

Natural Language Processing





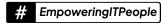


Covered Today

A brief outline

- 1. What is NLP
- 2. NLP in application
- 3. Business Process
- 4. MySight introduction
- 5. MySight products
- 6. Sentiment analysis
- 7. The technology we use







Natural language processing(NLP)

subfield of linguistics, computer science, information engineering, and artificial intelligence concerned with the interactions between computers and human (natural) languages.(Wikipedia)

"in recent years, there have been significant breakthroughs in empowering computers to understand language just as we do."

(Leand Romaf)

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THE Dataism world

Nowadays, technology is the driving force. Businesses that embrace it and try to create a culture around big data will be the winners at the end.







NLP in daily applications



What is nlp use for?







TOP 3 APPLICATIONS



spell checking text classification



sentiment analysis



Chatbots







Virtual Assistants

automatic summarization

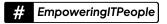
character recognition

Recommender system

Siri, Cortana are parts of the virtual asistants that use NLP in applications

Process of creating a short, accurate, and fluent summary of a longer text document Receipt character recognition, invoice character recognition, check character recognition Helping users make informed decisions and choices, especially in the era of big data





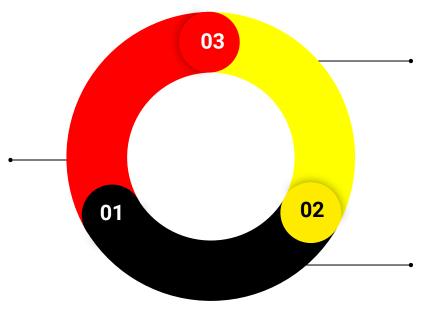






Build Good Rapport and Gain Loyal Customers

Monitoring social sentiment is critical for customer service



Research Your Competition and Improve Your Business

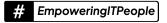
By following your competition, you can identify what tactics are working and see in detail where you excel and where you can improve as a business.

Get Audience Insight and Improve Products

We all want to know what people are truly thinking and Sentiment Analysis does that trick







Sentiment Analysis Applications



Social Media monitoring

Understand social data like never before.



People analytics

Reduce turnover, improve employee engagement, and raise productivity.



Customer experience management

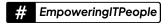
Transform mountains of unstructured customer feedback into useful data.



Regulatory compliance

Solve regulatory compliance problems that involve complex text documents.





Be Inspired



Imagination is more important than knowledge.

Albert Einstein