



**@tirso**

Machine Learning  
for text Analytics

The large volume of unstructured information collected on social networks, websites, complaints, emails among others can become impossible to analyze, being these inputs of great importance when implementing strategies that add value to the company.



## Benefits of the solution

- > Updating of techniques used for the analysis of unstructured information.
- > Objective method of decision making.
- > Reduction of operation and response times.
- > Identification of atypical patterns in the data.
- > Extensive methods of parallel use, allowing you to work through the client model, server.

## Product Description

TIRSO is a robot that uses machine learning algorithms to classify or compare text strings which do not have a defined structure, that is, it evaluates the content of a sentence and defines its content, all this with a previous, continuous training.



Allocate adequate resources to business needs.



Optimize response times.



Identify the current trends in which your company is moving.

Identify the main complaints that are being filed.

Adjust complaint patterns and identify when they become recurring.

Select the specialist in each process according to need.

Analytical solutions portfolio

Optimize the way data is being collected.

Analyze in real time.

Define the request or assign the problem to the right resource.

Strategic analytical capabilities

Extract information from social networks, websites, among others.

Analyze trends or patterns from comments or analyzed texts.

Plan your strategy.

Roadmap analytics

“Machine learning is a core, transformative way by which we’re rethinking everything we’re doing”



Is structured by two cores:  
Clasificar and Comparar

## How it works



### Analytical initiatives

- Text mining
- Defining Segments
- Competitive tools for industry



### Data-metrical and technical capabilities

- Analyzes large volumes of data in a short time and in parallel.
- Segments phrases and creates alerts to new classifications according to business behavior.



### Roadmap Analytics

- TIRSO looks for patterns in the structure of texts and generates a percentage of similarity.
- It creates groups with the texts and with a previous training it assigns them a category.
- Constant and automatic retraining of the robot.

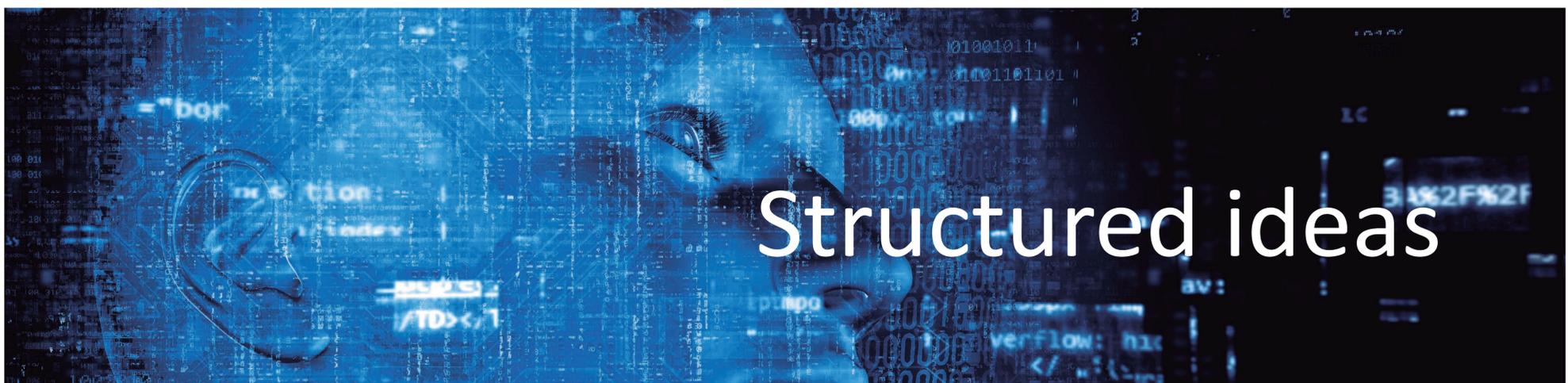
A robot that reads,  
classifies and compares for you.  
Our promise to you

We created a tool that automates your manual reading and classification processes. But we also provide you with various solutions to processes that contain unstructured text.

## An offer to get you started

Save time and money by automating manual analysis processes. Continuous availability of the robot in real time, which means reliable and updated results. Robot that learns from data.

## Joins Solution



# Structured ideas

### What you can expect?

A new way of looking at unstructured information, and the possibility of including it within the variables that influence decision-making.

TIRSO as a function always available, for which I pay only when it is used. Strategy to boost the profitability of your company based on advanced analytics solutions.

### Why IDATA?

IDATA is a company specialized in making solutions from the advanced analysis on data. Our scope is the predictive modelling for solving strategic questions for business in real time. Our solutions include consultancy and totally automated products that help companies of any sector to monetize their databases on predictive methodologies. Our first level data-scientists team support the flexibility, scalability, and effectivity of our solutions.

