Assignment Solution

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Like for the GitHub Repository :

Output

1. Device a taxonomy of intent. (Sample is above) : Have a strong reasoning for why you choose the intent modeling the way you did.

Explanation :

For deriving the taxonomy, first we perform a topic modeling on all the customer reviews. Topic modeling is a type of statistical modeling that uses unsupervised Machine Learning to identify clusters or groups of similar words within a body of text. For example, a topic modeling algorithm could identify whether incoming documents are contracts, invoices, complaints, or more based on their contents.

1. Preprocess process the text to be fit for NLP tasks.
2. Perform sentiment analysis on the reviews. So that we only need to process the reviews which are not positive. Positive reviews don't need to be put in customer support categories.
3. I use the LDA model for the topic model from HggingFace to come up with the most common topics to our customer reviews.
   They are as follows

```
            cluster_terms.append([terms[ind] for ind in order_centroids[i, :n_terms]])
        return cluster_terms

    cluster_terms = get_top_terms_per_cluster(kmeans, vectorizer, cluster_labels)
    for j, terms in enumerate(cluster_terms):
        print(f"Topic {topic_idx} - Subtopic {j}: {', '.join(terms)}")
```

```
Topic 0 - Subtopic 0: account, card, money, bank, novo
Topic 0 - Subtopic 1: novo, bank, business, check, customer
Topic 1 - Subtopic 0: business, novo, small, great, bank
Topic 1 - Subtopic 1: easy, use, app, love, novo
Topic 2 - Subtopic 0: business, novo, great, banking, small
Topic 2 - Subtopic 1: easy, use, great, business, small
Topic 3 - Subtopic 0: novo, business, easy, small, bank
Topic 3 - Subtopic 1: service, customer, great, excellent, good
Topic 4 - Subtopic 0: easy, novo, business, use, banking
Topic 4 - Subtopic 1: great, service, easy, bank, business
```

4. From the above Five topics, we can design a hierarchy for our model.
   After using the topic modeling we are able to come up with this.

Here for every review we assign some main topic and for every main topic, we assign some subtopic.

The idea is to automate most of the things. Given that generally the number of reviews are large, doing manual work is not feasible. The above process follows a logical process of extracting reviews that need customer support(Using sentiment analysis) and then extracting the most important category for it using topic modeling (LDA).

Trade Offs: Using a model for labeling the review text, may not be 100% correct but for most cases it can be assumed to be working fine.

2. **Optional/Stretch : Find a way to auto extract intents from a model. You can prompt ChatGPT/ similar to actual Python/similar code. We are only interested in seeing your knowledge of applicability and not ingenuity in code.**

Explanation:

Intent auto extract can be done using the below two steps:

1. Process the review and get the not positive reviews for all. (Using sentiment Analysis)
2. Using NLP, extract the most common words or central ideas of the non-positive reviews.

```
[352] df.head()
```

iting itle	Review text	Review date	Date of Experience	rating_procesed	Year of review	Year of experience	DIff in months	hierarchical_label	main_topic	sub_topic	main_topic_label	sub_topic_label
bank for esses	It was easy to set up, with no hassle like som...	Feb 15, 2024	December 01, 2023	5	2024	2023	2	easy -> use -> great -> novo -> app -> easy ->...	1	1	1	[easy, great, novo, work, super]
uggy hen it atters most.	Unfortunately I'm probably going to figure out...	Feb 19, 2024	February 18, 2024	3	2024	2024	0	novo -> bank -> account -> business -> service...	0	0	0	[novo, bank, business, service, customer]
Love digital nking	Love digital banking I keep now all my busines...	Feb 1, 2024	February 01, 2024	5	2024	2024	0	business -> great -> small -> banking -> novo ...	2	1	2	[business, banking, small, novo, love]
Poor pport nd no	A decent basic free business	Feb 8, 2024	February 07, 2024	3	2024	2024	0	novo -> bank -> account -> business -	0	0	0	[novo, bank, business, service,

The above steps give us an approximate idea of the customer support areas. Then we can manually process the exact hierarchy using our needs.

Using the above techniques, I can find the topic where each review belongs to :

3. Teach your model to classify the tickets according to your defined intent.
Explanation.

After the intents are defined, We reduce our problem to a multiclass label classification problem.

1. Labeling out reviews using defined Intents.

2. After all the reviews we can use, We can use Models for sequence classification like BERT, to classify our reviews.
3. **Continuous Learning:** Implement a mechanism to retrain the model periodically with new data containing emerging issues (e.g., Payroll product reviews).
4. **Active Learning:** Identify tickets with low confidence scores and manually assign labels to improve training data.
5. **Human-in-the-Loop:** Allow for human review and correction of model predictions, especially for new intents.

4. Optional/Stretch : Write notes on how you will “teach” new intents to the model as the new issues will keep coming. An example would be assume you launched a payroll product - and are now starting to see product reviews on issues in that product line.

1. Automating the Review processing pipeline to automatically process all the reviews collected till now.
2. Using NLP, for batch processing/online process to regularly update Our Model using the newly collected training data.
   Using this we obtain new Labels or new issues.

Now this newly found label can be added with other labels. So we came up with new Labels for our model, these new labels can be used to generate the output.

How will you evaluate the model performance ? What does truth mean for this model of intent production ?

Since the problem here is of Multilabel classification, the model can be evaluated using Accuracy or F1 scores. The truth means for this model as the label which is given by human after reading the Review.

Below are some metrics which can be used for evaluation :

Accuracy=Total number of predictions/ Number of correct predictions

Precision=(True Positives+False Positives)/True Positives

Recall=T(True Positives+False Negatives)True Negative

F1 Score=2 · (Precision+Recall)/(Precision · Recall)