Natural Language Processing (NLP) involves several key concepts and techniques:

- 1. **Tokenization**: Splitting text into individual words or tokens. For example, "I love NLP" becomes ["I", "love", "NLP"].
- 2. **Lemmatization**: Reducing words to their base or root form, ensuring the word represents a single item. For example, "running" becomes "run".
- 3. **Stemming**: Similar to lemmatization but less precise, it cuts off word endings to find the root. For example, "running" becomes "runn".
- 4. **Part-of-Speech Tagging (POS)**: Identifying and labeling each word's part of speech (noun, verb, adjective, etc.) in a sentence.
- 5. **Named Entity Recognition (NER)**: Identifying and classifying proper names in text into predefined categories such as person names, organizations, locations, etc.
- 6. **Parsing**: Analyzing the grammatical structure of a sentence to identify relationships between words, such as dependencies or constituency.
- 7. **Word Embeddings**: Representing words as vectors in a high-dimensional space to capture semantic meaning, such as Word2Vec or GloVe.
- 8. **Bag of Words (BoW)**: Representing text by the frequency of words, ignoring grammar and word order.
- 9. **TF-IDF** (**Term Frequency-Inverse Document Frequency**): A statistical measure to evaluate the importance of a word in a document relative to a collection of documents.
- 10. **Stop Words Removal**: Removing common words (like "the", "is", "in") that are usually less informative for text analysis.

Understanding these concepts is foundational for applying NLP techniques effectively.