Com Sci 1 Sem 1:

Natural language is difficult to process with computers because of ambiguities in authors’ wording and multiple meanings of words in different contexts.

To make sense of complex language, computers must convert text into a logical form.

Machine translation is a major use of stuff

Language processing for the purpose of data extraction is also an important aspect of NLP.

EG getting statistics from tweets with a certain hashtag.

Limitations: it is very difficult to decode context in an automated fashion. Ambiguity in language leads to many issues, some of which are impossible to solve without context.

Idioms (and variations thereof) can also be difficult to comprehend