



# SkillUp-AI



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Exploring Sentimental Analysis using Azure  
AI Search for your Search Documents

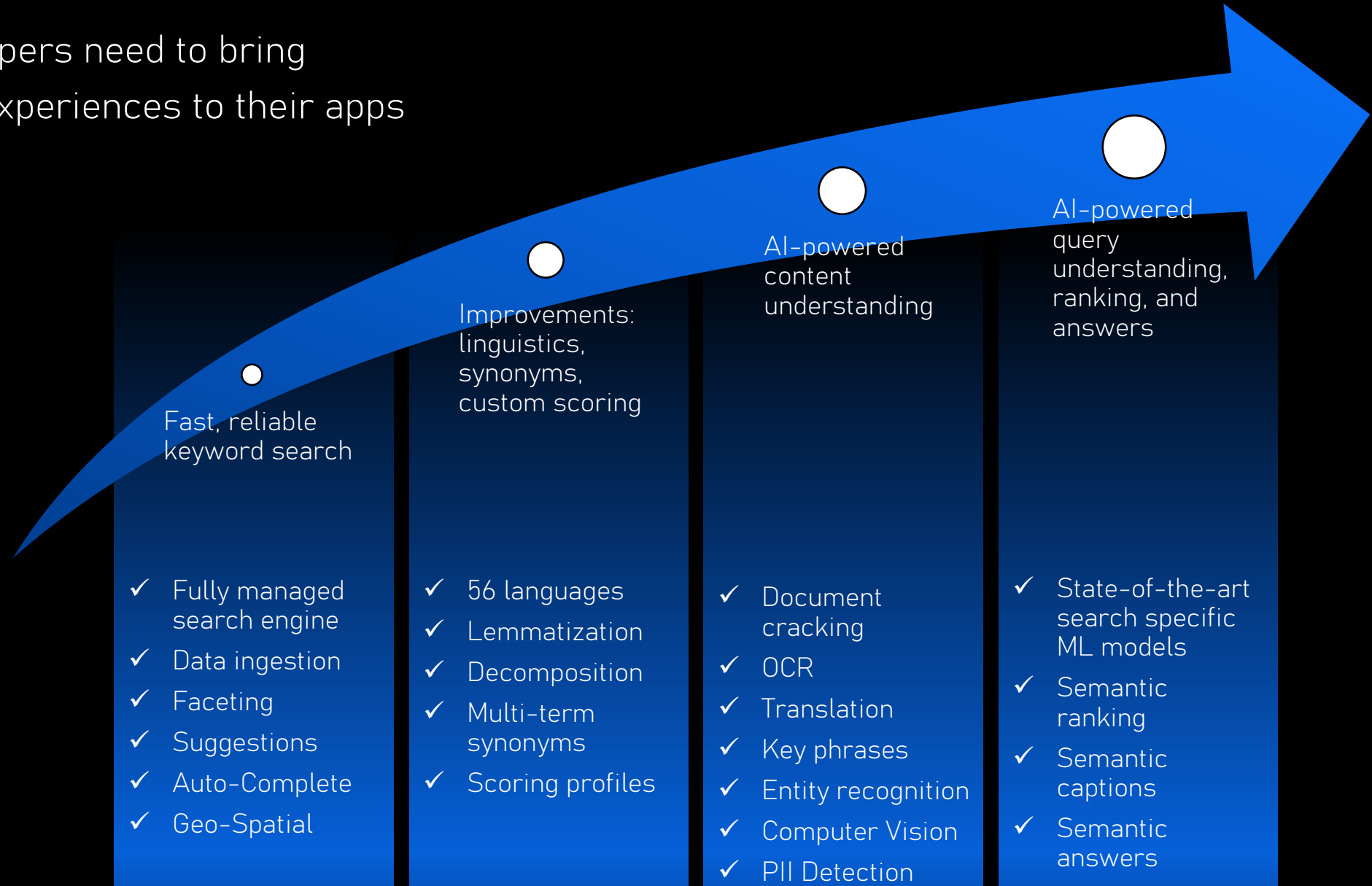
# Overview

- Introduce Azure AI Search and explain how it can help you overcome Enterprise Search challenges by using the Sentiment cognitive skill
- Brief intro into Azure AI Search skill (v3)?
- Brief intro into sentimental analysis, opinion mining and why it is important
- Clarify the services that cognitive skills rely on
- How to integrate other services that Azure AI Search cognitive skills rely on.
- How to configure and run the Sentiment cognitive skill
- Q&A



