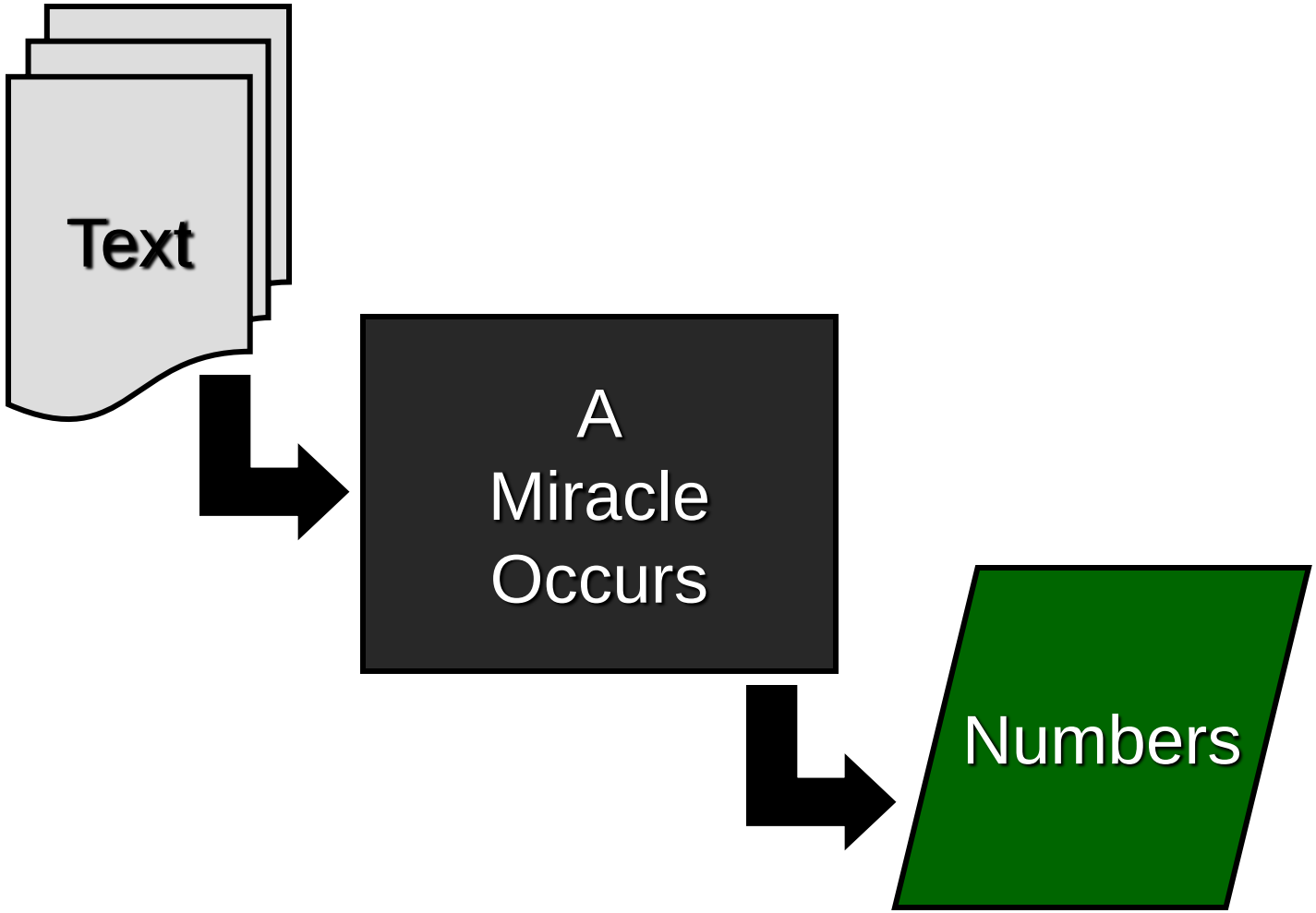
