



# Thomson Data Analyzer (TDA) 使用介绍

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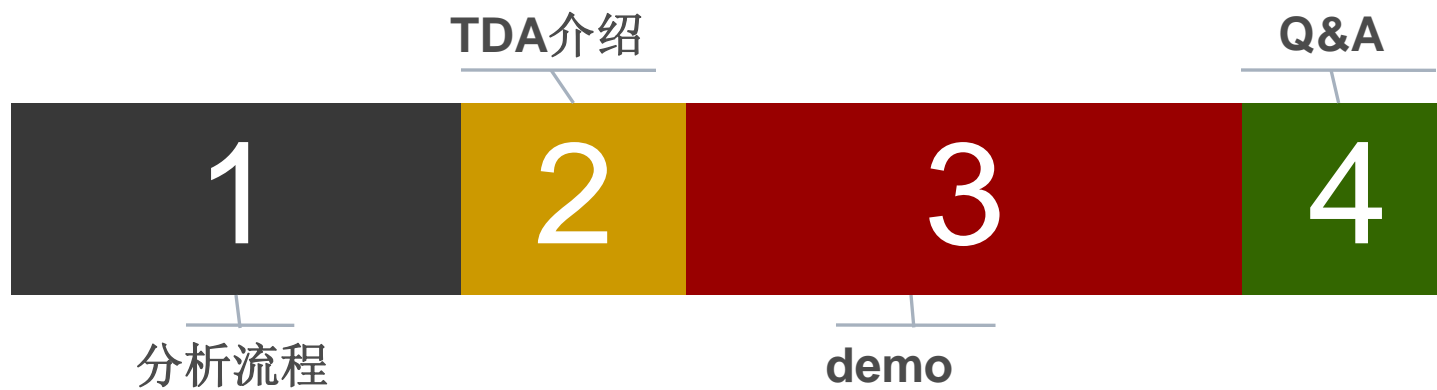
Celine li  
2013年6月26日



THOMSON REUTERS  
汤森路透

# 大纲

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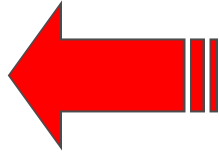


# 情报分析

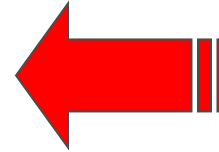
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情报



分析工具



信息

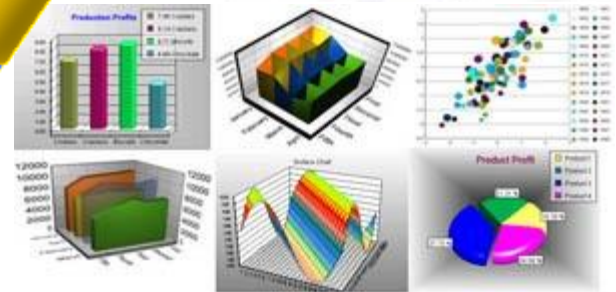
# 情报分析层次

Thomson Innovation

L3. Macro



L2. Semi-Macro



L1. Micro



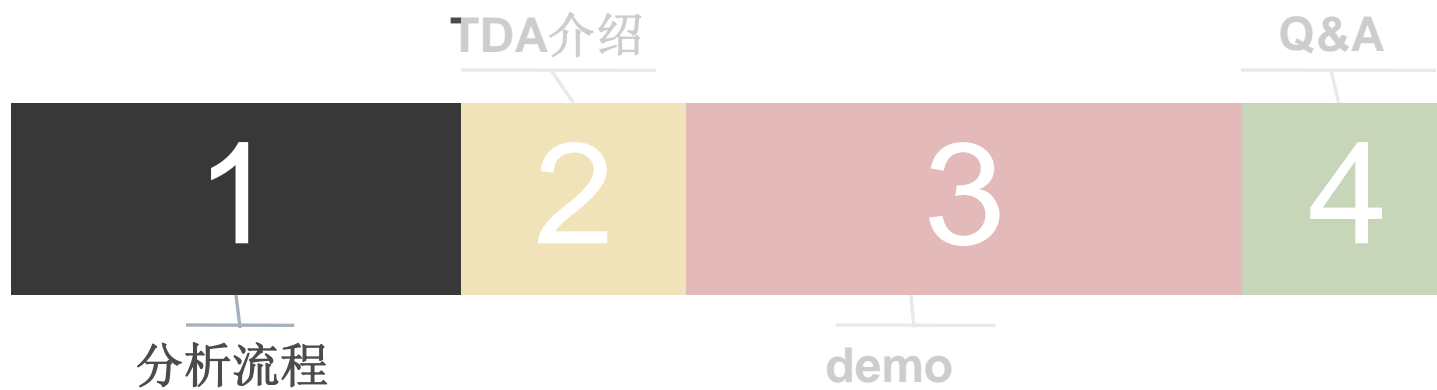
Thomson Data Analyzer

# 情报分析需要回答的问题

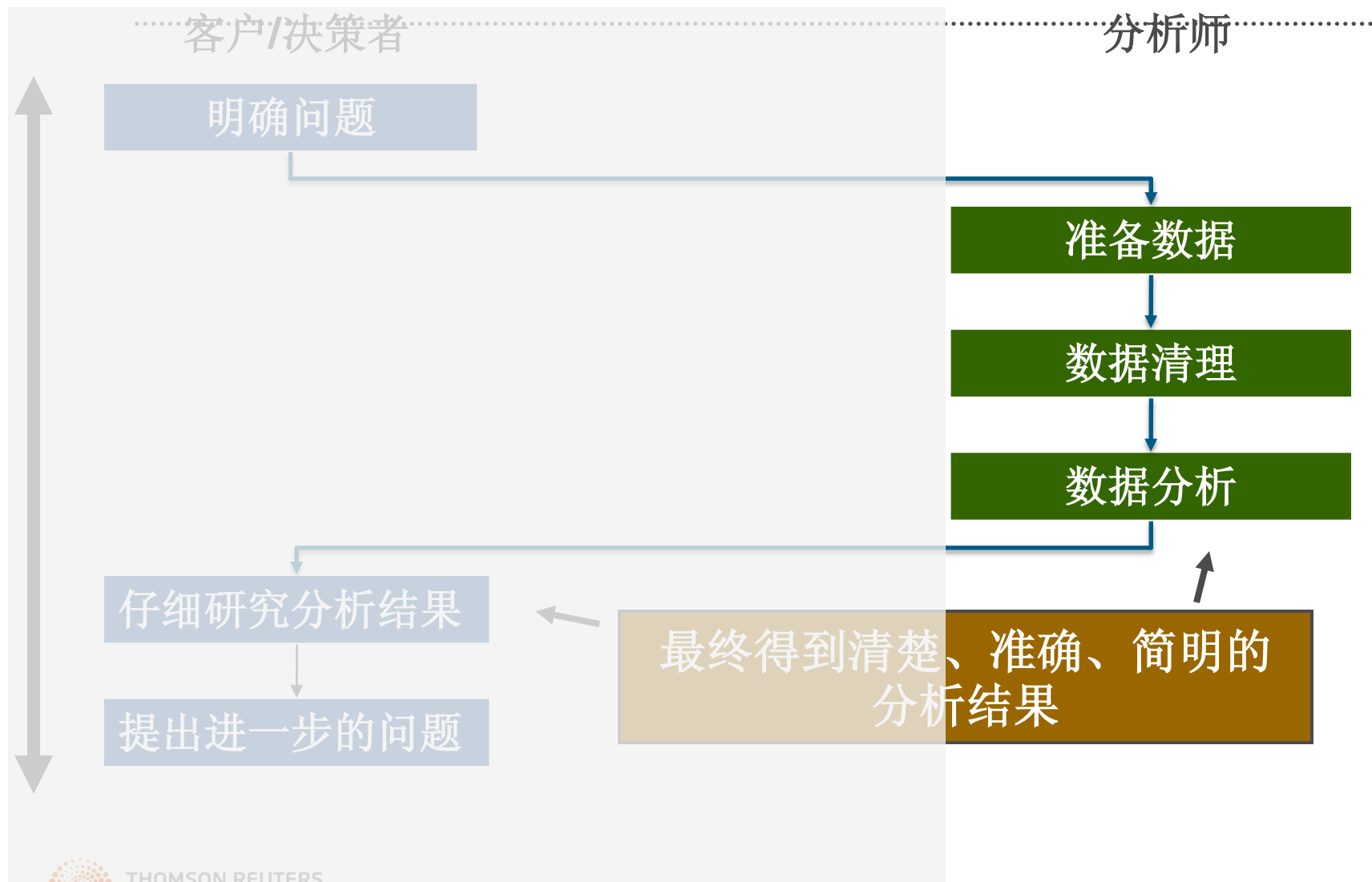
- 技术情报(Research)
  - Technology “know-how”
  - Technology currency
  - Technology trend
  - Technology applications (old, existing or new applications)
  - Technology landscape
- 竞争情报 (Business/Market)
  - Who (company) are in this tech space?  
(assignee, affiliation)
  - Who (people) are the professionals? (inventor, author)
  - Who are they collaborating with? (alliance or competitor)
  - What are they doing? (patent and literature search)
  - How do they do it? (patent claims & literature)
  - How can I track these alliances/competitors periodically? (alert)
  - Where are they interested to do business in? (territorial patents)

