

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)





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?



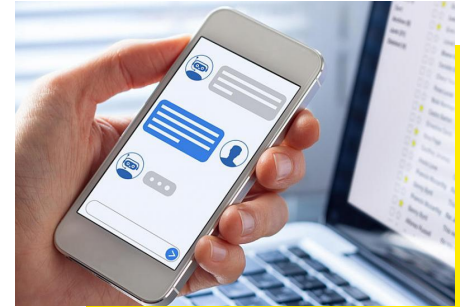
TOP 3 APPLICATIONS



spell checking
text classification



sentiment analysis



Chatbots



Virtual Assistants

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

automatic summarization

Process of creating a short, accurate, and fluent summary of a longer text document

character recognition

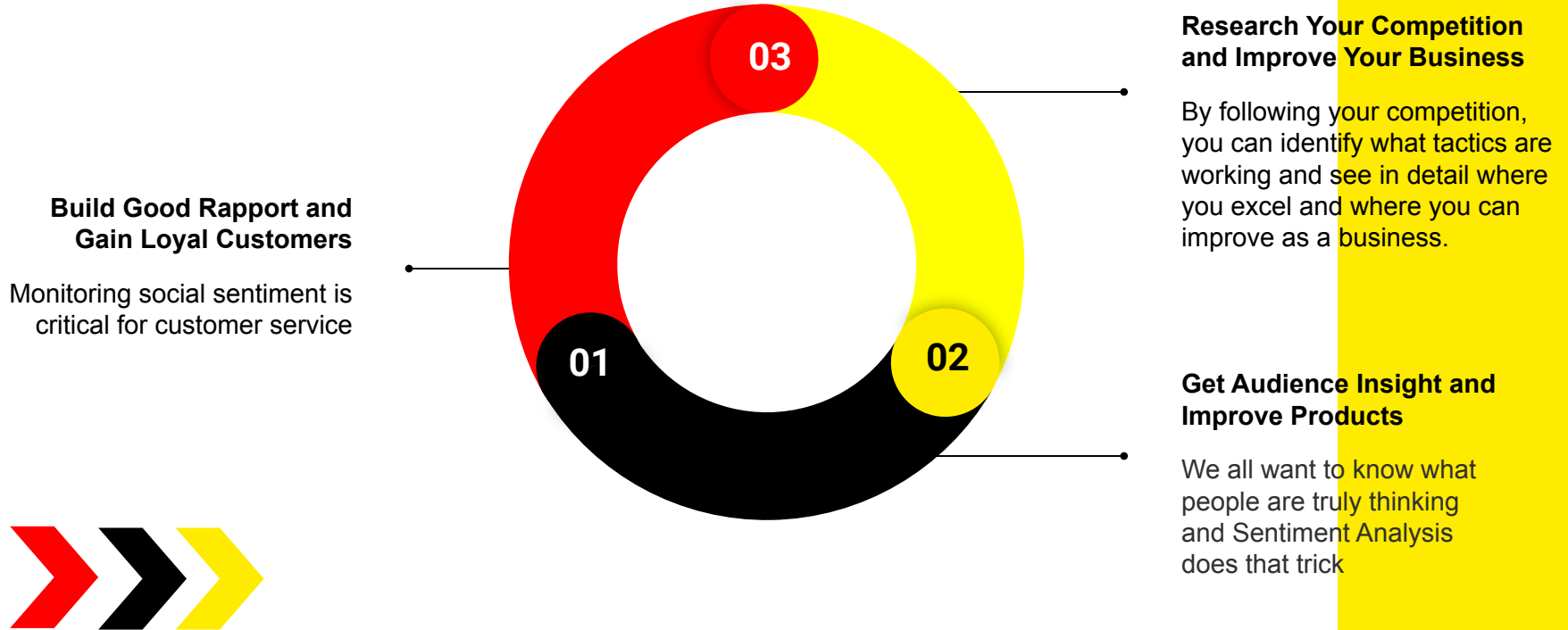
Receipt character recognition, invoice character recognition, check character recognition

Recommender system

Helping users make informed decisions and choices, especially in the era of big data



Sentiment Analysis



Sentiment Analysis Applications



Social Media monitoring

Understand social data like never before.



Customer experience management

Transform mountains of unstructured customer feedback into useful data.



People analytics

Reduce turnover, improve employee engagement, and raise productivity.



Regulatory compliance

Solve regulatory compliance problems that involve complex text documents.

Be Inspired



**Imagination is
more important
than knowledge.**

Albert Einstein