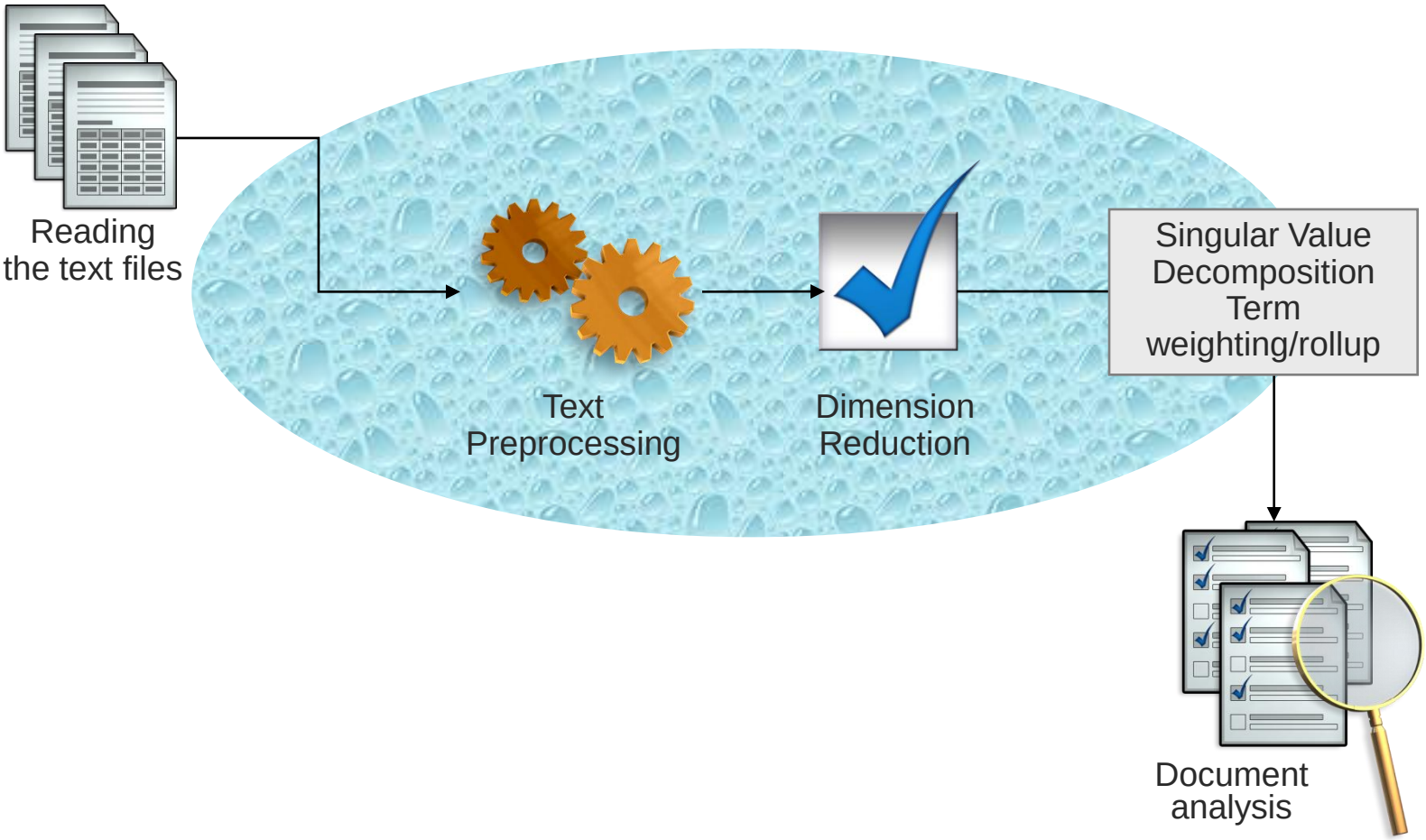
SAS Text Miner: From Soup to Nuts

