University of Dayton
MIS 366/MBA 667A ASSIGNMENT 9 (Graduate)
See syllabus for due date.

This assignment is worth 15% of your Homework Assignment Component

General Instructions

Earlier in this term, your team reviewed a Text Analytics program for performing Sentiment Analysis from Clarabridge. Your team (note **team**) assignment is try out another package on the same data set. You have two options.

The first is to try out another text analytics package. Google "IBM SPSS Text Analytics", you will find the package IBM Text Analytics for Surveys". Your assignment is to download, install and review this package by running against the music_survey data set (an Excel spreadsheet) that comes included with that package. Here's a link to the user manual:

ftp://public.dhe.ibm.com/software/analytics/spss/documentation/tafs/4.0.1/en/Users_Guide.pdf

Please be advised that you have a limited license (something like a week) once you install the package, so I'd not use both registrations at one time if you choose this option. There is no presentation required for this – just your assessment, delivered to me in writing (via email).

The second option is to do three types of analytics options (in addition to those from Assignment 7) from the Teradata Data Miner tool that was used for Assignment 7. Do the analyses and write up your interpretations of same. As with the other, there is no presentation required for this – just your analyses and descriptions thereof, delivered to me in writing (via email).

The assignment is due on the date noted in the syllabus.