Abstract

Text mining is the technique of automatically deducing non-obvious but statistically supported novel information from various text data sources written in natural languages. In the big data and cloud computing era of today huge amount of text data are getting generated online. Thus text mining is becoming very essential for business intelligence extraction as volume of internet data generation is growing exponentially. Next generation computing is going to see text mining amongst other disruptive technologies like semantic web, mobile computing, big data generation, and cloud computing phenomena. Text mining needs proven techniques to be developed for it to be most effective. Even though structured data mining field is very active and mature, unstructured text mining field has just emerged. Challenges of text mining field are different from that of structured data analytics field. In this paper, I survey text mining techniques and various interesting and important applications of text mining that can increase business revenue. I give several examples of text mining to show how they can be beneficial for extracting business intelligence. Using text mining and machine learning techniques new challenges for business intelligence extraction from text data can be solved effectively.
References

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Index Terms
Keywords

Text mining, Business intelligence (BI), Unstructured data, Data analytics, Automatic text summary.