# Azure AI Search

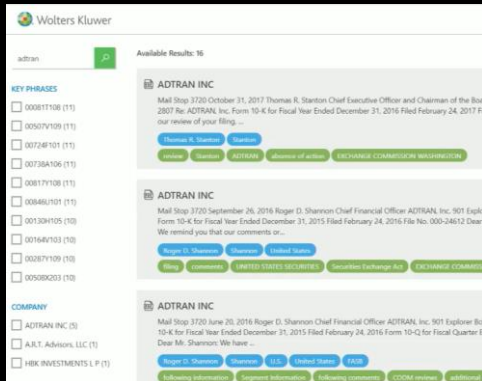
Everything developers need to bring amazing search experiences to their apps





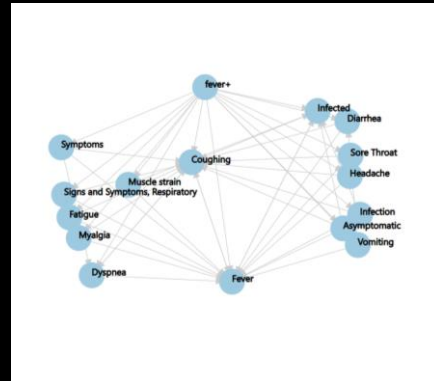
# Typical Scenarios

## Enterprise Search (enable employees to navigate LoB apps)



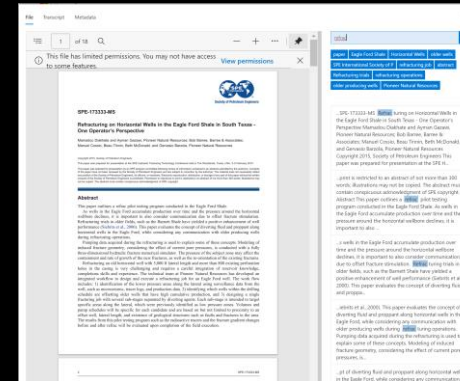
- Enable employees to quickly find relevant answers among structured and unstructured data
- Provide recommendations for field service, RFPs, compliance automation
- Transcribe and search call logs to uncover insights in field service

## Knowledge Mining (enrich unstructured data to make it searchable)



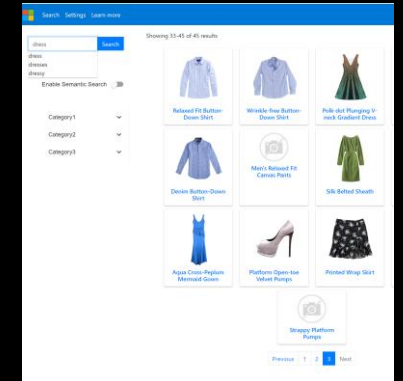
- Uncover patterns in text, media and unstructured files with AI services for NLP, Computer Vision, Speech2Text, language translation, etc.
- Link assets to entities of interest

## Document Intelligence (extract insights from documents)



- Digitize assets
- Manage company archives
- Extract new insights and tag entities in data
- Automate document processing
- Automate auditing and compliance exercises

## Catalog Search (ecommerce, customer- facing web & mobile apps)



- Rich catalog browsing with facets, sorting and filters
- Use filters to show/hide content to different users or audiences
- Apply catalog attributes to scoring formula for fine-tuned, context-sensitive results

# Cognitive Skills within AI Search

## Built-in skills



Key Phrase extraction



Location entity extraction



Sentiment analysis



Organization entity extraction



Persons entity extraction



Language detection



Face detection



Celebrity recognition



Image tag extraction



Text Utilities



Landmark detection



text recognition

## Custom skills



Your custom  
skill goes here!



