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Text mining helps organizations streamline business processes and overcome challenges by gaining insights from their mountains of unstructured textual data. However, as with any data science project, some essential steps

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### **Step 3: Communicate goals and set expectations**

The reasons for using text mining differ, based on different roles in an organization. Executives and managers are more likely to focus on cost reduction, profit growth and/or productivity improvements. Editorial teams, content managers

## **Step 4: Make detailed plans**

To ensure success, include relevant teams and individuals at the following milestones:

### **Integration plan**



## Conclusion

Creating a fruitful text mining project involves more than the actual content analytic algorithms. It requires thinking about the business problem, communicating goals, involving the appropriate stakeholders and finding the right ways to measure success. To learn more about Magellan Text Mining, [click here](#).

To further explore how text mining can unlock value, consider OpenText's Semantic Strategy Workshop. Participants work with an OpenText computational linguist on site to get an overview of how Magellan works and explore various content challenges that it can address. For information, email [PortfolioAnalyticsPS@opentext.com](mailto:PortfolioAnalyticsPS@opentext.com).

Learn more from the [Magellan Text Mining demo](#).

## About OpenText

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