✓ 100 XP

Extract data and insights

4 minutes

https://learn-video.azurefd.net/vod/player?id=fa73472a-9a31-4123-86fb-438bf3c6e438&locale=en-us&embedUrl=%2Ftraining%2Fmodules%2Fget-started-ai-fundamentals%2F6-extract-insights ⧉

Key points to understand about using AI to extract data and insights include:

- The basis for most document analysis solutions is a computer vision technology called *optical character recognition* (OCR).
- While an OCR model can identify the location of text in an image, more advanced models can also *interpret* individual values in the document - and so extract specific fields.
- While most data extraction models have historically focused on extracting fields from text-based forms, more advanced models that can extract information from audio recording, images, and videos are becoming more readily available.

Data and insight extraction scenarios

Common uses of AI to extract data and insights include:

- Automated processing of forms and other documents in a business process - for example, processing an expense claim.
- Large-scale digitization of data from paper forms. For example, scanning and archiving census records.
- Indexing documents for search.
- Identifying key points and follow-up actions from meeting transcripts or recordings.

Next unit: Responsible AI