

## Web Analytics and Text Analytics: An Integrated Approach for Business Intelligence

Sa Kaung Min Htet<sup>1,\*</sup>, Tun Zar Ni Aung<sup>2</sup>, Hlaing Htake Khaung Tin<sup>3</sup>

<sup>1,2,3</sup>Faculty of Information Science, University of Information Technology, Yangon, Myanmar.  
kaungminhtet@uit.edu.mm<sup>1</sup>, tunzarniaung@uit.edu.mm<sup>2</sup>, hlainghtakekhaungtin@gmail.com<sup>3</sup>

\*Corresponding author

**Abstract:** Organisations operating in the modern digital economy collect enormous amounts of data, both structured and unstructured, from user-generated content, activity on social media platforms, and interactions that take place online. When it comes to the latter, the objective is to extract meaning from unstructured data such as customer reviews, social media posts, and customer comments. On the other hand, the former emphasises structured behavioural indicators, such as page views, clickstreams, and conversion rates. Despite the merits of both lines of inquiry, there is a lack of understanding of how they interact to generate comprehensive business intelligence. A literature review, case-based examples, and a conceptual framework are all components of the comparative and integrative methodology developed for this study. The purpose of this technique is to investigate the various interactions that may occur between concurrent online and text analytics programs. By enabling consumer profiling, service customisation, predictive capabilities, and real-time responsiveness, the two approaches can be combined to improve decision-making. Quantitative behaviour and qualitative sentiment are integrated to achieve this. This paper proposes an organisational approach to turning data into actionable intelligence, improving competitive advantage, and influencing next-generation decision-support systems by connecting structured and unstructured analytics.

**Keywords:** Web Analytics; Text Analytics; Business Intelligence; Data Integration; Decision Support; Predictive Analytics; Online Platforms; Analytical Methods; Data Architectures; Unstructured Data.

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### 1. Introduction

The rise of online platforms has completely changed how businesses collect, process, and make sense of data. Every second, digital engagements, including social media, internet browsing, e-commerce transactions, and mobile app use, create huge amounts of data. This digital footprint provides insights into how users behave, what they like, how they buy, and emerging trends that can help businesses make smart choices. In today's fast-paced, competitive business world, companies that can successfully use and analyse these data streams have an edge over competitors, a deeper understanding of their customers, and more efficient operations [1]. The enormous and varied nature of online data, which typically includes organised, semi-structured, and unstructured data, makes it difficult for traditional data analysis methods to work well. Regular analytical methods can organise and process structured data, such as database records and numerical logs. But more and more web data is in semi-structured formats such as JSON or XML logs, as well as in unstructured formats such as text, photos, videos, and natural language feedback. Unstructured data is very hard to analyse because it lacks a predefined schema and can't be easily

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parsed or organised without advanced processing. Organisations are increasingly using advanced analytical methods that combine computational scalability, statistical rigour, and machine learning to turn raw digital data into coherent, strategic insights. Because businesses work in marketplaces that are always changing, with prices going up and down, customer demand changing, and competition changing, the need for robust analytics has grown. Web analytics is one of the most important tools for analysing data nowadays. It means regularly checking, putting together, and making sense of metrics on how well a website works, how users behave, how they engage with it, and how traffic flows.

Companies can monitor key performance indicators (KPIs) such as page views, session duration, bounce rates, conversion rates, and the order in which users visit pages during their browsing sessions using web analytics tools like Google Analytics and Adobe Analytics, as well as open-source platforms like Matomo. These insights help build customer journey profiles that show the typical paths consumers take from their first landing to conversion or exit. By understanding these paths, firms can improve the user experience and increase conversion rates by optimising navigation structures, personalising content delivery, and refining marketing efforts [9]. Modern web analytics goes beyond simple descriptive data to include more advanced analytical methods. Cohort analysis, predictive modelling, segmentation, and real-time reporting are increasingly common in analytics frameworks. Businesses can use cohort analysis to group consumers based on common traits, such as when they first visited or how they bought, and then observe how their behaviour changes over time. Predictive models use past trends to forecast future outcomes, including the likelihood that someone will convert or leave, helping people make decisions in advance. In-memory databases and streaming data architectures enable real-time analytics, providing organisations with immediate feedback on user behaviour. This lets them adjust their plans based on current patterns rather than looking back at what happened. Web analytics mostly focuses on numbers and performance indicators, while text analytics focuses on extracting meaning from text, which is one of the most common types of unstructured data. Text analytics focuses on getting and making sense of data in natural language [5]. This includes information from customer feedback surveys, social media interactions, product reviews, chatbot logs, forums, and other places where people talk.

