

Advanced Category Modeling Skills

4 hours, eLearning Recording

Builds on skills learned in Basic Categorization with a deeper understanding of advanced concepts as well as advanced category rule tools and techniques.

Pre-requisite Courses: *Fundamentals of Clarabridge and Basic Categorization Skills*

Who should attend?

This course is meant for data and business analysts who will be responsible for building models, assisting others who are building models or users who are the primary analyst at your organization.

Course Agenda at a Glance

Topics Covered	Learners will be able to:
Review of the Category Model Building Process <ul style="list-style-type: none"> - Define Strategy - Build Framework - Refine Categories - Increase Coverage - Audit and Improve 	- Ensure learners are comfortable with the Basics of Categorization concepts
Developing a Model Strategy <ul style="list-style-type: none"> - Consider the 8 most common model strategies - Discover the pros and cons of different modeling techniques within Clarabridge 	- Evaluate model strategy options to determine the best methodology for your project
Refining Categories writing category Rules to capture relevant data	- Use the advanced tool-writing features of the Categorization Toolbox to build and revise categorization rules - Determine which tool in the toolbox to use in which situation
Increasing Coverage <ul style="list-style-type: none"> • Review Global vs. Local “other buckets” • Examining “other buckets” for themes using Word and Associated Word Reports 	- Determine if themes in the other buckets found through reporting capabilities should be added to the model