

# GENERATIVE AI

## HANDS-ON UNIT 1

### SUBMISSION 2

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SECTION: F

#### PROBLEM STATEMENT:

Brand Mention Monitor-

Goal: Scan tweets for mentions of your product name.

Tech: ner

#### ABSTRACT:

This project implements a Brand Mention Monitor that scans tweet-like text to identify mentions of a specific brand. It uses a Named Entity Recognition (NER) model to detect organization entities within the text and determine whether the target brand is present. Since NER models do not always recognize product or service names, a simple text-matching approach is combined with NER to improve detection accuracy. The system successfully identifies brand mentions from social media content, demonstrating a practical application of NER for brand monitoring and highlighting its strengths and limitations.

## DOCUMENTATION:

This project helped me understand how Named Entity Recognition (NER) can be applied to real-world text analysis tasks such as brand monitoring on social media. I learned that NER models are trained to identify specific entity types like organizations, people, and locations, and they work well for detecting brand names when they appear as proper nouns. While implementing the project, I observed that NER models may not consistently recognize product or service names, which highlights an important limitation of the approach. To handle this, I combined NER with simple text matching to improve detection accuracy. Overall, this project improved my understanding of how pre-trained NLP models work, their practical limitations, and how simple enhancements can make them more effective for real applications.

## SAMPLE INPUT:

```
Warning: You are sending unauthenticated requests to the API. Please set a Bearer Token to enable higher rate limits.


5]: tweets = [
    "Apple just released a new MacBook Pro today!",
    "I love the design of my new laptop.",
    "Samsung phones have great battery life.",
    "Thinking of buying AppleCare for my device."
]

2]: brand_name = "Apple"
```


## SAMPLE OUTPUT:

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Scanning tweets for brand mentions: Apple

MENTION FOUND 

Tweet: Apple just released a new MacBook Pro today!

MENTION FOUND 

Tweet: Thinking of buying AppleCare for my device.

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