

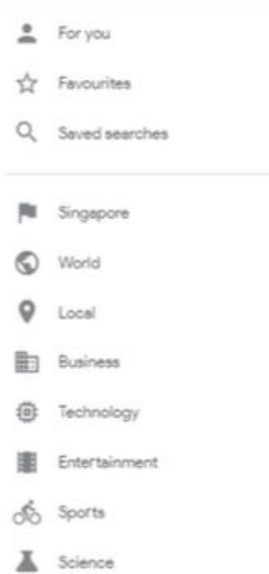
# Applications of NLP



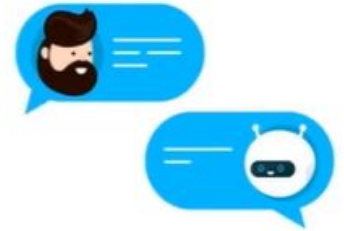
Search Engines



Machine Translation



News Categorization



Conversation Systems

deer sir,  
Welcme to our Clubs.

Spelling Correction

## STRUCTURED DATASETS

Emp Id	Name	Department	Hire Date	Training
1234	J. Jones	Sales	18-Jun-92	24
2345	S. Smith	Production	12-Feb-98	40
3456	A. Adams	Sales	18-Nov-98	60
4567	B. Bates	Advertising	10-Mar-85	16
5678	D. Davis	Production	26-Jul-99	56
6789	C. Cole	Shipping	18-May-91	32
7890	E. Ellis	Sales	15-Dec-98	80
8901	F. Files	Advertising	17-Oct-90	24
9012	G. Gates	Advertising	15-Mar-99	48

- Fixed dimensions
- Well organised
- Tabular Key-Value Pairs

## UN -STRUCTURED DATASETS

- No fixed dimensions or structure
- Audio,video, images

## TEXT DATASET

→ Examples

- ◆ Social media : tweets,posts,comments
- ◆ Conversations: messages,mails,chats
- ◆ Articles,news,blog,transcripts

→ Words arranged in a meaningful manner

→ Written form of language

→ Grammar and defined structures

## USE CASES

❖ Social media Data

- Sentiment Analysis
- Analyze : most talked issues and sentiments
- Model : Causes of -ve stmt

❖ Automatic categorization of customer queries

- Analyze top kw & phrases
- Map KW & dept descriptions
- Model rules for automatic categorization

❖ Identify patients risk of cancer

- Analyze : history of patients and drugs
- Identify : entries from their history
- Model : Business rules to classify the risk