

BROCHURE

# Datawatch Angoss KnowledgeREADER

## POWERFUL CUSTOMER INTELLIGENCE IN A SINGLE ANALYTICS TOOL

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In an age of Big Data companies are finding it excruciatingly difficult to extract meaning from unstructured data. The increasing rate of data accumulation is making this task even more complex and overwhelming. Companies are continuously investing funds into purchasing text analysis applications to help them understand customer behaviour and feedback. Yet, due to lack of application exploratory power, they often revert back to manual processes that can be time-consuming and futile.

**So how do companies extract meaningful insights from incoming customer data and process the findings along the exploratory trajectory – to turn insights into actionables?**

**KnowledgeREADER** is an industry-first application that brings a new age of integrated customer intelligence by combining visual text discovery and sentiment analysis with the power of predictive analytics. It delivers unparalleled voice of the customer insights to support customer experience management.

Unlike pure play text analytics and software as a service (SaaS) offerings, KnowledgeREADER breaks down silos to merge unstructured with structured data; and sentiment and text analysis with data mining and predictive analytics - for integrated customer intelligence.

Customer intelligence professionals can easily understand and model customer feedback without relying on data analysts. Advanced users can merge unstructured and structured data to perform data mining and predictive analytics with additional predictive variables.

Models enhanced by the output of text analysis are more likely to have higher predictive and exploratory power - for greater ROI.

The results of text analytics can now also be used to build predictive strategies around customer acquisition and retention, cross sell and upsell, next-best-offer, claims fraud detection, customer service routing, warranty analysis and more.

## *Integrated Text Analysis and Modeling Application Designed to Address Business Challenges*

- *Businesses find it difficult to uncover insights from unstructured data compiled from numerous sources*
- *Many text analysis tools are limited to sentiment analysis*
- *Inherent complexity of analyzing text-based data. Even manual reviews encompass ambiguities and numerous ways to represent concepts, making data difficult to discern, evaluate, or analyze*
- *Many text analysis applications do not possess predictive functionality to discover trends and opportunities, and improve business decisions*
- *Text analysis and predictive analytics applications are complex and have a long learning curve*
- *Many analytics applications require statistical programming skills*
- *Expensive training and consulting is often required with predictive analytics software*
- *Most predictive models are not easy to explain to business stakeholders*
- *Lack of integration and model deployment options for data exchange and exporting models to other environments*



## KnowledgeREADER Features

- *Best-in-class Natural Language Processing (NLP), sentiment analysis and extraction of topics, themes, entities, and sentiment-bearing phrases*
- *Syntax Matrix and Concept Matrix technology*
- *Dashboard provides visual overview of sentiment analysis and top themes, topics, and entities*
- *Comparison analysis detects similarities or differences between sentiments across text analysis datasets*
- *Trend analysis uncovers trends in sentiment, topics, and themes over time*
- *Association discovery provides a visualization of how terms are used in relation to each other to provide context*
- *Document exploration and sentiment markup provide a drill-down review of terms, themes, and topics at the document level*
- *Automated creation of a dataset for predictive modeling and association analysis based on text analysis results*
- *Predictive analytics allows you to perform data mining and predictive analysis on merged text and structured data*

## KnowledgeREADER Differentiators

- **Easy-to-use and detailed visual document extraction and analysis** enriches the text discovery process. KnowledgeREADER's robust text mining functionality provides users with access to best-in-class Natural Language Processing (NLP), Sentiment Analysis, Text Discovery Dashboard, Association Discovery Maps, Document Exploration/Sentiment Markup, Classification and Entity and Theme Extraction.
- **Sophisticated extraction of topics, themes, entities, and sentiment-bearing phrases.** The extraction methods recognize specific entity types, part of speech patterns, and regular expressions. The sentiment measurement techniques focus on the sentiment of specific entities (companies, products, etc.) in addition to the overall sentiment of the document. Topic classifiers perform high-level classification of content based on general topics and employ Concept Topics and query-based topics.

- **Best-in-class Natural Language Processing & Multilingual Support**, powered by the embedded best-in-class Saliency Engine from Lexalytics, processes human language in a meaningful way by identifying parts of speech, and the relationships between them. Multiple language support is available for sentiment analysis, classification, and entity and theme extraction.

**Automated preparation of text analysis results for predictive modeling** facilitates the building of better and more powerful models. After the unstructured text is analyzed and transformed into structured data, the output is easily merged with other proprietary data for profiling, segmentation, predictive modeling, cluster analysis, and association rule learning.

- KnowledgeREADER includes **predictive analysis** as a distinct competitive advantage in customer experience management; whereas, other text analytics platforms are limited by retrospective analysis and text-only data sources.

**Workflow automation** allows the user to construct data mining process flows - from data extraction and preparation to model evaluation and deployment – using an intuitive drag-and-drop interface.

## Features Continued

- *Angoss best-in-class Decision Trees and patent-pending Strategy Trees to design and deploy predictive strategies*
- *Includes In-database analytics to perform text analysis and predictive analytics directly on database tables*
- *Text acquisition using the In-Database connector or data import drivers (from text, Excel, SAS, SPSS, and R data files, and databases)*
- *Multiple language support for English, French, Spanish, Portuguese, German, Chinese (Mandarin), Korean, Italian, Dutch, Japanese, Malay and Singlish languages*