



# Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science)

By Steven Struhl

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Bridging the gap between the marketer who must put text analytics to use and data analysis experts, *Practical Text Analytics* is an accessible guide to the many advances in text analytics. It explains the different approaches and methods, their uses, strengths, and weaknesses, in a way that is relevant to marketing professionals. Each chapter includes illustrations and charts, hints and tips, pointers on the tools and techniques, definitions, and case studies/examples.

Consultant and researcher Steven Struhl presents the process of text analysis in ways that will help marketers clarify and organize the confusing array of methods, frame the right questions, and apply the results successfully to find meaning in any unstructured data and develop effective new marketing strategies.

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### Editorial Review

#### Review

"[A] fascinating, if not rather specialist book, which aims to be an accessible guide to the world of text analytics and data analysis for marketing folk."

(Darren Ingram *Darren Ingram Media*)

"Textual analysis has recently become a useful research methodology, of great interest to both academics and practitioners. Dr. Steven Struhl provides relevant and lucid discussion of the topic, highlighting the fundamental issues involved in preparing, analyzing, and presenting textual data for meaningful interpretations. A very interesting and timely contribution that should be of interest to a wide range of audiences."

(Dr. Jehoshua Eliashberg *Prof of Operations & Info Management, Wharton School, Univ. of Pennsylvania*)

"As I've been evaluating text analytics materials lately for my data science education engagements, much of what I've found published on this subject is written from a very academic and technical perspective that is not very approachable for someone that doesn't have a fairly deep expertise in statistics, math and programming. This book solves that disconnect...A welcome addition to any data scientist's library. In addition, the timely nature of the subject should provide much food-for-thought as the rise in interest in unstructured data processing techniques continues to be of interest. Highly recommended."

(Daniel D. Gutierrez *Inside Big Data*)

#### About the Author

**Steven Struhl** is Principal at Converge Analytic, a marketing and analytics consulting company based in New Jersey. He has experience in consulting and research, specializing in providing effective, practical solutions based on statistical models of decision-making and behavior. His work addresses how buying decisions are made, understanding consumer groups and their motivations, optimizing service delivery and product configurations, and finding the meaningful differences among products and services.

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