

## ***Mining Textual Data Using SAS Text Miner for SAS 9***

*This Level III course is designed for statisticians, business analysts, market researchers, and others who employ data mining techniques and have a need to incorporate free-format textual information in their analyses. The course may also be useful for managers of large document collections who have a need to group documents based on data mining techniques. Lastly, the course provides a cohesive introduction to the field of text mining for those who are interested in mastering different facets of data mining.*

### **Course Description** [\[ Click to register ONLINE \]](#)

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This course covers the functionality of SAS Text Miner software, which is a separately licensed component available for SAS Enterprise Miner. SAS Text Miner enables you to uncover underlying themes or concepts contained in large document collections; automatically group documents into topical clusters; classify documents into predefined categories; and integrate text data with structured data to enrich predictive modeling endeavors.

This course replaces [Text Mining Using SAS Software](#)

### **Prerequisites**

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Before attending this course, you should have experience using SAS Enterprise Miner to do predictive modeling, or you should have completed the [Predictive Modeling Using SAS Enterprise Miner 5.1](#) course, which is often offered directly before this course so that you can take the two courses back-to-back.

### **Course Contents**

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#### **Preliminaries**

- foundations
- processing textual data
- converting unstructured text to structured data
- transformations
- applications

#### **Exploratory Analysis of Document Collections**

- simple statistical analysis
- exploration using Text Miner
- clustering

#### **Predictive Modeling**

- model inputs derived from text mining
- memory-based reasoning
- predictive modeling with text mining inputs
- conclusion

### **Course Materials**

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Students attend classroom courses in one of our public training centers. You receive a hardcopy of the course notes.