

EXPANDING AND IMPROVING SENTIMENT ANALYSIS

THE CLIENT CHALLENGE

A leading Text Analytics provider needed assistance with expanding and improving their sentiment analysis model within their TA tool. They needed a partner for their human aided machine learning process. The provider needed to support them in 5 European languages across 8 diverse industries.

THE GEMSEEK APPROACH

GemSeek's developed a structured approach to improve the efficiency of their Text Analysts and implemented a robust process that guarantees the accuracy of the output. The Text Analytics team assigned a sentiment category to over 1,5 million phrases in four categories – positive, negative, mixed opinion, and no clear opinion. Each phrase was categorized by two independent text analysts, and all phrases with diverging classifications were rechecked by a senior analyst. The three stage process ensured that the client's 85% minimum accuracy target (tested against an industry gold dataset) was met repeatedly over the course of the project with no need for additional rework or delays in delivery.

THE DELIVERABLES

The Sentiment Analysis performed by GemSeek achieved 90% accuracy against the client's gold datasets and allowed them to significantly speed up the training of their sentiment model within the TA tool. This enabled the accelerated rollout of the sentiment analysis functionality in 5 new languages.

