

# Babel Street Analytics Workshops

## BABEL STREET ANALYTICS

Babel Street Analytics provides businesses and governments with AI-powered solutions for deriving insights from multilingual text, matching names to lists, and resolving entities for enhanced security, risk mitigation, and compliance. We provide several workshops to help you get started quickly to realize the full value of Babel Street Analytics products for your organization.

## Babel Street Match Workshop

### Summary

Babel Street Match is the industry-leading software for fuzzy name matching. This workshop is intended to educate your staff on the inner workings of the software, aid in the integration and adaptation of the system, and realize its benefits faster. This workshop is designed for members of your implementation technical staff, data analysts, QA members, and project management.

### Description

This hands-on workshop covers how to install and integrate Match, index and query data, make informed decisions on Match adaptation, and explore the nuts and bolts of the product. We'll also cover best practices and common pitfalls. Topics include:

- **Getting started** – Installing Babel Street Match, understanding tools and deployment options

- **How it works** – Mapping your data to the correct schema, indexing data, creating queries, and what happens under the hood
- **Understanding match scores** – Breaking down a Match score and explaining the results
- **The Match app** – Creating a data schema, indexing and querying your data
- **Accuracy tuning** – Identifying tunable parameters and tuning parameters in practice
- **Benchmarking** – Determining the performance of your system and understanding the trade-off between accuracy and speed

### Duration

2 (8-hour) days onsite with members of the Babel Street Analytics professional services team.

# Categorization Workshop

## Summary

Categorization is arranging, or classifying, content sources such as documents and web pages under a list of topics, or taxonomy. Babel Street Text Analytics classification automates this process for your content, allowing you to find the most relevant documents for your needs. This workshop teaches customers how to create custom categories with their own data to deliver classifiers to support their goals. This workshop is designed for members of your implementation technical staff, data analysts, QA members, and project management.

## Description

This hands-on workshop covers the methodology for creating new classification models to ensure accuracy. You will learn best practices around data gathering, training, and testing models. Topics include:

- **Getting started with Text Analytics categorization** – Installation and usage
- **How it works** – Discover the inner workings of the capability
- **Annotating data** – What data should and shouldn't you use and understanding the inter-annotator agreement
- **Training and test data best practices** – Common mistakes we see in the field
- **Training models** – Putting the Field Training Kit (FTK) to work and deploying models to Text Analytics

## Duration

2 (8-hour) days onsite with members of the Babel Street Analytics professional services team.

# Entity Extraction Workshop

## Summary

Entity extraction is the foundation for applications in eDiscovery, social media analysis, financial compliance, and government intelligence. However, standard entity types and default models are often not enough. This workshop teaches your staff how to unlock the power of the adaptive capabilities within Text Analytics in order to integrate a tailored extraction process into your system. This workshop is designed for members of your implementation technical staff, data analysts, QA members, and project management.

## Description

This workshop covers the inner workings of entity extraction, creating new entity types, and creating a custom knowledge base. Topics include:

- **Getting started** – Understanding different deployment options
- **How it works** – Understanding the entity extraction workflow and its components
- **Implementing Entity Extraction** – Understanding the usage and options
- **Training models** – Distinguishing between supervised and unsupervised training and their pros and cons
- **Creating new entities** – Determining when they are needed and which approach is best
- **Custom knowledge base** – Linking extracted entities to an authoritative data source that you create

## Duration

3 (8-hour) days onsite with members of the Babel Street Analytics professional services team.

**For more information on Babel Street Analytics workshops, contact your Babel Street representative.**