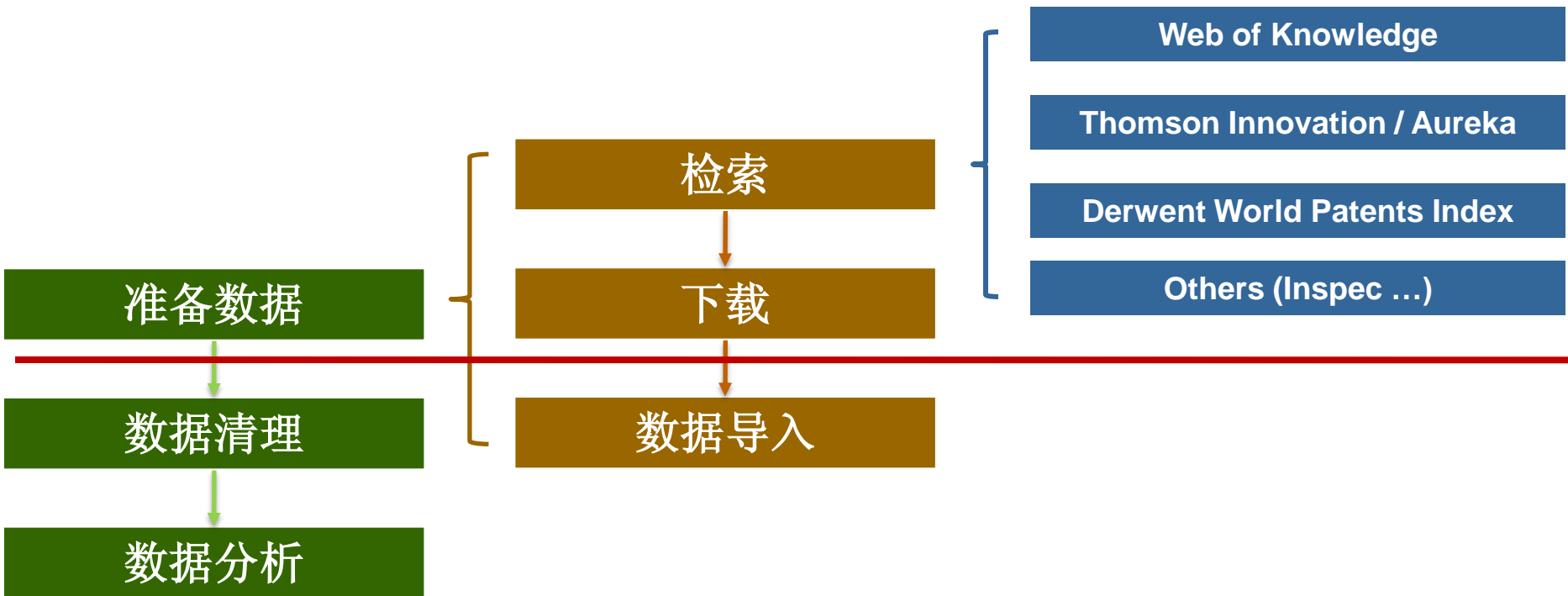
# 大纲

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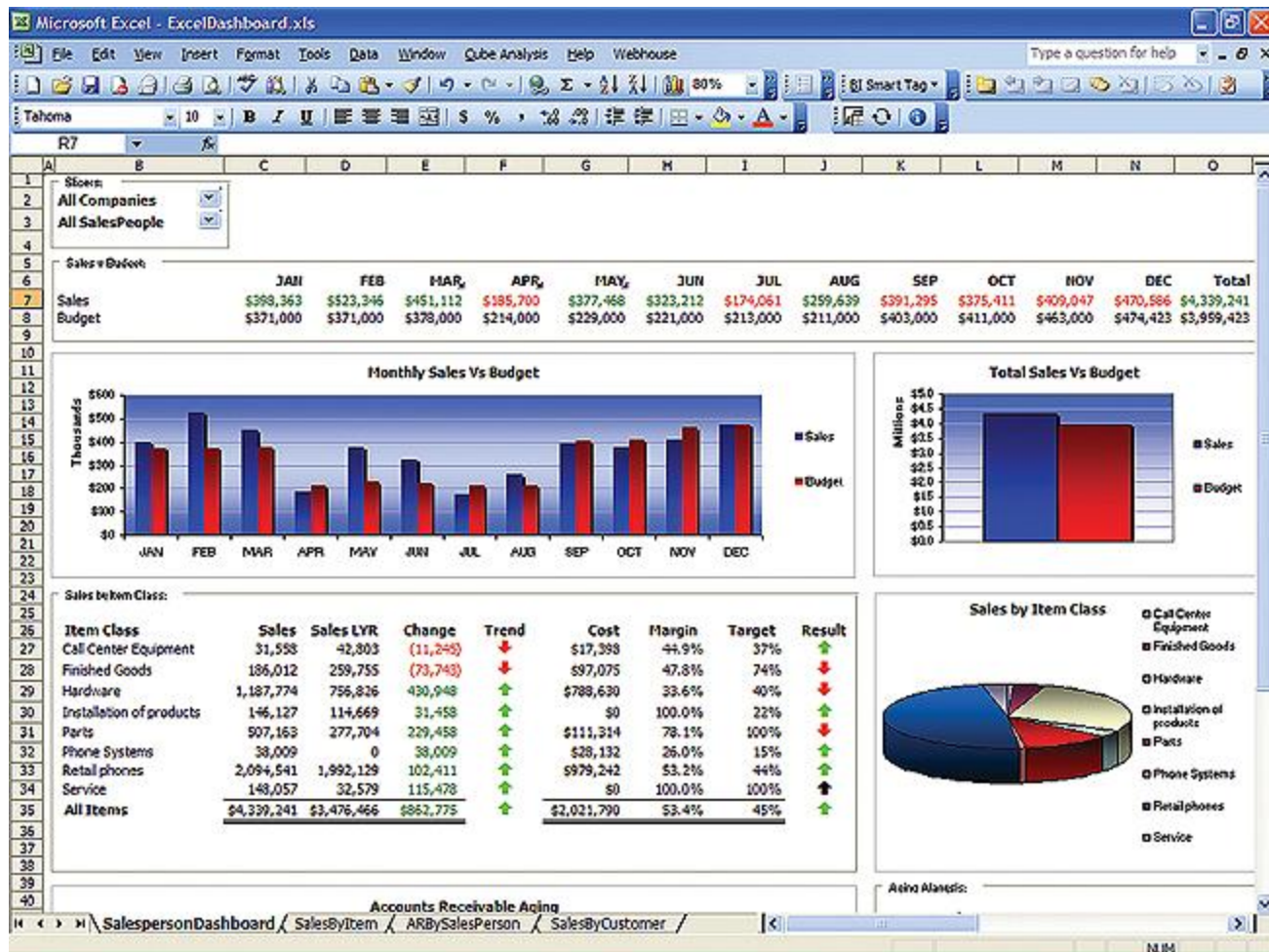


