

Text Analytics with AI

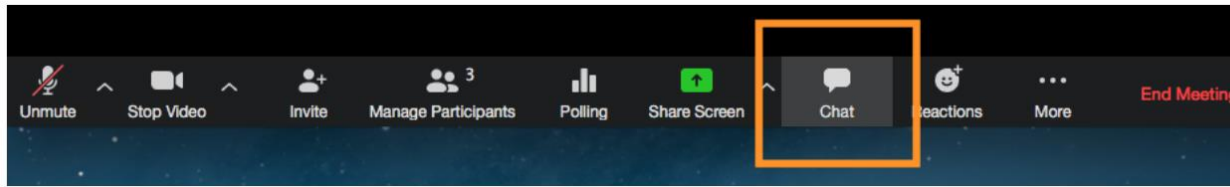
Working with Smart Vision's Watsonx.ai Text Categoriser

Jarlath Quinn

Just waiting for all attendees to join...

FAQ's

- Is this session being recorded? Yes
- Can I get a copy of the slides? Yes, we'll email links to download materials after the session has ended.
- Can we arrange a re-run for interested colleagues? Yes, just ask us.
- How can I ask questions? All lines are muted so please use the chat panel – if we run out of time we will follow up with you.





- Gold accredited partner to IBM, Predictive Solutions and EDB specialising in advanced analytics & AI technologies
- Work with open-source technologies (R, Python etc.)
- Team each has 15 to 30+ years of experience working in the advanced and predictive analytics industry
- Deep experience of applied advanced analytics applications across sectors
 - Retail
 - Healthcare/Pharma
 - Finance/Insurance
 - Media/Telecoms
 - Utilities
 - FMCG
 - Charity/Housing/Government



The problem

👤 Guest_Reason_For_This_Score

We recently spent one night at this hotel as part of a tour. Upon check-in we discovered that the room had one bed and a fold-out sofa. As we are two adult friends traveling together, this..

Only bugbear was that parking is £15 a night but they do throw in breakfast with that

Never, ever, stay in this hotel. It is probably the worst hotel I have ever stayed in - and what is worse - I HAVE to stay there about three times a year because of business....! It is expensiv..

We will continue to return as the service, food and ambience is what we go for and this is all spot on

Great hotel & centrally placed for everything. We always used to stay at the Francis Hotel but that has gone downhill so badly over the last 2 years (find my reviews for it) that we decided..

The attention to detail in this excuse for a 5 star Hotel is laughable.

More of a four star stay tbh. Reception, bar and dining room were always cold. The bar had no mint for Mojito's two nights running. Honestly, there's an MandS simply food around the co..

Stayed here just a while after it opened (must have been around 2001, I guess). Was then very impressed with the style and service and some little extra touches (such as CD player and..

We have stayed in this hotel many times; in fact we used to stay there before it became a Supreme Inn. When Supreme Inn first took over the Nelson, they renovated it and it became one..

lovely unusual hotel, great setting and good service. The rooms were nice, original features and lots of nice cute extras. The rooms was VERY hot and we couldnt find a thermosat, and t...

This was booked for my birthday and was the first time in 15 years we were away without the children.For the money I spent I expected so much more. Where do I start. The room we had..

The room service was of poor quality as maids were ignorant towards the 'do not disturb signs'. Some technical errors with televisions and services asked for over the room service teleph..

Stayed (again!) for a home batch. Got the usual high standard service. Had an evening meal this time which was cooked to our liking. This stay was topped by meeting some ex-players i...

On arrival we were upgraded to a twin deluxe plus room w high gave us free wi fi and they also gave us a bottle of wine and chocolate coated strawberries as it was a special occasion. ...

The Staff, The Hotel, the Bed, the Shower, the Bath, the Dining room, the Bar, this is by far one of the Best Hotels in London. I Loved the Grill, the Room, the amenities and the Staff was..

All very clean and tidy although the decor is a little odd. Breakfast was very tasty and the waitress was very nice and efficient so the service was good. The bedroom was reasonably com..

I'm not somebody who's scared away by slightly sketchy conditions. I've stayed in plenty of terrible hotels on the road to save money. I travel all the time and have encountered some of e...

Room was unwelcoming, dowdy and smelt - for the money paid (£292 for 2 nights for 2 adults, 2 children) this was a complete rip-off. Travelodge is much newer and closer to centre. Staf..

I think you get really nice rooms if you stay at the very expensive suites in the top floors but anything else isn't really worth it

Lovely stay for a long weekend

Rooms were very comfortable and spacious however rather dusty, perhaps due to the dark furniture.

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This is powerful, valuable data

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But it is unstructured....so it's hard to ask direct questions like...

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Are positive evaluations of customer service
trending up or down?

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Which topics are the strongest predictors of poor reviews?

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Do male or female respondents have different priorities when evaluating the service?

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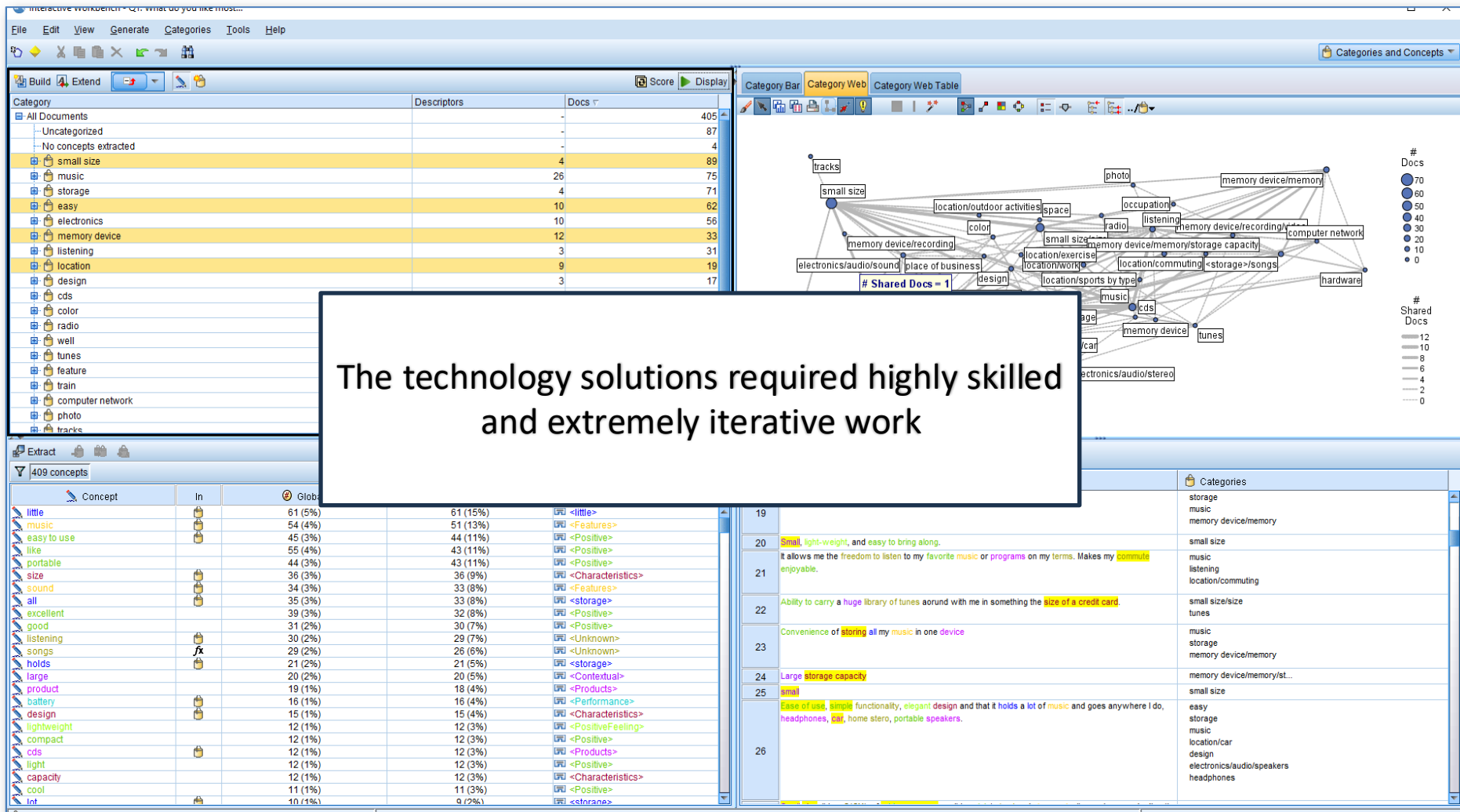
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For decades, researchers have sought to develop technologies that make sense of free text data and turn it into *structured* data



