

# Microsoft Cognitive Services: Text Analytics API

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UNDERSTAND THE BASICS OF TEXT ANALYTICS



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# Overview



**What are Cognitive Services and How Do They Work?**

## **Three Aspects of Text Analytics API**

- Sentiment Analysis
- Key Phrase Extraction
- Language Detection



# What are Microsoft Cognitive Services?



**Series of API's that are dedicated to a specific AI function**

**Announced at Build 2016**

**Hosted in Azure**

# Cognitive Services



## Vision



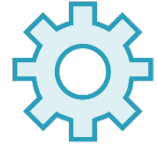
## Language



## Speech



## Search



## Knowledge

- Computer Vision
- Face
- Emotion
- Content Moderator
- Video
- Video Indexer
- Cognitive Services Labs

- Text Analytics
- Spell Check
- Web Language Model
- Linguistic Analysis
- Translator

- Speaker Recognition
- Speech

- Web Search
- Image Search
- Video Search
- News Search
- Autosuggest

- Academic Knowledge
- Entity Linking Service
- Knowledge Exploration
- Recommendations
- QnA Maker

Custom  
Vision  
Service

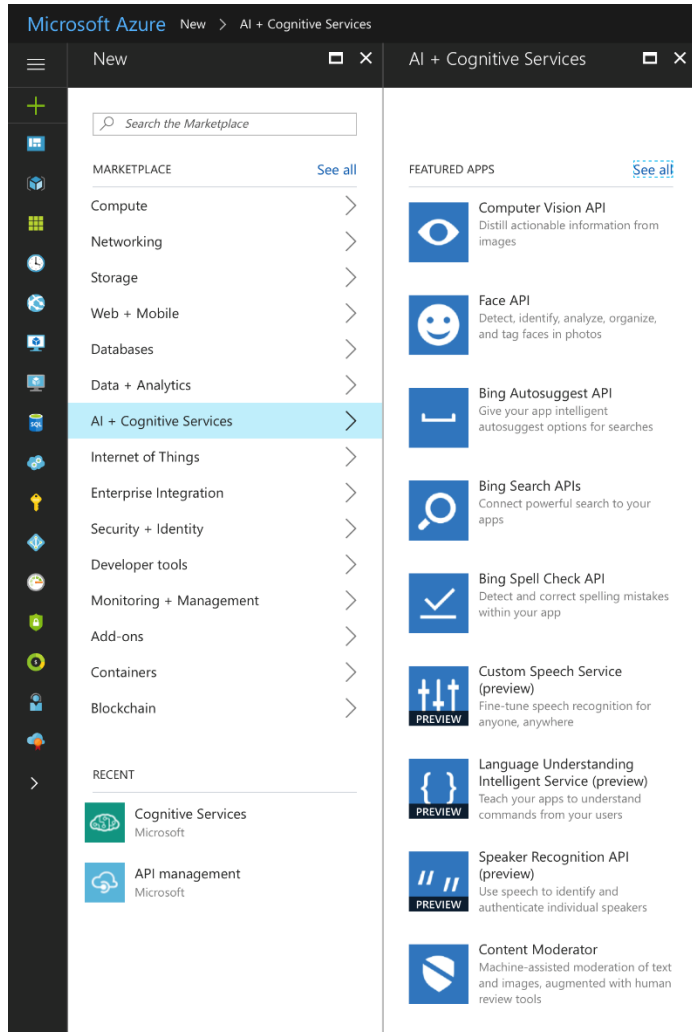
Custom  
Language  
Understanding

Custom  
Speech  
Service

Custom  
Search

Custom  
Decision Service

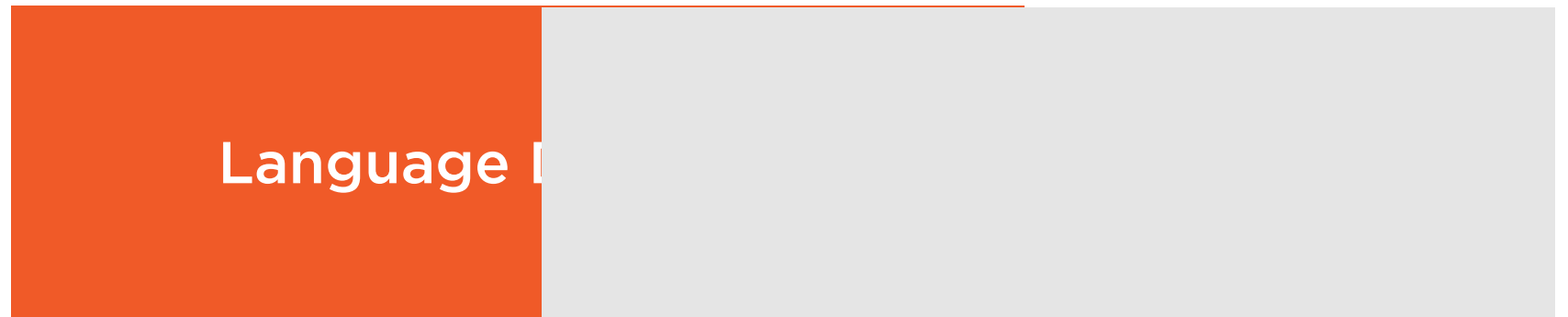
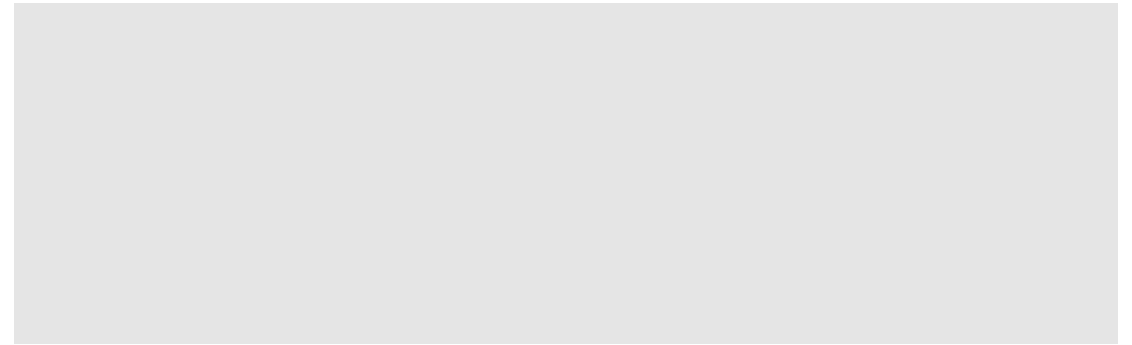
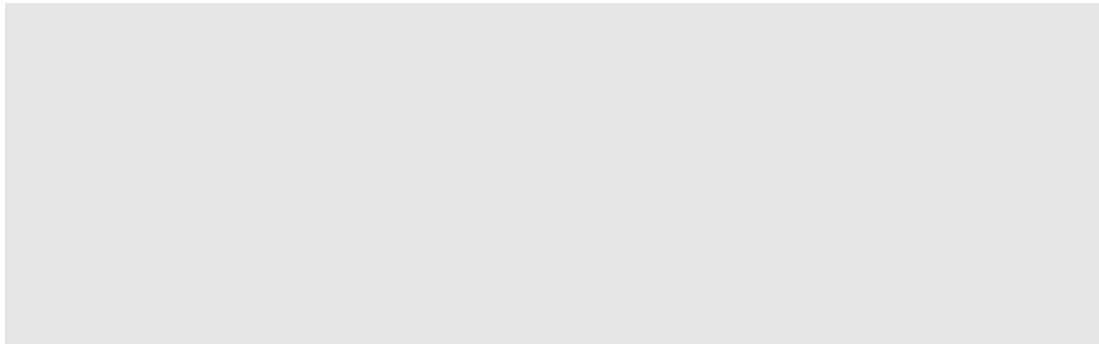
# How Do Microsoft Cognitive Services Work?



**Subscribe to Azure Service  
Endpoint Created  
Send/Receive JSON**



# The Three Aspects of the Text Analytics API



# Sentiment Analysis

Meant to detect a positive or negative piece of text

Returns a numeric score between 0 and 1



# Key Phrase Extraction

Meant to detect the key talking points of the given text

Returns a listing of key phrases





# Language Detection

**Meant to detect the given language**

**Returns a numeric score between 0 and 1**

**A total of 120 languages supported**



# Summary



## Microsoft Cognitive Services

- Introduced in 2016
- Five Verticals
- Azure Subscribed Services

## Three Aspects of Text Analytics API

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- Language Detection