# 分析流程





# Thomson Data Analyzer



DID YOU  
**KNOW**

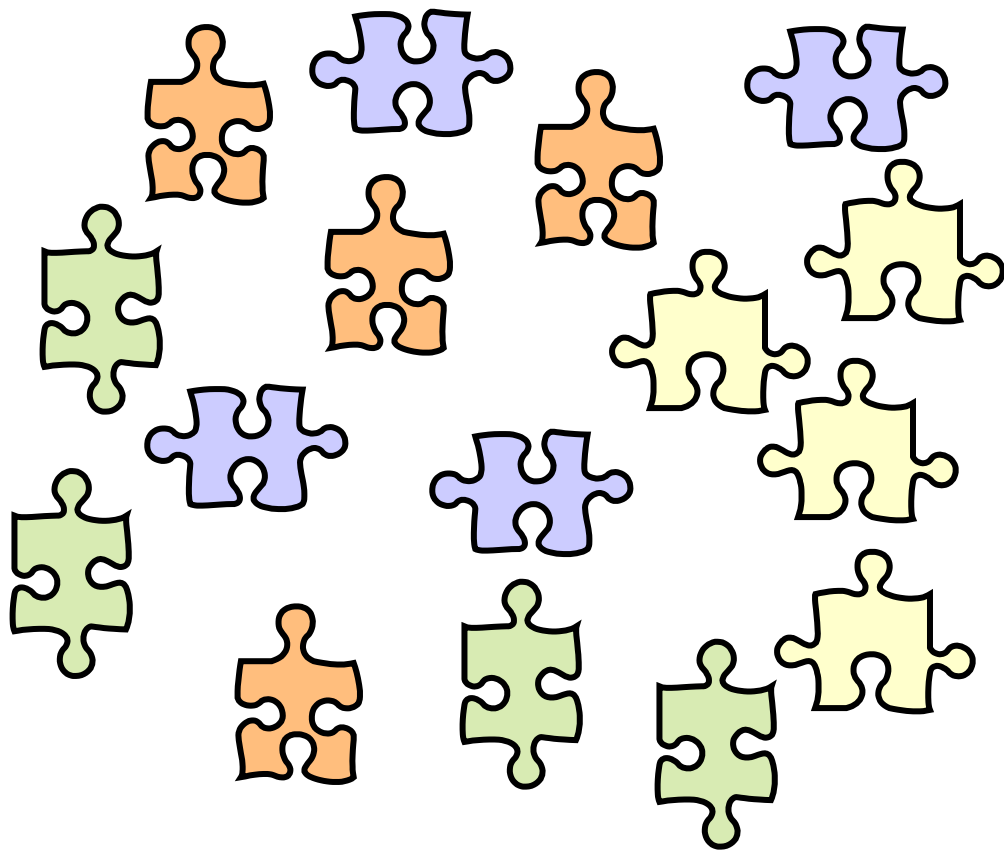


分析软件仅识别

# 特定格式

的数据。



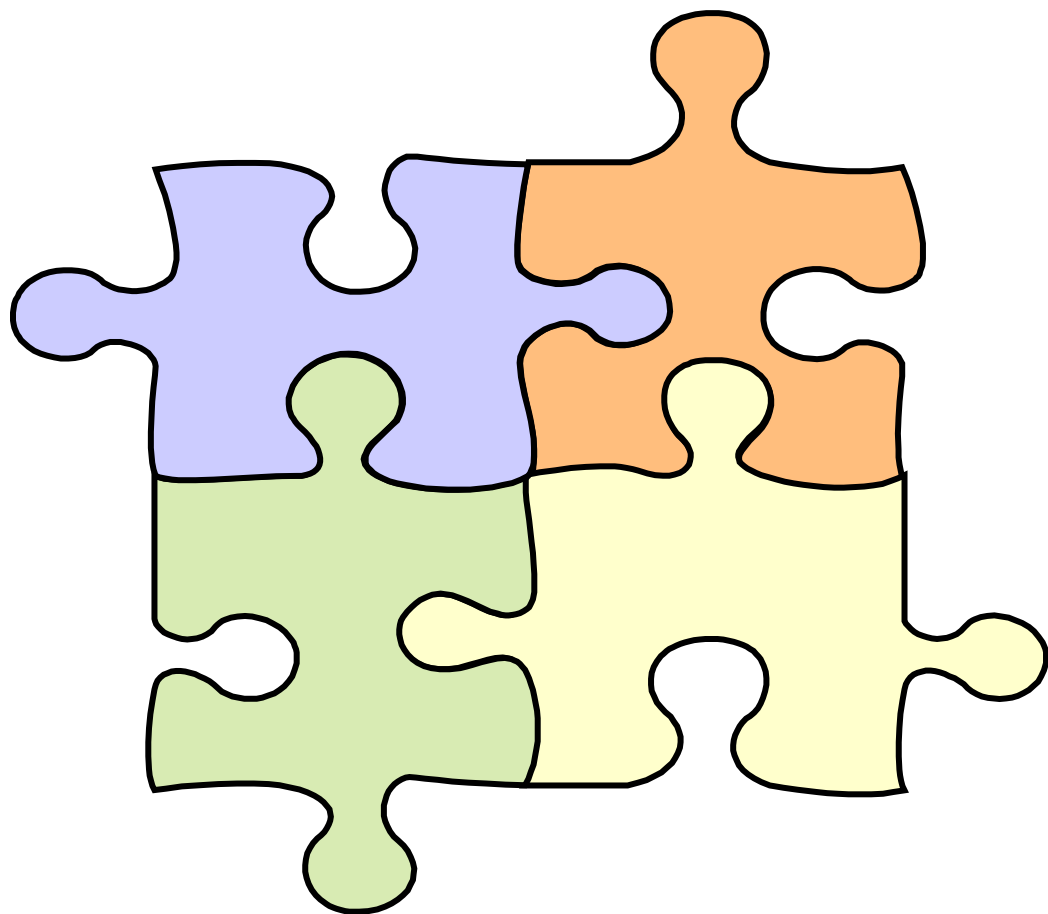


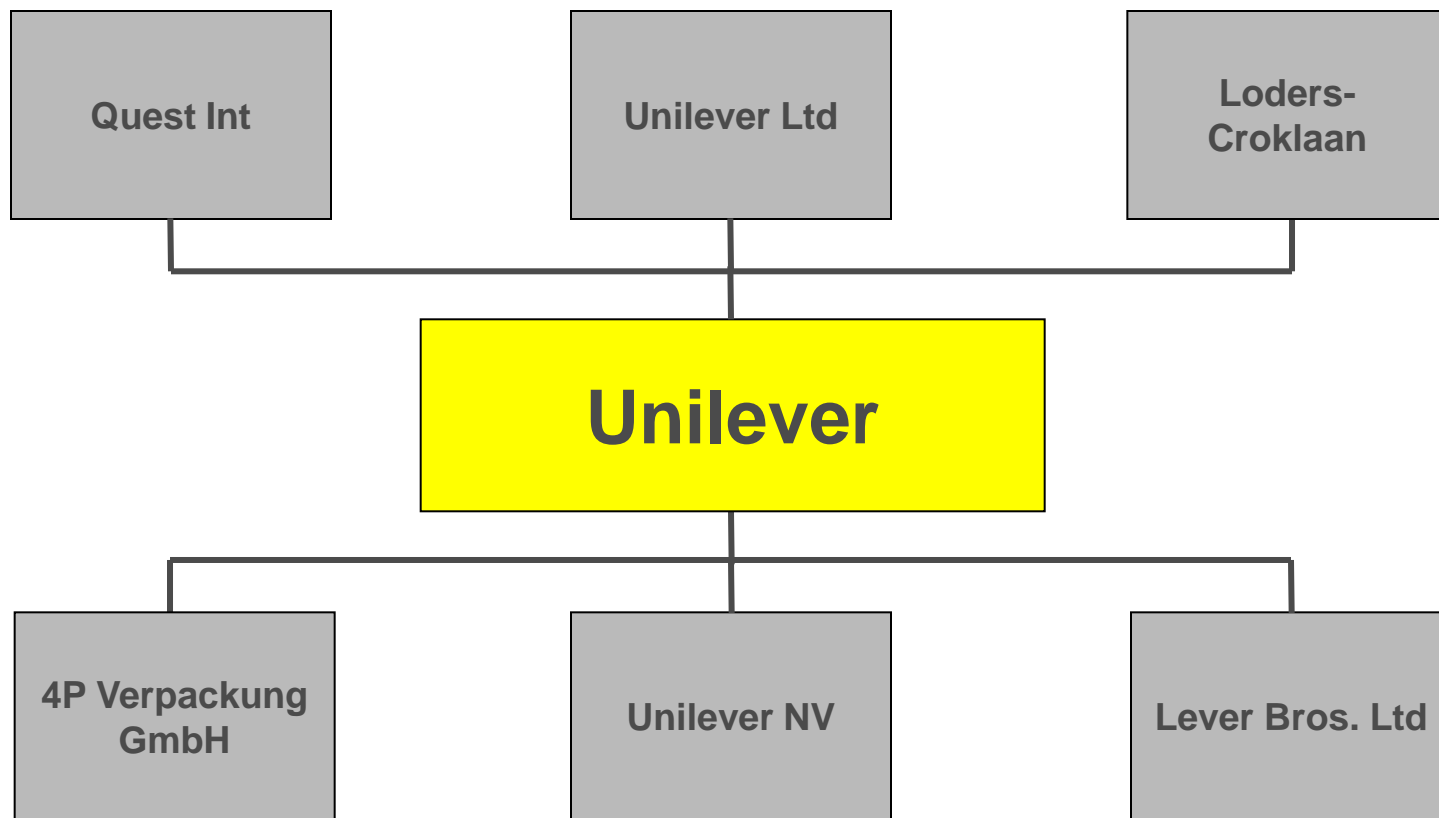
# 合并

不同数据库的数据。

# 数据拆分

e.g. US6444345





# 数据清理

# 代码的含义

**A61K 7/16**

**H05E 7/22**

**A22C /00**

**E13K 9/68**

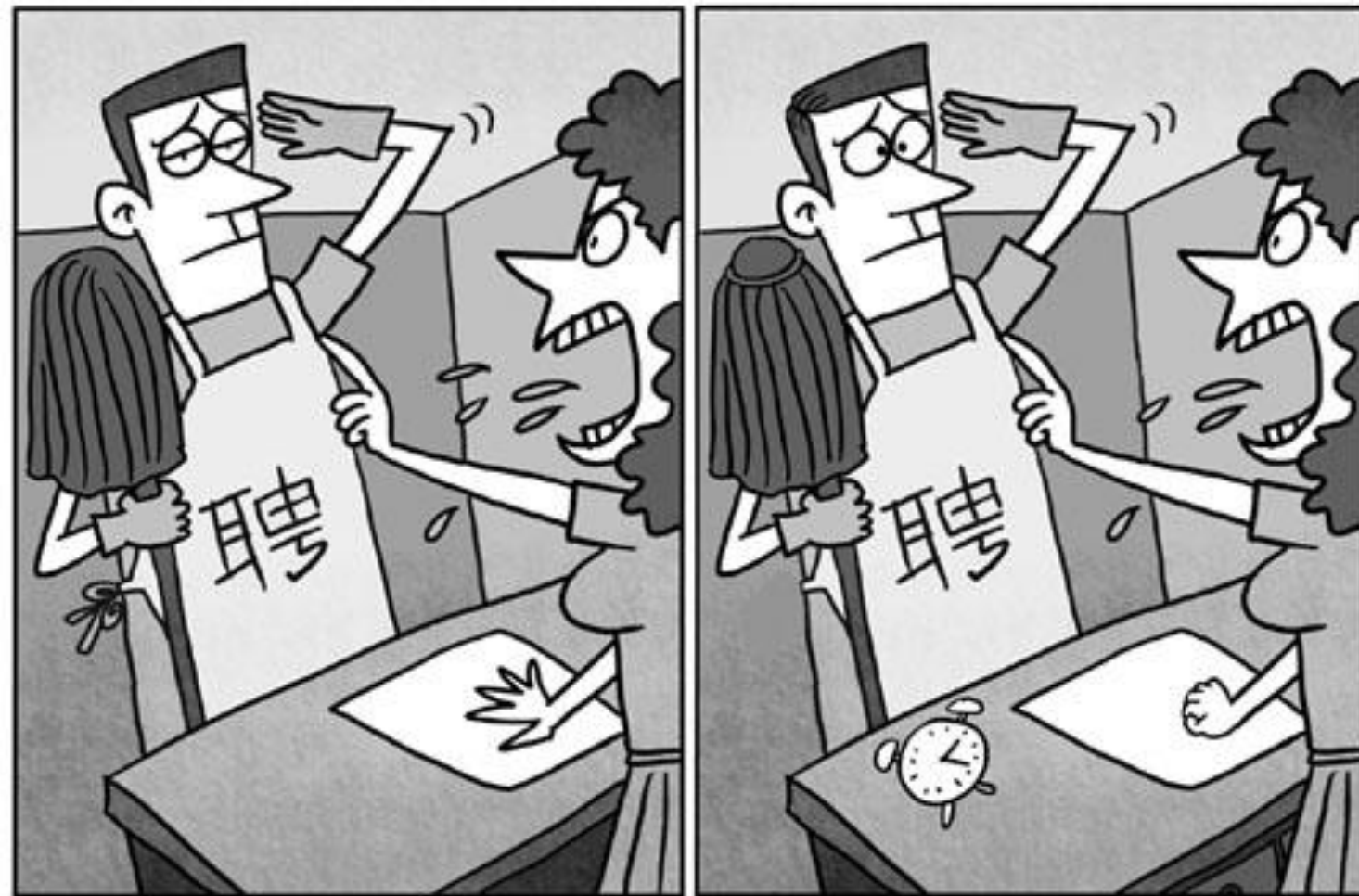
