**NLP Techniques:**

1. Heuristics Method
2. Machine Learning Methods
3. Deep Learning Methods

**Heuristics:**

Jugaad Method (Rules Based approaches)

Examples –

1. Regular Expressions
2. Wordnet (Dictionary of relationship with other words)
3. Open Mind Common Sense (open source: Facts of language is stored)

**Advantages:**

1. Fast approach
2. Current scenario is based on this Methods

**Machine Learning Method:**

**Advantages over Heuristics:**

1. The rules are defined by the machines not by humans.
2. They are more powerful than heuristics methods.
3. Naïve Bayes
4. Logistic Regression
5. SVM
6. LDA (Topic Modelling)
7. Hidden Markov Models

**Deep Learning Methods:**

**Advantage Over Machine Learning:**

1. They care about sequence of the text.
2. Feature Generation is generated by model as compared to machine learning.

**Important algorithm:**

1. RNN
2. LSTM
3. GRU/CNN
4. Transformers
5. Autoencoders