Text Mining: Automobile Brand Review
Using STATISTICA Data Miner and Text Miner

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INTRODUCTION

Data mining has played a promising role in the extraction of implicit, previously unknown, and potentially useful information from databases (structured data). However, it is estimated that around 80% of the data in an organization is in unstructured form. Data trapped in “text form” (unstructured data) also express a vast and rich source of such information. Text mining is all about analyzing text for extracting information from unstructured data.