Organisations can find patterns, feelings, and contextual meanings in language that would be hard to detect using only quantitative metrics by using computational tools such as natural language processing (NLP), machine learning, and sentiment analysis. Natural language processing technologies take language data and break it down into parts that can be analysed. Tokenisation breaks text into separate parts, such as words or phrases; part-of-speech tagging identifies grammatical structures; and named-entity recognition identifies terms related to persons, products, places, or events. Sentiment analysis divides opinions into three groups: positive, negative, or neutral. This helps companies understand how people feel about their products, services, brands, or behaviours [3]. Topic modelling, another way to analyse text, identifies patterns in large amounts of text and reveals what customers are most concerned about or what new issues are emerging in their conversations. These insights are very helpful for identifying market opportunities, assessing potential risks, and gaining a better understanding of how customers feel, especially when traditional structured data doesn't capture emotional tone or narrative context. Text analytics is quite helpful for looking at interactions on social media. Twitter, Facebook, Reddit, and Instagram are platforms that constantly generate user-generated content reflecting people's thoughts, feelings, and responses to unfolding events. Companies can use this information to understand how people feel about their brand, identify trending issues, and adjust their marketing strategies to align with those feelings. For example, if many people on social media suddenly start saying negative things about a product's quality, the company may need to conduct quality checks right away or send targeted messages to calm customers.

On the other hand, positive mood patterns can be used to boost marketing campaigns, improve brand positioning, or inform product development decisions. Web and text analytics use different methods to analyse data and focus on distinct types of data. Still, they both share the same goal: turning raw data into useful information that supports strategic decision-making. Both web analytics and text analytics are quite useful on their own. Web analytics shows trends in how users interact with a site and how well it works, while text analytics shows sentiment, context, and qualitative meaning. When used together, these methods give a more complete picture of how consumers act, what they like, and what the market is doing. They give insights that neither method could fully convey on its own. Web analytics might show that many people are leaving a certain page. Still, text analytics might reveal, for example, why by analysing language patterns in customer reviews or social media comments.

Text analytics can also raise new concerns about product quality, and web analytics can show how those concerns affect engagement or conversion rates. So, using both analytics frameworks together makes business intelligence stronger, more accurate predictions, and more valuable decisions for the enterprise. The merging of online and text analytics has led to the creation of more powerful business intelligence platforms that make decision-making easier. Modern decision support systems (DSS) use data from both structured and unstructured sources. This lets executives see trends, analyse multiple scenarios, and make strategic decisions based on facts. For instance, combining web session data with sentiment score trajectories can help organisations understand not only how customers behave online but also why. This multimodal analytical perspective facilitates activities such as personalisation engines, customer retention programs, product redesign, and service enhancement techniques.

Modern businesses need to use both online and text analytics together. More and more, businesses want to turn huge amounts of raw data into insights that drive better performance, stand out from the competition, and enable long-lasting innovation. Paw et al. [9] state that companies that make decisions based on data achieve better operational efficiency, happier customers, and stronger financial results. Embedding analytics into an organisation's culture also promotes data literacy, enabling people to rely less on gut feelings and use evidence-based strategies across the business. There are several problems associated with using web and text analytics, even though they offer benefits. Problems with data quality, such as missing values, inconsistent formats, and noise, can reduce analysis accuracy. Slang, acronyms, and cultural differences are common in unstructured text data. If you don't preprocess and train your models carefully, these can throw off sentiment analysis algorithms. There are also moral issues with the collection and use of personal data [7]. To protect user information and maintain customer trust, it is important to comply with strict legal requirements such as the General Data Protection Regulation (GDPR) and other data privacy frameworks. Technical issues can also make it hard to integrate analytics effectively. Companies need to invest in scalable infrastructure, data storage, cloud computing solutions, and advanced analytics tools to handle large volumes of fast-moving data. They also need to find and hire people who can analyse complex models and turn their insights into business strategy. Even with these problems, the benefits of successfully integrating online and text analytics into business intelligence systems are substantial. Web analytics enables accurate measurement and improvement of digital touchpoints.

