

Amazon Comprehend

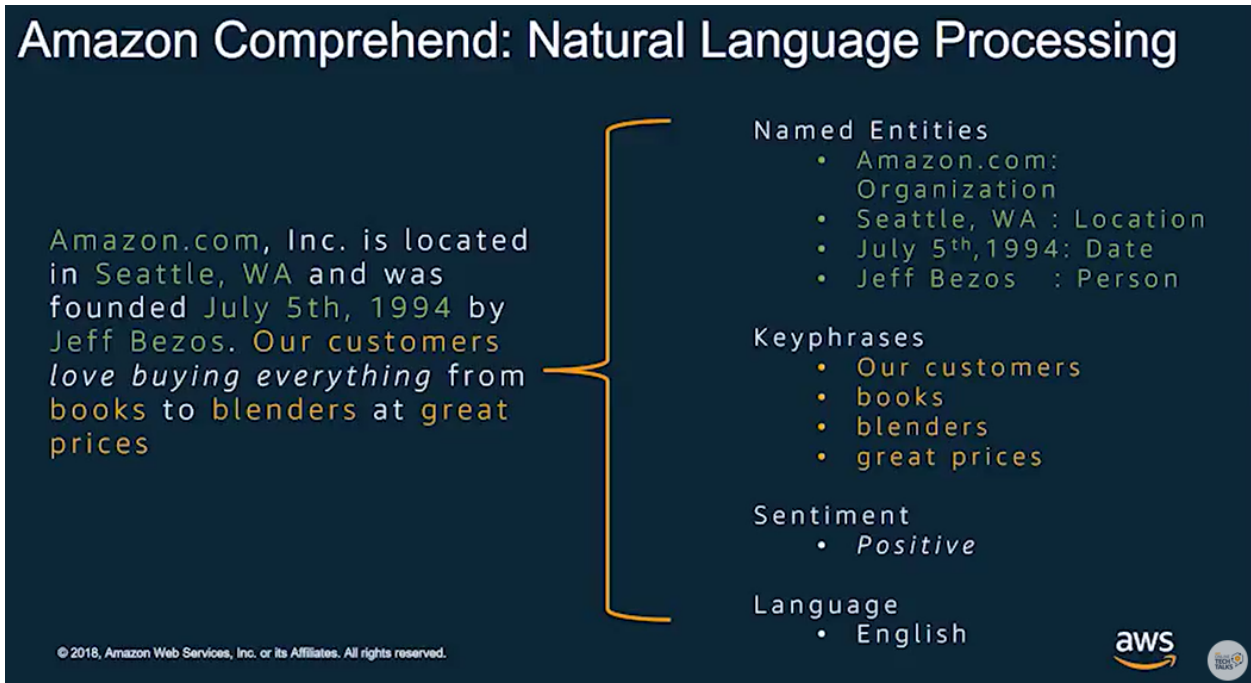
(Draft)

Description

An Amazon fully managed Natural Language Processing service that helps extract insights from unstructured text data.

Features

1. Sentiment Analysis
2. Entities Detection
3. Key Phrases
4. Language Detection
5. Topic Modeling (Latent Dirichlet Allocation)



Amazon Comprehend: Natural Language Processing

Amazon.com, Inc. is located in Seattle, WA and was founded July 5th, 1994 by Jeff Bezos. Our customers love buying everything from books to blenders at great prices

Named Entities

- Amazon.com: Organization
- Seattle, WA : Location
- July 5th, 1994: Date
- Jeff Bezos : Person

Keyphrases

- Our customers
- books
- blenders
- great prices

Sentiment

- Positive

Language

- English

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aws

Amazon

Topic Modeling:

Topic Modeling

Keywords Topic Groups

Topic	Term	Weight
0	Washington	.89
1	Silicon Valley	.67
2	Roasting	.91

Document Relationship to Topics

Document	Topic	Proportion
Doc.txt	0	.89
Doc.txt	1	.67
Doc.txt	2	.91

Popular Text Analytics Use Cases

Content Personalization: Customers are using Comprehend NLP output to understand related documents based on entities, phrases or even topic similarities for trends analysis, to drive content personalization and recommendations

Semantic Search: Customers using Amazon Comprehend to index entities for boosting and ranking search results.

Intelligent data warehouse: Customers are using Amazon Comprehend to query unstructured data in relational databases, processing data within the data lake (S3) and then inserting it back into the data warehouse

Social Analytics: Customers are using Amazon Comprehend to ingest, process and analyze trends from entities and sentiment from social media posts across Twitter and Facebook.