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The Analyst Workbench: Automated Market Analysis with a Human Element

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ABSTRACT

Market analysts need to sort through tremendous amounts of data coming through online resources, press releases and news publications to:

- anticipate market attractiveness and select target markets
- understand surprises in customer decision processes to balance product development
- evaluate competitors' strategies and success criteria

Large-scale text processing requires automated methods, which should not sacrifice precision and consistency. But you also want to have humans to potentially modify the results. The Analyst Workbench strikes this balance by providing a set of custom analytics tools to generate actionable insights.

Within the workbench, analysts can:

- collaboratively define a collection of documents
- analyze them through content categorization and SAS® Sentiment Analysis Studio
- understand how each document was analyzed and modify the results
- search for various concepts
- generate customizable charts, summaries and reports to understand and measure consumer feedbacks and differentiate their products and brands.

Finally, the workbench also provides a platform to progressively migrate from a purely manual solution to a scalable and automated solution without any loss of precision and control.

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