Amsterdam Data Science Drinks & Data: Deep Dive into Text Analytics

Mission
The **ADS Deep Dive into Text Analytics Meetup** (TAM) brings academia and industry together, so that they can inspire and learn from each other in the fields of **Machine Learning** (ML) and **Artificial Intelligence** (AI) applied to the analytics of Dutch and English text.

By 'bringing together' we mean to create collaborations between Data Science professionals and academic researchers and students. We aim to **facilitate a platform, and build an environment, to tackle the challenges in Text Analytics** whose resolution has significant business and/or scientific impact.

With Text Analytics we mean processes and **techniques to draw meaning out of oral and written communication**, mainly generated by or for/about customers. By applying Text Analytics we discover patterns, topics and themes, we identify business process bottlenecks and learn how to best act to fit customer needs. Text Analytics can be applied to many fields, e.g. Business, Health, Humanities, Legal, with solutions like topic modelling, text summarisation, author profiling, conversational chat-bots.

The knowledge acquired, as well as the ML and AI models and code developed during the TAM activities will be publicly shared through the meetup, scientific journals and code sharing platforms.

Organisation
TAM is an ADS initiative. We facilitate the platform by offering the infrastructure and logistics for the participating partners. The TAM activities are organised in work-streams, whose number and scope are agreed by the organising members. Participation in the meetups is open to all.

A distinctive mark of the meetups is that working ML code about the results presented by the work-streams is made available on Github right before each meetup.

Work-stream
In a work-stream one or more data scientists, from the companies which are organising members, work together with one or more researchers from the universities which are either TAM organizing members or are in the network of ADS. By working together we mean sharing knowledge, data and physical and human resources. Each work-stream scope and planning is agreed by the work-stream participants. We try to set up a meetup every quarter to share insights, results and deliverables by one or more work-streams.

TAM current status and next steps

The TAM concept has been announced by KPN (ADS bronze partner) in 2018. Currently the organising committee, formed by ADS partners such as Elsevier, APG and KPN, is refining the concept by collecting feedback - from Dutch companies and researchers of ADS affiliated Universities active in the Text Analytics domain - on an information package containing:

- Work-streams proposal
- Project description samples
- List of invited companies

If your company would like to get involved in TAM by providing a project to work on, please get in touch.

Data Scientist and companies who show interest in this concept by providing feedback and submitting project proposals will be invited to the TAM kick-off event, planned in May 2019, where those work-stream(s) for which projects have been submitted will be started up by the participants.

For applications, submissions, comments and questions please reach out to:

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APPENDIX

Significant Business Impact

Any B2C/B2B company with a large number of customers holds large amounts of text:

- Expressing the Voice of Customer
- Describing a customer interaction through any of its channel
- Defining the products and the services offered or used by their customers

We believe there is significant value for companies in analysing such text, for example by:

- Spotting any issue limiting or damaging their customers experience and whether and how they impact customers emotions and motivations
- Uncovering bottlenecks in customer-facing business processes
- Prioritising changes, based on the size and value of the customers affected by said issues and bottlenecks.

See the Text Analytics work-stream proposals document to get a more precise idea.

Significant Scientific Impact

The knowledge and deliverables developed from the meetups could:

- Validate existing theories or approaches
- Contribute towards a Master and/or PhD thesis, or future funding proposal
- Provide input and/or data for a scientific article