Analyzing Staff Experience Feedback Using Text Mining

R. Shabbar[1], S.C. Madathil[1], S. Poranki[1,2], and M. Khasawneh[1]

[1]Department of Systems Science and Industrial Engineering,
State University of New York at Binghamton, NY 13902, USA

[2]United Health Services Hospitals,
Binghamton, NY 13903, USA

Corresponding author's Email: rshabba1@binghamton.edu

Author Note: Rawan Shabbar is a PhD candidate in System Science and Industrial Engineering at Binghamton University. Sreenath Chalil Madathil (PhD) is a Research Scientist at Watson Institute for Systems Excellence (WISE). Srikanth Poranki (PhD) is the director of Performance Improvement (PI) department at United Health Services (UHS). Mohammad Khasawneh (PhD) is a Professor and Chair of Systems Science and Industrial Engineering department and Associate Director at WISE.

Abstract: Data mining and text mining techniques have huge potential for efficient business management. While data mining and text mining extract valuable information for knowledge discovery, many argue that text mining tools are becoming more important as 80% of the information is in text format. Text mining still faces major technical challenges related to document formatting, multilingual texts, abbreviations, deployment times, and complexity. A staff experience feedback survey conducted in a hospital in the New York State contains responses for 28 questions in text format. Several text mining techniques (such as statistical analysis and visualization using word cloud and word mapping) help to consolidate the feedback from the 40 employees in a meaningful and easy to understand representations.

Keywords: Text mining, Word mapping, Word cloud, Performance improvement