



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT615 – Artificial Intelligence for Managers

Unit III – Unboxing AI & Its Applications



Presented by

Ms.S.D.Shamini

Design Thinker

Redesigning Common Mind & Business Towards Excellence

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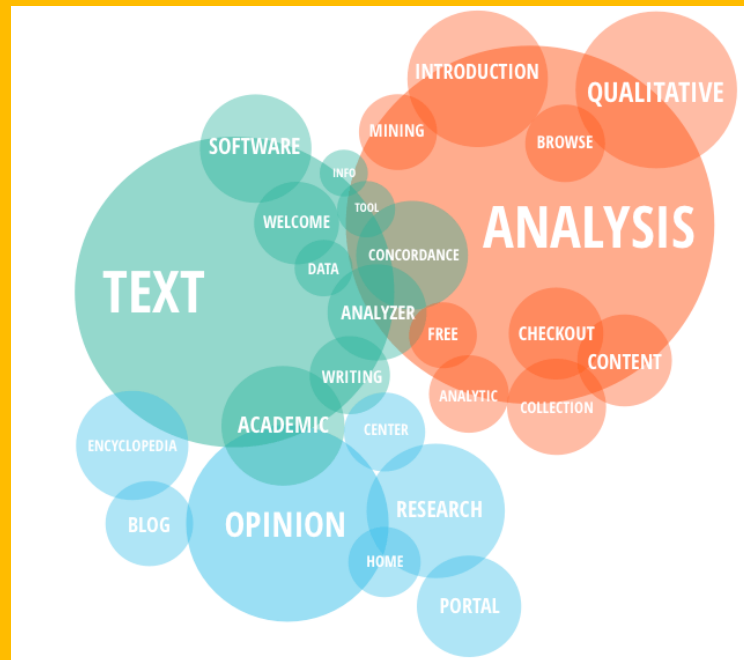
Build an Entrepreneurial Mindset through our Design Thinking FrameWork



Guess the Topic!!!



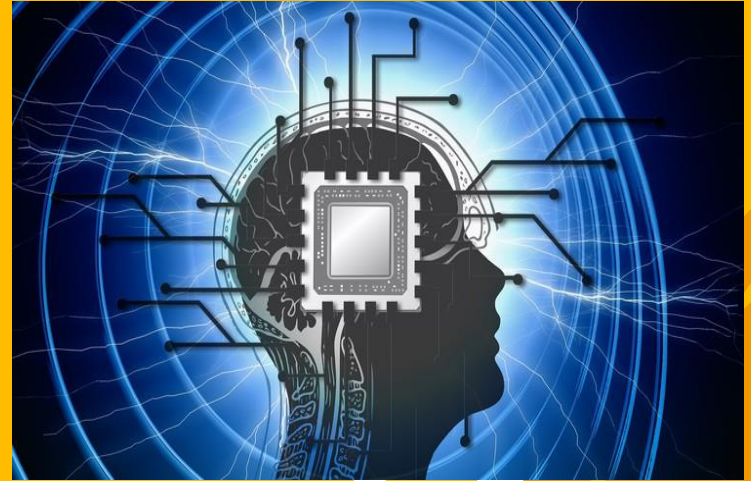
Text Analytics





Recap

- Reason to study NLP
- NLP in AI
- NLP
- Top 5 expectation regarding the future of NLP
- Application of NLP





Discussion about....

Reason to study Text Analytics

- What is Text Analytics
- Text Analytics
- Text Analytics Process
- Sentiment Analytics
- Social Media Analytics
- Text Analytics in Marketing

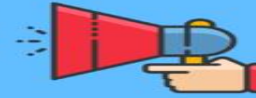




Reason to study Text Analytics



Text Analytics is the process of converting unstructured text data into meaningful data for analysis, to measure customer opinions, product reviews, feedback, to provide search facility, sentimental analysis and entity modeling to support fact based decision making.