Azure  
Databricks

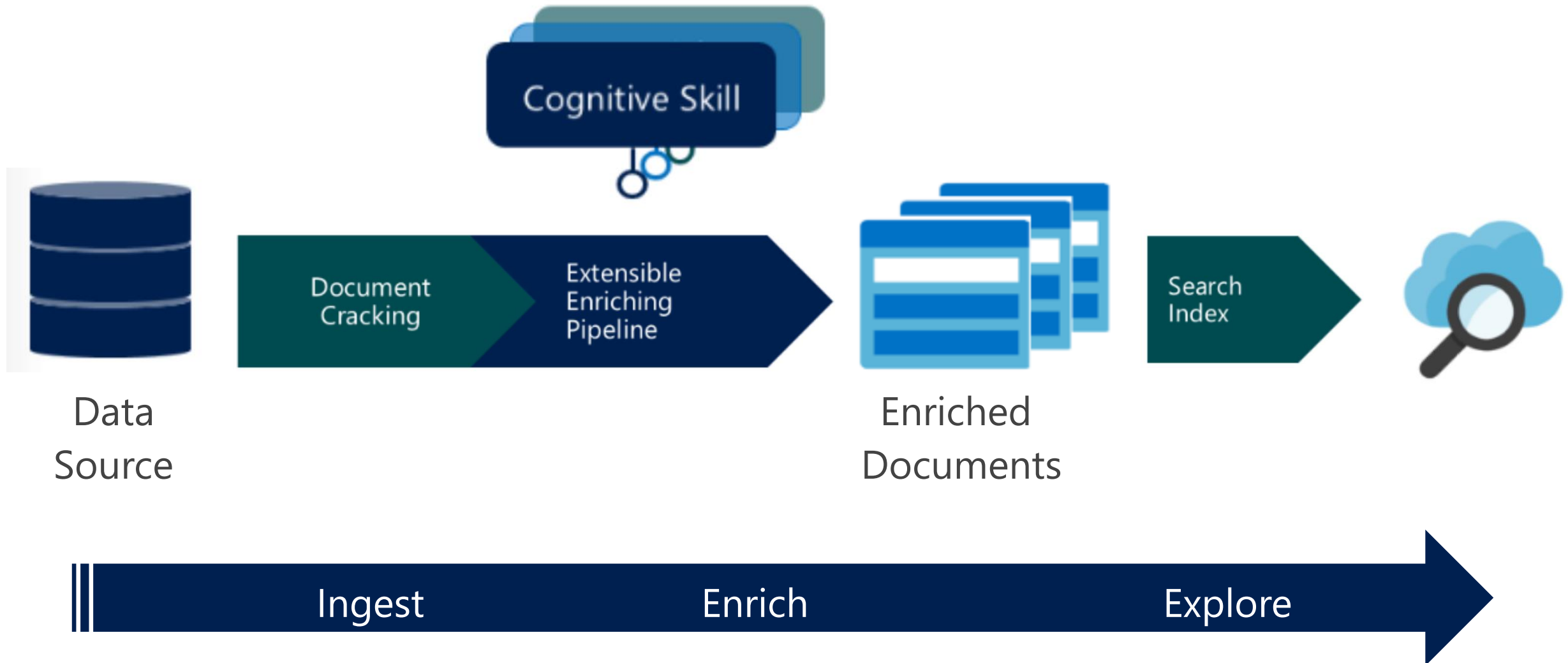


Azure Machine  
Learning



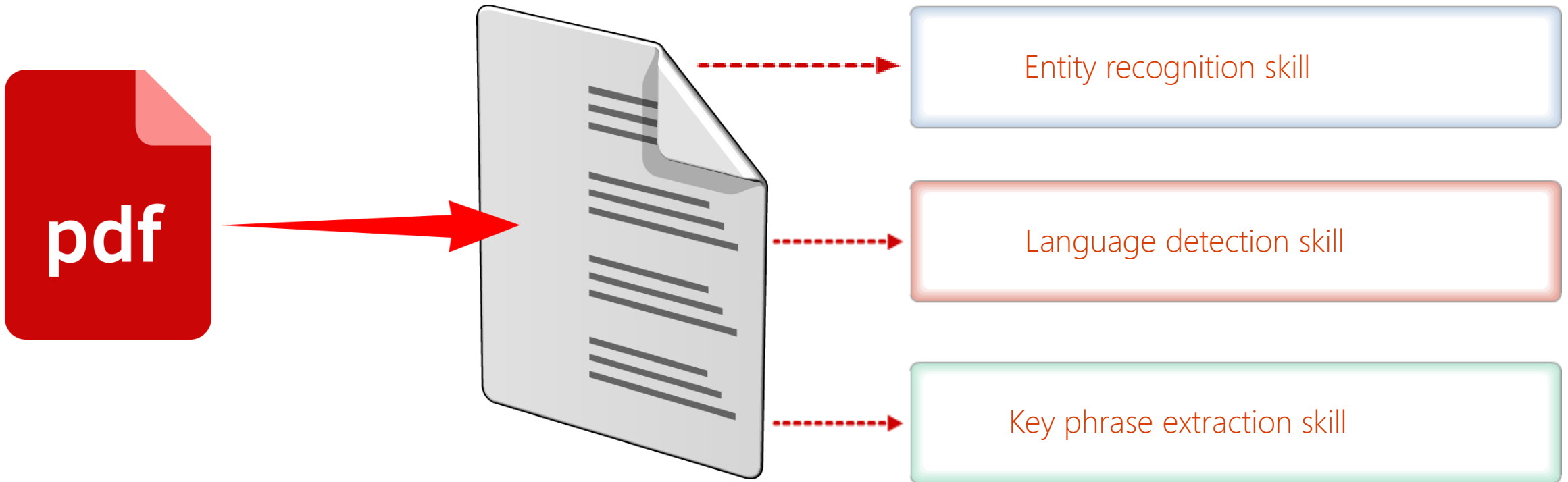
Machine Learning  
VMs

# Cognitive Search : How it works ?



# Cognitive Search : How it works ?

Data Enrichment: Atomic cognitive processes applied for each document, creating metadata





# Sentimental Analysis & Opinion Mining



**What is Sentimental Analysis**

Sentiment

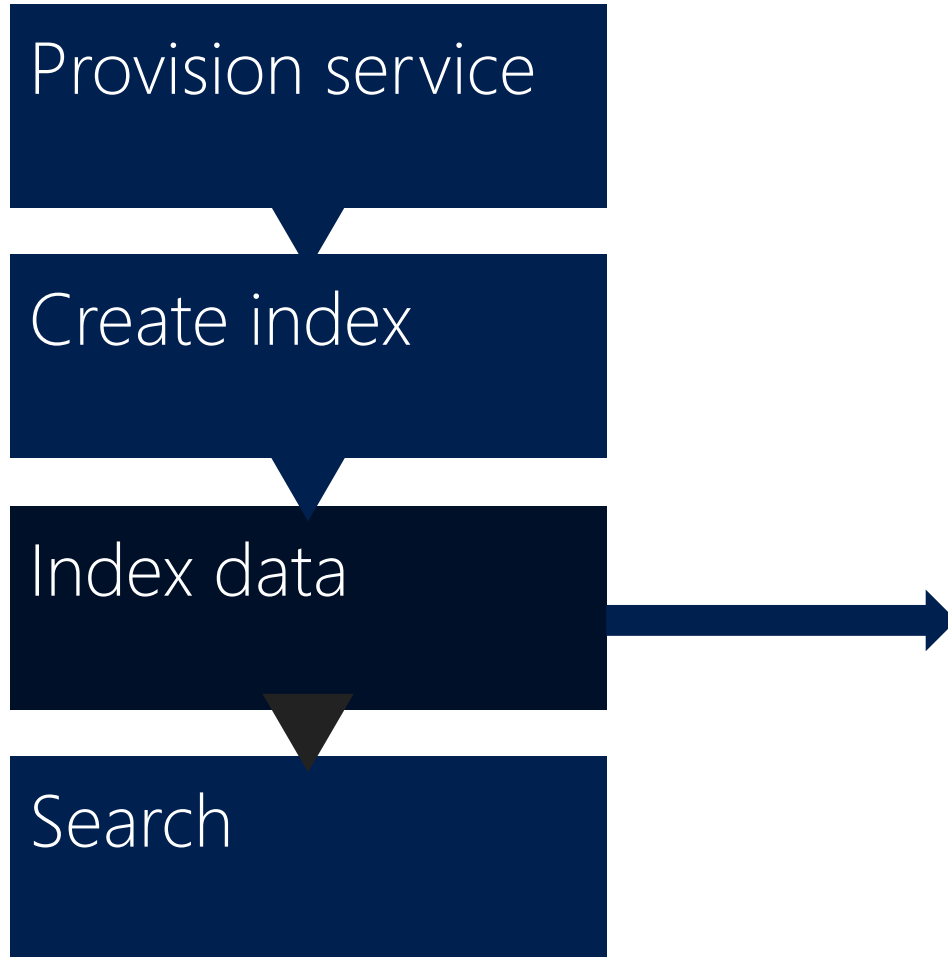


**What is Opinion Mining?**

Aspect



# What are the steps required



## Push - using indexing API

- Push data into the index programmatically
- POST to /indexes/<name>/docs/index
- Any dataset composed of JSON documents can be pushed to an Azure Search index
- No restrictions on frequency of execution
- Up to 1000 Actions per batch
- Actions can be upload, merge, delete, etc

## Pull - using indexers

- Azure SQL DB, CosmosDB, Blob Storage, Table Storage and SQL VM
- Change detection, deletion markers
- Point it at the data source, define policy, done

# Related Services

## Demo

- Version 3 of Language Service



# Thank You

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Azure AI Search for your Search  
Documents

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