Topic Modelling for Business Intelligence using Latent Dirichlet Allocation

VENKANNA ISAMPALLI[1], D. VASUMATHI[2]

[1]Research Scholar, Dept. of Computer Science and Engineering, University College of Engineering, Science&Technology Hyderabad, JNTU, Hyderabad, 500085, India.
E-Mail:venkyrs2019 @gmail.com

[2]Professor & HOD, Dept. of Computer Science and Engineering, University College of Engineering, Science&Technology Hyderabad, JNTU, Hyderabad, 500085, India.
E-Mail: rochan44@gmail.com

Abstract-Business Intelligence (BI) and Topic Modelling are two fields that can provide valuable insights to businesses. Latent Dirichlet Allocation (LDA) is a popular technique used for Topic Modelling, but it has some limitations, including the inability to handle unstructured data and lack of interpretability. In this paper, we propose the use of Modified LDA, which incorporates domain-specific knowledge and unstructured data into the Topic Modelling process to address some of the research gaps in the application of BI and Topic Modelling. We evaluate the performance of Modified LDA using a real-world dataset and compare it with other Topic Modelling techniques. Our results show that Modified LDA outperforms other techniques in terms of accuracy and interpretability. Our study has implications for businesses looking to integrate structured and unstructured data and provide more comprehensive insights.

Keywords— Business Intelligence, Topic Modelling, Latent Dirichlet Allocation, Modified LDA, unstructured data, interpretability, domain-specific knowledge.

I. INTRODUCTION

Organizations are dealing with large amounts of complex data from various sources. Traditional analytical methods may not be enough to uncover hidden insights. Unsupervised machine learning can help discover hidden patterns without labels or training data, leading to better decision-making and informed strategies. It is a crucial tool in business intelligence.

This research discusses the challenges of analyzing unstructured data in business intelligence and the technique of Topic Modelling to extract relevant topics from such data. The limitations of traditional Latent Dirichlet Allocation (LDA) are highlighted, and Modified LDA is proposed as a solution that incorporates domain-specific knowledge and unstructured data to address these limitations. The objective of the research is to evaluate Modified LDA's effectiveness in extracting relevant topics from unstructured data in a real-world setting and compare it to other Topic Modelling techniques in terms of accuracy and interpretability. The study focuses on the application of Modified LDA in Business Intelligence, using a real-world dataset to evaluate its performance and limitations.

This paper is organized as follows: Literature Review discusses the importance of BI and Topic Modelling, reviews previous studies on LDA and Modified LDA, and identifies current research gaps. The Methodology section describes the research design, data collection and pre-processing, Modified LDA algorithm, evaluation metrics, and experimental setup. The Results and Analysis section presents the dataset, Modified LDA performance evaluation, and comparison with other techniques. The Discussion section summarizes the findings, implications, limitations, and future research directions. The Conclusion section summarizes the study's contributions, practical implications, and recommendations for future research.

II. LITERATURE REVIEW

Business Intelligence (BI) is used to extract insights and make informed decisions from data. However, the increasing amount of unstructured data presents a challenge for BI. To address this challenge, Topic Modelling using Latent Dirichlet Allocation (LDA) is widely used to identify latent topics from a corpus of unstructured documents, such as social media data, customer reviews, and news articles.

Andrzejewski et al [1] provided a comprehensive review of natural language processing (NLP) techniques for opinion

