



Sentiment Analysis using Azure Data Factory and Azure Cognitive service



About Me



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Agenda

1. Azure Data Factory overview

2. Azure Cognitive service for Language Overview

3. Demo

Sentiment Analysis using Azure Data Factory & Cognitive Services

1. Azure Data Factory overview





What is Azure Data Factory(ADF)?

A cloud-based data integration service that orchestrates and automates the movement and transformation of data.

- ✓ Azure Platform as a Service (PaaS)
- ✓ It is Serverless
- ✓ Only pay for what you have use
- ✓ Low-code and no-code Solutions

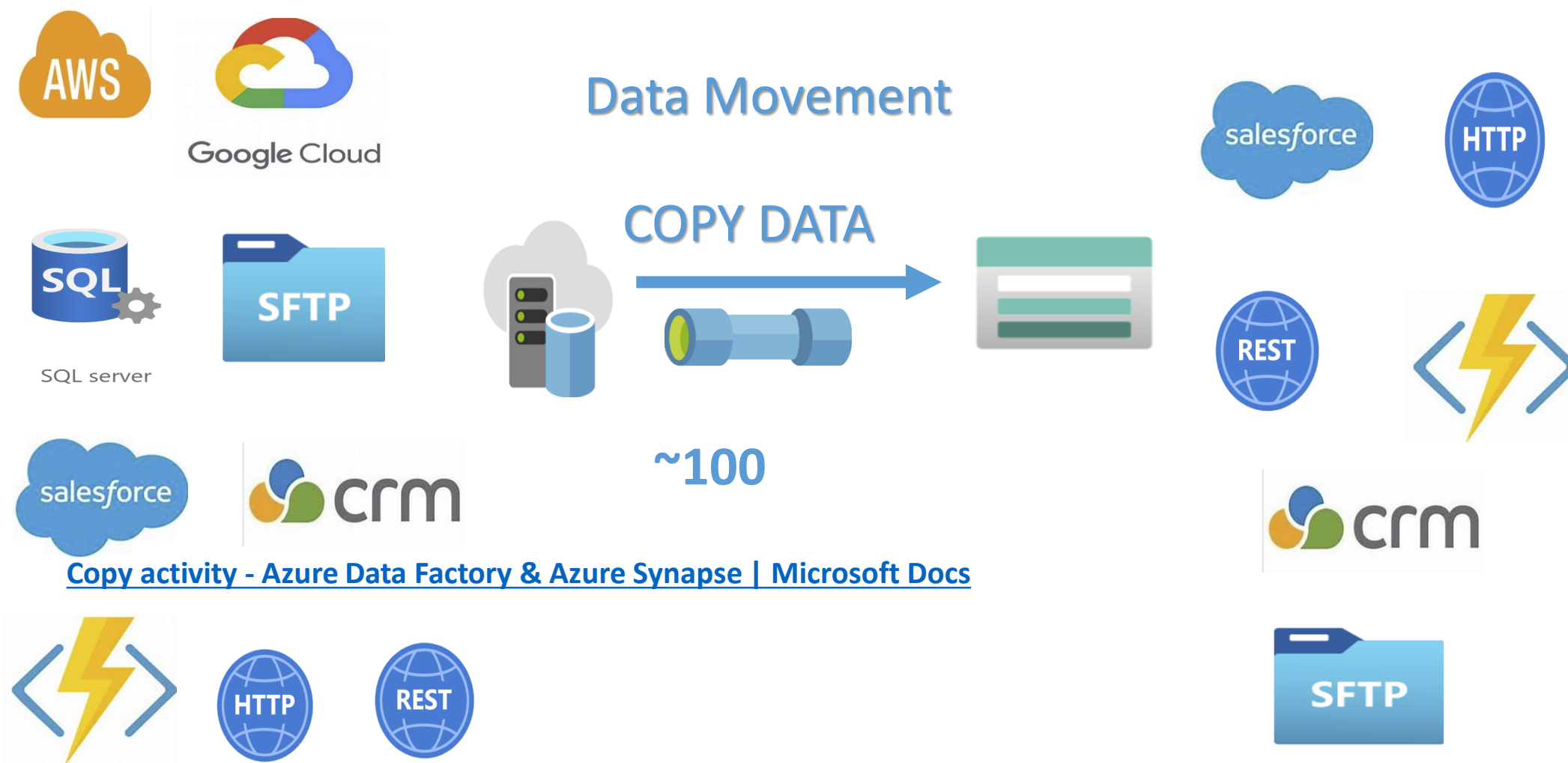


What are Key Components of ADF?

