

Amazon Comprehend

Amazon Comprehend uses NLP to derive understanding and meaning from text within documents. The technology allows you to uncover valuable insights in text such as product reviews, emails, social media feeds and various other domains. It can also be used to protect who gets access to certain pieces of information such as Personally Identifiable Information (PII). Such sensitive information can be masked or redacted automatically to save time.

Amazon Comprehend can be used to understand the language of text. It can be used to understand how positive or negative a text is. This can be useful when you would like to know the overall reaction of customers or consumers regarding a product or service. Such technologies that enable sentiment analysis can be vital to research and development teams and the organization overall.

One of the advantages of Amazon Comprehend is that not a single server needs to be provisioned. It is completely serverless and does not require the user to have experience in machine learning to be able to use it competently. A publisher could use it to implement what is known as topic modeling. The technology can comb through text and sort it into categories so that the right people can get shown what they are likely to be interested in. For example, people interested in business can get shown business related articles; those interested in politics can get shown political media. This way of grouping text based on its ability to understand can make the process of advertising and publishing highly targeted and relevant to the intended viewer.

A branch of Amazon Comprehend is Comprehend Medical. Comprehend Medical detects and returns useful information in unstructured clinical text. Text such as physician's notes, test results, and discharge summaries can be detected by the technology to sort patient files accordingly and give accurate diagnosis. The technology uses NLP to detect Protected Health Information (PHI) so that such sensitive information is controlled and not made available to the general public.