

# A Very Brief Introduction to Text Mining

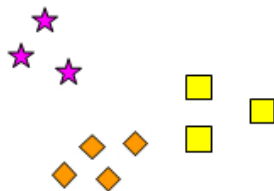
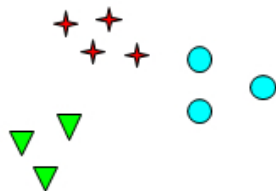
by David Oury

Lightening Talks about Big Data:  
Making Sense of Massive Amounts of Information  
Bentley University Library Art Gallery

October 23, 2013



# Clusters



Six Clusters

# Word Cloud



# Goal: Understanding Customers

- 1 Download Twitter posts relevant to the business
- 2 Find topics via cluster analysis and word clouds
- 3 Find customers' sentiments about these topics

You have determined what topics your customers are talking about and learned something about how they feel about these topics.