

# Text Analytics

Mine high quality actionable  
Insights from unstructured text



## Text is everywhere



### Social

(Caption, Hashtags,  
Banner Title, CTAs)



### Communication

(Emails, SMS, Chats,  
Feedback)



### Digital text

(Written, Transcribed,  
Translated, Publications)



### Financial documents

(Earnings Call, Reports,  
Stock Market Tagging)

## ..but it does not translate to insights

01

### Social media disconnect

Lack of actionable intelligence from social media activity



02

### Searching relevant information is tedious

Time consuming research from massive corpora  
Of information – unstructured text



03

### 5 Vs of big data

Big data challenge with text from conversations  
And surveys with insights



04

### Behavioral sciences

Involve behavioral sciences and user experience  
To understand and relevant information



05

### Open market data

Market intelligence data across multiple sources  
Need an integrated, rounded perspective for actionability



# Text analytics driven storytelling can unlock value

## Understanding text better

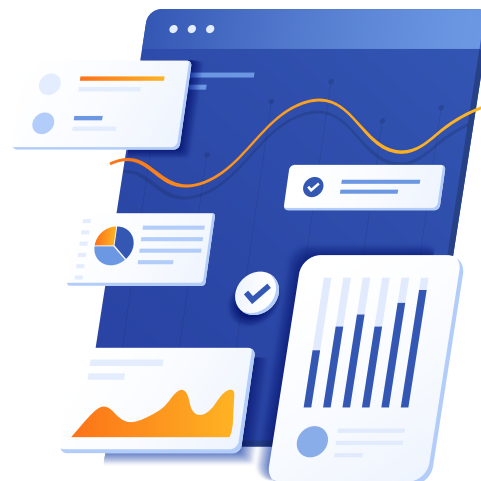
- Language modeling
- Entity recognition
- Intent detection
- Topic modeling
- Theme extraction
- Sentiment analysis
- Summarization
- Document classification

## Get deeper with AI

- Advanced techniques such as deep learning-based models to understand the features and model learning processes
- Help extract more from meaningful patterns from text and contextualize insights better

## Convert into stories

- Integrate with powerful visualizations
- Help tell insights through engaging narratives
- Combining text narratives and graphical representations



## How we helped our clients?

### Named entity recognition (NER)

Our solutions help leading pharma companies to manage patients' pii and phi via – entity detection, extraction, relationship management, and anonymization

### Customer experience management

We support futuristic computer technology companies to identify what drives their nps rating, by diving deep into customer comments on themes, topics, entities, and intent

### Audience insight analysis

Our solutions help leading media houses improve their show ratings by analyzing scripts for character associations, sentiments, and storylines

### Call transcripts analysis



We make it easy for global financial services company to analyze earnings call transcripts, identify company intelligence, and understand analyst intent

## Why choose Gramener?



- Gramex, our Data Science platform built on AI-DRIVEN TEXT ANALYTICS capabilities
- Our immersive DATA STORYTELLING techniques simplify consumption of insights
- Rich experience solving a variety of text problems for FORTUNE 500 CLIENTS

## Schedule a Demo

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Explore Text Analytics Solutions at  
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