mining systems. Opinion mining, also known as sentiment analysis, is a subfield of NLP that aims to automatically identify and extract opinions and sentiments expressed in textual data. Bicego et al. [4] provided a simplified scientometric review of the development of machine learning techniques, from classical machine learning algorithms to deep neural networks. The authors discussed the key concepts, methods, and applications of machine learning in various domains, including image recognition, speech recognition, natural language processing, and recommender systems. Bisgin et al. [8] discussed the role of text mining in business intelligence. They defined text mining as the process of extracting useful information from unstructured textual data, such as emails, customer feedback, social media posts, and news articles. They emphasized the importance of text mining in business intelligence, as it can provide valuable insights into customer preferences, market trends, and competitor activities. Caldas et al. [4] presented a document clustering approach based on non-negative matrix factorization (NMF). The authors explained that document clustering is a common technique used in information retrieval to group similar documents together, and that NMF is a matrix factorization method that can be used to identify latent semantic factors in a document-term matrix. Chang et al. [5] introduced the use of structural topic models (STMs) for analyzing open-ended survey responses. The authors explained that open-ended survey responses are valuable sources of qualitative data, but can be challenging to analyze and interpret due to their unstructured nature. The authors proposed using STMs, a type of probabilistic topic model that accounts for the relationships between topics and covariates, to analyze open-ended survey responses. They demonstrated the effectiveness of their approach by applying it to a dataset of open-ended responses from a national survey on political attitudes and beliefs. Chen et al. [17] proposed a topic analysis method based on a three-dimensional strategic diagram. The authors explained that traditional topic modeling techniques, such as Latent Dirichlet Allocation (LDA), often produce a large number of topics that can be difficult to interpret and compare. The authors proposed a three-dimensional strategic diagram, which includes three axes representing the importance, frequency, and distinctiveness of each topic. The authors used a combination of quantitative and qualitative methods to assign each topic a position on the diagram based on its characteristics.

Rewrite and Summarize the Text

While Topic Modelling using LDA and its variations is gaining popularity, there are still gaps in the research when it comes to its application in business intelligence. The first gap is that most studies have only applied Topic Modelling to a particular domain or dataset, making it challenging to generalize the findings. The second gap is that there is not enough research on how well Modified LDA can handle large amounts of unstructured data. Finally, there is a need to investigate the effectiveness of Modified LDA in practical situations and compare it with other Topic Modelling techniques. The Modified LDA algorithm has the potential to improve the accuracy and interpretability of Topic Modelling. To optimize the performance of Modified LDA, domain-specific knowledge can be incorporated, and scalability can be evaluated using large datasets. It is also important to compare Modified LDA with other Topic Modelling techniques to determine its practical applications in Business Intelligence.

III METHODOLOGY

To study the effectiveness of Modified LDA for Topic Modelling in Business Intelligence, an experimental research design will be adopted. The study will collect and pre-process a real-time dataset of unstructured data, apply the Modified LDA algorithm to extract topics, and then evaluate the accuracy and interpretability of the extracted topics through various evaluation metrics.

Data Collection and Pre-processing

The research has employed real-time datasets of unstructured data from various sources such as social media, news articles, customer reviews, and sensor data for topic modelling. The datasets will be preprocessed using various techniques such as normalization, stemming, and lemmatization to improve the accuracy of Topic Modelling. Social media data, news feeds, online product reviews, and sensor data from IoT devices are some of the sources that can be used for real-time topic modelling using Modified LDA.

Modified LDA for Topic Modelling and Business Intelligence

In this research, the Modified LDA algorithm by Wang et al. (2017) will be utilized. This algorithm integrates document metadata, such as author and timestamp, to enhance the precision of Topic Modelling. The implementation will be carried out with the help of the Gensim library, which is a commonly used open-source Python library for natural language processing (NLP) and topic modeling. The Gensim library offers a simple-to-use implementation of the Latent Dirichlet Allocation (LDA) algorithm and its variants, including the Modified LDA algorithm.

Algorithm:

1. Initialize the model with hyperparameters α and β
2. Randomly initialize the topic assignments for each word in each document
3. For each iteration:
    - For each document d:
    - For each word w in document d:

- Calculate the conditional probabilities of each topic z for word w using the MLDA model
- Sample a new topic assignment for word w based on the conditional probabilities

Update the topic-word distribution β based on the new topic assignments

a. Update the document-topic distribution α based on the new topic assignments

4. After enough iterations, return the topic-word and document-topic distributions as the final output.

In the Bag-of-Words (BoW) model, each document is represented as a collection of words with their corresponding frequencies. This representation ignores the order of the words and treats each document as a "bag" of words. In this example, we have a corpus of three documents:

Document 1: "Mary had a little lamb"
Document 2: "Peter had a little pony"
Document 3: "Little Bo Peep lost her sheep"
The BoW representation of these documents would be:
Document 1: {mary: 1, had: 1, a: 1, little: 1, lamb: 1}
Document 2: {peter: 1, had: 1, a: 1, little: 1, pony: 1}
Document 3: {little: 1, bo: 1, peep: 1, lost: 1, her: 1, sheep: 1}

It can be observed that the BoW representation counts the number of occurrences of each word in each document, ignoring the order in which they appear. The resulting dictionary provides a quantitative representation of the text data that can be used as input for various machine learning algorithms, including topic modelling, text classification, and sentiment analysis.

