

## ABOUT THE DEPARTMENT

*The Department of Statistics is one of the high-ranking departments of the country with respect to teaching and research. During the past 60 years, it has earned an excellent reputation in the field of academics with specialization in Statistical Inference, Bayesian Inference, Survey Sampling, Econometrics, Bio-Statistics, Design of Experiments, Gender Statistics, Quality Management, Population Studies and other applied areas of statistics.*

*The department has conducted a series of summer schools, orientation programs, workshops, seminars, invited talks, training programs, national and international conferences and also extends technical assistance to the researchers of other disciplines. Faculty members of the department have been invited in Seminars and Workshops held all across India and Abroad for delivering Keynote Addresses, Invited Talks, Organizing and Charing Sessions. Contributions of Faculty members have found place in foreign published standard text books and research journals.*

## WHAT IS TEXT ANALYTICS?

*Text Analytics (TA) is the process of decision making from qualitative data (information in the form of text) into meaningful data using natural language model based on morphology, syntax, semantics, phonology, pragmatics, etc. TA is used for text mining, text parsing, text identification, text extraction: concepts, type, pattern, entities and text relation modelling and clustering. It is paradigm shift in qualitative analysis. The process of TA allows an organization to gain better understanding of contextual data at granular level through reliable results faster with automated features.*

## ABOUT THE RESOURCE PERSON

### **Dr. S. M. Khan**

M.Sc. (Statistics), M.A. (Psy), Ph.D. (Psy)  
Aligarh Muslim University, Aligarh.

*Dr. Khan has over twenty-six years of research/teaching experience and was instrumental in completion of 32 major research projects over the Indian Railways in connection with applied psychology before joining the AMU. He has authored, co-authored and contributed 48 research papers in National and International Journals. He has also developed, standardized and published 18 tests/scales. He is guiding number of masters, doctoral and post-doctoral research students. He has organized number of workshops for Industries/ Organizations/ Universities on data analysis with SPSS. Dr. Khan is member of many academic bodies and acted as resource person to number of institutions in India.*

## ABOUT THE SPSS® MODELER TEXT ANALYTICS

*IBM® SPSS® Modeler Text Analytics uses powerful natural language processing (NLP) technologies specifically designed for linguistic text resources. It leads the way in unlocking open-ended responses for better insight and statistical analysis.*

*Around 80% of data held within an organization is in the form of text documents. Text is a key factor in enabling an organization to gain a better understanding of their customers' behavior. SPSS Modeler Text Analytics offers powerful text analytic capabilities, which use advanced linguistic technologies and NLP to rapidly process a large variety of unstructured text data and, from this text, extract and organize the key concepts and SPSS® Modeler Text Analytics can group these concepts into categories.*

## “TWO-DAY TRAINING PROGRAM ON TEXT ANALYTICS”

**12<sup>th</sup> - 13<sup>th</sup> OCTOBER, 2019**



**Organized By:**

**Department of Statistics**

**University of Lucknow**

**Lucknow**

## HOW TO APPLY

For registration, interested candidates are required to submit the duly filled **REGISTRATION FORM** (given on the university's website <http://lkouniv.ac.in>) forwarded by the competent authority, in the Department of Statistics. On-Spot registration is also available.

Participants are required to submit their Registration Fees in Cash or through an A/C Payee Demand Draft in the name of the "CONVENER", payable at Lucknow.

The candidature of the applicants shall not be entertained in case of non-acceptance of Registration Fees and Duly filled Registration Form.

## REGISTRATION FEE

PARTICIPANT	REGISTRATION FEE
Research Scholars /Students	Rs. 500/-
Faculty Members /Corporate	Rs. 1000/-

- Course fee covers the costs of program, materials kit, refreshments, Lunch, certificate of participation.
- The number of participants has been restricted to 60 on first-come-first serve basis.
- Each participant should bring her/his laptop (32/64 bits) with following applications installed: MS office, including Word and Excel.
- Outstation Participants are required to make their own boarding and lodging arrangements.
- No TA/ DA is admissible to any participant.

## CHIEF PATRON

Prof. S.P. Singh  
Vice-Chancellor

## PATRON

Prof. R. K. Singh  
Pro Vice-Chancellor

## ORGANIZING PRESIDENT

Prof. (Mrs.) Kirti Sinha  
Dean, Faculty of Science

## CONVENER

Prof. Rajeev Pandey  
Head, Department of Statistics

## CO-CONVENER

Prof. Sheela Misra  
Department of Statistics

## ORGANIZING COMMITTEE

Dr. Akash Asthana,  
Dr. Shambhavi Mishra,  
Mr. Ashok Kumar,  
Ms. Anupama Singh, and Dr. Rajiv Saxena  
Department of Statistics

## BENEFITS TO THE INDIVIDUAL

- The program will benefit the participant to do qualitative data analysis and rule out dependency on Statistician.
- Real data analysis and interpretation of results
- IBM Text Analytics SPSS software (demo 25 version)
- Workshop material and E-book on SPSS
- Participant's competency enrichment to uphold their market value in cut throat competitive paradigm.

## BENEFITS TO THE RESEARCH GUIDE

- The trained research scholar will be available to them at least two/three years to help in their research.
- In addition, he/she will help other students in the group for analysis and interpretation of results
- This will also help to ensure research data integrity, which is now shared to other teacher/outside professionals.

## BENEFITS TO THE INSTITUTION

Skill development, academic progression with multi-phasic benefits to stakeholders, students, teachers and resultant university/ institution ranking.

## POTENTIAL USERS

- Statistics, Bio-Statistics and Medical Sciences
- Linguistics and Social Sciences
- Criminology
- Political Science and Economics
- Marketing Research and Management Sciences

## VENUE

**Department of Statistics,  
University of Lucknow,  
Lucknow - 226007**

