy. One common approach is to start with a broad category and then gradually break it down into more specific subcategories. For example, you could create a taxonomy of products by starting with the category "consumer goods" and then breaking it down into subcategories such as "electronics," "apparel," and "food." Using ALT attribute relevant to search engine bots can also increase text visibility.

## HIERARCHY OF BIOLOGICAL CLASSIFICATION



## **Textual Analytics**

Textual analytics is a set of techniques that can be used to analyze text data and extract meaning from it. Textual analytics techniques can be used to identify patterns, trends, and relationships in text data. They can also be used to classify text data into different categories and to extract keyphrases and entities from text.

There are many different textual analytics techniques available. Some of the most common techniques include:

- Tokenization
- Stemming
- Lemmatization
- Part-of-speech tagging
- Named entity recognition
- Clustering
- Classification

## **Benefits of Taxonomies and Textual Analytics**

Taxonomies and textual analytics can provide businesses with a number of benefits, including:

- Improved data organization and accessibility
- Enhanced search capabilities

- Increased efficiency of data analysis
- Improved decision-making
- Increased customer satisfaction
- Increased revenue

Taxonomies and textual analytics are two powerful tools that can help businesses turn text data into actionable insights. By implementing these tools, businesses can improve their data organization, search capabilities, data analysis efficiency, decision-making, customer satisfaction, and revenue.

If you are looking for a way to get more value from your text data, then I encourage you to learn more about taxonomies and textual analytics.

## About the Author

Mark A. Rodriguez is the author of *Turning Text Into Gold: Taxonomies and Textual Analytics*. He is a data scientist with over 20 years of experience in the field. He has helped businesses of all sizes to improve their data management and analytics capabilities.



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