It provides marketers with detailed insights into how well their campaigns are performing, how engaged users are, how easy the site is to use, and how well conversion funnels are working. For example, tracking user sessions can help you identify points in the buying process where people drop off, so you can quickly fix the problem by adjusting design, content placement, or call-to-action messaging. A/B testing is a popular web analytics method that lets companies assess how well multiple versions of web parts work in real time. This helps them make evidence-based design adjustments and keep improving. Text analytics enhances these functionalities by providing depth and context. For instance, you can use sentiment ratings from social media monitoring to see how brand reputation affects engagement by comparing them to website traffic trends. By grouping customer complaints into categories, topic modelling can help businesses better manage their product support resources or change how they deliver services. By combining these qualitative insights with quantitative performance data, businesses may get a complete picture of their customers and how their business works. In the last few years, artificial intelligence and machine learning have improved both online and text analytics. Machine learning algorithms can find patterns in how people act that would be hard to find otherwise. They can group similar customers, identify outliers, predict future customer behaviour, and make real-time recommendations tailored to each client. Transformer-based architectures (e.g., BERT, GPT) and other natural language understanding models enable more in-depth semantic analysis of unstructured text. This makes it easier to accurately classify sentiment and find themes.

Modern businesses may use advanced analytics tools and AI techniques to develop predictive and prescriptive models that support strategic planning, inform decision-making, and forecast customer demand. For instance, predictive analytics can anticipate when customers will leave based on their browsing habits and a drop in sentiment, allowing for timely retention efforts. Then, prescriptive analytics might recommend the best way to retain customers, such as offering an incentive or sending targeted messages. By allowing organisations to respond more quickly to market changes, competitive threats, and shifts in customer preferences, the strategic combination of online and text analytics makes them more flexible. It gives senior leaders the information they need to make decisions aligned with long-term goals, customer needs, and how things really work. Web and text analytics help companies plan for different scenarios, assess the risk they can take, and decide which investments are most important. This lets them use evidence rather than guess to ensure they use their resources wisely. This study investigates the individual and synergistic applications of online and text analytics to enhance business intelligence in contemporary organisational settings. It shows how web analytics provides important insights into how people use your site and how well it performs. In contrast, text analytics provides qualitative insights into how customers feel and the context of the story. When combined, these analytical methods support strategic decision-making, make organisations more responsive, and enable the creation of robust decision-support systems that address modern business problems.

## **2. Literature Review**

### **2.1. Web Analytics**

As businesses increasingly use online platforms for customer interaction, the field of web analytics has grown dramatically. In essence, web analytics is the measurement, collection, and reporting of website data to improve business outcomes and user experience. Researchers can determine the customer journey and website performance using traditional metrics like page views, bounce rates, average session duration, and conversion rates [4]. These metrics have been essential for identifying navigation-level bottlenecks, testing alternative design structures (A/B testing), and improving return on investment (ROI) for online marketing campaigns. Analysis has progressed from descriptive statistics to predictive and prescriptive uses. For instance, Järvinen and Karjaluoto [6] demonstrate how predictive website analytics may predict customer purchase intent and align with marketing automation tactics. More advanced methods now employ machine learning algorithms to predict user churn,

personalise recommendations, and maximise ad targeting. Current studies also enumerate deficiencies, though, such as the inability of purely behavioural data to articulate underlying motives and the difficulty of combining multi-channel digital trails (e.g., website, mobile, app, and IoT interactions).

