



Introduction

Quite often it is observed that ROI and adaptability of the Analytics programs in the organizations are severely impacted by the data quality issues. The typical problems include duplicates, flipped names, spelling mistakes, issues with nulls, date formats and other text related challenges. These have direct bearing on the quality of the data reported and often get ignored during the implementation.

Text Analytics can help you reduce your time and improve the quality of data by deploying various Natural Language Processing (NLP algorithms). The common problems which can be simplified by the usage of these algorithms include De-Duplication, Address Standardizations, Classifications, Synonym Searches, Relevance Matrix Building etc.

Neewee Analytics has an open source software based dynamic and flexible platform [ATHENA](#) which caters to all your advanced analytics needs. It can drastically reduce your implementation time and can smoothly integrate with your Analytics IT landscape.

Text and DQ Solutions

Address Standardization

Customized Address Standardization Services using various APIs of the GIS data providers to ensure improvement in the data quality.

De Duplication

Using our de-duplication frame-work identification of duplicates using the various probabilistic and deterministic Algorithms of NLP.

Customized Search Engine

Building customized Search Engines for text searches as well as topic identification, Relevance for personalized searches.

Data Classification

Classification of the records into various buckets for better analysis using industry standard text classification algorithm set-up within your existing system

Customized Text Analytics

Text Analytics in the areas of Sentiment Analytics, Document Indexing and other relevant areas

Visit www.neewee.in for more details

Let's Connect to discuss further
contact@neewee.in

Neewee Analytics is an Analytics Services company based out of Bengaluru, India. Powered by an IoT Enabled Integrated Analytics Platform [ATHENA](#) with Big Data as a bedrock for Data Storage methodology, we fast track your Analytics journey from Raw Data to Predictive, Prescriptive and Descriptive Actionable Insights.

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