NLP

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**Introduction**

The consumer's demand for luxury products is increasing. With the increasing technologies developer are modifying systems in all fields. Natural Language Processing (NLP) is one of the highly demanded technology in the market. NLP is an artificial intelligence technology that consists of a blend of multiple languages. The machine knows linguistics and allows people to communicate with them. “Siri” and “Ok Google” are the products of NLP. These do not require typing the stuff rather you have to speak and the Technology will provide results with the vocal identification. Technology performs several functions in businesses today (Madhavan, 2019).

**Discussion**

The NLP provide chatbots for interaction with the customers. They are able to handle consumers frustration and offer them personalized assistance. Many Multinational Companies are adopting the technology to deal with the real-time solutions of their customers. NLP is also efficient in targeting the right kind of customers by matching the keywords in the text. Thus, it saves time for the placement of advertisements and reaching out to the right audiences (Dattaraj, 2017).

In multiple functions of the NLP, My personal favorite application is ‘Sentiment Analysis', the application analyzes the responses published on social media. It looks into the attitude of the person and realizes their emotional state. The implementation is done through assigning values of positive, negative and neutral to the responses to evaluate their performance. Thus, identify the mood of the individual due to his/her response. The application is highly successful for organizations to perform specific adjustments in the businesses according to the consumer's responses (Sarazen, 2018).

**Conclusion**

The NLP provide humans to emotional connect to the machines. They can also be better utilized by the people who have lost their vision. The technology is also very popular among kids where, if they even can’t type, they can get their desired cartoons and games. The MNCs are constantly increasing their support for NLP due to (Sarazen, 2018) its greater efficiency. The system is free of biases and better understand and analyze the demands of the human mind.

**References**

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