Short Communication

Augmenting the Efficiency of Text Mining for Improving Business Intelligence

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Hovering on an urbane technological world, the business house's strategies and promotions have changed dramatically in the recent years since the importance of data in their business plays a pivotal role in almost all of their business activities. Today computer has become a part and parcel of human life and the colossal volume of data available across the globe provides a helping hand to discover useful meaningful information to enhance the business in various activities related to decision making and decision support. Hence the need for an efficient data mining tool or model is imperative for every business organization. To accomplish this, countless techniques have been emerged and utilized. The advent of many new smart technologies has compelled the world to go digital. The digital technology evolves by day and has become the primary source of the information. Anticipating for the precise and relevant information and extracting it from the documents has now become a time-consuming task. Text mining is one of the main techniques used to extract meaningful information from the documents. Text mining is the innovation of remarkable knowledge in text documents. It was a challenging issue to find accurate information (or features) in text documents to help users to find what they want. Text databases are rapidly mounting due to the increasing volume of information available in electronic form, such as electronic publications, various types of electronic documents, e-mail, and the World Wide Web. Information Extraction system searches the information that is only relevant to the users query. IE typically focuses on surface linguistic phenomena that do not require deep implication, and it focuses on the spectacles that are most frequent in texts [1]. Integrating a domain knowledge base with a text mining engine would boost its efficiency, especially in the information retrieval and information extraction phases [2,3]. The colossal volume of features extracted will lead to high requirement of search space and high execution time and hence the performance will be diminished considerably. Most of the algorithms performance is not good when the textual dataset comprises huge text contents with large number of attributes. The analyzed algorithms and metrics allow the possibility of extension to incorporate different feature pruning, memory and time related issues [4]. The metric allows appropriate selection of the algorithm and contributes to a detailed analysis of these aspects of text mining.

Recent development in natural language processing (NLP) has providing a range of tools for high-quality information extraction from unstructured text. These tools are mostly trained on non-technical text and brawl to produce accurate results when applied to scientific text. prominent progress has been also achieved in text mining. In precise some auspicious research directions that could around promising research information that could guarantee the development more effective information retrieval.

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