Extract				Map	Display
366 concepts				Concept	
Concept	In	Global	Docs	Type	
music		55 (7%)	52 (13%)	<Unknown>	
size		27 (4%)	27 (7%)	<Unknown>	
songs	Add to Category...	30 (4%)	26 (6%)	<Unknown>	
product	Add to Type...	18 (2%)	17 (4%)	<Unknown>	

Feedback

When I first went, they used to provide a **decent service**. In **recent** visits, I'm not seeing that.
 I tried it out . Not at all **bad** I thought.
 I won't be back let's put it that way.

Category + Sentiment

Service - Positive
 Overall - Negative
 Overall - Neutral

design	Show Underlying Terms...	8 (1%)	8 (2%)	<Unknown>
small size	Sort	8 (1%)	8 (2%)	<Unknown>
battery life		7 (1%)	7 (2%)	<Unknown>
ability				<Unknown>
good sound quality				<Unknown>

But working with unstructured data is *hard*.
 So the results weren't always accurate

AI has changed that

AI-Driven Text Categorisation

“The main reason is that the complaints process feels slow and defensive; repairs are usually booked quickly and the operative turns up when expected; staff are polite, listen properly and explain what will happen next. So I would only recommend them with some reservations.”

AI-Driven Text Categorisation

“The main reason is that the **complaints process feels slow and defensive**; repairs are usually booked quickly and the operative turns up when expected; staff are polite, listen properly and explain what will happen next. So I would only recommend them with some reservations.”

Complaints -
Negative

Maintenance &
Repairs - Positive

Staff - Positive

Communication -
Positive

Overall - Neutral

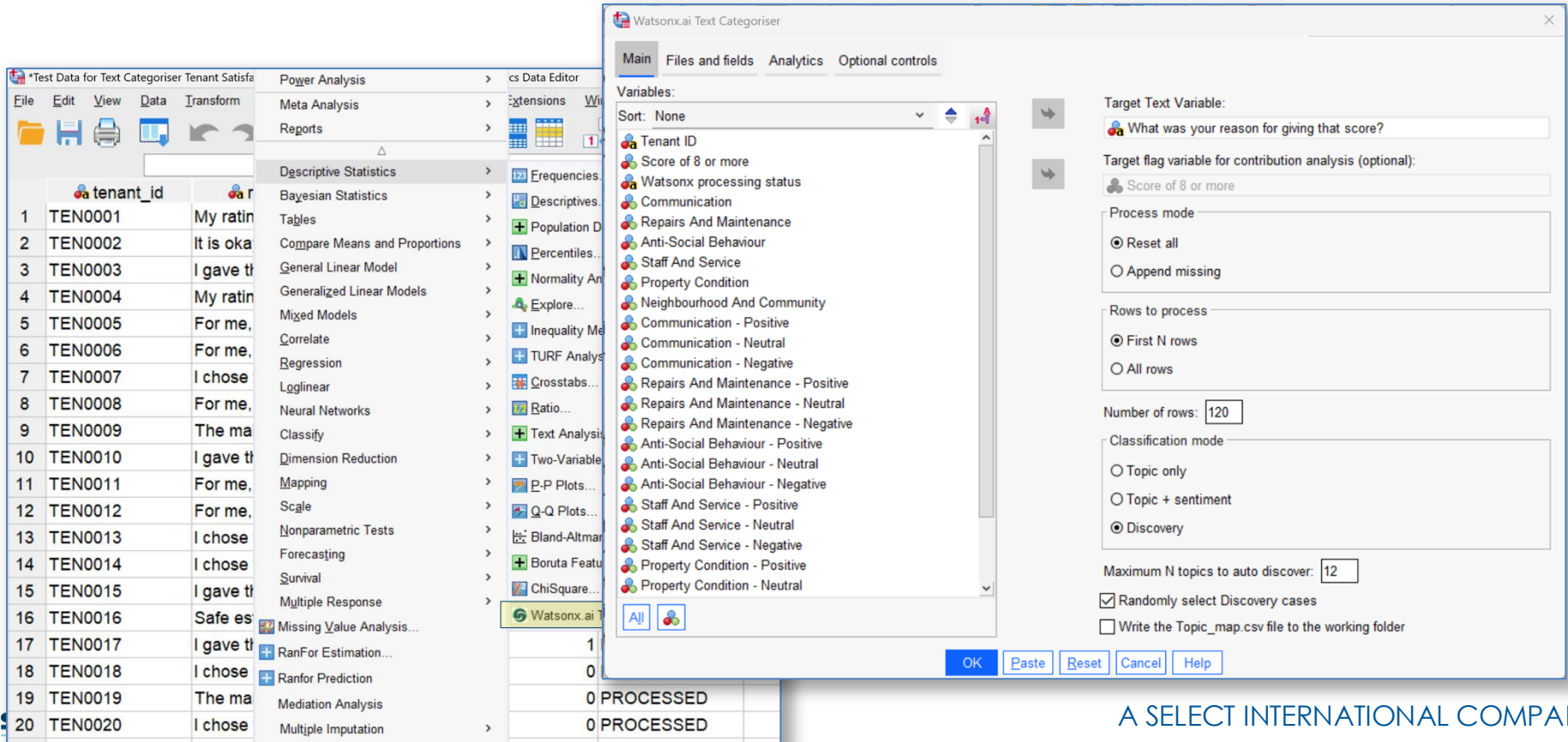
Working with Smart Vision's Watsonx.ai Text Categoriser

Watsonx.ai Text Categoriser

- A seamless integration between SPSS Statistics and IBM's AI cloud platform
- No login required
- A single “plug and play” file that harnesses the power of AI to automatically categorise and analyse the content of text fields in SPSS files



WatsonX.ai Text Categoriser



Test Data for Text Categoriser Tenant Satisfaction

tenant_id	reason
TEN0001	My rating
TEN0002	It is okay
TEN0003	I gave the
TEN0004	My rating
TEN0005	For me,
TEN0006	For me,
TEN0007	I chose
TEN0008	For me,
TEN0009	The ma
TEN0010	I gave the
TEN0011	For me,
TEN0012	For me,
TEN0013	I chose
TEN0014	I chose
TEN0015	I gave the
TEN0016	Safe es
TEN0017	I gave the
TEN0018	I chose
TEN0019	The ma
TEN0020	I chose

WatsonX.ai Text Categoriser

Main Files and fields Analytics Optional controls

Variables:

Sort: None

- Tenant ID
- Score of 8 or more
- Watsonx processing status
- Communication
- Repairs And Maintenance
- Anti-Social Behaviour
- Staff And Service
- Property Condition
- Neighbourhood And Community
- Communication - Positive
- Communication - Neutral
- Communication - Negative
- Repairs And Maintenance - Positive
- Repairs And Maintenance - Neutral
- Repairs And Maintenance - Negative
- Anti-Social Behaviour - Positive
- Anti-Social Behaviour - Neutral
- Anti-Social Behaviour - Negative
- Staff And Service - Positive
- Staff And Service - Neutral
- Staff And Service - Negative
- Property Condition - Positive
- Property Condition - Neutral

Target Text Variable:

What was your reason for giving that score?