**C01B 33/193**

**B23G 3/30**

**F11K 9/00**

**D31K 6/02**





数据集的  
**异同性**



相关性



# 数据分析的问题

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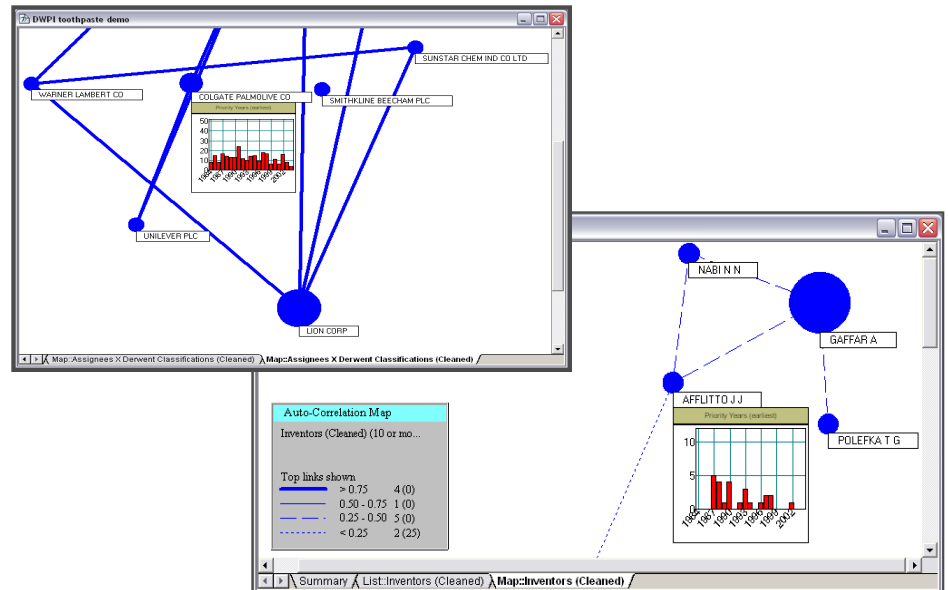
- 数据导入
- 数据清理
- 数据分析
- 生成报告



# TDA概况

- Thomson Data Analyzer可用来回答竞争情报和技术情报问题
- 用于不同的分析，包括列表，矩阵分析，地图
- 可分析Thomson Reuters和其他数据库的数据
- 多种工具：

