Learning AX
(english)

"From Text to Data"

AX SEMANTICS

WELCOME!

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I don't have any data – what now?

Can I use AX even if I have no data?

- The software **only** works with a previous data input.

- In order to generate texts, we **mandatorily** need data.

I have a sample text. Is this at least something to start with?

If you don't have any data but at least an idea how your texts should look like, you can just build your own data based on this sample text.

Sample text

Moda grey fine knit cardigan for women

Need something special for a romantic night out? This grey fine knit cardigan from Moda is the perfect choice. It's designed with a straight cut, a V-neckline, 2 pockets in the front and buttons to close it. Thanks to cashmere and angora it also has a velvety soft feel. The lace trim in the back hem is one of those intricate details Moda loves to put into their work. The cardigan is also made in a loose fit, giving you not only beauty, but comfort as well. Truly a piece to fall in love with - the grey fine knit cardigan from Moda.

Sample text: Mark the parts which could come from the data

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Sample text: Mark the parts you could derive from the data

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Sample text: Which could be the data fields that could also work with other products?

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- colour
- product_type
- target_group
- brand
- style
- cut
- neckline
- clasp
- pockets_number
- pockets_position
- material
- decoration
- decoration_position
- form_shaping

Sample text: Which could be the data fields, that could also work with other products?

product_type	brand	target_group	material	style	colour	clasp	decoration

decoration_position	neckline	cut	form_shaping	pockets_number	pockets_position

How should the data look like?

- **structured**

- **editorial criteria**:
  - correct spelling
  - relevant content
  - possible characteristics
  - quota of filled data fields
- **technical criteria**:
  - uniformity
  - optimized for machine processing
    - values in basic form
    - uniform units throughout
    - uniform separators

How should the data look like?

product_type	brand	target_group	material	style	colour	clasp	decoration
fine knit cardigan	Moda	women	cashmere|angora|viscose|polyamide|polyacryl	romantic	grey	buttons	lace trim

decoration_position	neckline	cut	form_shaping	pockets_number	pockets_position
back hem	V	straight	loose fit	2	in the front

How should data for other products look like?

product_type	brand	target_group	material	style	colour	clasp	decoration
fine knit cardigan	Moda	women	cashmere|angora|viscose|polyamide|polyacryl	romantic	grey	buttons	lace trim
jeans	Levi's	men	cotton|elastane	modern	black	zipper	

decoration_position	neckline	cut	form_shaping	pockets_number	pockets_position	waistband
back hem	V	straight	loose fit	2	in the front	
			skinny	1	In the back	high

Which information do not derive from the data?

personal value judgements

The fine knit cardigan is especially comfortable.

How do we know it's comfortable???

But this information could possibly come from the data field "material":

The fine knit cardigan is especially comfortable **thanks to the cotton**.

Which informations do not derive from the data?

Statements which have nothing to do with the product we are describing

The cardigan comes with a belt. *Belts have been documented as male clothing since the Bronze Age**.

Where do I find more information about data?

- https://support.ax-semantics.com/tool-faq/data-and-api/how-should-your-data-look

- Webinar "Datenstrukturen und deren Verwendung in der AX NLG Cloud" (in German and still in Production)

THANK YOU VERY MUCH!

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AX Semantics Customer Success Team

Join our Community at forums.ax-semantics.com
 for more tutorials!