

# Text Mining and Sentiment Analysis

Analyse, Visualise, Predict Market Sentiment

# About the Program

## Text Mining and Sentiment Analysis

This two-day workshop introduces text mining and sentiment analysis for macroeconomic forecasting and policy analysis, using news and policy texts to generate timely indicators of expectations and uncertainty.

Participants will learn core text analysis techniques and how to integrate sentiment indices into forecasting models while critically assessing limitations such as bias and noise

**Text Driven  
Intelligence**

**Sentiment  
Analysis**

**Data  
Visualisation**

**Hands-on**





# Program Structure

## DAY 1: Text Mining

- **Session 1: Introduction to Data Mining**
- **Session 2: Advancing to Text Mining**
- **Session 3: Basic Text Preprocessing**
- **Session 4: Basic Word Frequency & Exploration**

## DAY 2: Sentiment Analysis

- **Session 1: Introduction to Sentiment Analysis**
- **Session 2: Lexicon-Based Sentiment Analysis**
- **Session 3: Applying Machine Learning for Sentiment Analysis (Simple ML Approach)**
- **Session 4: Visualizing Sentiment Findings**
- **Session 5: Role of Textual Data in Macroeconomics**



# Why this Program?

- Addresses the limitations of traditional lagging macroeconomic indicators
- Introduces forward-looking tools using text mining and sentiment analysis
- Transforms news and policy texts into measurable economic indicators
- Enhances forecasting accuracy through sentiment and uncertainty measures
- Strengthens evidence-based policy analysis and decision-making
- Provides hands-on experience with real-world textual and economic data
- Bridges economic theory with practical forecasting and policy applications



## Text Mining Tools and Applications

Strategic Text Intelligence



## Sentiment Analysis

Measure, Visualise, Predict  
Sentiment Trends





# Program Fee



Our training programs are built specifically for your organisation, with flexible pricing based on the number of attendees. Let's design the perfect program for your team — contact us today for a personalised quote!

# Contact Us



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