Wordcloud With Text Analytics Made Easy Rbooks

Wordclouds have become increasingly popular in recent years as a way to visually represent textual data. They allow us to quickly and easily identify the most common words in a given text or set of texts, providing key insights and patterns that might not be immediately apparent from the raw data.

One powerful tool for creating wordclouds and performing text analytics is Rbooks. Rbooks is an R package that simplifies the process of working with textual data, providing a range of functions and visualizations to facilitate analysis and exploration.

Wordcloud with R: Text Analytics Made Easy (RBooks Book 3)

by Ethem Alpaydin([Print Replica] Kindle Edition)

★★★★☆ 4.7 out of 5

Language   : English
File size   : 2597 KB
Screen Reader   : Supported
Print length   : 32 pages
Lending   : Enabled

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With Rbooks, generating a wordcloud is as simple as a few lines of code. Using the function `createWordcloud()`, users can easily input their text data and customize the appearance of the wordcloud to suit their preferences.

But what sets Rbooks apart is its integration with text analytics. It goes beyond basic wordcloud generation and provides advanced features such as sentiment analysis, topic modeling, and keyword extraction. These additional tools enable users to gain deeper insights into their text data and uncover hidden patterns or trends.

Sentiment analysis, for example, allows users to determine the overall sentiment or opinion expressed in a piece of text. By analyzing the emotional tone of the words used, Rbooks can automatically classify text as positive, negative, or neutral, providing valuable insights into customer feedback, social media sentiment, or product reviews.

Topic modeling is another powerful tool offered by Rbooks. It automatically identifies clusters of words that frequently occur together, helping users discover underlying themes or topics within their text data. This can be particularly useful

for analyzing large amounts of text, such as customer reviews or survey responses.

Keyword extraction is yet another feature that sets Rbooks apart. It allows users to identify the most important keywords and phrases in a given text, helping to summarize its content and extract key information. This can be extremely valuable when dealing with large documents or when trying to distill complex information into a few key points.

Rbooks also provides various visualizations to aid in the exploration and communication of text analytics results. Users can easily create bar charts, scatter plots, or wordclouds from their analyzed data, making it easy to present findings and share insights with others.

, Rbooks is a powerful tool for wordcloud generation and text analytics. Its ease of use and integration of advanced features make it an excellent choice for anyone looking to gain deeper insights from their textual data. Whether you're conducting market research, analyzing customer feedback, or studying social media sentiment, Rbooks can help you uncover valuable insights and patterns that might otherwise go unnoticed.
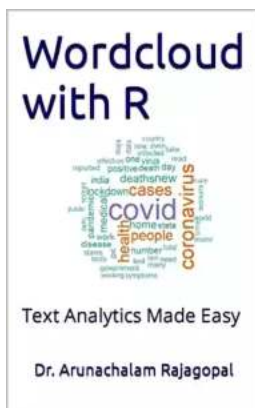
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Word cloud is a very simple text analysis tool. It helps in analysing customer feedback on your products as well as enables spotting pain points expressed by customer.

Word cloud analysis could be made use of for understanding the sentiments of people on political leaders or on issues of socioeconomic importance.

Word cloud analysis has been made with two examples. First example has formed word cloud on COVID-19 responses on social media.

The size of word in a word cloud indicates its importance in terms of its frequency of occurrence in the text data. Larger the word size, more frequent is the word appearing in the text data. The words like covid, coronavirus, people, health, cases are the most prominent ones at first sight of the word cloud. The next in line in terms of font size are the words like lockdown, home, pandemic, deaths, positive, disease, medical, number, and India.

The simple text analysis tool like word cloud indicates the main issue clearly (covid, coronavirus, people, health, and cases). Word cloud has also brought out clearly matters of concern related to the pandemic (lockdown, home, pandemic, deaths, ...). It is worth noting that there is no negative sentiments or anger expressed on the administration in the social media. This possibly indicates that the government has performed fairly well.

The second example is on a book in pdf titled 'Supply Chain Management'. In contrast with example 1 which was on a pandemic or a major social issue, the

example 2 deals with business concept of SCM related to effective distribution of products and services to customer.

The word cloud highlights words like supply, chain, logistics, product, cost, material, and company in a prominent manner with larger word size.

Next comes the operational aspects of supply chain. This is being indicated by the next lower font size words like inventory, supplier, capacity, transport, distribution, network, order, and demand.

Hence, the book in pdf on SCM (supply chain management) appears to highlight the main theme of the book. The tactical and operational aspects have also been brought forth in the book fairly well.

Word cloud analysis has given a result which appears positive on my book. However, it is pleasing surprise of course.

Ch02 word cloud R code:
https://drive.google.com/file/d/1Eh3TCNBC7iyy90Bmx25BsGL3cFF1yR4Z/view?usp=sharing

Ch03 word cloud R code:
https://drive.google.com/file/d/1iGQEZxIlW0w-kRgFTBaKbTlOlki79gh0/view?

usp=sharing

Ch04 word cloud R code:

https://drive.google.com/file/d/1qD0NKkiFBv7tdLS13LbsP1UbEGlUu3NK/view?
usp=sharing pandemic_30052020.csv

Dataset - Google Drive Link:

https://drive.google.com/file/d/1IVs0Y5e7fVN6B7bAo2Rl2ZGUTEvprGTA/view?
usp=sharing

SCM book in pdf - Google Drive Link:

https://drive.google.com/file/d/1sUFuGK04MXGTTKmRXOIRCmpLFKIFXFtx/view?
usp=sharing
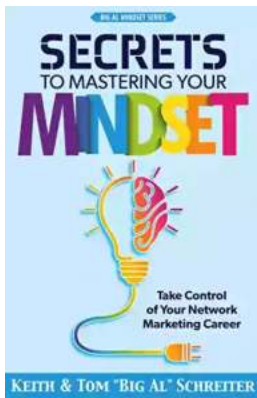
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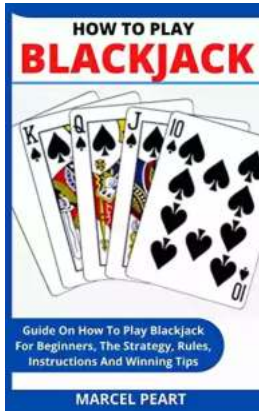
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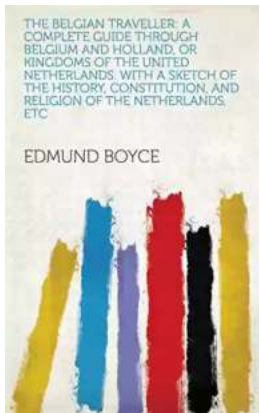
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