Target flag variable for contribution analysis (optional):

Score of 8 or more

Process mode

☒ Reset all

☐ Append missing

Rows to process

☒ First N rows

☐ All rows

Number of rows: 120

Classification mode

☐ Topic only

☐ Topic + sentiment

☒ Discovery

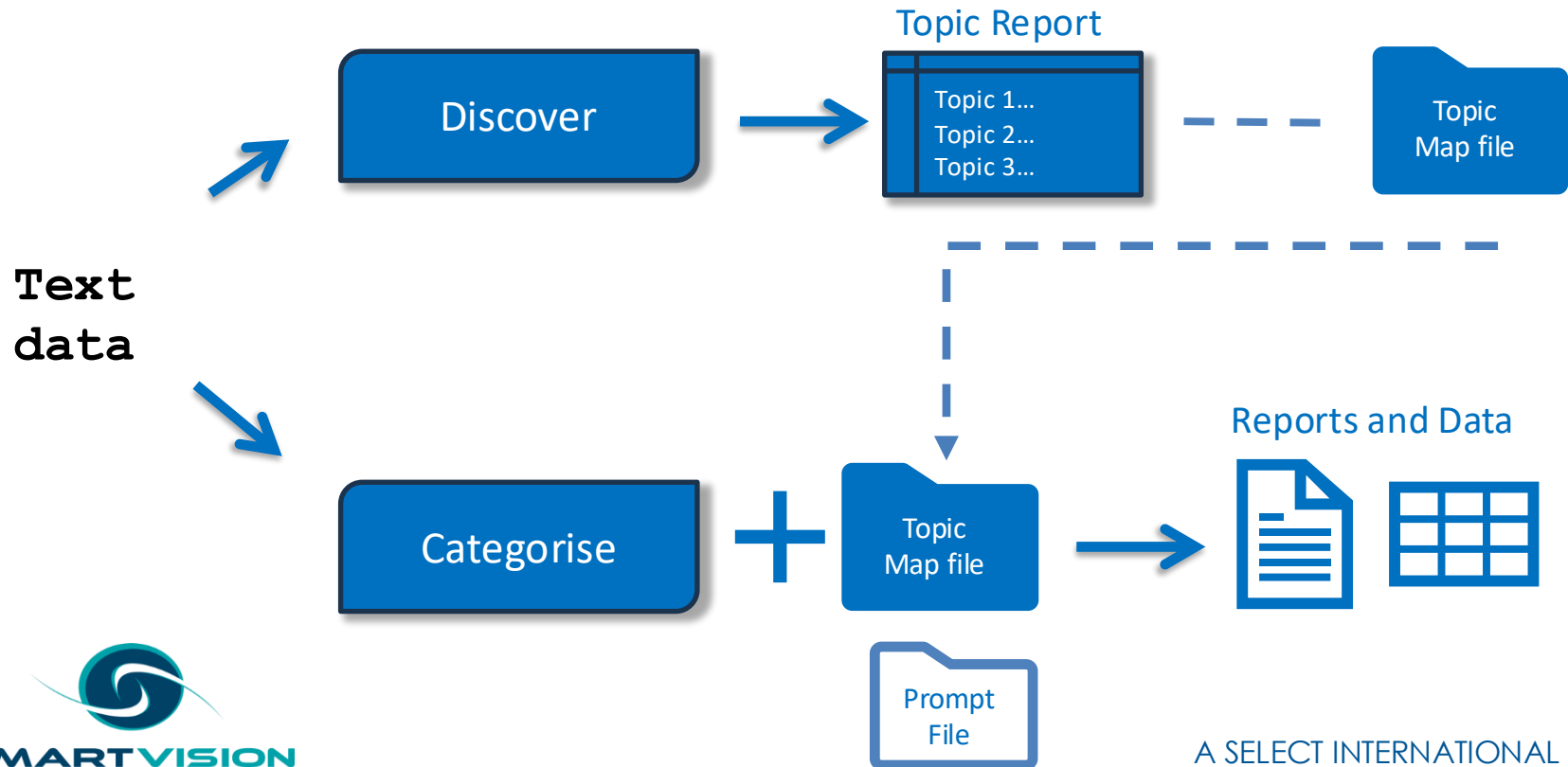
Maximum N topics to auto discover: 12

☒ Randomly select Discovery cases

☐ Write the Topic_map.csv file to the working folder

OK **Paste** **Reset** **Cancel** **Help**

WatsonX.ai Text Categoriser: 2 Modes



Topic Map files

- This is a Topic Map file - it's just a simple csv file
- It allows you to control what categories are created
- You can create your own or use Discovery to create one for you
- You can easily edit them and add additional topics that you feel are important

	A	B	C	D	E	F	G	H
1	topic	varname	label					
2	property maintenance	PROPERTY_MAINTENANCE	Property Maintenance					
3	communication	COMMUNICATION	Communication					
4	neighbourhood	NEIGHBOURHOOD	Neighbourhood					
5	staff and service	STAFF_AND_SERVICE	Staff and Service					
6	rent and costs	RENT_AND_COSTS	Rent and Costs					
7	repairs and issues	REPAIRS_AND_ISSUES	Repairs and Issues					
8	safety and security	SAFETY_AND_SECURITY	Safety and Security					
9	administration and processes	ADMIN_AND_PROCESSES	Administration and Processes					
10								
11								
12								
13								