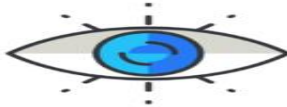
1

Boolean Queries

Text Analysis

Document Filtering

Topic Clustering



Graphical Data Presentation

2

Language Detection

3

Sentiment Analysis

Summarization



Tagging

4

Taxonomy Classification

Text Analytics Software helps in text identification, text extraction, text mining, text parsing, text categorization, text clustering, entity relation modeling, and extraction of concepts, entities, relations, and events.



Text Analytics



1

Text Mining



2

Text Parsing



3

Text Identification



4

Text Extraction



5

Text Categorization



6

Text Clustering



7

Extraction of concepts, entities,
relations, events



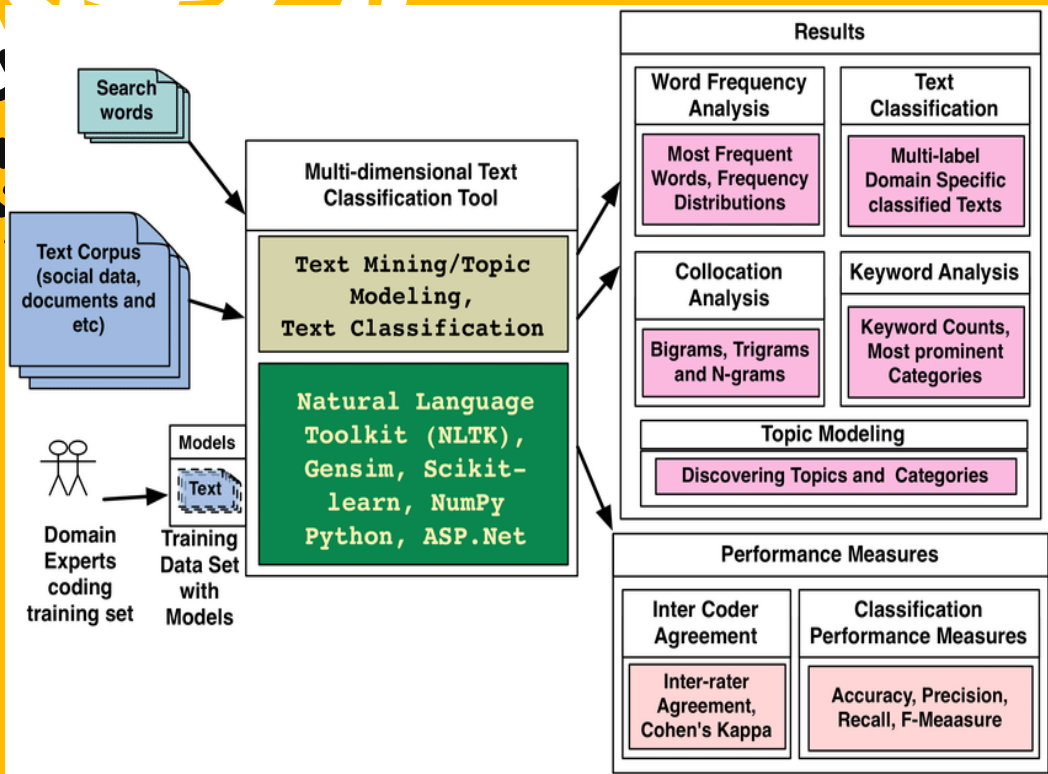
8

Entity relation modeling





Text Analytics Process

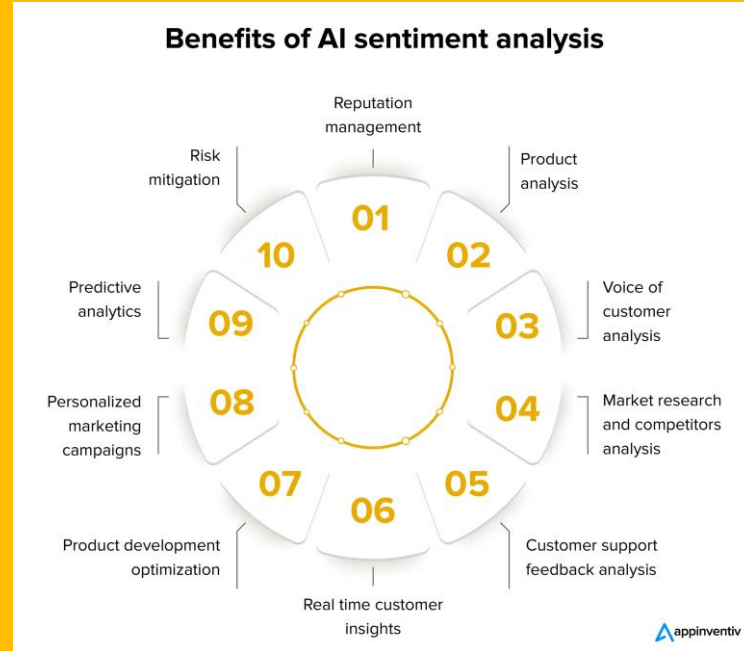




Sentiment Analytics



-  Offers integrated analysis
-  Efficient brand monitoring practice
-  Develop and refine public relations (PR) strategies
-  Product or service marketing
-  Efficient data mining practice
-  Supports political analysis





Social Media Analytics

Implementing AI in Social Media Analytics

1 Identify key AI technologies like machine learning and NLP.



2 Monitor and analyze social media data with AI tools.



3 Segment customer feedback by sentiment.



4 Customize marketing campaigns using customer data analysis.



5 Utilize predictive analytics for content strategy.

The infographic is divided into three horizontal sections. The top section features a woman icon on the left and a thumbs-down icon on the right. The middle section features a woman icon on the left and a man icon on the right, with the title 'Social Media Analytics Software' in the center. Below the title are icons for a clock, a trophy, a laptop, and a clipboard. The bottom section features a heart icon held by two hands.