- 数据导入
- 数据清理
- 数据分析
- 生成报告



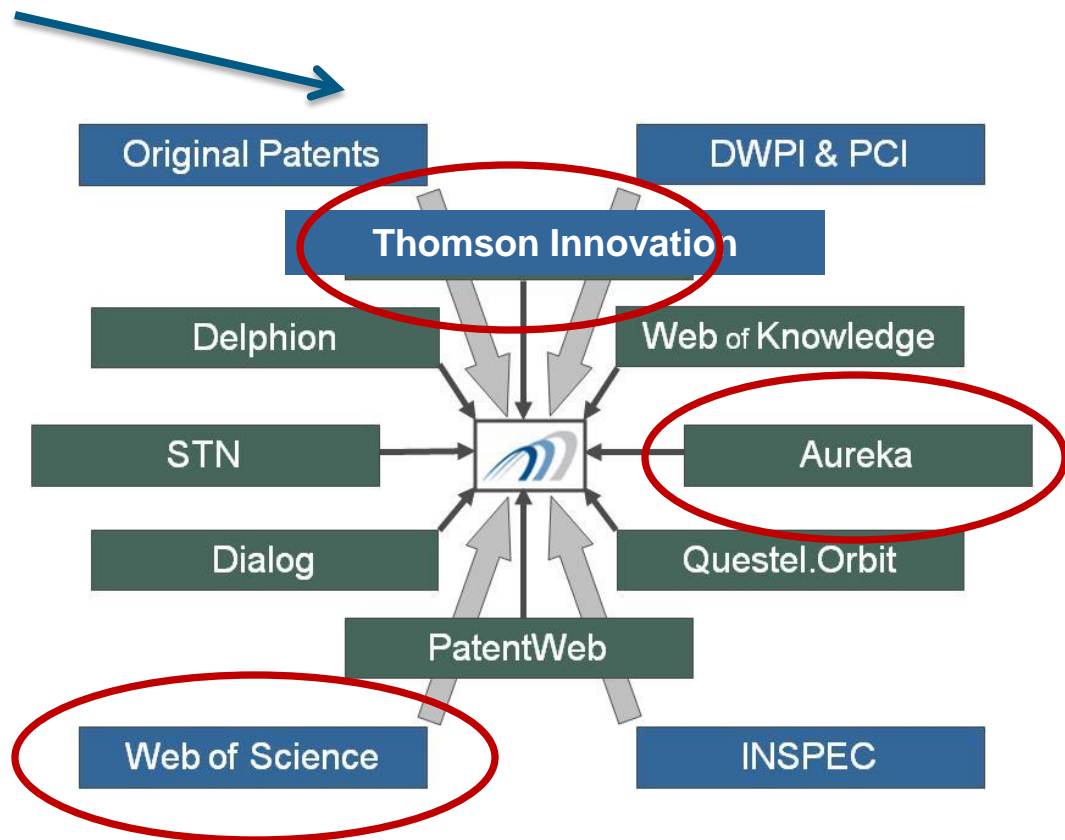
## TDA的优势

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- 良好的数据兼容性
- 强大的数据清理模块
- 灵活的分析功能
- 强大的数据挖掘分析
- 快速生成报告

# 数据导入

- 系统默认支持数据库
- **Excel**
- 自定义数据



# 自定义数据

The screenshot shows the Thomson Data Analyzer - Import Filter Editor interface. The 'Field Definition' tab is active, displaying a table of settings for the 'PA-excel' database. The table has two columns: 'Command' and 'Setting'. The 'Command' column lists various options like 'Input Data', 'Delimiter (regex)', 'Delimiting regex', etc. The 'Setting' column shows the corresponding values, such as 'Use the record as input data', 'No', '15', and 'Yes'.

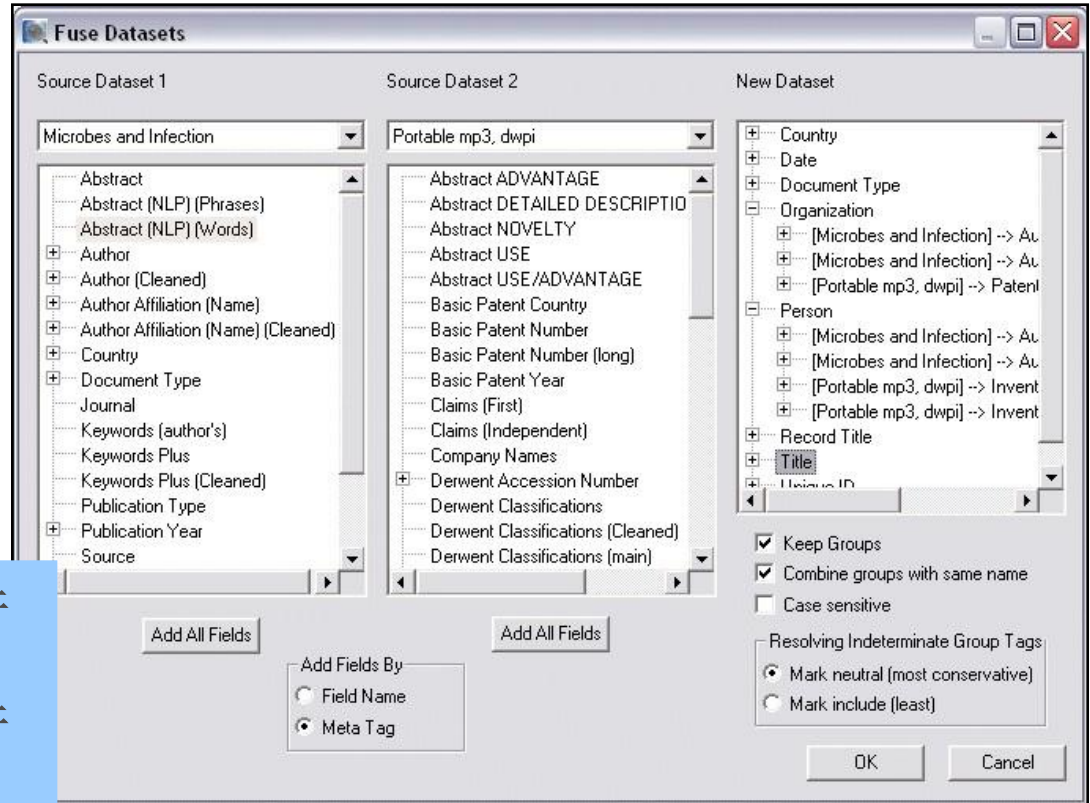
Command	Setting
Select Text from Table	
Input Data	Use the record as input data
Delimiter (regex)	
Delimiter Case Sensitive	No
Use Text Qualifier	No
Column	15
Divide Text	
Delimiting regex	:
Include with previous	No
Include with next	No
Regex is case sensitive	No
Keep text after last delimiter	Yes

On the left side, the 'Fields' list includes: Abstract, Abstract (NLP), Accession number & update, Author(s), Bulletin issue, Conference information, Corporate author(s), Descriptors, Language, Patent application info, Patent assignee, Patent assignee (sep), Patent class codes (IPC), Patent Country, Patent number & date, Patent priority info, Publication date, Publication type, Publication year, Source, Subject category, Title, Title (NLP). The 'Patent assignee (sep)' field is currently selected.

Large text '石油文摘' (Oil Abstracts) is overlaid on the right side of the window.

