

# DocReach – Predicting Doctor Specialty using NLP

# Sushil Sharma |

## Summary: *DocReach program predicts doctor’s specialty from Text Data using Natural Language Processing*

*In a few sentences, talk about your project/findings. Answer as much of these questions as possible:*What is this project about?

What new tech did you learn?   
What are ~3 key features of this project?   
What challenges did you encounter?  
Anything else the reader should know?

## Business Problem:

* A large social media marketing firm wants to **target doctors / physicians** based on their **practice area**.
* **Example**: A **marketing campaign** to target **Cardiologists** for heart related news feed.

Project Scope:

1. Predict Cardiologists vs Non-Cardiologists
2. Multiclass classifier to predict specialty among top 5

## Tech used:

**Front End   
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•**

**•**

**Back End   
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## Project links:

[Link github repos and demos here]