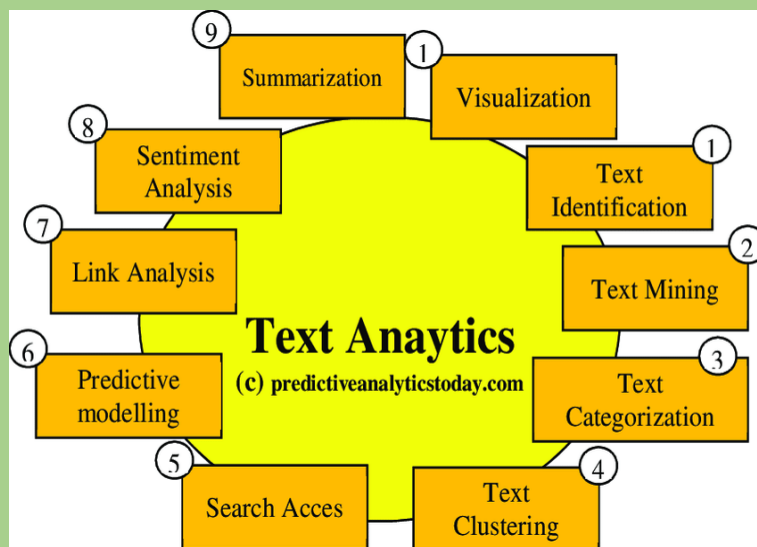


VIT-AP UNIVERSITY

Apply Knowledge. Improve Life!®

Text Analytics (VALUE ADDED COURSE)

OFFERED BY SCHOOL OF COMPUTER SCIENCE AND
ENGINEERING



Text analytics is the automated process of translating large volumes of unstructured text into quantitative data to uncover insights, trends, and patterns. Combined with data visualization tools, this technique enables companies to understand the story behind the numbers and make better decisions. Colossal amounts of unstructured data are generated every minute – internet users post 456,000 new tweets, 510,000 new comments on Facebook, and send 156 million emails – so managing and analyzing

information to find what's relevant becomes a major challenge. Thanks to text analytics, businesses are able to automatically extract meaning from all sorts of unstructured data, from social media posts and emails to live chats and surveys, and turn it into quantitative insights.

Course Benefits:

Students will be able to
Comprehend and learn about the basics of NLP.
Understand the tokenization techniques
Explore about text classification algorithms
Deploy several text summarization algorithms and text similarity techniques.
Analyze sentiment analysis techniques
Examine several transformer models.

Every Monday and Thursday 6-7.30 P.M commences from 07.03.2022

Instructor : Dr. D.Sumathi, Associate Professor, SCOPE