Close

# 合并来自不同数据库的数据

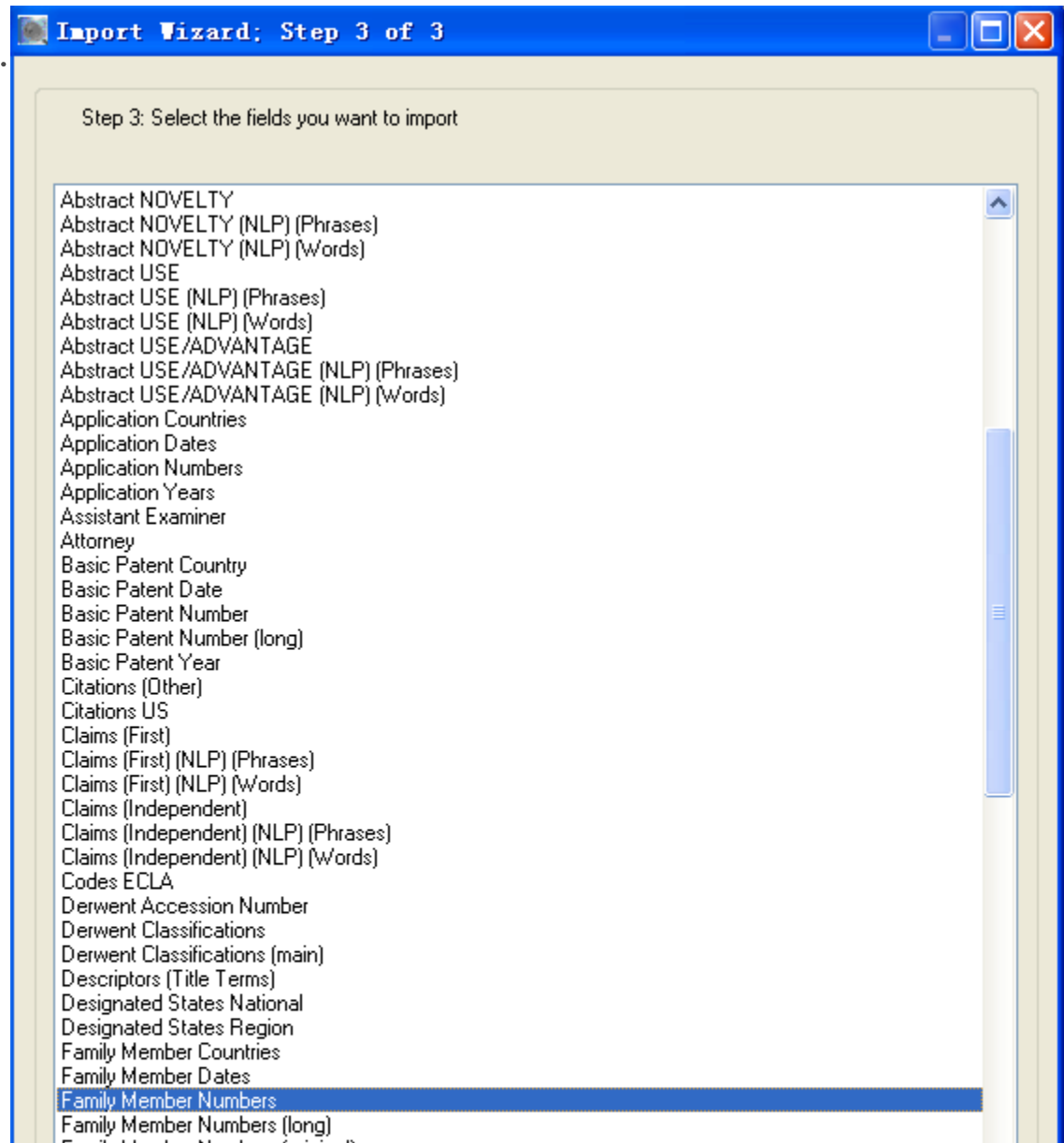


将来自不同数据库的数据合并，弥补单一数据库的不足；可将科技文献和专利文献合并分析，例如可将**SCI**数据和**DWPI**数据合并分析

# 数据拆分

- 关键词拆分
- 字段拆分
- 数值拆分

提高分析人员的自由度，大大提高分析深度和广度。

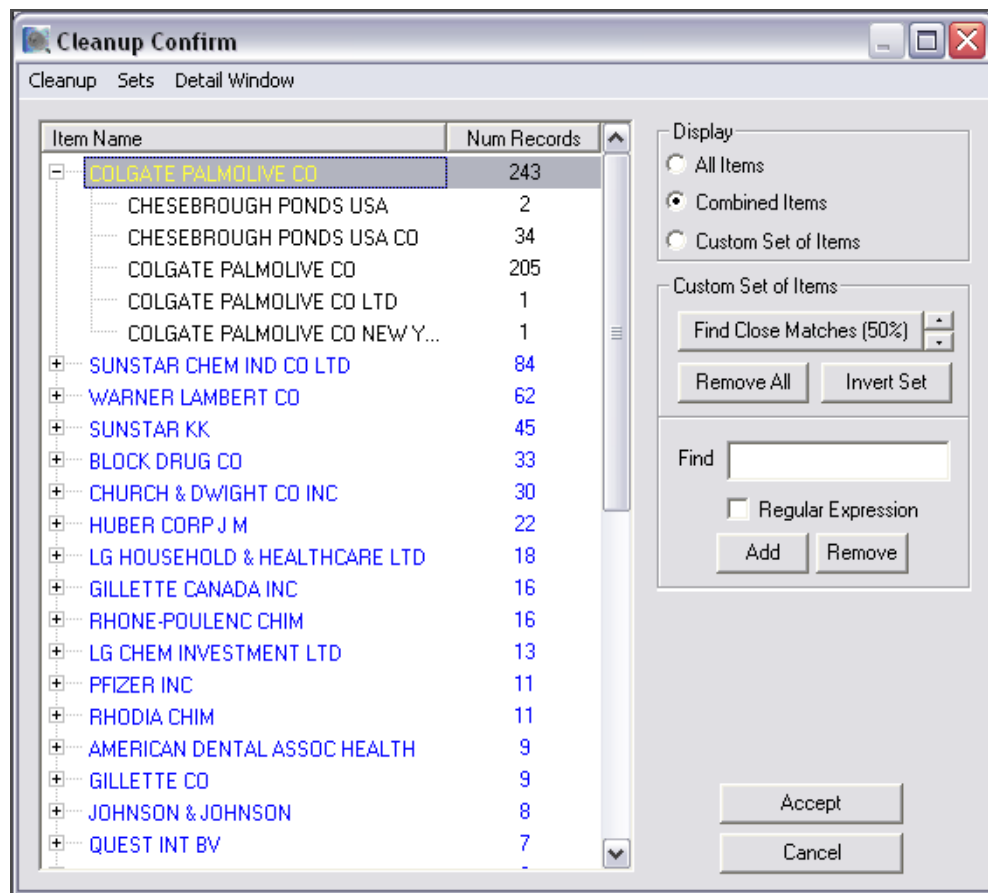


# 列表清理工具

列表清理工具包含有模糊算法，可自动对公司、发明人等字段进行模糊匹配、自动归组、进行数据清理，从而为后续的分析提供更加准确的数据集合。

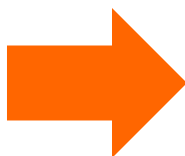
高露洁

- 公司并购带来的名称问题
- 拼写错误
- 技术不同的表达方式



# 利用序词表数据清理

1801	1803	A61K 7/16
343	343	A61K 7/18
166	166	A61K 7/22
159	159	A61K /00
128	128	A61K 7/20
101	101	A61K 7/26
87	87	A61K 7/00
86	86	A61P 1/02
75	75	A61K 7/24
59	59	A23G 3/30
59	59	A61K 9/68
52	52	A61K 6/00
39	39	A61K 7/28
32	32	A61K 33/30
31	31	A23G 3/00
31	31	A61K 7/016
29	29	A61K 9/20
26	26	A61C /00
25	25	A61K 9/08
24	24	A61K 9/16
24	24	A61P 31/04
23	23	A61K 31/19
23	23	A61K 7/48
21	21	A61C 5/00
19	19	A61K 33/40
19	19	A61K 9/00
18	20	A61K 33/42
17	17	A61K 47/10