AI-Driven Text Categorisation

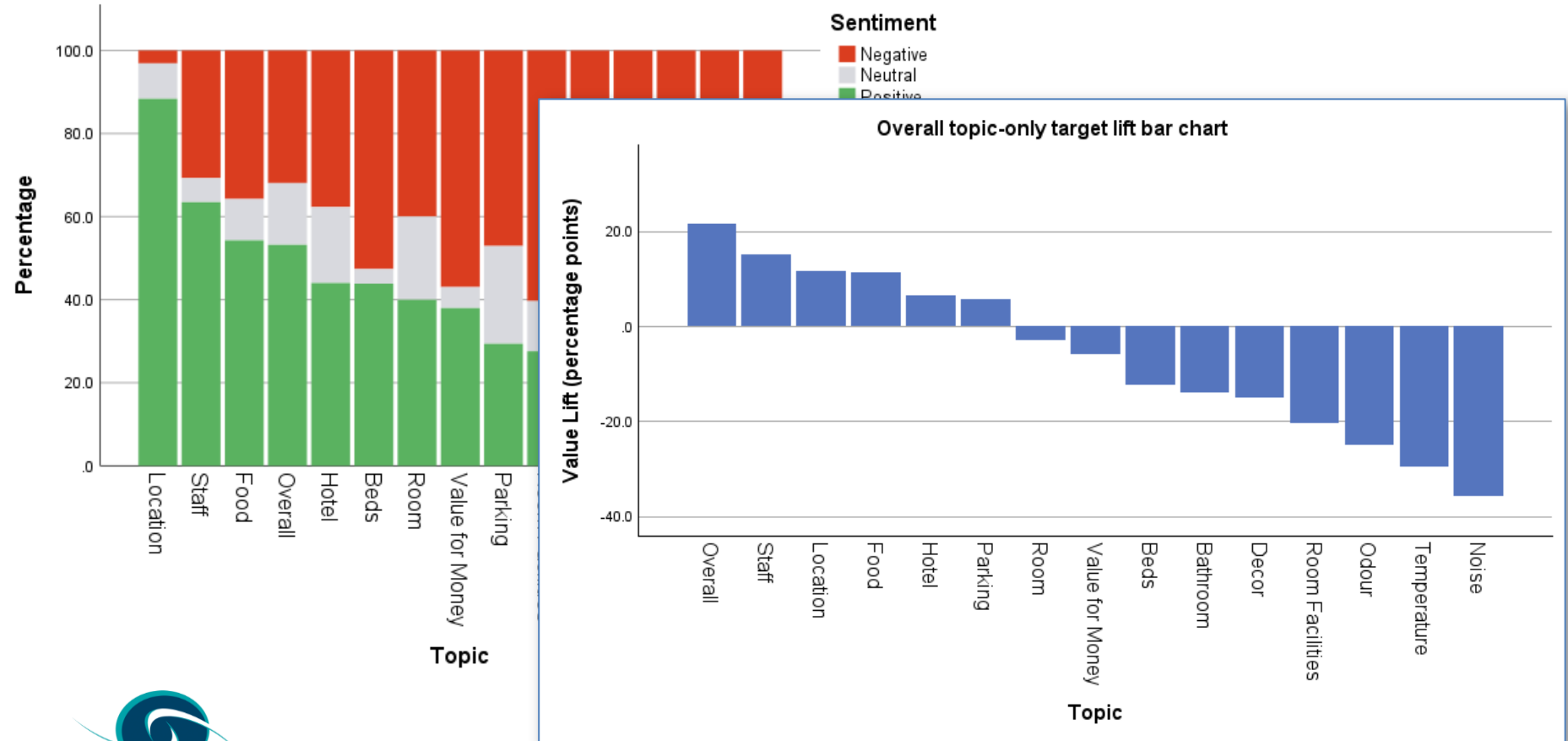
- The Text Categoriser generates new variables
- Each field indicates Yes/No if the respondent mentioned that topic (plus sentiment) in their response
- We can analyse the relationships in these variables
- This is particularly interesting if we have an overall satisfaction or key outcome measure to act as a target field

TXT_ROOM_POS	TXT_ROOM_NEU	TXT_ROOM_NEG	TXT_BEDS_POS	TXT_BEDS_NEU	TXT_BEDS_NEG	TXT_BATHROOM_POS
No	No	Yes	No	No	No	No
Yes	No	No	No	No	No	No
No	No	No	No	No	No	No
Yes	No	No	Yes	No	No	Yes
No	Yes	No	No	No	No	No
No	Yes	No	No	No	Yes	No

Analytical Report Outputs

- **By default:**
 - Classification tables for topics (+ sentiment)
- **Optional check boxes:**
 - Correlation matrices
 - Heat maps
 - Bar charts
- **With an optional binary target variable:**
 - Contribution tables showing Lift and Shapley values
 - Contribution bar charts

Analytical Outputs



Example Positive Sentiment Contribution Table

Positive topic-sentiment contribution table

Topic	Contribution fields						
	Predictor variable	Topic prevalence %	Target rate when present %	Target rate when absent %	Lift (pp)	Shapley contribution (R2 pts)	Share of model R2 %
Hotel	TXT_HOTEL_POS	18.1	81.9	23.6	58.3	11.5	22.5
Overall	TXT_OVERALL_POS	10.6	90.5	27.5	62.9	10.2	19.9
Room	TXT_ROOM_POS	23.4	73.1	22.3	50.8	9.8	19.2
Staff	TXT_STAFF_POS	39.4	60.5	17.0	43.5	8.7	16.9
Food	TXT_FOOD_POS	20.1	72.5	24.5	48.0	6.1	11.9
Value for Money	TXT_VALUE_POS	8.3	60.6	31.8	28.8	1.6	3.1
Parking	TXT_PARKING_POS	2.8	72.7	33.1	39.7	0.9	1.7
Bathroom	TXT_BATHROOM_POS	4.3	70.6	32.5	38.0	0.6	1.1
Beds	TXT_BEDS_POS	9.0	58.3	31.8	26.6	0.5	1.0
Location	TXT_LOCATION_POS	27.6	44.5	30.2	14.3	0.4	0.8
Decor	TXT_DECOR_POS	2.5	60.0	33.5	26.5	0.3	0.6
Odour	TXT_ODOUR_POS	0.3	100.0	34.0	66.0	0.2	0.5
Room Facilities	TXT_ROOMFAC_POS	4.3	52.9	33.3	19.6	0.2	0.3
Temperature	TXT_TEMPERATURE_POS	0.3	100.0	34.0	66.0	0.1	0.3
Noise	TXT_NOISE_POS	1.5	50.0	33.9	16.1	0.0	0.1



From free text to deep insight

- Our sample dataset is comprised of 500 cases from a tenant satisfaction survey
- We are especially interested in the following questions:
 - What topics do respondents spontaneously mention?
 - What are the most frequent?
 - Which subjects are viewed most positively and negatively?
 - Which topics are the key drivers of the overall recommendation score?

Let's take a look

The language models (llms)

Three language models are available

- **Meta Llama 3.3 70B Instruct (default)**

A decent general-purpose multilingual model optimised for dialogue, reasoning and text classification. Officially supports English plus French, German, Hindi, Italian, Portuguese, Spanish and Thai.

- **Meta Llama 4 Maverick**

A newer multimodal Llama model designed for multilingual text and image input. Officially supports 12 languages including English, Arabic, French, German, Hindi, Indonesian, Italian, Portuguese, Spanish, Tagalog, Thai and Vietnamese.

- **Mistral Small 3.1 24B Instruct**

A compact but capable multilingual model listing support for 24 languages, including major European, Asian and Middle Eastern languages.

