



## ADVANCED TEXT ANALYTICS SERVICES

Incorporate Artificial Intelligence  
into your company's internal  
processes.

Gain competitive advantage, boost profitability.

### TEXT<sub>2</sub>DATA

MACHINE LEARNING/ NLP BASED



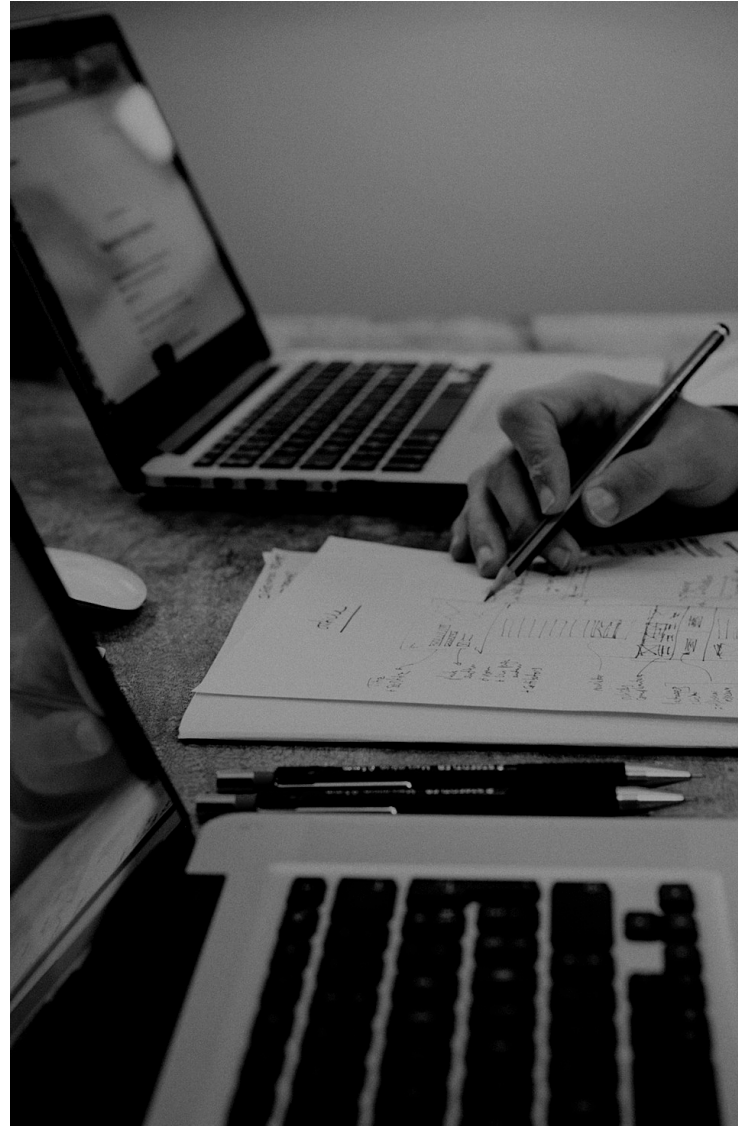
# OVERVIEW AND GOALS

Gone are the days when businesses did not analyse data to get better results and improve profitability of the company. Increasingly, people are understanding how internal or external data can lead a company to achieve a success.

We believe you are aware in today's world various types of data is the heart and soul of every company. However, only reasonable and proper usage of data may generate benefits. It's a widely accepted fact that around 80% of enterprise-relevant information originates from text-based, unstructured sources. Reviews, e-mails, social media, free-text survey questions and other sources hold massive, often untapped potential to dig deeper into customers' experiences.

Tracking, analysing and extracting useful customer experience at the same time is a growing challenge for many businesses. As a response to this increasing trouble we created an authoritative platform. It uses NLP/Deep Learning (Natural Language Processing) and in combination with proprietary algorithms delivers 100% cloud based text analytics services to your company. This high quality text analytics solution with accuracy between 80-90% when compared to human average of about 80% can become a turnkey in your business..

Our main goal is to deliver affordable, quality Text Analytics services to help the companies understand their customers better.



## WHO WE ARE

TEXT2DATA was found in 2014 as a Text Analytics SaaS startup in London. Currently, The company is operating by software house in the city of Poznań, west-central Poland.

