



Attensity Training Details - Attensity 4 Introduction

Overview

Attensity Training offers a broad range of business user and technical courses enabling customers to quickly deploy and leverage Attensity applications. Our goal is allow you to achieve operational independence and fully harness the power of Attensity.

This class may be delivered virtually over two-days (four hours per day) using *Microsoft Live Meeting*. Student labs will be available on a more limited capacity.

The following table details the description for the Attensity 4 Introduction for direct instructor-led delivery:

Class Name	Length	Description (Course Objectives)
Attensity 4 Introduction	1 Day	<ul style="list-style-type: none"> • Articulate a business definition of Text Analytics • Differentiate unstructured versus structured data in Attensity 4 • Complete a narrowed search based a logical assumption in Attensity 4 • Map out the process of targeting details for new assumption (<i>hypothesis</i>) using Attensity 4 • Query, Save and Export in a professional fashion from Attensity 4 • Complete case study research and hypothesis validation • Complete an End-to-End business problem analysis on validated case study

** Onsite classes provided at customer site for up to 10 students. A training facility with computers for students and projector is required.

Please note: *Payment for training is due prior to the start date. A Purchase Order, credit card or company check is an acceptable form of payment.*

Canceling and Rescheduling Policy

Please communicate with Attensity Training (contact information below) in the event that a rescheduling is required. A rescheduling is considered a cancellation. If class is canceled up to two weeks before class, 100% refund provided; if class is canceled up to one week before class, 50% refund provided; if class is canceled with less than a week or no show, 0% refund provided.

Prerequisites for class:

- Familiarity with business domain
- Functional with Microsoft Excel or database tables
- Familiarity with web-based applications and/or web browsers

**Full Topic Outline:****Module 1: Introduction to Attensity 4**

- Introduction to Attensity 4 solution in order to:
 - Define Natural Language Processing
 - Define the Fact Extraction Process
- Articulate the difference between the structured versus unstructured analysis
- Analyze the Facts and their relationships in a data set

Module 2: Attensity 4 Basics

- Log on to Attensity 4
- Complete a Query
- Save a Query to Favorites
- Export the Query to MS Excel
- Define Actor, Action and Object
- Define Facts, Elements and Modes

Module 3: Drilling Down to Relevant Information

- Complete a refined query
- Use a filter to create targeted query
- Use a qualifier to further refine query
- Categorize and/or create Subsets for terms
- Export targeted content to Microsoft Excel
- Report on specific findings

Module 4: Creating Categories to Refine Queries

- Create an Alert for spurious data or alarming events
- Report anomalies found in data set
- Save queries and documents for later use
- Define the Text to Value process
- Refine research approach in the Text to Value pipeline

Module 5: Summary and Conclusions

- Articulate the Extraction Pattern(s) for sampled content
- Defend findings based on Facts