

Natural Language Processing for Text Analytics in Social Media

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CHALLENGES

Social Media Language

- Slang language of social media
- Acronyms
- Emoticons
- Asciification

Linguistic

- Agglutinative Languages
- Complicated morphological structures
- Flexible constituent order language

Sentiment Analysis

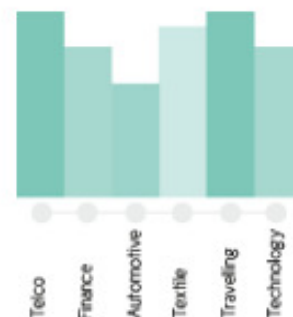
Document/Post level sentiment analysis
Aspect-based sentiment analysis



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Tagging

Brand - Competitors tagging
Product - Service tagging
Comment - Complaint type tagging



Trend Analysis

Extracting trends in specific time intervals



Information Retrieval

Search
Dynamic faceting/filtering