- 1 Linked services
- 2 Datasets
- 3 Activities
- 4 Pipelines
- 5 Triggers

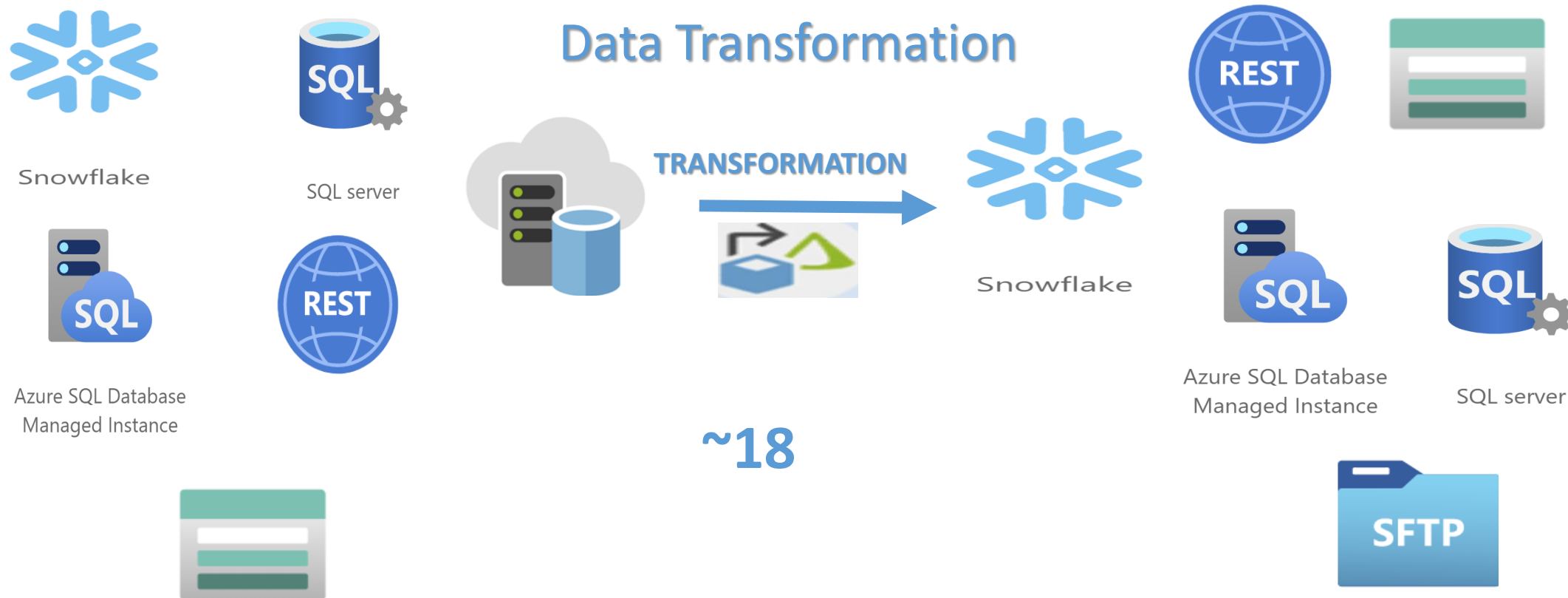


What can you do in ADF?





What can you do in ADF?



[Source transformation in mapping data flow - Azure Data Factory & Azure Synapse | Microsoft Docs](#)



What can you do in ADF?

- ✓ Pipelines are JSON, ready for Source Control
- ✓ Built in Git Integration
- ✓ Monitor
- ✓ Manage

{ JSON }

 Azure DevOps Git

 GitHub





What can you do in ADF?

Trigger pipeline

- ✓ A Specific Time
- ✓ File created or deleted from Blob Storage
- ✓ Customer Activity such as





2. Azure Cognitive service for Language



Azure Cognitive Services
Text Analytics



Sentiment Analysis

- Azure Cognitive Service for Language
- Text Analytics (Text, Documents)
- Extract, Classify and Understand text within documents
- Sentiment labels (such as "negative", "neutral" and "positive")
- NLP - Natural Language processing technique
- No code or Low code
- Create an Azure Language resource
- The REST API or the client library for C#, Java, JavaScript, and Python