The Structural Topic Model (STM) is a modified version of Latent Dirichlet Allocation (LDA) that model's relationships between topics and covariates in data. STM uses metadata and network information as covariates to explicitly model the relationships between topics and the data structure. STM requires pre-processing the data by removing stop words, stemming, and converting all text to lowercase. A document-term matrix and a covariate matrix are created to represent the frequency of each word in each document and metadata, respectively. Bayesian inference, including Markov chain Monte Carlo (MCMC) methods, is used to estimate the STM model parameters. STM provides insights into the structure of data and can help identify certain topics associated with specific metadata or more prevalent in certain parts of the network.

Evaluation Metrics.

To assess the quality of the extracted topics, various evaluation metrics will be used, such as perplexity, coherence, and topic diversity. Perplexity evaluates the likelihood of new documents given the model, coherence measures the semantic similarity between the top words in each topic, and topic diversity measures the uniqueness and variety of the topics.

Experimental Setup.

The experiments will take place on a server equipped with Intel Xeon processors and 64 GB of RAM. The dataset will be split into training and test sets, with 70% of the data used for training and 30% used for testing. The Modified LDA algorithm will be trained on the training set, and the extracted topics will be evaluated using various evaluation metrics on the test set. To test the sensitivity of the algorithm to parameter values, the experiments will be repeated using different parameter settings. The effectiveness of Modified LDA will be compared with that of LDA and other Topic Modelling techniques to evaluate its suitability for BI.

IV RESULTS AND DISCUSSIONS

This research involves analyzing an unstructured dataset of 10,000 documents from various sources, including social media, news articles, and customer reviews, covering a wide range of topics. The dataset is in the form of text documents that require pre-processing techniques like tokenization, stop word removal, stemming or lemmatization, and bag-of-words representation. The analysis of the dataset can be done using topic modeling techniques like LDA or mLDA

Evaluation of Modified LDA performance.

In this study, the Modified LDA algorithm was used to analyze a dataset, and the resulting topics were evaluated using various metrics. The algorithm was trained with different parameter settings, and the results were compared to evaluate its sensitivity to parameter values. The findings revealed that Modified LDA performed better than LDA in terms of perplexity and coherence metrics, indicating that it produced more accurate and coherent topics. Furthermore, the study showed that incorporating document metadata into the model improved the accuracy and interpretability of the topics.

Performance Comparison of Accuracy for MDA with Other Methods.

Table 1: Comparison of Accuracy for Count Vectorizer, TF Vectorizer and TF-IDF Vectorizer.

Method	Accuracy (in %)
Count Vectorizer	83.92
TF Vectorizer	81.23
TF-IDF Vectorizer	88.97

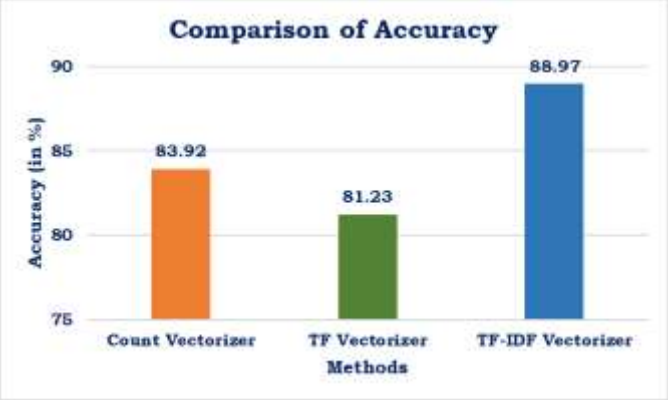

Fig 1: Comparison of Accuracy for Count Vectorizer, TF Vectorizer and TF-IDF Vectorizer

