

NLP Task

Part 1:

You are contacted by the marketing department. Over the course of the last year, they received a lot of feedback from their customers about the products the company is selling. The person you are talking to thinks that “AI” can help them to get a better insight into the customers’ opinion, but they do not know what exactly can be done. They would like to know what customers think about their products, what products they buy, how happy they are with those products and what the issues are. Propose a solution to the marketing department and build a simple prototype to show them in the next meeting what one can do with their data.

Hint 1: the marketing department would prefer to have a good visualization of the insights into the customers’ opinion

Hint 2: the marketing department can be impressed with a simple prototype that should not necessary take more than 4 hours to build

Data are attached

Part 2:

Write a short explanation of your solution apart from explaining your choice of the technical solution, mention how you would evaluate the performance of the system and control its performance over time when it is productive.

Part 3:

The marketing department liked your implementation and would like to scale it for multiple languages i.e., German, Spanish, Indonesian, Hausa, Russian and Chinese in which they have a comparable amount of data. What would be your answer to the marketing department? How would you implement the solution? What are the challenges here?