All three languages are under third party license to IBM

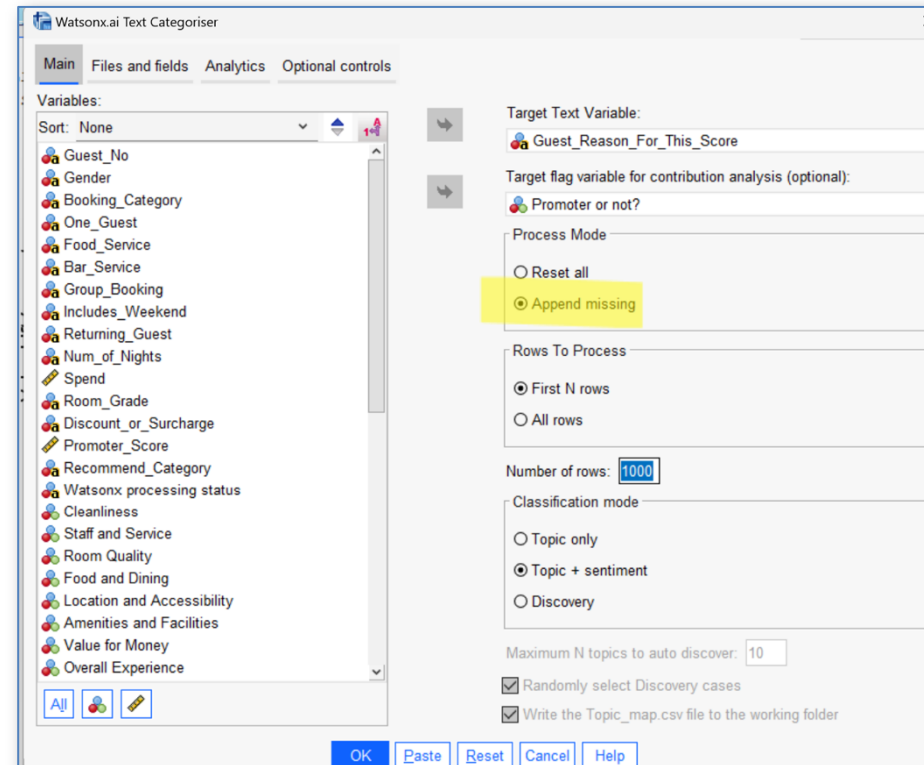
IBM's Watsonx.ai LLMs

- [IBM states that prompts and outputs submitted through Watsonx.ai are private](#), that it does not use prompt/model input or model output to improve IBM models, does not monitor or log foundation model input/output, and prompt/output text is not stored unless the user explicitly saves it as an asset/session.
- IBM's documentation further states that interaction through Watsonx.ai stays within IBM-hosted infrastructure *rather than being passed to any third-party model provider*.
- The extension uses a proxy server hosted in the UK and the language models and the project are hosted in IBM's [London eu-gb](#) Watsonx regional data centre. IBM states projects/data are specific to the region in which they are saved and cannot be accessed from services in another region.

Advice and FAQ's

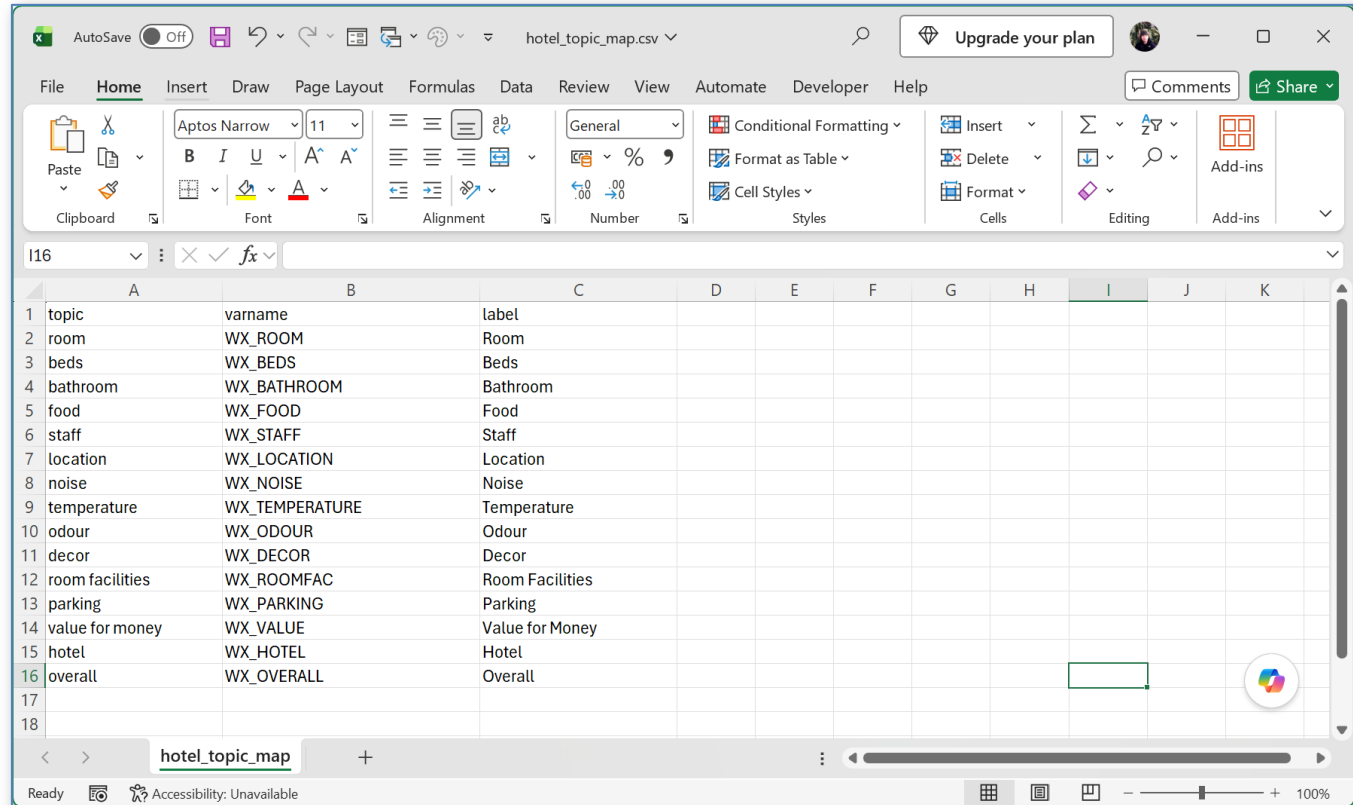
FAQ's

- I have more than a thousand cases, how can I categorise them?
 - Use the **Append missing** mode to categorise them in batches. Each time you run the procedure, the next chunk of data will be processed and appended to the previously categorised cases.



FAQ's

- I want to combine different topics from separate Discovery runs.
 - Create your own topic file. It's just a csv file that you can open in Excel and edit.



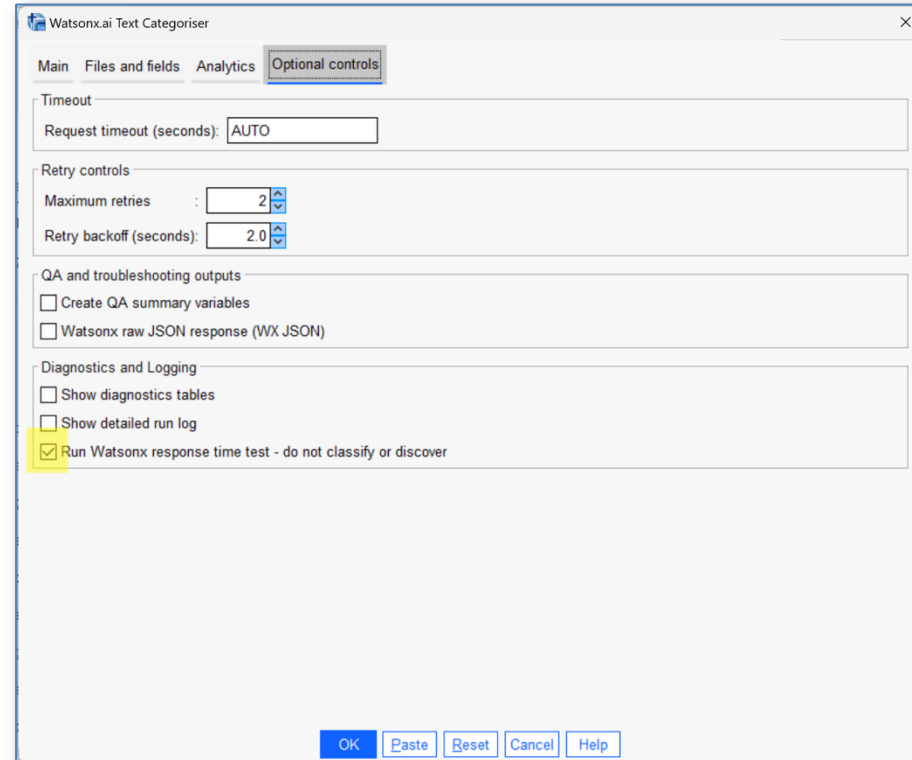
FAQ's

- **AI-driven categorisation tends to introduce variability. I need to try make the categorisation as consistent as possible. What should I do?**
 - Consider using a prompt file. Here you can explicitly list the topics in the prompt and add additional context and controls.
- **I am working with text that contains a lot of jargon and acronyms that the LLM might not know. What should I do to work effectively with the categoriser?**
 - Again, use a prompt file to explain the context and meaning of different terms and acronyms.

