



Market Analysis at IBM – Text Mining

IB105 Seminar in Business

2016/12/29

Guest Lecture

As the semester was coming to a close, our last guest lecturer, Rich Lee, provided students with an introduction to text mining and presented several tools that are utilized to conduct simple analyses. Mr. Lee began the lecture by introducing digital banking and how FinTech was on the rise as the new way of banking. Fintech is the application of technology to enhance the efficiency of banking and financial services.

Mr. Lee then introduced students to various practical tools that are used to improve the process of text mining for the remainder of class. Students were able to understand from a high-level basis on how these tools functioned and what benefit they brought to the field of text mining. Some of the website links to the tools used in class are provided below with a short description of what it is:

1. <http://wordcounttools.com/> - a simple, but effective tool to help quickly provide an extensive report on word count, readability, and many other statistics for a block of text.
2. <http://voyant-tools.org/> - a text analysis tool that provides researchers a reading and analysis of digital texts.
3. <https://rapidminer.com/> - a popular tool that assists with data science and machine learning.

For more details about National Sun Yat-sen University's International Business Master of Business Administration (IBMBA) Program, please visit the NSYSU IBMBA Website.

Guest lectures are held in the Seminar in Business course taught by Professor Sung. This course provides weekly lectures by high-level managers who work in different industries, providing students with information on the practicalities in various business fields.

About the Guest Lecturer

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Rich Lee graduated from the National Taipei University of Technology with a PhD in computer science. He has worked for IBM since 2008 as a Senior Technical Consultant, with an expertise in text mining. Through the use of several technological methods, Mr. Lee combines analytics and business innovation to provide optimal performance in his field of work.