

Named Entity Recognition (NER)



00:00 | Introduction

00:13 | Application of NER in Real Life

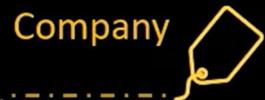
06:49 | Coding: NER in Spacy

17:47 | Approaches to Build an NER System



Use case # 1: Search





Elon Musk has told Tesla employees to come back into their respective offices at least 40 hours a week or leave the company.

Musk said in two separate emails that people must show up for at least 40 hours per week in a main Tesla office. "If you don't show up, we will assume you have resigned





Person



By the end of his brilliant and tortured life, the Serbian physicist, engineer and inventor Nikola Tesla was penniless and living in a small New York City hotel room. He spent days in a park surrounded by the creatures that mattered most to him—pigeons—and his sleepless nights working over mathematical equations and scientific problems in his head. That habit would confound scientists and scholars for decades after he died, in 1943. His inventions were designed and perfected in his imagination.

Company



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Musk said in two separate emails that people must show up for at least 40 hours per week in a main Tesla office. “If you don’t show up, we will assume you have resigned,” he said in one of the emails, [first reported by Electrek](#) and also obtained by CNBC.

Person

Company

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Elon Musk has told Tesla employees to come back into their respective offices at least 40 hours a week or leave the company

...

Company: Tesla

Person: Elon Musk

Satya Nadela today announced group of tools for Microsoft's metaverse project. In this talk he also
...

Company: Microsoft

Person: Satya Nadella

Tesla is going to buy twitter for 47 billion \$. It was announced in a press conference today

...

Company: Tesla

Company: Twitter



Google IO conference was held yesterday. Google announced Pixel 7

...

Company: Google

Product: Pixel 7

Use case # 2: Recommendations



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Use case # 3: Customer Care



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Feedback about Codebasics.io Portal

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Feature Request

Description

In Power BI course, sound quality for Data transformation video is low

Attachment (if any)

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Issue # 1

In Power BI course, sound quality for Data transformation video is low

Issue # 2

Can't find exercise file in Python course

...

Issue # n

Where can I find system requirements for Power BI course



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Power BI Course Support Team



Python Course Support Team



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Issue # 2

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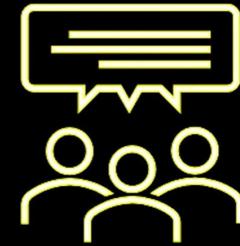
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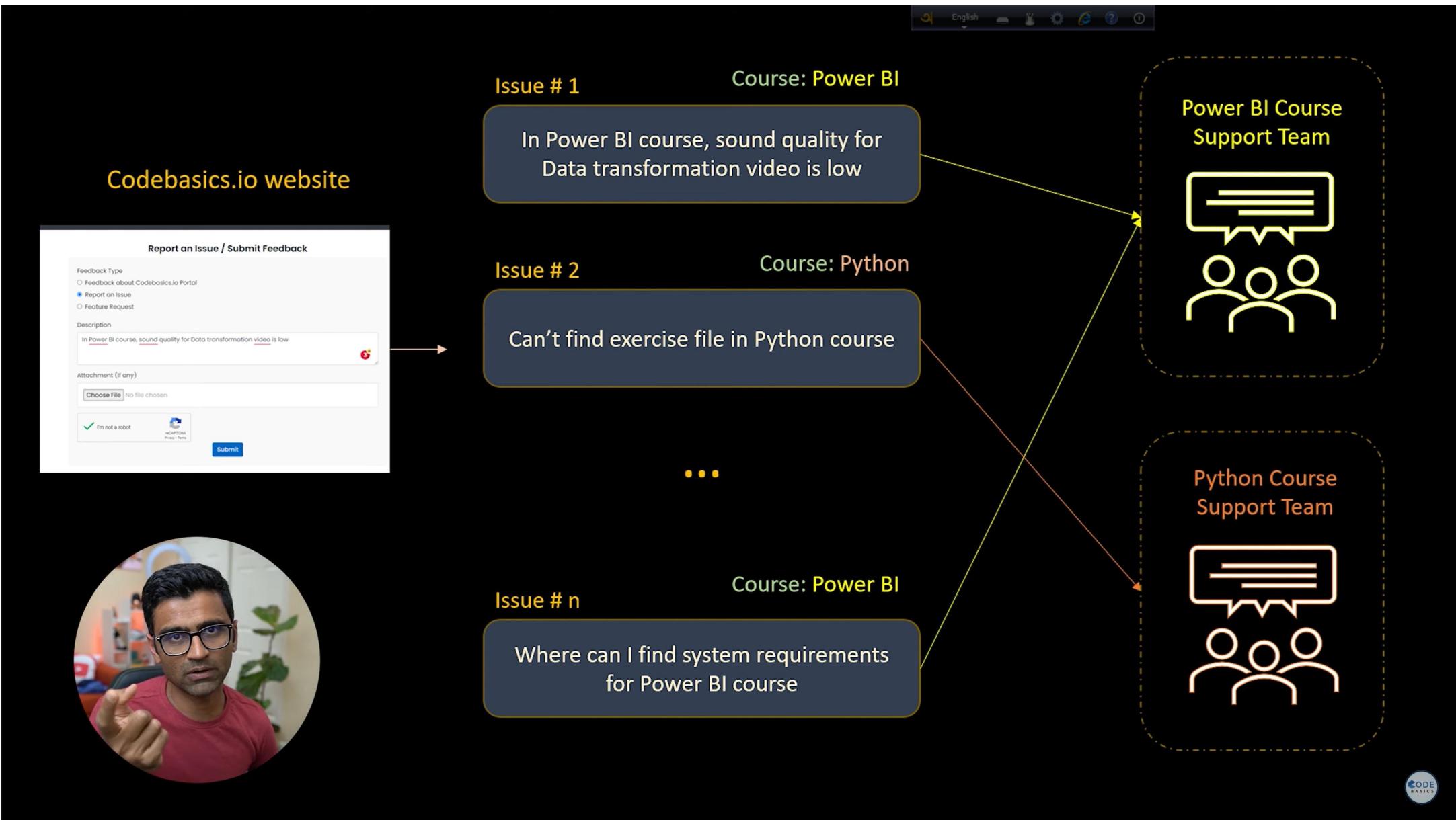


Power BI Course Support Team



Python Course Support Team





How can I build my own NER?



Approach # 1: Simple Lookup



Companies

- Microsoft
- Tesla
- Reliance Industries
- Google
- BMW
- ...

Locations

- New York
- Mumbai
- London
- Berlin
- Islamabad
- Cancun
- Australia
- ...

Approach # 2: Rule Based NER

Thor was born in 1865

(732)-111-3333 732-111-3333 (+1)7321113333

XYZ was born in 1865

Regex

XYZ = Proper Noun

`^(\([0-9]{3}\)\)|[0-9]{3}-)[0-9]{3}-[0-9]{4}$`



Approach # 3: Machine Learning

CRF (Conditional Random Fields)

BERT

