

Chapter 9

Significance of Natural Language Processing in Data Analysis Using Business Intelligence

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ABSTRACT

In the current machine-centric world, humans expect a lot from machines right from waking us up. We expect them to do activities like reminding us on traffic, tracking of appointments, etc. The smart devices we have with us are creating a constructive impact on our day-to-day lives. Many of us have not thought about the communication between ourselves and the devices we have and the language we use for communication. Natural language processing runs behind all these activities and is currently playing a vital role with respect to the communication with humans with the use of virtual assistants like Alexa, Siri, and search engines like Bing, Google, etc. This implies that we are talking with the machines as if they are human. The advanced natural language processing techniques have drastically modified the way to discover and interact with data. In the recent world, the same advanced techniques are primarily used in the data analysis using NLP in business intelligence tools. This chapter elaborates the significance of natural language processing in business intelligence.

INTRODUCTION

Natural Language Processing is being referred as the AI based technology which qualifies the machines/computers in understanding, interpreting and manipulating the human natural language. It enables the computer systems in reading the characters in text, speech recognition and interpreting it. It is derived

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