## 2.2. Text Analytics

Text analytics, or text mining as it is also known, became a sister science to website analytics. Text analytics concerns the extraction of meaning from unstructured textual data, such as customer reviews, social media, emails, and questionnaire responses. Early research focused on techniques such as keyword extraction and rule-based sentiment classification. Pang and Lee [2] demonstrated the utility of sentiment analysis for tracking customer satisfaction by accurately classifying opinions into positive, neutral, or negative classes. In recent years, the practice has been revolutionised by natural language processing (NLP) and deep learning techniques, enabling more nuanced context, tone, and semantic analysis. Word embeddings (Word2Vec, GloVe) and transformer-based architectures (e.g., BERT, GPT) enable fine-grained customer emotion detection, sarcasm detection, and multi-topic discussion analysis [11]. The uses now extend to brand tracking, crisis identification, social monitoring, and product development, demonstrating the flexibility of text analytics in deciphering public sentiment at scale. Text analytics, however, also grapples with the usual challenges of ambiguity, domain terms, multilingualism, and moral questions of privacy and monitoring.

## 2.3. Integration of Text and Web Analytics

Current research views them as two different storage towers: web analytics for quantitative behavioural understanding and text analytics for qualitative attitudinal understanding. Nevertheless, the growing evidence suggests that combining them yields more robust multidimensional intelligence. To develop a more thorough understanding of consumer behaviour, Stieglitz et al. [10] also suggest combining social media monitoring with website traffic data. Their research demonstrates how social sentiment analysis can be used to contextualise online web activity data, such as website traffic spikes, to determine whether the spike is driven by positive promotion or unfavourable reviews [8]. Like this, studies on hotels and e-commerce have demonstrated how matching website performance metrics with customer review comments enables the company to pinpoint the problem and its underlying cause. The research thus indicates a lack of a holistic architecture that integrates structured and unstructured data streams without seams. Though a few authors emphasise integration possibilities, the majority refrain from proposing operational models or empirical evidence across a wide range of industries. These points point to more consistent research into merged analytics architectures as organisations advance further into real-time decision support and predictive intelligence in changing digital worlds.

## 3. Methodology

This research adopts a comparative and integrative methodology to examine web analytics and text analytics, their individual capabilities, and their combined value in business intelligence. The methodology involves three complementary stages: comparative analysis, case-based illustration, and conceptual framework development.

### 3.1. Comparative Analysis

In the first step, current frameworks, tools, and methods in text and web analytics are systematically reviewed. Using programs such as Google Analytics, Adobe Analytics, and Matomo, web analytics is investigated with an emphasis on metrics such as page views, bounce rates, clickstream data, and conversion funnels. With the aid of programs such as RapidMiner, KNIME, and Python-based libraries (NLTK, spaCy), text analytics is investigated using techniques including natural language processing (NLP), sentiment analysis, and topic modelling. Each domain's methodological advantages, disadvantages, and application contexts are highlighted through comparative analysis. To guarantee a structured comparison, a criteria-based evaluation is used, including data type, scalability, accuracy, interpretability, and cost. This phase lays the groundwork for determining areas of overlap and complementarity in current methodologies.

### 3.2. Case-Based Illustration

To move beyond theoretical analysis, the second stage examines real-world business applications in which web and text analytics have been deployed, and case examples are presented in Table 1.

**Table 1:** Real-world business applications

<b>E-Commerce Platforms</b>	Using web analytics to track customer journeys and abandoned carts, while employing text analytics to analyse customer reviews and social media sentiment.
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<b>Online Learning Platforms</b>	Applying web analytics to monitor learner engagement (e.g., time spent on modules, completion rates), combined with text analytics to interpret qualitative student feedback from forums or surveys.
<b>Hospitality and Tourism Services</b>	Integrating website traffic data with reviews from TripAdvisor, Booking.com, or social media posts to evaluate service quality and customer satisfaction.

