Lexalytics is the industry leader in transforming unstructured text into usable data and insights.

Our professional services team helps our clients gain the most possible value from their text analytics solutions.

Tuning Services and Machine Learning Model-Building

Lexalytics works with all our customers to ensure that our products are custom-fit to your needs. If you experience precision or accuracy issues, we'll help you solve them.

First, we evaluate whether we can improve your accuracy or precision by tuning your system. If it will be more efficient to train a machine learning model, we keep that model as small and focused as we can.

OUR METHODOLOGY

First, **tune** your system as much as possible

If needed, **train** the smallest feasible machine learning model

TUNING AND CONFIGURATION SERVICES

Entity Configuration
Build and configure personalized entity lists, such as products, brands, therapies, stock tickers, and more. If it's an entity to you, it's an entity to us.

Custom Categorization
Improve the accuracy of your category and topic extraction using custom taxonomies and model-based classifiers to help you sort by markets, issues, technologies, and other filters.

Sentiment Tuning
Tune your system to match the sentiment perspective of your business, or train a machine learning model for accurate sentiment scoring of ambiguous phrases and homonyms.

CONTACT OUR SERVICES TEAM

TESTIMONIAL

❝ The support from the team at Lexalytics was outstanding; they made a very complex project seem simple. ❞

— Matt Zarem,
Senior Director of Product,
REVINATE

REVINATE

Tuning Services and Machine Learning Model-Building

CUSTOM MACHINE LEARNING MODELS

In any text analytics application, there may be words and phrases that cause a disproportionate drop in accuracy or precision, or which are critically important to your business. Sometimes, these problems are too complex to solve via tuning. In these cases, we train machine learning models.

Where other companies take the approach of "just throw data at the problem," Lexalytics builds the smallest models we possibly can. Micromodels are built to solve very specific problems, such as the sentiment of an ambiguous word or high-precision categorization.

MICROMODELS

Require **less data**

Are easier to grasp and **debug**

Have fewer unwanted **side-effects**

We can also build models to extract information that nobody else has thought to extract: part numbers, demographics, emotions, intentions and more. Contact us with your idea, and we'll help you figure out how machine learning can help.

MACHINE LEARNING APPLICATIONS

Part of Speech Tagging
"Running" can be a verb, an adjective (running shoes), a noun (running is my favorite sport), or an adverb (running system). A machine learning model can correctly tag parts of speech based on wider context, where tuning can't account for all possibilities.

Sentiment Scoring
The word "sick" should get a negative sentiment score in the context of healthcare. But the same word can be positive or neutral in the context of video-games. We'll train a model to accurately score ambiguous words like this.

Named Entity Recognition
"Apple" can represent a fruit, a company, or even an adjective ("apple-bottomed jeans"). Machine learning models can reliably differentiate named entities, even when they're written the same, or are misspelled or abbreviated.

Categorization
A topic like "Quality" or "Value" has many aspects. Machine learning categorization can help you understand which aspects people really care about, and where you're doing best.

TESTIMONIAL

Lexalytics is a world leader in AI and analyzing conversations and text.

— Randy Hlavac, CEO, Marketing Synergy

MARKETING SYNERGY

CONTACT OUR SERVICES TEAM