1801	1803	A61K-007/16: Cosmetics or similar toilet preparations -> Pr
343	343	A61K-007/18: Cosmetics or similar toilet preparations -> Pr
166	166	A61K-007/22: Cosmetics or similar toilet preparations -> Pr
159	159	A61K /00
128	128	A61K-007/20: Cosmetics or similar toilet preparations -> Pr
101	101	A61K-007/26: Cosmetics or similar toilet preparations -> Pr
87	87	A61K-007/00: Cosmetics or similar toilet preparations
86	86	A61P-001/02: Drugs for disorders of the alimentary tract or
75	75	A61K-007/24: Cosmetics or similar toilet preparations -> Pr
59	59	A23G-003/30: Sweetmeats; Confectionery; Marzipan; Coated or
59	59	A61K-009/68: Medicinal preparations characterised by specia
52	52	A61K-006/00: Preparations for dentistry
39	39	A61K-007/28: Cosmetics or similar toilet preparations -> Pr
32	32	A61K-033/30: Medicinal preparations containing inorganic ac
31	31	A23G-003/00: Sweetmeats; Confectionery; Marzipan; Coated or
31	31	A61K 7/016
29	29	A61K-009/20: Medicinal preparations characterised by specia
26	26	A61C /00
25	25	A61K-009/08: Medicinal preparations characterised by specia
24	24	A61K-009/16: Medicinal preparations characterised by specia
24	24	A61P-031/04: Antiinfectives, i.e. antibiotics, antiseptics,
23	23	A61K-007/48: Cosmetics or similar toilet preparations -> Pr
23	23	A61K-031/19: Medicinal preparations containing organic acti
21	21	A61C-005/00: Filling or capping teeth
19	19	A61K-009/00: Medicinal preparations characterised by specia
19	19	A61K-033/40: Medicinal preparations containing inorganic ac
18	20	A61K-033/42: Medicinal preparations containing inorganic ac
17	17	A61K-047/10: Medicinal preparations characterised by the no
17	17	A61K-047/32: Medicinal preparations characterised by the no
16	16	A61K-007/30: Cosmetics or similar toilet preparations -> Pr
16	16	A61K-035/78: Medicinal preparations containing material or
15	15	A61K-007/06: Cosmetics or similar toilet preparations -> Pr
15	15	A61K-009/06: Medicinal preparations characterised by specia
15	15	A61K-031/05: Medicinal preparations containing organic acti
15	15	A61K-045/00: Medicinal preparations containing active ingre
15	15	C01B-033/12: Silicon; Compounds thereof -> Silicon oxides;
15	15	C01B-033/193: Silicon; Compounds thereof -> Silicon oxides;
14	14	A61K-009/14: Medicinal preparations characterised by specia
14	14	A61K-033/24: Medicinal preparations containing inorganic ac
13	13	A61K-009/30: Medicinal preparations characterised by specia
13	13	A61K-031/155: Medicinal preparations containing organic act

# 交互式分析

识别潜在的趋势  
找出关键的记录

**What**

**When**

**Who**

**Where**

Priority Years (earliest)	# Records	Assignees	1	2	3	4	5	6	7	8	9	10	11
1	476	LION CORP	36	10	19	6	7	16	15	9	7	25	16
2	258	COLGATE PALMOLIVE CO	8	15	8	17	14	13	13	24	12	10	14
3	180	PROCTER & GAMBLE CO	2	1	4	4	5	2	14	10	19	14	13
4	141	SUNSTAR CHEM IND CO LTD	4	6	7	4	5	12	1	6	12	7	9
5	131	UNILEVER PLC	2	2	2	6	11	6	7	19	7	6	6
6	130	KAO CORP	2	2	11	1	1	6	8	10	3	9	9
7	50	HENKEL KGAA	3			1	1	4	1	3	2	3	3
8	48	WARNER LAMBERT CO					4	6	1		1	2	2
9	38	SMITHKLINE BEECHAM PLC	2			3	2	3	5	3	3	3	3
10	34	NIPPON ZETTOC KK				3	2	2			1	1	1
11	33	LG HOUSEHOLD & HEALTH CARE LTD											
12	29	CHURCH & DWIGHT CO INC		1			2		4		9		
13	25	BLOCK DRUG CO	1				1		5		2		
14	24	SHISEIDO CO LTD	3	1	3	2	2	3	2	4			
15	21	HUBER CORP J M										1	
16	20	SANGI KK	1		1		1	3	2	2			
17	20	KANEBO LTD			1	2	2	3	3	1	1		
18	18	ICI AMERICAS INC	9			1	2	1			1		
19	18	ULTRADENT PROD INC						4					
20	16	ENAMELON INC											
21	16	GILLETTE CANADA INC						3	5	1	2		
22	15	EARTH SEIYAKU KK									2	1	
23	15	BEECHAM GROUP PLC	1	1	2		2	5	3	1			

Manual Codes:

- 63 D08-B08(C.Cosmetic preparations for cle...
- 31 B12-L03(C.Dental agent)
- 30 A12-V04B(C.Dental cosmetics, toilet requ...
- 22 D08-A05(C.Anticaries compositions)
- 17 E31-K06(C.Polyphosphate, use)
- 15 B05-B02A3(C.P and inorganic P compoun...
- 15 B12-L04(C.Ear, nose, eye mouth and thro...
- 14 B12-A01(C.Antibacterial)
- 13 B05-C07(Chorganic compounds containi...
- 12 E33-B(C.H...
- 11 B05-A01E...
- 9 B04-C03B...
- 9 B10-E02(C.Denture)
- 8 E31-P03(C.Use of silica, other ... mixtur...
- 6 B04-C03D(C.Natural, other c...ensation
- 6 B05-B02C(C.Si, Se, Te, B inorganic, inert

Priority Countries:

# 异同性分析

**List/Group Comparison**

Compare THIS to THIS and put in HERE.

Full list  
Group: Unique  
Group: common

List or Group

- DWPI toothpaste demo
- TDA1
- TDA2

File of terms

Comparison type

Unique

Common

Case sensitive

Fuzzy Comparison

New group: Untitled

C:\Program Files\Thomson Data Analyze

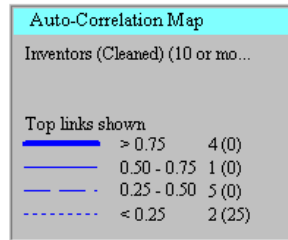
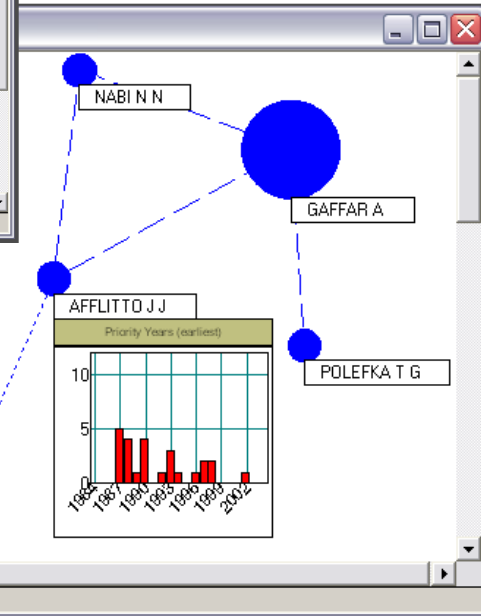
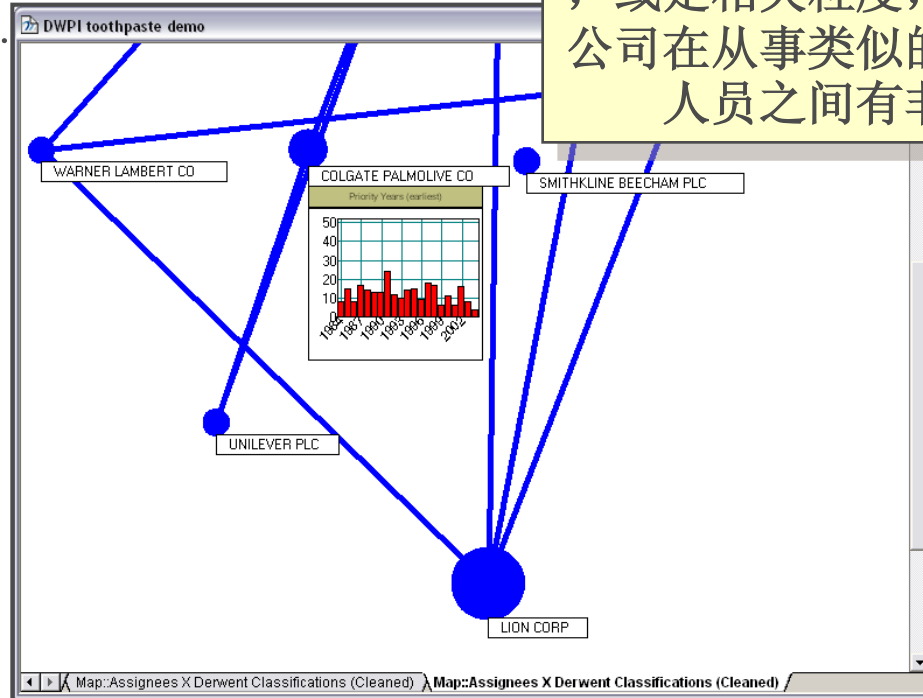
Unique  
common