Social Media Analytics software solutions provides market research analytics to deliver customer insights from social media for a 360 degree view of all customer touch points, customer care, brand marketing, public relations, sentiment analysis and merchandising.

Social Media Analytics Software extracts valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision making.

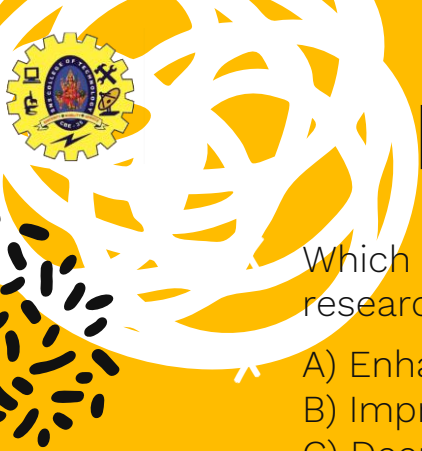
Social Media Analytics Software

Social Media Analytics Software helps companies with multiple social accounts, channels to compile data and analyze campaign performance in a single view.



Text Analytics in Marketing





Knowledge Check

Which of the following is a primary benefit of using text analytics in market research for MBA graduates?

- A) Enhanced visualization of financial data
- B) Improved accuracy of inventory management
- C) Deeper insights into customer sentiment and preferences
- D) Streamlined process for supply chain optimization

X **Answer:** C) Deeper insights into customer sentiment and preferences



Summary

- Reason to study Text Analytics
 - What is Text Analytics
 - Text Analytics
 - Text Analytics Process
 - Sentiment Analytics
 - Social Media Analytics
 - Text Analytics in Marketing



WMA



References

➤ [https://monkeylearn.com/text-analysis/#:~:text=Text%20analysis%20\(TA\)%20is%20a,transform%20them%20into%20actionable%20insights.](https://monkeylearn.com/text-analysis/#:~:text=Text%20analysis%20(TA)%20is%20a,transform%20them%20into%20actionable%20insights.)



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Thanks!