Our team has over 10 years of experience in software engineering and data analysis, with the exposure to Business Intelligence and Market Research industry.

# SCOPE OF TEXT ANALYTICS SERVICES

Text2data offers wide-ranging services of text analytics. The first one is **sentiment analysis**. It relates to the use of NLP, text analysis and computational linguistics to identify and extract subjective information from the text. Sentiment analysis strives to determine the attitude of a writer with respect to the topic or the overall contextual polarity of a text document. The other service is **document classification**. It is the process of assigning documents to categories. It is based on pre-trained data models. Our text2data tool detects documents in 26 categories. User has an ability to train its own document categorization models and use it in analysis process. Text2data's tool also allows detection of many sentence parts as **entities**, **themes**, **keywords** and etc.

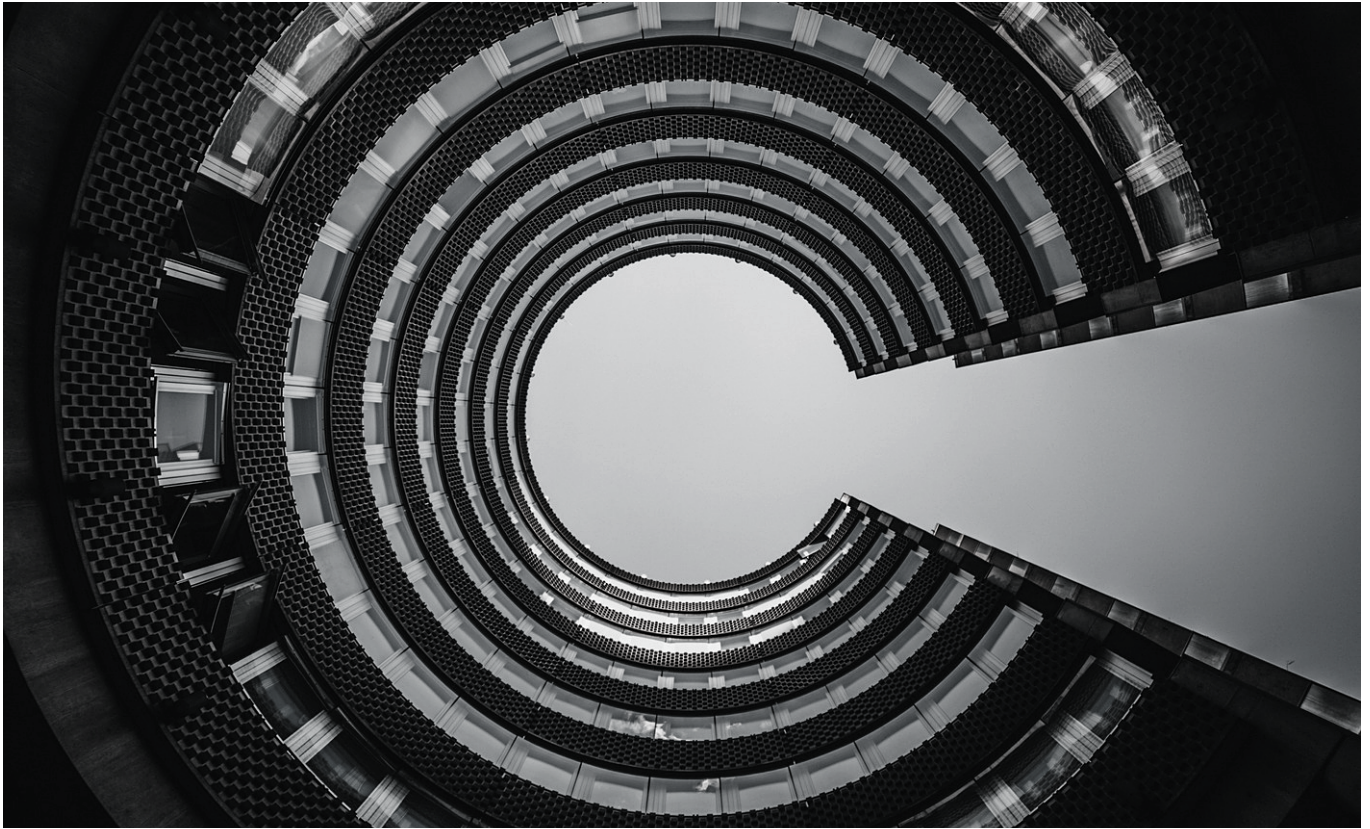
Furthermore, it detects **citations** in unstructured text and generates it in a structured way. What's more, it assigns a score to each citation. Last but not least, the tool detects **slang** words and **abbreviations** which are very common for Twitter and Facebook data. It is an excellent solution for analysing tweets or Facebook posts and comments. Currently, our slang detection tool contains over 5000 pre-trained slang expressions.