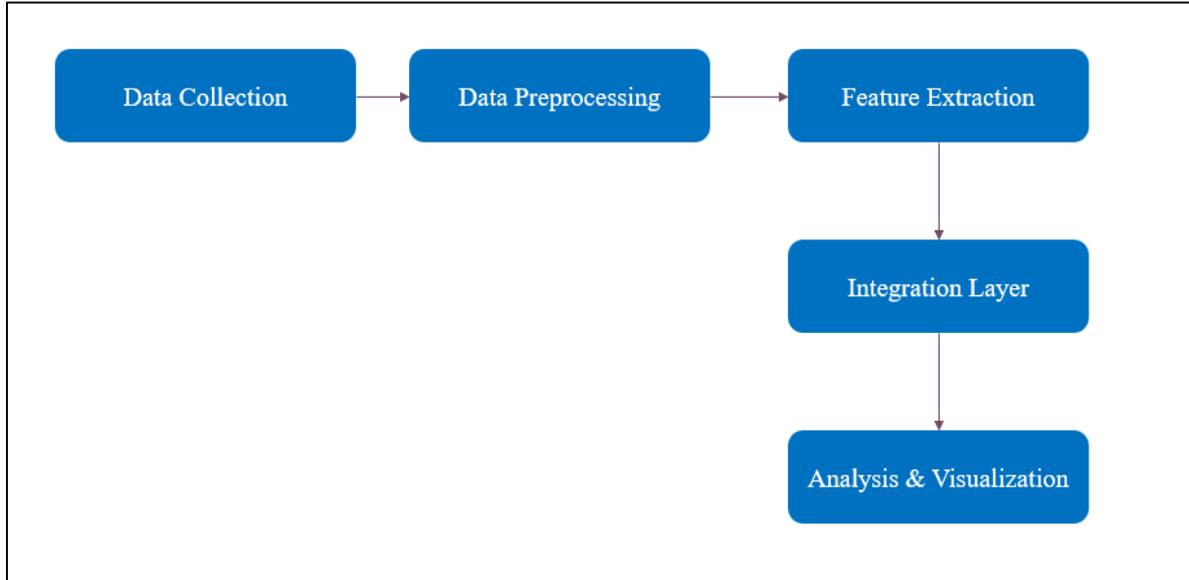
These case studies illustrate the practical benefits of combining structured and unstructured data, providing empirical evidence that integration leads to more informed decision-making.

### 3.3. Conceptual Integration Framework

The final stage proposes a conceptual integration framework that aligns structured (web) and unstructured (text) data streams for holistic analytics. The framework follows a multi-step process:

- **Data Collection:** Aggregating structured data (clickstreams, traffic sources, session duration) alongside unstructured data (social media posts, reviews, chat transcripts).
- **Data Preprocessing:** Cleaning and normalising structured data; applying tokenisation, stemming/lemmatisation, and stop-word removal for textual data.
- **Feature Extraction:** Deriving behavioural metrics (CTR, dwell time, conversion rates) from web data and semantic features (sentiment scores, topics, named entities) from text data.
- **Integration Layer:** Mapping both data types into a unified schema, enabling cross-domain correlation (e.g., linking negative sentiment to high bounce rates on specific product pages).
- **Analysis and Visualisation:** Employing machine learning and BI tools to detect patterns, generate predictive models, and visualise insights through dashboards.

This framework emphasises complementarity: text analytics explains why users behave the way they do, while web analytics explains what they do. For companies looking to implement integrated analytics for strategic advantage, the suggested model offers a road map (Figure 1).



**Figure 1:** Conceptual integration framework: web and text analytics

## 4. Results and Discussion

The results of this study demonstrate that although web analytics and text analytics are both effective when used separately, when combined, they reach their full potential. Each method provides unique insights: web analytics provides quantitative behavioural data, whereas text analytics provides qualitative attitudinal data. Their convergence improves the breadth and depth of business intelligence.

#### 4.1. Strengths and Limitations of Web Analytics

Web analytics excel at quantifying user behaviour. A comprehensive picture of user behaviour on digital platforms can be obtained from metrics such as page views, click-through rates (CTR), bounce rates, and session duration. For example, a company can determine which landing pages are most effective or where users drop off in a conversion funnel. Web analytics, however, has limited explanatory power; it shows what users are doing but not why. For example, while a high bounce rate signals dissatisfaction or irrelevance, it cannot reveal the cause: poor content quality, technical glitches, or unmet expectations.