Advice: Try to keep prompt files short as processing more verbose prompts can overwhelm the LLMs. A good way to mitigate against this is to use the Append missing mode and process the records in batches.

FAQ's

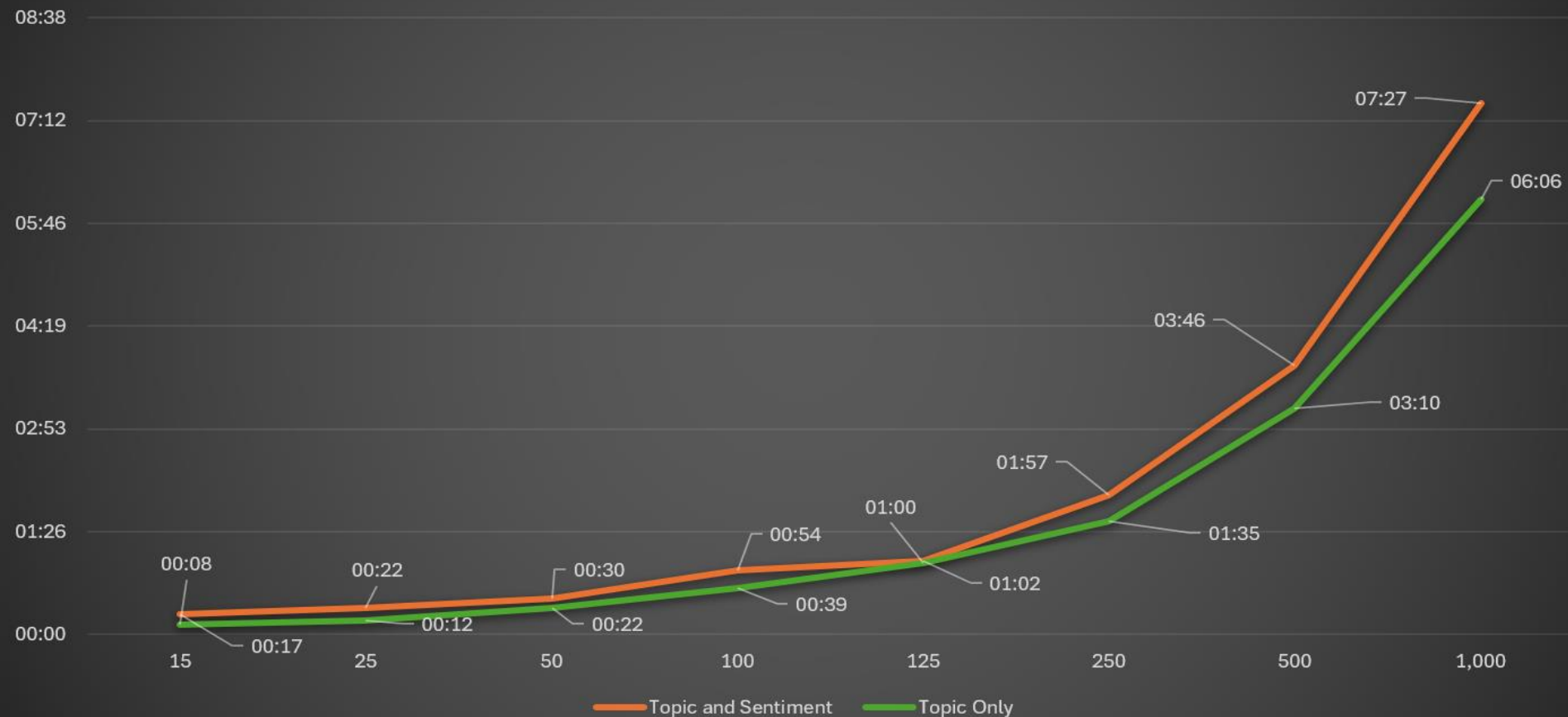
- I got a message saying that the run failed and I should try a different LLM, how can I check if a language model is responding?
 - Sometimes maintenance issues on the IBM Watson platform cause the LLMs to slow down or stop responding in a timely manner. You can check each selected LLM by selecting the **Run Watson response time test** in the **Optional controls** tab



The screenshot shows the 'Optional controls' tab of the 'Watsonx.ai Text Categoriser' application. The 'Request timeout (seconds)' is set to 'AUTO'. Under 'Retry controls', 'Maximum retries' is set to 2 and 'Retry backoff (seconds)' is set to 2.0. In the 'Diagnostics and Logging' section, the checkbox for 'Run Watsonx response time test - do not classify or discover' is checked and highlighted with a yellow box. Other checkboxes include 'Create QA summary variables', 'Watsonx raw JSON response (WX JSON)', 'Show diagnostics tables', and 'Show detailed run log'. The bottom of the window has buttons for 'OK', 'Paste', 'Reset', 'Cancel', and 'Help'.