## SOCIAL MEDIA MONITORING TOOL

Social media is a place where people spend hours on sharing reviews, notions or thoughts. Those users could boost up your brand but they could destroy it too. This is why getting customer insights is so essential in today's world. **Monitor marketplace** to understand customers' needs and improve your product according to their preferences. Reach those who are not satisfied with your brand and get the reason. **Track your competitors** on social media and learn their strengths and weaknesses. Use this unique knowledge to improve your brand. Keep an eye on them and always **be one step ahead**.

**Monitor your brand** on social media as a Twitter and a Facebook. **Track social data in real-time** directly in a spreadsheet and analyse its sentiment, entities, themes or keywords. Search tweets that include specified phrases, hashtags or mentions. Search already posted tweets and Facebook posts or search a data in real-time and **stay informed**.





## PRE-TRAINED CLASSIFICATION MODELS.

**Classification models** are essential for sentiment analysis, text analytics or market research. It is especially important when a company uses a language that contains **specialist terminology** related to company's **industry** and **working environment**.

This is a great solution to **improve** analysis and research results **even further**. Better results could be helpful to define your marketing strategy and **bring more benefits** in sales area.

You provide us with the sample of your **data** and we **prepare** and train a classification model **according to your needs**.

**Pre-trained model** will be assigned to your account and would be used whenever you want to. Your account could be supplied with **a few pre-trained classification models**. You can easily switch between them using a list placed in your account settings.

# SENTIMENT MODEL TRAINING TOOL

Text2data offers web based **sentiment model training tool** that allows you to **train custom sentiment model** on your own data. If you are in possession of industry specific data this is solution for you.

Simple tree visualization enables you to **label sentiment values** you think should be the most accurate. Training of model is performed using machine learning methods. It includes neural algorithms allowing self examination of the analysed results. Your custom sentiment model **will be automatically deployed** to your training tool account.

## BENEFITS OF SENTIMENT ANALYSIS IN:



### Brand Monitoring

Track how your company reputation changes in real-time. Analyse your efforts to make better decisions.



### Customer Feedback

Understand how customers feel about your brand. Improve your responses to their signals and shifts.



### Social Media Monitoring

Monitor trends over time. Track your competitors and always be one step ahead.



### Product Analytics

Stay informed on what people like and what do not like about your product.



### Market Research

Analyse product reviews, formal market reports and sentiment across global markets.



### Customer Support

Create automated system to run sentiment analysis on customer inquiries.

# DEDICATED MACHINE LEARNING SERVER

A unique solution for a well-established companies is a **dedicated machine learning server**. Text2data offers three types of dedicated machine learning server - **small, medium** and **large**. The small one is recommended for up to 100,000 calls per day, medium for 500,000 calls per day and large for up to 1000,000 calls per day.

Resign from signing binding contracts - **pay in advance** for usage and do not care about contracts anymore. Choose **server location** from among five continents according to the location of your company and start using text2data. Get support from **dedicated Account Manager** that will help you set everything up.

## FEATURES OF DEDICATED MACHINE LEARNING SERVER

- Unlimited transactions per month.
- No daily transaction limit.
- Unlimited seat license.
- High speed - always the same performance.
- It can be consumed programmatically via SDK or Excel Add-in and Google Sheets Add-on.
- SLA up-time guarantee.
- Ability to auto-deploy custom sentiment models.
- Fully managed via text2data admin panel.