#### 4.2. Strengths and Limitations of Text Analytics

By deriving attitudinal and emotional insights from unstructured sources such as customer reviews, feedback forms, social media posts, and online forums, text analytics addresses the limitations of web data. Sentiment analysis can identify whether opinions are positive, neutral, or negative, while topic modelling can uncover recurring themes such as product quality, pricing, or usability. However, contextual ambiguity (such as sarcasm and cultural nuances) and the need to align with behavioural metrics are two obstacles text analytics must overcome. Although sentiment alone may be a sign of dissatisfaction, it remains unclear how it translates into specific behaviours, such as churn or negative word of mouth, in the absence of behavioural data.

#### 4.3. Integration Benefits

The combination of web and text analytics produces synergistic insights, as shown in Table 2.

**Table 2:** Integration benefits

<b>Improved Customer Profiling</b>	Behavioural segmentation (web analytics) enriched with sentiment and opinion data (text analytics) creates multidimensional consumer personas.
<b>Enhanced Personalization</b>	Behavioural metrics (e.g., frequently viewed products) combined with sentiment scores allow precise recommendations and promotions.
<b>Real-Time Adaptive Marketing</b>	Detecting behavioural anomalies (e.g., a sudden drop in session duration) can be contextualised with sentiment shifts on social media to enable rapid responses.

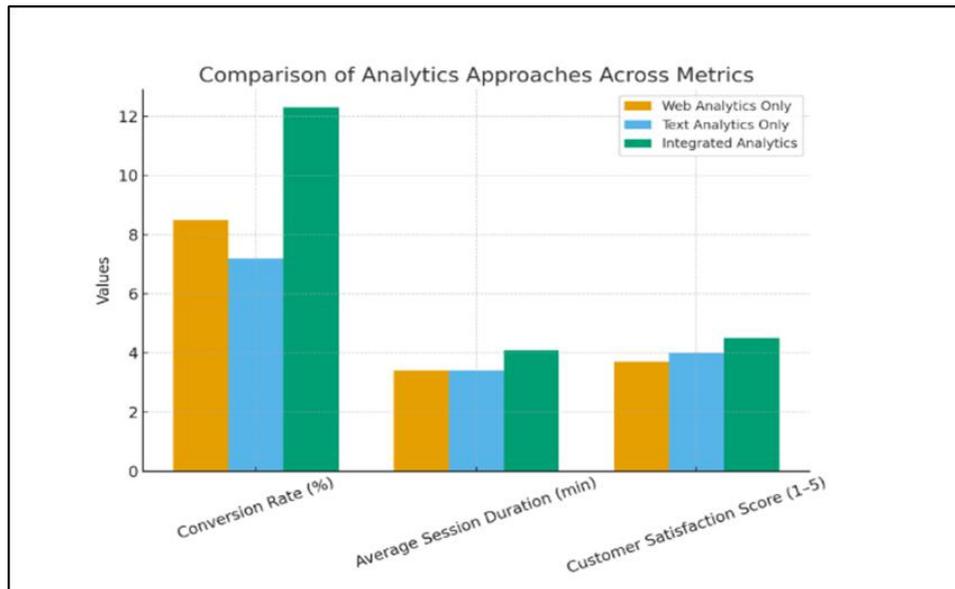
#### 4.4. Practical Illustrations

- **E-Commerce:** A retailer may use web analytics to monitor abandoned carts while applying text analytics to examine Twitter complaints about unexpected shipping costs. Integration reveals not only a behavioural trend but also the underlying cause, enabling the retailer to redesign checkout workflows or adjust pricing strategies.
- **Online Learning Platforms:** Web analytics can track dropout rates across course modules, but text analytics of student forum discussions might reveal that dropouts are due to unclear instructions or a lack of interactivity. This combination helps institutions improve course design and enhance learner engagement.
- **Hospitality Industry:** Hotels often rely on web analytics to measure booking trends and site traffic. By integrating text analytics of guest reviews on TripAdvisor or Google, managers can understand whether high bounce rates result from price dissatisfaction, service concerns, or misleading website descriptions. To visualise the benefits of integration, consider the following Table 3.