Text Mining



Text Mining Process

S E M M A



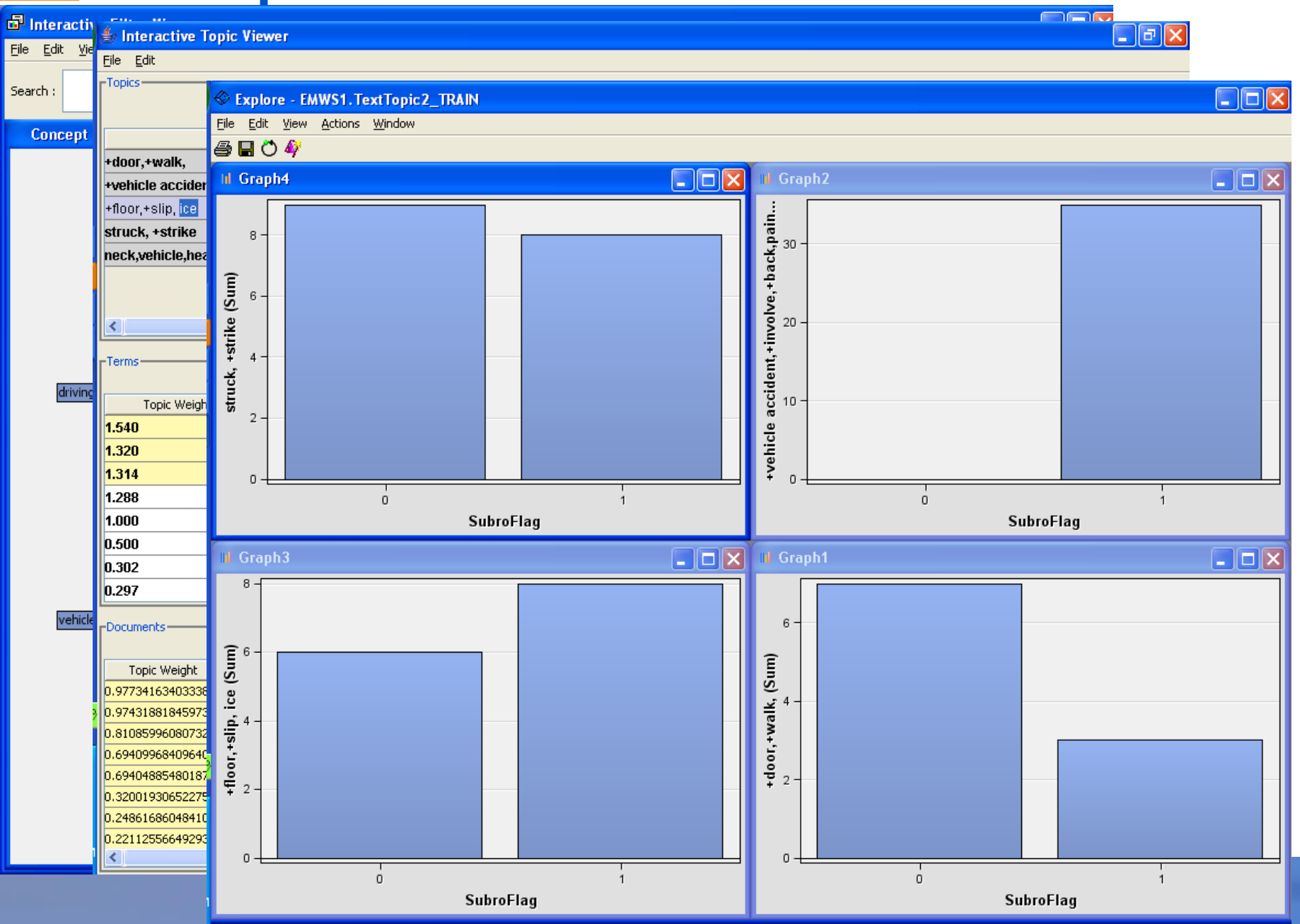
Situation

- You are a member of the Special Investigative Unit (SIU) of an insurance company
- You are tasked with determining the Subrogation (recovery) potential of each claim that comes in.
- You have are target field (SubroFlag) that indicates whether the claim lead to any eventual recovery.
- You have the raw claim adjuster notes.
- You have indicator flag variables normally used to predict subrogation. (age, body parts affected, nature of the accident, occupation code, back injury flag, and vehicle flag).

Step 1

- Explore the information in the claims adjuster notes.
- Management is specifically interested in head and neck injuries, and wants to know what are the major causes of neck injuries.

