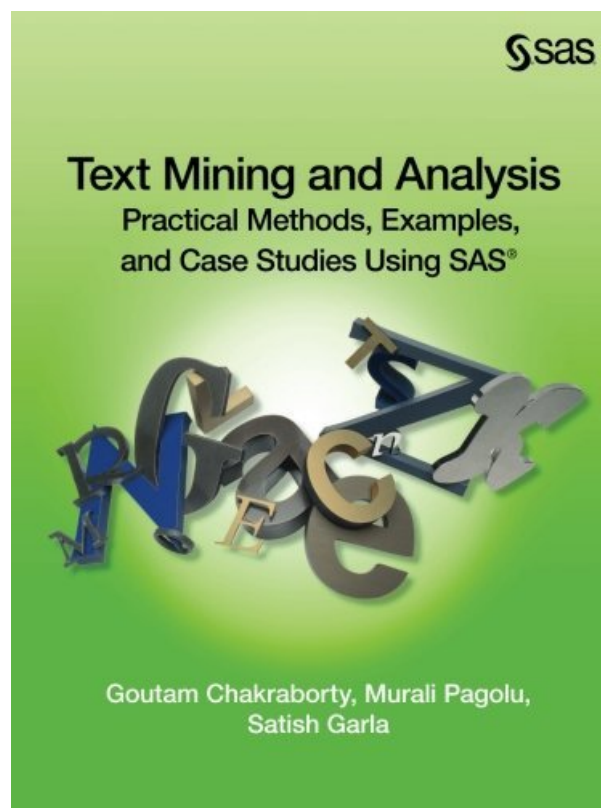


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Review

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This book gives a great introduction to text mining, even for those who are not using SAS. I think it's helpful to have a discussion of the high-level details of the implementation of text mining methods along with descriptions of the methods themselves. The book does a nice job highlighting the important tasks along the way from text collection to the various forms of possible analysis using the document-term matrix.

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I have known professor Chakraborty for various years now and have attended various of his talks which have been very inspiring to me. One of the things which always strikes me about him, is how he manages to bridge the gap between analytics as a technical discipline, and analytics as a practitioner-focused, value adding business activity.

Throughout the many master projects which he supervised in collaboration with various Fortune 500 companies, prof. Chakraborty managed to acquire a unique experience and skill set. The book is the fruitful result of this. It reports extensively on the many case studies prof. Chakraborty conducted in the past few years.

What is unique about this book, is that it gives plenty of practical insights, examples, tips and tricks of how

to use text mining and analysis in a practical setting. Prior SAS experience is useful but not strictly necessary to read the book. It is very easy to read with a good flow and structure. Whether you are business practitioner, (MBA) student, PhD researcher, or professor I would highly recommend the book to understand the full potential of text analytics.

Bart Baesens, Professor of Big Data and Analytics, KU Leuven (Belgium), www.dataminingapps.com

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