**Table 3:** Quantitative illustration

Metric	Web Analytics Only	Text Analytics Only	Integrated Analytics
Conversion Rate (%)	8.5	7.2	12.3
Average Session Duration (min)	3.4	3.4	4.1
Customer Satisfaction Score (1–5)	3.7	4.0	4.5

Figure 2 compares three analytics methods—web analytics only, text analytics only, and integrated analytics—based on key performance criteria. It shows that integrated analytics consistently outperforms other methods across conversion rate, average session length, and customer happiness score. Combining web and text analytics gives you the highest conversion rate, meaning users are more engaged and effective. The average session length also increases with the integrated analytics method, suggesting that users are engaging with the site more deeply. Integrated analytics also has the highest customer satisfaction scores, indicating that users are generally happier with the service. Web-only and text-only analytics, on the other hand, show lower performance and more closely aligned metrics. This shows how useful it is to combine different analytics methods to make better decisions and get better results.



**Figure 2:** Comparison of analytics approaches across metrics

#### 4.5. Broader Implications

The results suggest that organisations adopting integrated analytics are better positioned to move from descriptive analytics (what happened) to diagnostic and predictive analytics (why it happened and what will happen). The resource-based view (RBV) theory, which views analytics integration as a strategic capability that helps businesses create long-term competitive advantage, is consistent with this change. Moreover, as businesses face increasingly dynamic environments, the capacity for real-time, adaptive decision-making becomes essential for resilience and growth (Table 4).

**Table 4:** Aspects of web analytics, text analytics, and integrated approach

Aspect	Web Analytics	Text Analytics	Integrated Approach
Data Type	Structured (clickstreams, sessions, CTR, conversions)	Unstructured (reviews, comments, social media posts)	Hybrid (structured + unstructured)
Key Strength	Quantifies user interactions and behaviours	Reveals opinions, attitudes, and emotions	Provides both behavioural and attitudinal insights
Limitation	Cannot explain user motivations or sentiments	Contextual ambiguity, sarcasm, cultural nuance	Requires complex data integration and processing
Example Metrics / Outputs	Page views, bounce rate, conversion rate	Sentiment polarity, topic modelling, and keyword extraction	Combined profiles, root-cause analysis, predictive models
Value for Business Intelligence	Helps measure website performance and track customer journeys	Helps understand customer satisfaction and public perception	Enables holistic decision-making, personalisation, and adaptive marketing

#### 5. Conclusion

This study illustrates how text analytics and web analytics are complementary foundations of contemporary business intelligence. By measuring how users interact with websites, consume content, and respond to marketing campaigns, web analytics provides a comprehensive view of online behaviour. Text analytics, by contrast, yields a qualitative perspective by surfacing sentiment, attitudes, and opinions from unstructured sources such as reviews, comments, and social media postings. Even though each strategy is valuable when used alone, when combined, they help organisations gain a more comprehensive understanding of both the what and the why of user behaviour. The strategic transition from descriptive analytics, which focuses solely on reporting past activities, to diagnostic, predictive, and prescriptive analytics is made possible by the combination of web and text analytics. Organisations can now anticipate trends, pinpoint underlying causes, and recommend suitable interventions thanks to this development. By using this integrated approach, businesses can enhance customer profiling, tailor

services to each customer's needs, and react quickly to changes in customer sentiment. These skills are especially important in fiercely competitive, rapidly evolving industries like e-commerce, online education, finance, and hospitality, where customer expectations are constantly shifting.

Conceptually, the interaction between the two analytical approaches draws on the firm's Resource-Based View (RBV), which holds that distinct and connected resources, such as data-driven insights, create long-term competitive advantage. Organisations can transform analytics into a strategic asset by merging streams of unstructured and structured data, thereby improving decision-making and fostering creativity, adaptability, and resilience in untested settings. More studies are needed to investigate how nascent technologies, i.e., state-of-the-art machine learning and deep learning methods, can expedite and facilitate integration. Technologies that handle diverse data representations well and improve accuracy and scale include knowledge graphs, multimodal learning, and transformer-based architectures (e.g., BERT, GPT, and multimodal AI). Ethical issues, such as data privacy, algorithm explainability, and bias mitigation, also need attention for the responsible use of integrated analytics. Essentially, a comprehensive framework for next-generation advanced decision support systems is offered by the combination of web analytics and natural language analytics. Organisations adopting the holistic framework would be better at gaining deep insight, forecasting customer demand, and maintaining a competitive edge in the contemporary era.

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