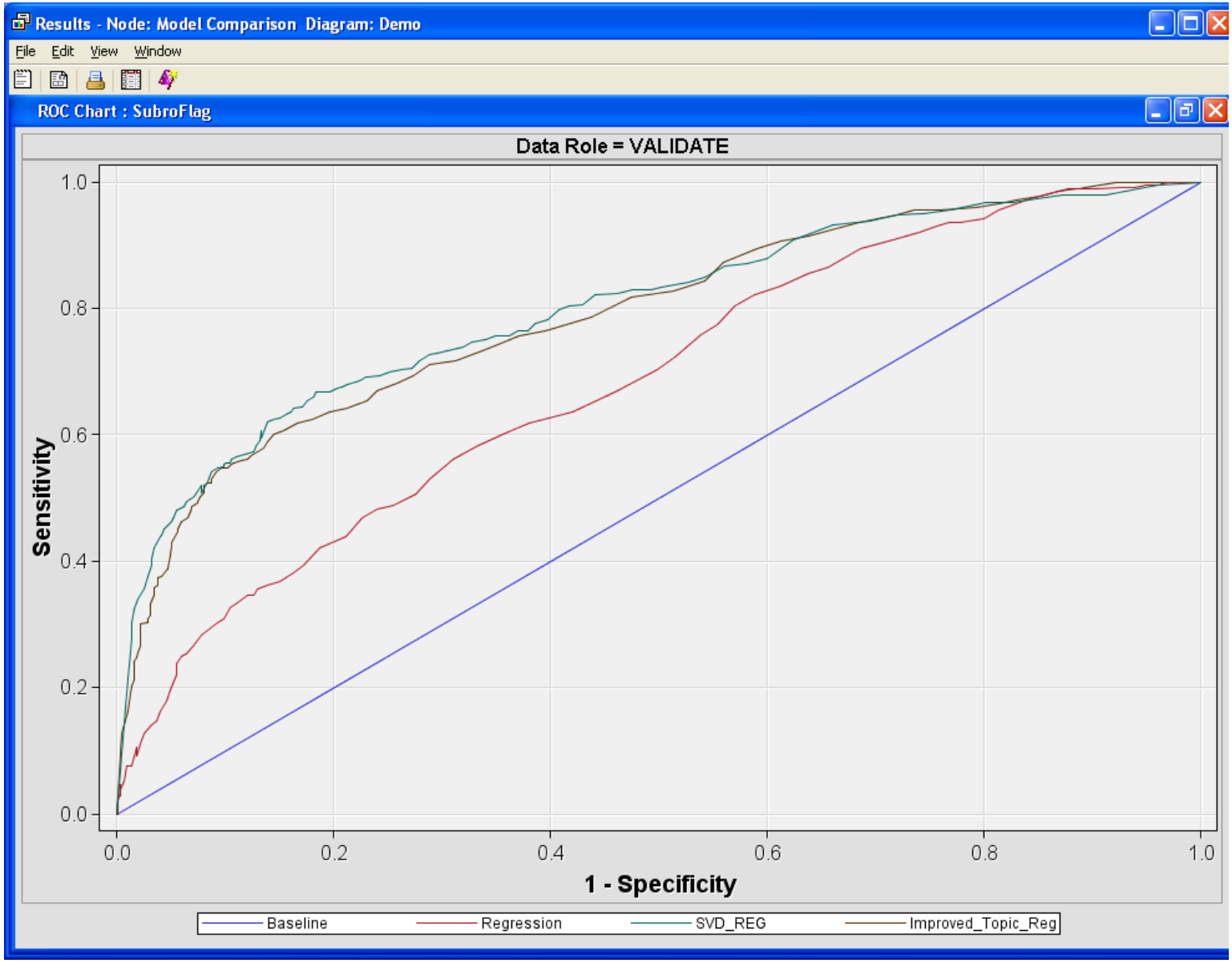
Example: Insurance 1



Step 2

- Compare the use of adjustor notes in the prediction of successful subrogation to the existing regression model

Example: Insurance 2



Questions

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