



Basic Categorization Skills

6 hours, Instructor-Led

Learn the basic concepts of categorization strategies, evaluating stakeholder questions and building a category model. Topics include: Describing the importance of categorization strategy, evaluating stakeholder questions and correlating to the strategy, and identifying steps for building a reportable category model. Other topics include leveraging template models to create a complete category model, learning to create rules to capture sentences in categories, evaluating a diagnostic dashboard to validate your category model and identifying areas to refine the model.

Pre-requisite Courses: Fundamentals of Clarabridge

Who should attend?

This course is meant for data and business analysts who will be responsible for assisting in the building, editing and maintaining of category models in Clarabridge.

Course Agenda at a Glance

Topics Covered	Learners will be able to:
What is Categorization? - Why Categorization? - Key Terminology	- Describe importance of categorization strategy - Evaluate Stakeholders questions - Correlate questions to categorization strategy - Understand and define key terminology
Building a Framework: - Strategy Definition - Category Model Building Process	- Identify steps to building a category model
Categorization Toolkit: - Model Templates - Rule Building - Diagnostic Dashboard	- Leverage template model solutions - Create rules to capture sentences in categories - Create a completed category model
Quality Assurance: - Model Refinement - Model Maintenance	- Validate category model in diagnostic dashboard - Refine model for trends, topics and new data sources - List model maintenance steps

