

NLP BASED CHAT APPLICATION FOR ADVERTISEMENT MATCHING

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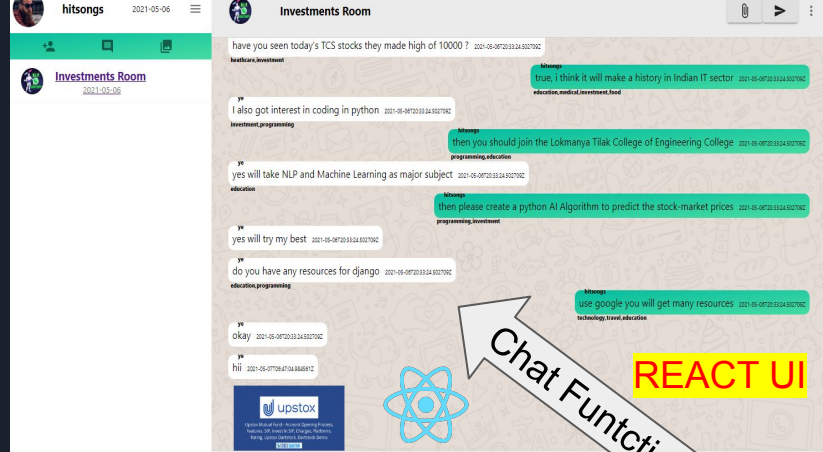


AGENDA

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Problem Statement

- With the increasing use of internet the use of social media is also increasing day by day.
- Social media platforms like whatsapp, instagram, facebook, snapchat etc. providing chat functionality where user can communicate with each-other in single tap.
- These chat messagings can be / is being used for the advertisement matching based on the users chats and also can be used to understand the users liking more accurately.
- Form advertisers perspective the ads should reach to the most interested users and to do that company always depends on the advertisement matching algorithms
- This Algorithms is backed by the Machine Learning frameworks.
- It seems that the application of NLP/ML which can be used to generate revenue as a product owner is the Advertisement Matching Problem.
- As VentureBeat reports, around 90 percent of machine learning models never make it into production.



Proposed System

GOOGLE Hiring : Help us create, design, code, and build

Orgname:

Websurl:

Adsdesc:

Tags:

Adimg:

Pubtime:

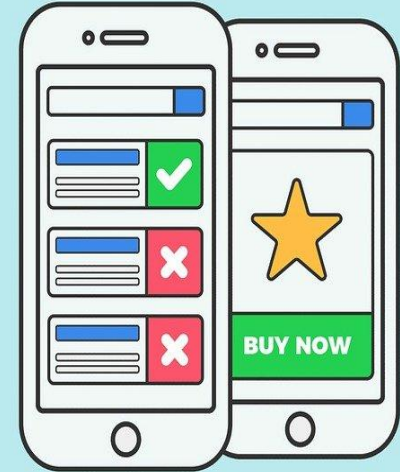
Is active:

Ads Management

django

spaCy
NLP/ML Processing

ADS Matching



Software Requirements

FRONTEND:



BACKEND:



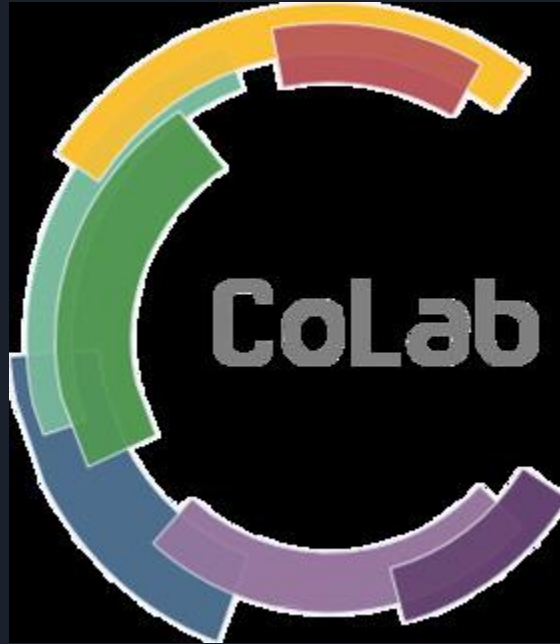
LIBRARY:



SCOPE

- Currently using Word Vectors of 685k keys, 685k unique vectors (300 dimensions) words other than this dataset is out of the scope.
- Due to insufficient public dataset for the problem, Our model relies on the word vector similarities to tag the chats.

Problem Solving using NLP and Word Vector



[LINK](#)

Product Demo



[DEMO](#)
[LINK](#)

Conclusion & Future Scope

- Thus we have successfully learnt and applied the knowledge of NLP and Software Development and made a industry level product which can be used by anyone.
- But still the performance of advertisement matching can be improved via using Deep learning Models on the real life datasets of chats.
- Our database contains chats labeled with tags, which can be used in Deep learning Models and increase performance of model.
- And remember SKY IS THE LIMIT.

Thank You!