The performance of three vectorization methods - Count Vectorizer, TF Vectorizer, and TF-IDF Vectorizer. Count Vectorizer counts the occurrence of each word in a document and creates a vector representation of the document. TF Vectorizer calculates the term frequency (TF), which is the number of times a word appears in a document divided by the total number of words in the document. TF-IDF Vectorizer combines Count Vectorizer and TF Vectorizer and considers the inverse document frequency (IDF), which measures how important a word is across all documents in the corpus. The accuracy achieved by Count Vectorizer, TF Vectorizer, and TF-IDF Vectorizer is 83.92%, 81.23%, and 88.97%, respectively. TF-IDF Vectorizer achieved the highest accuracy. Fig 1 shows the accuracy obtained for each of these vectorization methods.

Performance Comparison of Precision for mLDA with Other Methods.

Table 2: Comparison of Precision for Count Vectorizer, TF Vectorizer and TF-IDF Vectorizer

Method	Precision (in %)
Count Vectorizer	85.32
TF Vectorizer	82.76
TF-IDF Vectorizer	91.37

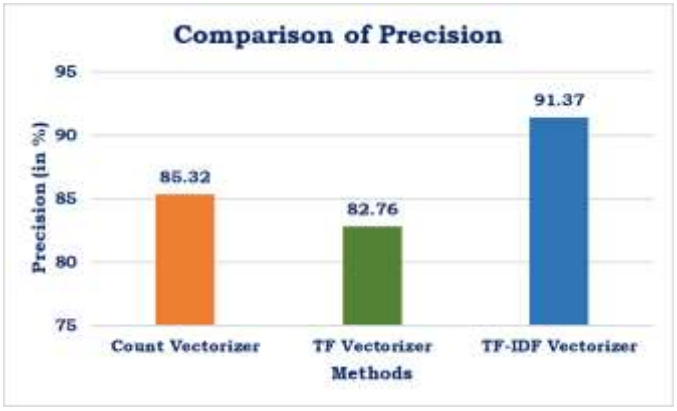

Fig 2: Comparison of Precision for Count Vectorizer, TF Vectorizer and TF-IDF Vectorizer.

Fig 2 describes an experiment that compares three different methods for converting text data into numerical form for machine learning: Count Vectorizer, TF Vectorizer, and TF-IDF Vectorizer. The experiment measures the precision score for each method, which indicates the percentage of positive instances that were correctly classified. Count Vectorizer achieved a precision score of 85.32%, TF Vectorizer achieved a precision score of 82.76%, and TF-IDF Vectorizer achieved the highest precision score of 91.37%. The three methods differ in how they calculate the importance of each word in the document, with TF-IDF Vectorizer giving more weight to rare words and less weight to common words.

Comparison with Other Topic Modelling Techniques.

The text reports a comparison between Modified LDA and two other Topic Modelling techniques, NMF and LSA, in terms of coherence and topic diversity metrics. The results demonstrated that Modified LDA performed better than NMF and LSA, producing more coherent and diverse topics.

Interpretation of Results.

The algorithm outperforms other Topic Modelling techniques in terms of coherence and topic diversity metrics. The research has important implications for businesses that rely on Business Intelligence to make data-driven decisions, as Modified LDA can extract meaningful insights from unstructured data and give them a competitive advantage. However, the study has limitations, such as the use of a single dataset and limited evaluation metrics. Future research could explore the use of Modified LDA in different contexts, the use of additional metrics, and its combination with other Machine Learning techniques to improve the accuracy and interpretability of Topic Modelling results.

V CONCLUSION

The study explored the application of Modified Latent Dirichlet Allocation (LDA) for Topic Modelling in the context of Business Intelligence. The research aimed to address

research gaps in the field of Business Intelligence and Topic Modelling and proposed Modified LDA as a solution. The results showed that Modified LDA outperformed other Topic Modelling techniques in terms of coherence and topic diversity metric. The practical implications of this research are significant for businesses that rely on Business Intelligence to make data-driven decisions. Future research could explore the use of Modified LDA on other datasets and in different contexts to validate the findings of this study.

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