OK  
Cancel

Manual Codes	Unique	Common
D08-B08 (C:Cosmetic preparations for cleaning)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D08-A05 (C:Anticaries compositions)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
A12-V04B (C:Dental cosmetics, toilet requisit	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D08-A (C:Cosmetics, dental, toilet preparatio	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B14-N06 (C:Dental general and other)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B14-N06A (C:Anticaries/antiplaque)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E31-K06 (C:Polyphosphate, use)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D08-B08A (C:Toothpaste)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B10-E02 (C:Phenols)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B05-A01B (C:Group 1a, 2a, 3a metals and compo	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B14-N06B (C:Periodontal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B12-L03 (C:Dental agent)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E10-A07 (C:Sugar)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E10-A09A (C:Sulphuric (ous) acid)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B12-M02A (C:Toothpaste, toothpowder)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B14-N05 (C:Mouth/throat disorder treatment)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E34-C02 (C:Al (hydr)oxide use)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B14-A01 (C:Antibacterial [general])	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E10-E04M1 (C:Other monohydric alcohol with ri	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E07-A02H (C:Tetrahydropyran with -O- substitu	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B10-A07 (C:Sugars (general))	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B12-L04 (C:Ear, nose, eye mouth and throat pr	<input type="checkbox"/>	<input checked="" type="checkbox"/>
A05-H03 (C:Oxyethylene (co)polymers)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B05-B02A3 (C:P and inorganic P compounds)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E33-D (C:Carbonate of Na/K)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
A03-A00A (C:Polysaccharides uses)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B04-C03C (C:Polyethers)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B10-H01 (C:Ethers)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E31-P03 (C:Use of silica, other than mixture	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# 相关性分析

地图用于识别任意两个字段之间的相似，或是相关程度，例如可用来识别哪些公司在从事类似的技术研发，哪些研发人员之间有非常密切的合作等



识别研发团队  
找出合作机会

# 一键生成报告

Scripts Window Help

Run Script...

Modify Script Menu...

Clean - DWPI Cleanup (DWPI only).vpm Ctrl+1

Report - Company Report.vpm Ctrl+6

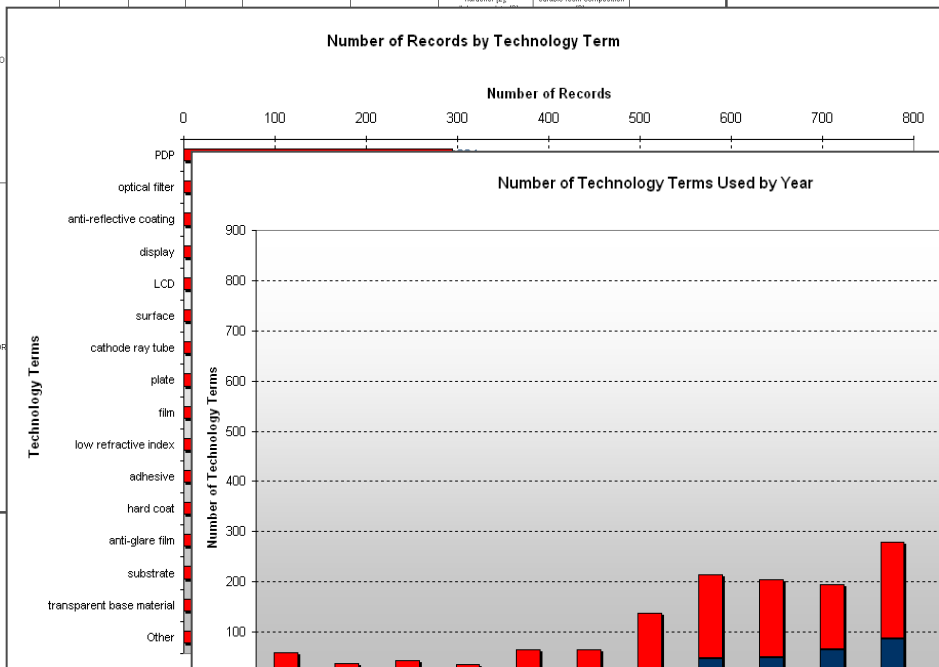
Report - Technology Report.vpm Ctrl+7

Report - Company Comparison.vpm Ctrl+8

Export - For Aureka.vpm Ctrl+9

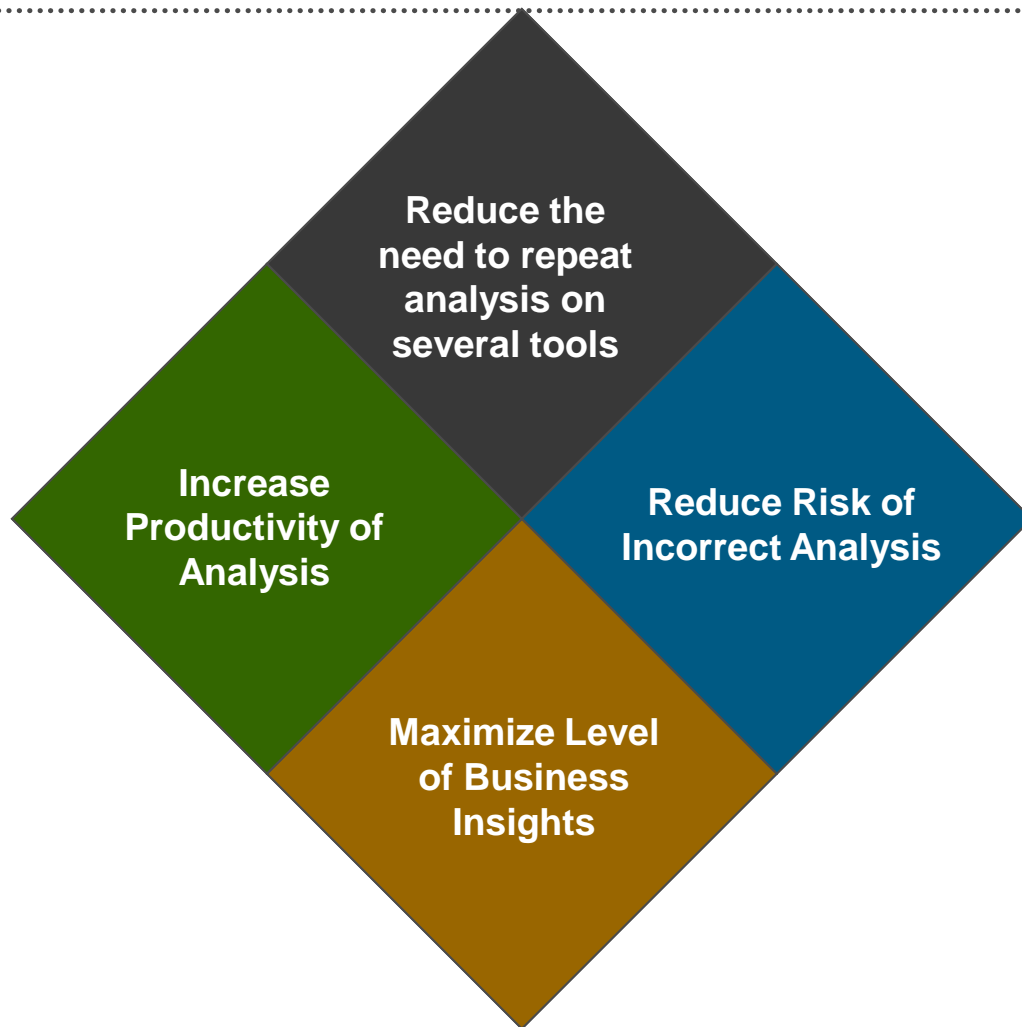


Number of Records	Organization names	Top Countries	Top People	Year Range	Percentage of Records in Last-3 Years	Top Technology Terms	Unique Technology Terms	Recent Technology Terms	Unexpected Technology Terms
74	FUJI PHOTO FILM CO						cellulose acrylate film [4] hardener [2]	plate [10] cellulose acrylate film [4] binder [3] cellulose acrylate [3] coloring composition [3] curable resin composition	
55	NITTO DENKO COR								



# 小结

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# Q&A

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