## SUBSCRIPTION PLANS

### Dedicated Machine Learning Server Sizes



SMALL

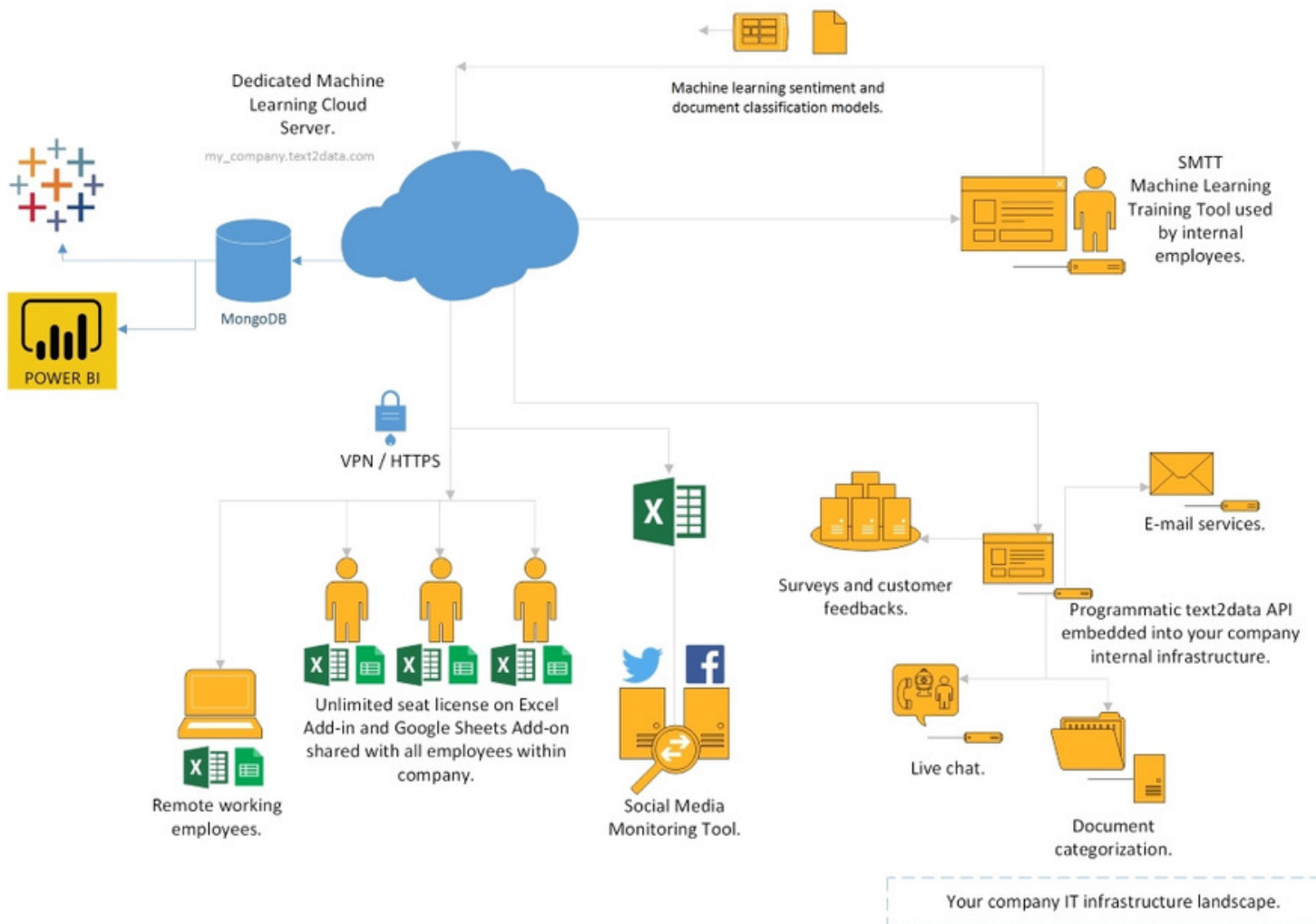


MEDIUM



LARGE

# INFRASTRUCTURE LANDSCAPE OF CLOUD SERVER



## CONTACT US

Do not hesitate to contact us if you have questions related to the offer. Let artificial intelligence help you and save your precious time.

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