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Lab 03 – Azrue AI Language Studio

ITAI 2372 – FA24

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Introduction

Azure AI Language provides a suite of tools and APIs for processing and understanding natural language and includes features for tasks like text analytics, language understanding, and laguage understanding. In this lab we explored the capabilities of Azure AI Language while analyzing examples of hotel reviews. Using Language Studio gives the user an understanding whether the reviews given are mostly positive or negative, giving the hotel management and staff a better understanding of things that can be fixed or what they should continue doing.

Insights:

While reviewing hotel feedback, key phrase extraction identified recurring themes which helps pinpoint aspects that are frequently discussed, whether in a positive or negative light. The entity reconginition feature easily categorized names, dates, and specifc amenities, aiding in understanding the type of feedback provided. This was an opportunity to observe fow structured data can be extracted from unstructured text.

Applications in other contexts

Healthcare: sentiment analysis and entity recognition could aid in analyzing patient feedback to improve services or track common concerns.

Financial Services: processing feedback and online reviews which identify concerns about account services or fees.

Education: models could help students wuickly find answers in complex course materials and key phrase extraction could identify concepts in papers and research summaries.

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