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Then the data can be analyzed using business intelligence tools. Text based unstructured data is by far the most common, but there are many other forms. In this article, we will only discuss text analysis.

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Common functions of business intelligence technologies are reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and prescriptive analytics.

Natural language processing will democratize data, make business intelligence more insightful, harness unstructured data, and act as a personal data assistant.

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Text Mining or Text Analytics is a process of extracting hidden information inside text data through pattern recognition. Natural language processing is used to understand the meaning (semantics) of given text data, while text mining is used to understand structure (syntax) of given text data.

Natural language processing (NLP) and search-driven analytics are just a few of the new technologies companies are using to connect their most potent business minds with the right data.

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