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| GP Topics | |
| Marketing Intelligence | NLP software that helps marketers stay informed of what their competitors are up to and stay up to date on the latest trends by using tools to go through millions of blogs and websites. |
| Hiring and Recruitment | Speed up candidate search by filtering out relevant resumes and crafting bias-proof and gender-neutral job descriptions. |
| Advertising | By Analyzing digital footprint (i.e., social media, emails Search keywords, and browsing behavior) NLP can help advertisers identify new audiences who could be potentially interested in their products. |
| Sentiment analysis for products | This type of project can greatly help a product manager make strategic decisions about the product under consideration. Here, you aim to find out how customers evaluate competitor products, i.e. what they like and dislike. Technically, Sentiment analysis is contextual mining of text that identifies and extracts subjective information in an input source to get meaningful insights into business decisions. |
| Homework Helper | For this NLP-based project, you can use pdfs by NCERT or by any other freely available publication house as your dataset. You can implement NLP methods to analyze the data and then use specific machine learning or deep learning algorithms to find answers/relevant text to the questions asked by the user. |
| Market Basket Analysis | Every supermarket has a shelf containing chocolates near the billing counter. Most people resist buying a lot of unnecessary items when they enter the supermarket, but willpower eventually decays as they reach the billing counter. Another reason for the placement of the chocolates can be that people have to wait at the billing counter, thus, they are somewhat forced to look at candies and be lured into buying them. It is thus important for stores to analyze the products their customers purchased/customers’ baskets to know how they can generate more profit. |
| Personal Requirement Organizer | Organizers personal needs and performs online shopping for the least possible price from all different online stores. |
| Behavior analyzer | Through video analysis, this software processes human behavior and provides statistics. |
| Chatbot psychology |  |

References:

<https://www.projectpro.io/article/nlp-projects-ideas-/452#mcetoc_1fb661l4s1bl>

<https://www.mygreatlearning.com/blog/top-nlp-projects/>