



Consulting and Training | Reach New Heights

Course Name

Text Analytics and NLP Data Preparation

Sector Name

Digital Transformation and Innovation

Document Type

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Text Analytics and NLP Data Preparation

Course Introduction

Natural Language Processing (NLP) relies heavily on the quality of textual data. This program focuses on preprocessing and preparing text data for analytics and machine learning. Participants will learn advanced text-cleaning techniques, vectorization, feature extraction, and dimensionality reduction to convert unstructured text into actionable insights.

The course emphasizes hands-on exercises and real-world applications such as sentiment analysis, document classification, and topic modeling. Participants will be able to process complex text datasets and integrate them into analytics or predictive models.

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Target Audience

- ✓ Data Analysts and Data Scientists
- ✓ AI & Machine Learning Engineers
- ✓ NLP Engineers and Researchers
- ✓ Business Intelligence Professionals

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Learning Objectives

- ✓ Preprocess and clean large volumes of text data.
- ✓ Apply text vectorization and embedding techniques for modeling.
- ✓ Reduce dimensionality of textual features for efficient computation.
- ✓ Extract features suitable for sentiment analysis, clustering, or classification.
- ✓ Integrate NLP-preprocessed data into analytical pipelines.

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Course Outline

✓ DAY 01

Text Data Acquisition and Cleaning

- ✓ Sources of unstructured text: social media, documents, logs
- ✓ Tokenization, stopword removal, stemming, and lemmatization
- ✓ Handling special characters, emojis, and noisy data
- ✓ Regular expressions for text preprocessing

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Course Outline

✓ Day 02

Text Representation and Feature Engineering

- ✓ Bag-of-Words, TF-IDF, and n-grams
- ✓ Word embeddings: Word2Vec, GloVe, FastText
- ✓ Feature scaling and selection for text data
- ✓ Sparse matrices and dimensionality concerns

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Course Outline

✓ Day 03

Dimensionality Reduction and Optimization

- PCA for textual features
- Truncated SVD for sparse matrices
- t-SNE and UMAP for visualizing high-dimensional text
- Reducing noise while retaining semantic meaning

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Course Outline

✓ Day 04

Advanced Text Analytics Techniques

- ✓ Topic modeling: LDA and NMF
- ✓ Sentiment analysis and polarity detection
- ✓ Text clustering and similarity analysis
- ✓ Feature importance in text-based predictive models

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Course Outline

✓ Day 05

Capstone Project: Text Analytics Pipeline

- End-to-end text preprocessing workflow
- Feature engineering and dimensionality reduction for NLP
- Integration into predictive or clustering models
- Visualization of text-derived insights
- Project presentations and evaluation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 18, 2027	July 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Nov. 15, 2026	Nov. 19, 2026	5 days	2150.00 \$	Virtual , Online
April 5, 2027	April 9, 2027	5 days	4950.00 \$	Turkey , Istanbul
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai

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