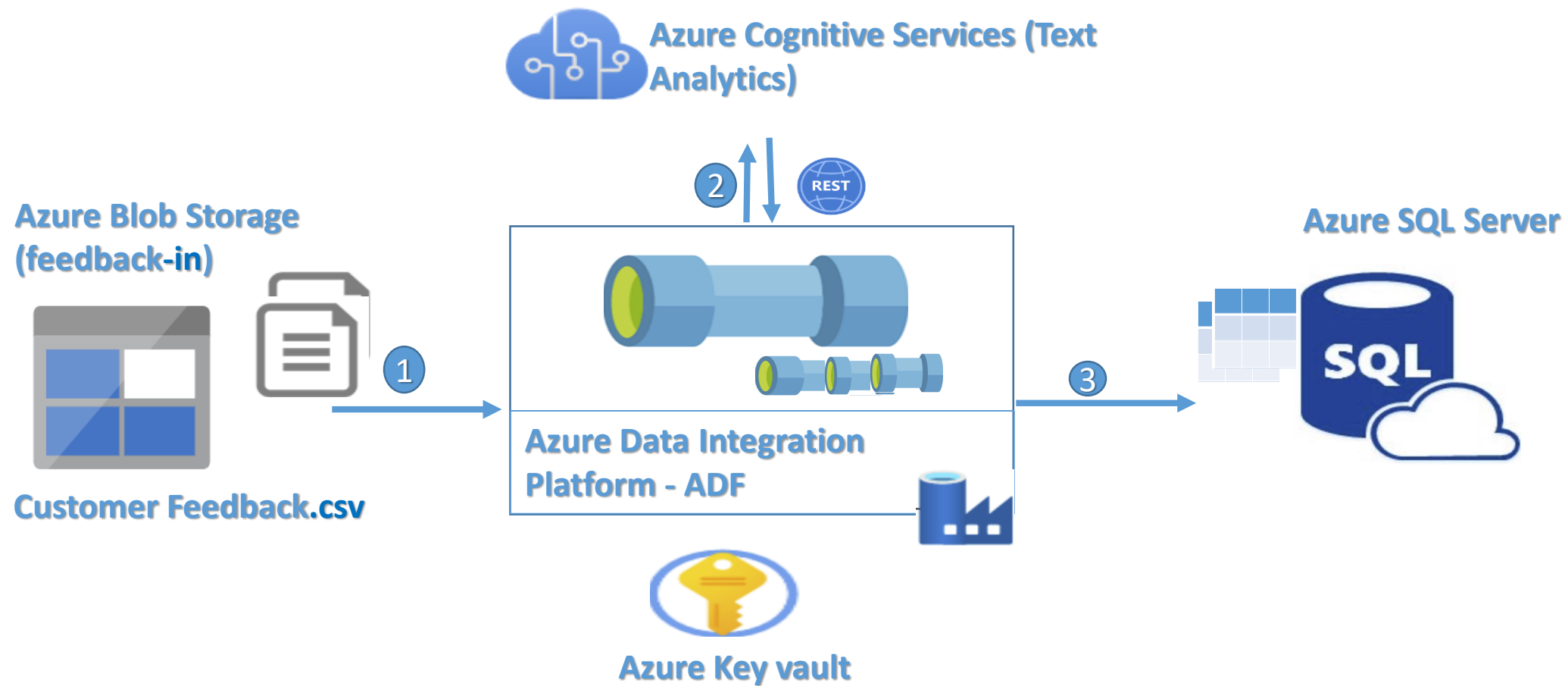
3. DEMO

Sentiment Analysis using ADF using Cognitive Services



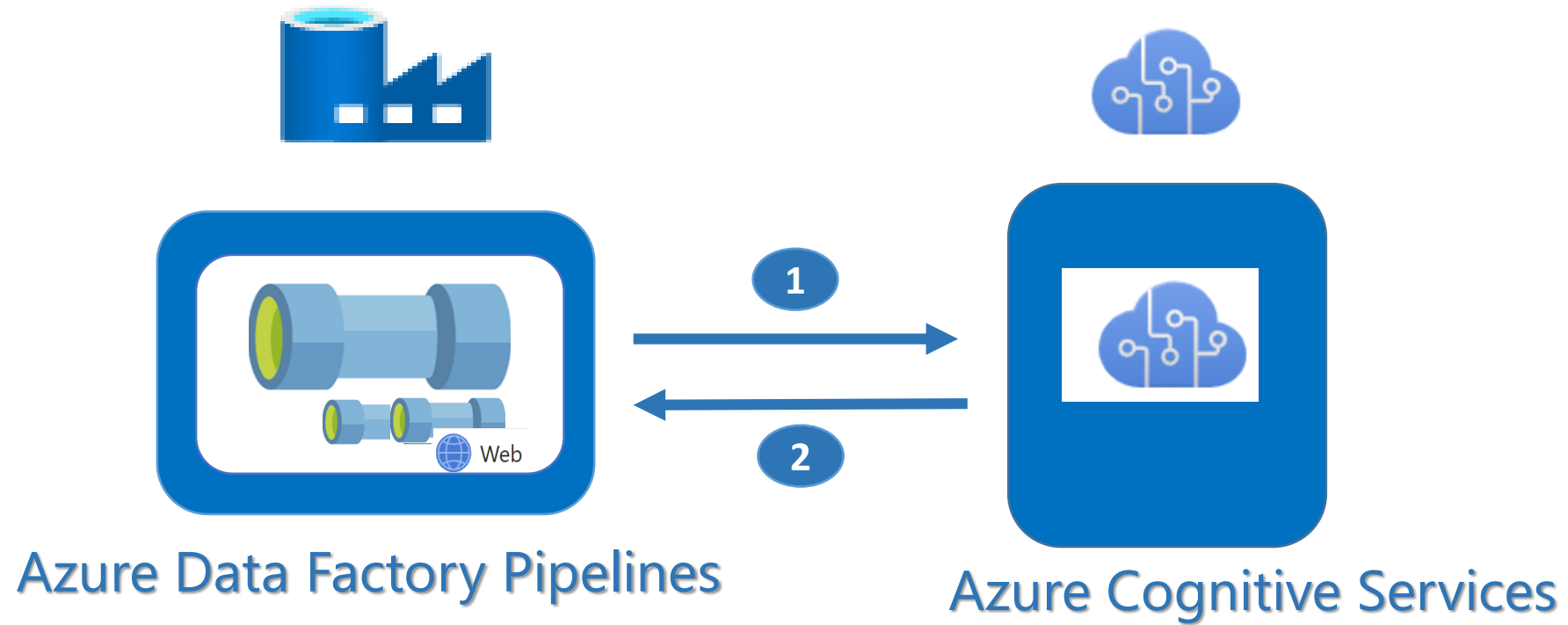


Highlevel Design





How Azure Cognitive Service integrate with ADF?



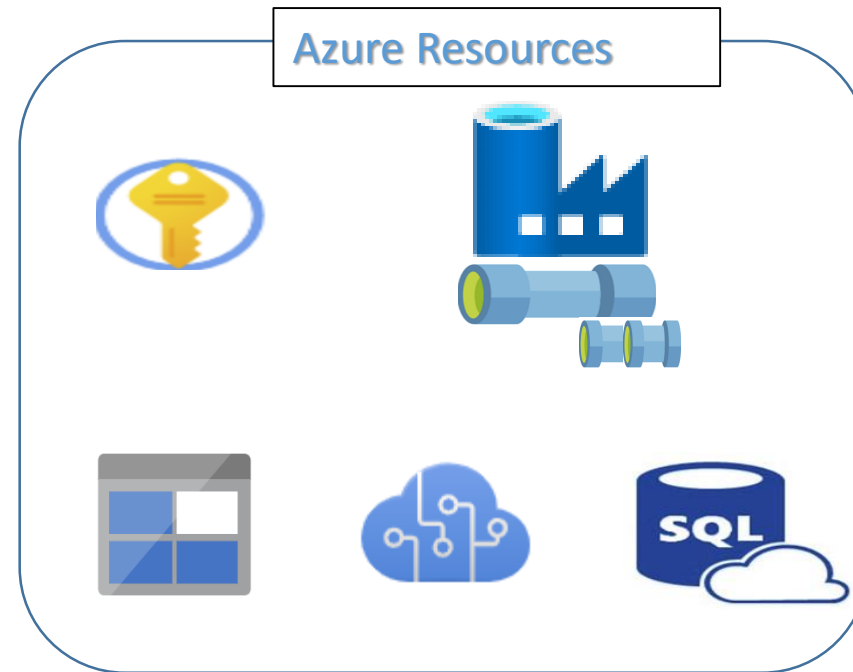


DEMO





Azure Resources





Key Takeaway

Azure Data Factory

- ✓ Data Movements
- ✓ Data Transformation
- ✓ Orchestration
- ✓ Automation
- ✓ Serverless and Azure PaaS
- ✓ Easy to integrate

Azure Cognitive Services

- ✓ It summarized big documents and provide sentiments
- ✓ A wide range of languages
- ✓ Understand common topics and trends
- ✓ A Gain deeper understanding about your customer sentiments

DEMO

- ✓ Read Feedbacks from Blob storage
- ✓ Apply sentiment analysis on each feedback
- ✓ Apply transformation and store data to Azure SQL Table



Thank you !!!



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Q & A



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