Estimated processing times for different sample sizes

Records Processed by Elapsed Time

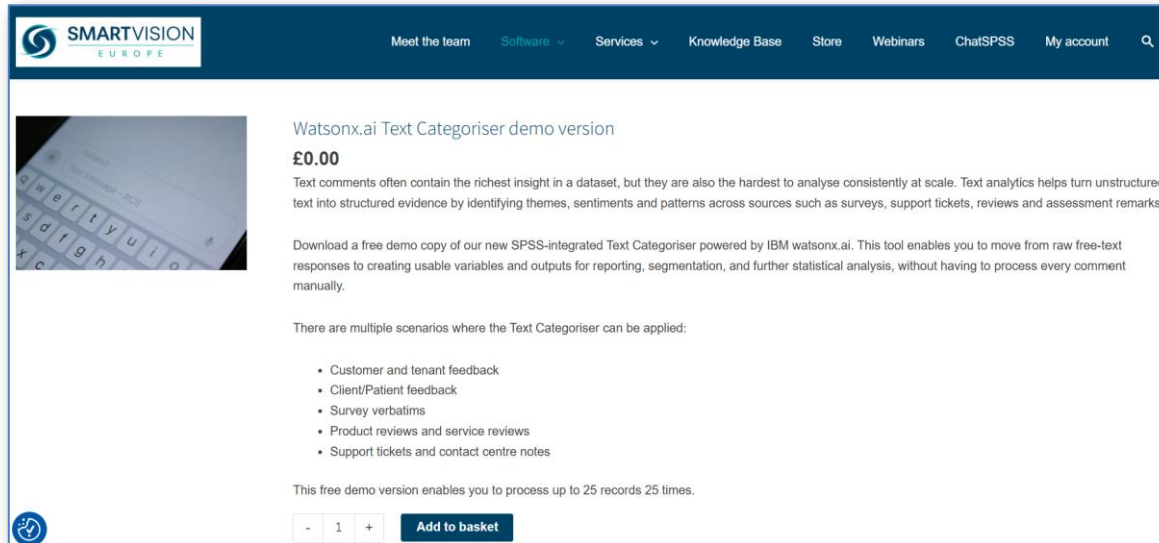


Try the Text Categoriser for yourself

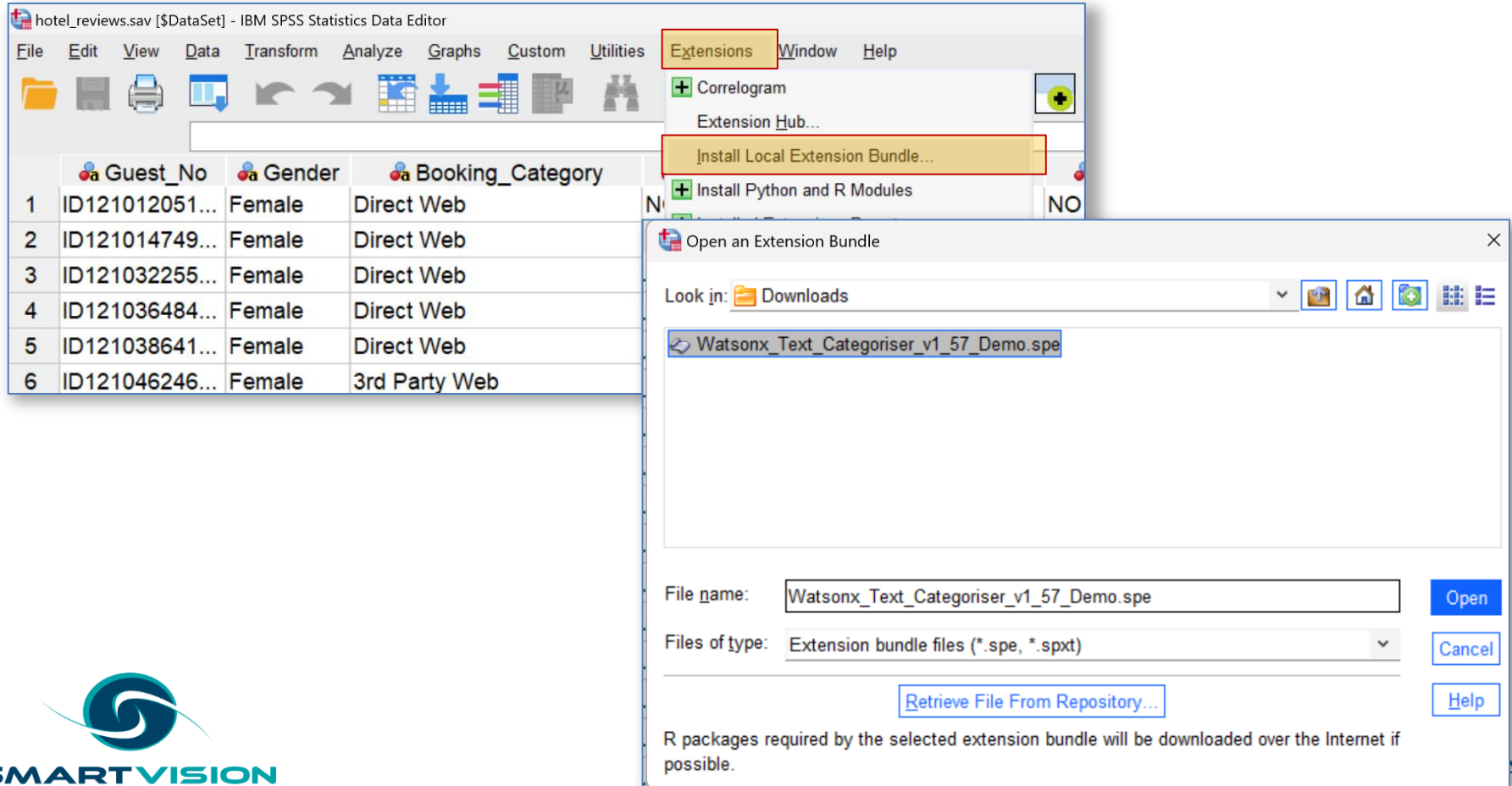
With our free demo version

Text Categoriser Demo

- Download and install the free [Text Categoriser Demo](https://www.sv-europe.com/product/watsonx-ai-text-categoriser-demo-version/)
- Includes installation instructions, a sample dataset and a sample topic map file
- Process up to 25 records a maximum of 25 times



Installing the Text Categoriser: Demo Version



The screenshot shows the IBM SPSS Statistics Data Editor with the file 'hotel_reviews.sav' open. The 'Extensions' menu is open, highlighting 'Install Local Extension Bundle...'. A dialog box titled 'Open an Extension Bundle' is displayed, showing the file 'Watsonx_Text_Categoriser_v1_57_Demo.spe' selected in the 'Look in: Downloads' folder. The file name is entered in the 'File name' field, and the file type is set to 'Extension bundle files (*.spe, *.spxt)'. The 'Open' button is highlighted.

hotel_reviews.sav [\$DataSet] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Graphs Custom Utilities Extensions Window Help

Correlogram
Extension Hub...
Install Local Extension Bundle...
Install Python and R Modules

	Guest_No	Gender	Booking_Category
1	ID121012051...	Female	Direct Web
2	ID121014749...	Female	Direct Web
3	ID121032255...	Female	Direct Web
4	ID121036484...	Female	Direct Web
5	ID121038641...	Female	Direct Web
6	ID121046246...	Female	3rd Party Web

Open an Extension Bundle

Look in: Downloads

Watsonx_Text_Categoriser_v1_57_Demo.spe

File name: Watsonx_Text_Categoriser_v1_57_Demo.spe

Files of type: Extension bundle files (*.spe, *.spxt)

Open Cancel

Retrieve File From Repository... Help

R packages required by the selected extension bundle will be downloaded over the Internet if possible.

Installing the Text Categoriser Demo

The screenshot shows the IBM SPSS Statistics interface with the 'hotel_reviews.sav' dataset open. The 'Descriptive' menu is highlighted. The 'Watson.ai Text Categoriser: Demo' dialog box is open, showing the 'Main' tab. The 'Variables' list includes Guest_No, Gender, Booking_Category, One_Guest, Food_Service, Bar_Service, Group_Booking, Includes_Weekend, Returning_Guest, Num_of_Nights, Spend, Room_Grade, Discount_or_Surcharge, Net_Promoter_Score, NPS_Category, and Promoter or not?. The 'Target Text Variable' is set to 'Guest_Reason_For_This_Score'. The 'Target flag variable for contribution analysis (optional)' is empty. The 'Rows To Process' section has 'First N rows' selected. The 'Number of rows' is set to 25. The 'Classification mode' section has 'Discovery' selected. The 'Maximum N topics to auto discover' is set to 10. The 'Randomly select Discovery cases' and 'Write the Topic_map.csv file to the working folder' checkboxes are unchecked. The 'OK', 'Paste', 'Reset', 'Cancel', and 'Help' buttons are at the bottom.

