

# Generate Actionable Insights from Text Data: 2-Wk Implementation

## Why text-driven insight is gathering momentum – The Need

Does your organization deal with vast quantities of text data? Text Data can come from many different sources. It can come from your customer interactions or social channels. It can even be a transcript of an event that happened recently. Your organization is always seeking to answer these key questions:

- a. What are your customers talking about?
- b. What are their pain points in decision making?
- c. What drivers improve customer satisfaction?

## Why conventional methods fail – The Problem

In the past, we would have an army of analysts go through customer comments and provide their insights from the data which apart from being a manual process, can also introduces bias. Depending on the volume of text data, this process can end up consuming lots of time, making it difficult to make changes to your business model on time.

The first problem can be solved by creating ML model to generate insights. But then you must streamline the data ingestion process and operationalize the ML model, the results of which needs to be plugged to a reporting solution.

## ML on Azure cloud is the way to go – The Solution

Our experts use Azure Databricks notebooks to mine text data and surface the hidden insights and trends for businesses to act upon. With this different SMEs, ML engineers can collaborate on shared projects in an interactive workspace solving the problem of silo execution.

Further, we can even personalize insights to your business needs by creating a supervised wrapper on top of unsupervised themes. With Azure Databricks you can also set up the clusters with minimal efforts which further can be auto scaled and auto terminate as your business grows. This further improves the total cost of ownership (TCO).

## The areas where our experts can help you with – The Outcome

1. Insights generated from a sample text data set using Azure Databricks
2. Detailed plan and architecture diagram for operationalizing the whole setup for production, including estimates for:
  - a. Ingestion pipelines and Data Processing using ADF
  - b. Developing reusable Azure Databricks notebooks for data cleaning, model execution and retraining
  - c. Operationalizing the ML using Azure ML Service, Serverless architecture i.e. Azure functions, Azure Databricks, etc. (based on the use case)
  - d. Code repo setup for continuous build integrations and deployments using ADO

**Note:**

- Depending on the specific requirements of your business, this implementation might require us to collaborate with business analysts, and BI/DW report creators within your organization.

## **Learn more**

MAQ Software has been working diligently with clients to help them derive insights from text data. Our services range from creating unsupervised models like [Prioritizing Support Requests Using ML](#) and semi-supervised models like [Identifying Emerging Themes](#) to help clients take full advantage of their text data.

Check out our [AI Expertise](#) section for more exciting offerings and implementations.

**MAQ** Software