

# KEEPING AN EAR TO THE MARKET

with Text Analytics through Task-Adapted Semantic Parsing



Technology



Generic Semantic Parsing Engine



Toolbox for Efficient Task-Adaption



Does the **data** have special characteristics?

(e.g. limited domain, framing)



What is the analysis **task** and what semantic aspects are relevant?



What is the **user** able and willing to digest?

(e.g., level of abstraction, required details)

Applications



Product Reviews



Survey Responses



Business Plans

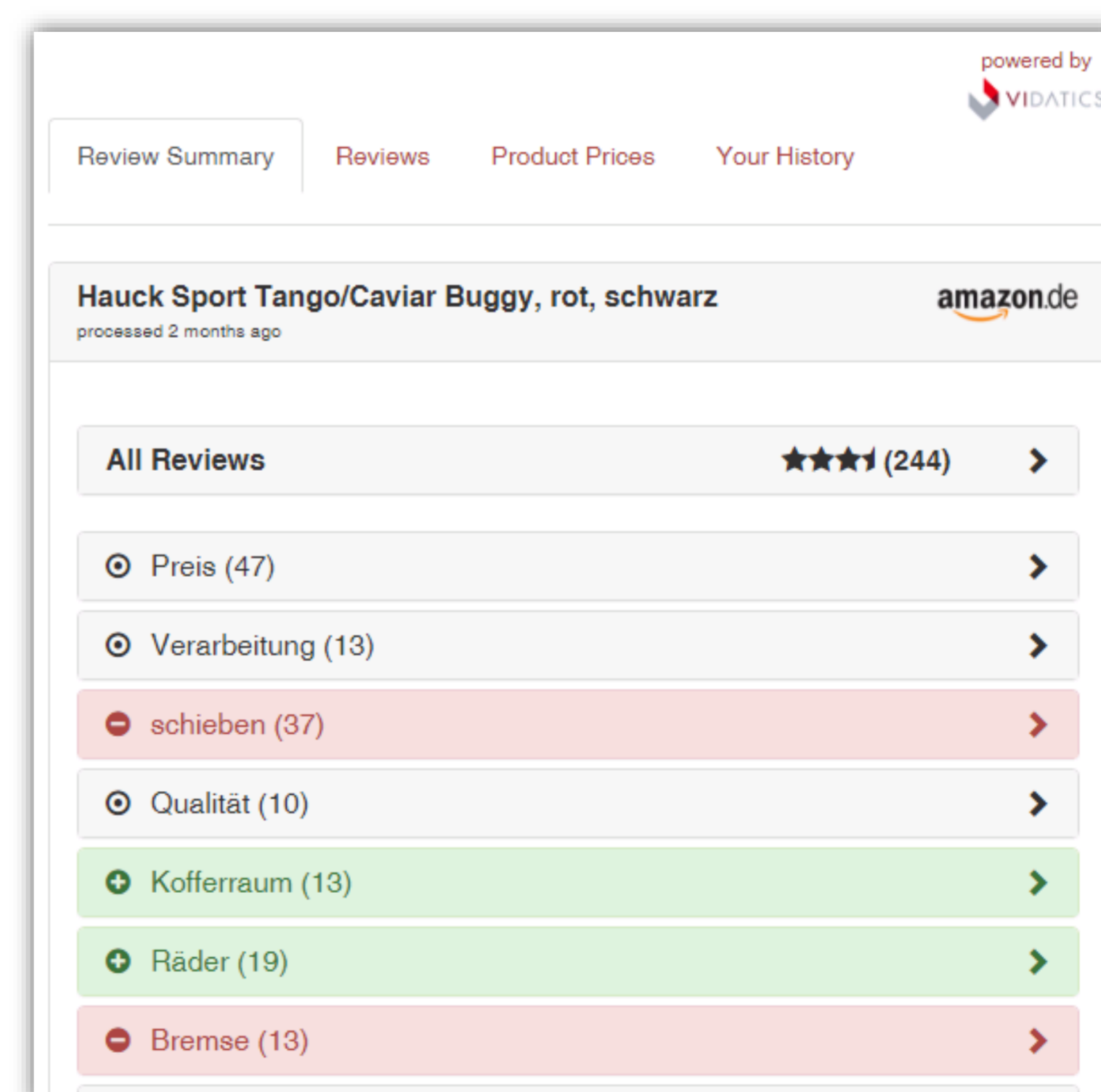
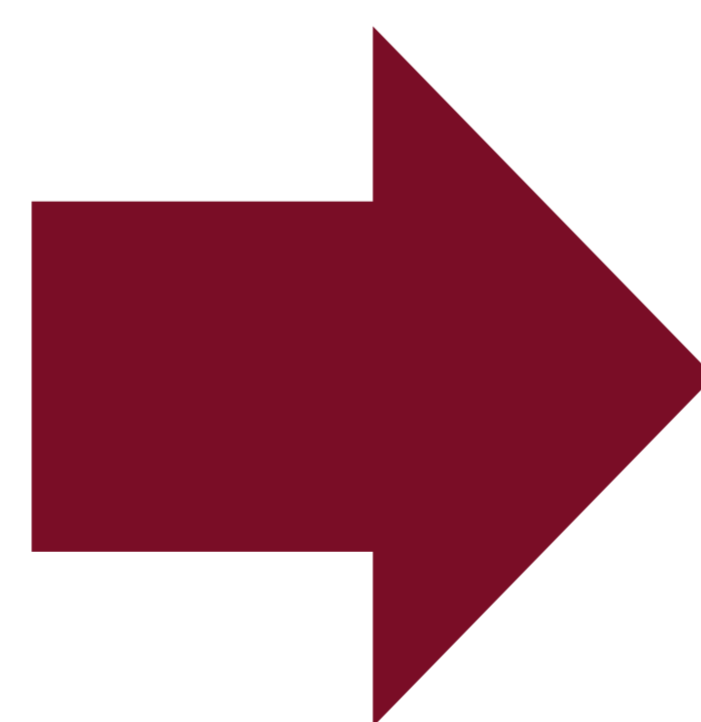


Social Media



Example

Product Review Analysis



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[www.vidatics.de](http://www.vidatics.de)

Demo App – Review Insight Buddy  
[www.review-insight.com](http://www.review-insight.com)  
(on invitation only)

INSIGHT IS OUR PASSION