Links Clicked Segmentation Using Zero Shot Classification

Presented by: Simidola Lawani

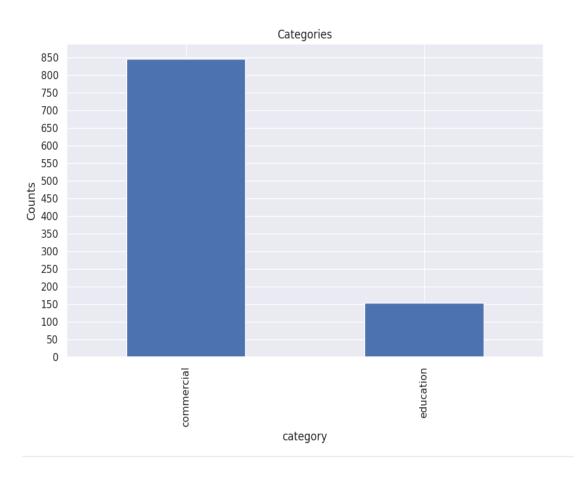


Data Segmentation

- Collaborated with the google analytics team to extract data on links mostly visited by customers.
- Using NLP techniques, I was able to remove unwanted characters and letters from my text data for a better data classification.
- Data comprised of 1000 text entries.
- Used Zero shot classification to classify data to either commercial or education. (The idea behind a "zero-shot" is that a model can categorise data without prior exposure to the labels it is assigned to classify, this technique uses pretrained model to classify data)

Exploratory Data Analysis

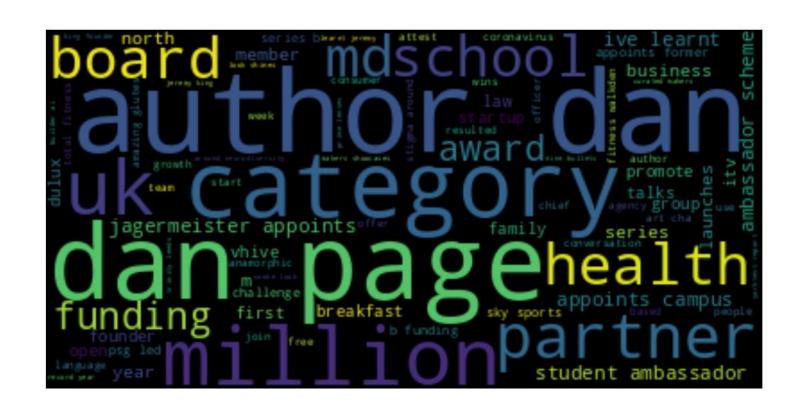
Classified 85% of the data into commercial





Education

• Words like school, student, campus, law, award, learnt were identified from data categories that fall under education.



Commercial

• Words like London, startup, launches, marketing, appoints, investment, CEO, brand, partner were identified from the data classified into commercial.