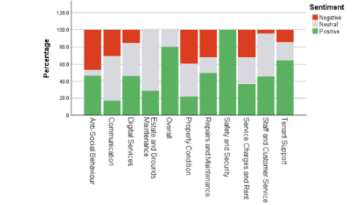
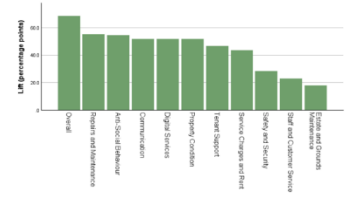
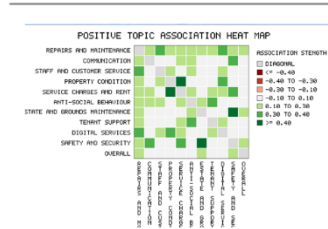
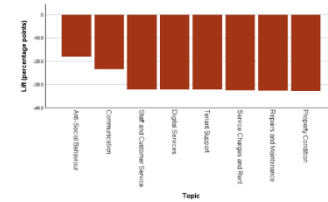
	Guest_No	Gender
1	ID121012051...	Female
2	ID121014749...	Female
3	ID121032255...	Female
4	ID121036484...	Female
5	ID121038641...	Female
6	ID121046246...	Female
7	ID121052299...	Female
8	ID121053288...	Female
9	ID121054017...	Female
10	ID121062212...	Female
11	ID121062243...	Female
12	ID121073191...	Male
13	ID121083012...	Male
14	ID121094368...	Female
15	ID121104061...	Male
16	ID121108430...	Male
17	ID121121398...	Female
18	ID121131058...	Female
19	ID121138746...	Female
20	ID121153743...	Male



Get the full release version

Watsonx.ai Text Categoriser: Release Version

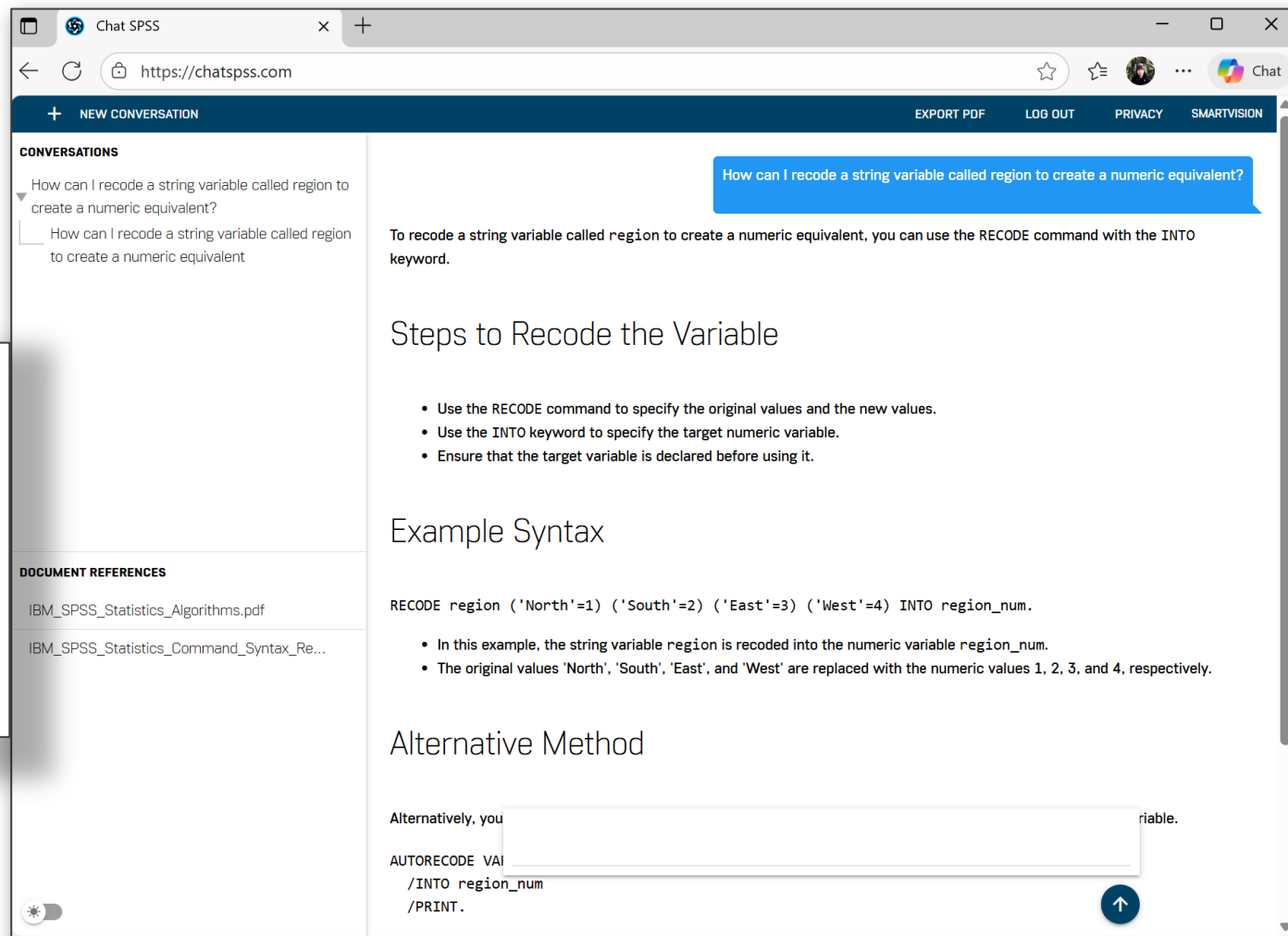
- Download from our webstore
- Process up to 1,000 cases at a time
- Choice of three language models
- Up to 10,000 cases can be processed in total
- £199 + VAT
- If you'd like to discuss the development of a bespoke/customised version of the extension, please reach out to us



Before we go



ChatSPSS is a free generative AI chatbot developed by Smart Vision Europe Ltd based on official IBM documentation of SPSS procedures



The screenshot shows the ChatSPSS web interface. The browser address bar displays <https://chatspss.com/>. The page has a dark blue header with navigation links: NEW CONVERSATION, EXPORT PDF, LOG OUT, PRIVACY, and SMARTVISION. The main content area is divided into two columns. The left column, titled "CONVERSATIONS", shows a list of chat history items. The right column displays the current chat session. A blue input box at the top of the chat area contains the question: "How can I recode a string variable called region to create a numeric equivalent?". Below this, the chat response explains that the RECODE command with the INTO keyword is used. It then provides "Steps to Recode the Variable" as a bulleted list: 1. Use the RECODE command to specify the original values and the new values. 2. Use the INTO keyword to specify the target numeric variable. 3. Ensure that the target variable is declared before using it. This is followed by an "Example Syntax" section showing the command: `RECODE region ('North'=1) ('South'=2) ('East'=3) ('West'=4) INTO region_num.` and a bulleted explanation of the example. The "Alternative Method" section is partially visible, showing the start of an alternative syntax: "Alternatively, you" followed by a text input field containing "AUTORECODE VAI" and a dropdown menu showing "/INTO region_num" and "/PRINT.". A blue circular button with an upward arrow is at the bottom right of the chat area.

Chat SPSS

<https://chatspss.com/>

NEW CONVERSATION EXPORT PDF LOG OUT PRIVACY SMARTVISION

CONVERSATIONS

How can I recode a string variable called region to create a numeric equivalent?

How can I recode a string variable called region to create a numeric equivalent?

To recode a string variable called **region** to create a numeric equivalent, you can use the RECODE command with the INTO keyword.

Steps to Recode the Variable

- Use the RECODE command to specify the original values and the new values.
- Use the INTO keyword to specify the target numeric variable.
- Ensure that the target variable is declared before using it.

Example Syntax

```
RECODE region ('North'=1) ('South'=2) ('East'=3) ('West'=4) INTO region_num.
```

- In this example, the string variable **region** is recoded into the numeric variable **region_num**.
- The original values 'North', 'South', 'East', and 'West' are replaced with the numeric values 1, 2, 3, and 4, respectively.

Alternative Method

Alternatively, you

AUTORECODE VAI

/INTO region_num

/PRINT.

riable.

Smart Vision Europe: Services and Expertise



We have decades of experience providing guidance, training and consultancy in the delivery of effective data science initiatives.



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Thank you