

Analyzing Text with Amazon Elasticsearch Service and Amazon Comprehend

Yinxiao Zhang and Sameer Karnik

Amazon Comprehend

October 21, 2019

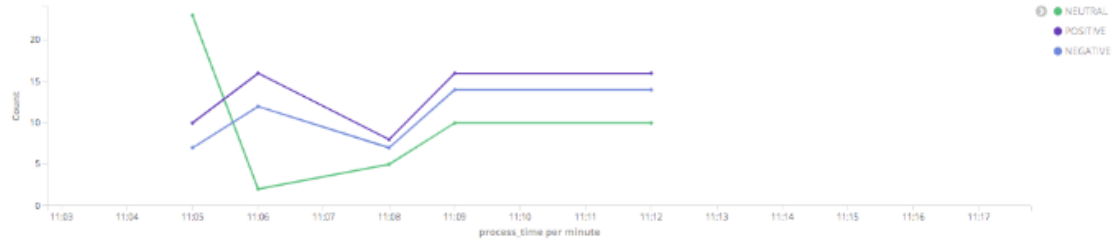
Unstructured Data, Meet Structure



Analyze and Visualize



Analyze and Visualize



test_bulk_load_with_four_comprehend_ops_index_content-sentiment-pos-table

content.keyword: Descending	Average content_DetectSentiment.sentimentScore.positive
I love this car.	0.996
I love this movie	0.996
I love reading	0.985
This view is amazing.	0.982
I feel great this morning.	0.98
I am so excited about the concert.	0.965
I love summary	0.926
He is my best friend.	0.654
I feel tired this morning.	0.057

Analyze and Visualize

66 **54** **50**
POSITIVE - Count NEGATIVE - Count NEUTRAL - Count

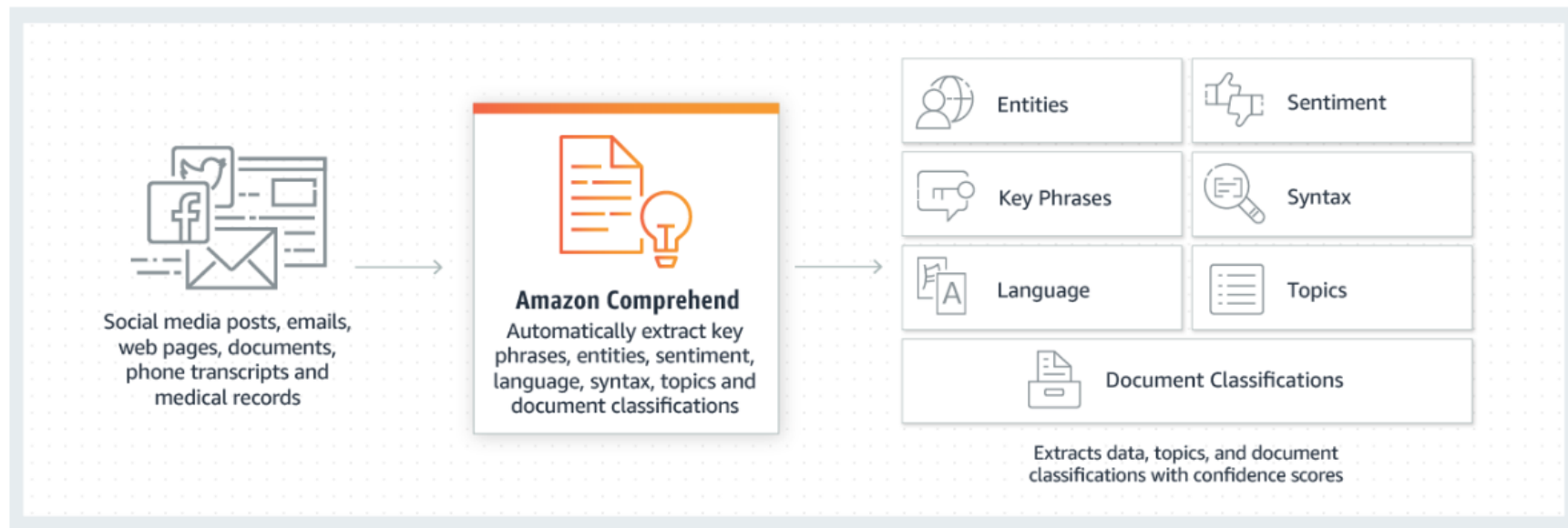
test_bulk_load_with_four_comprehend_ops_index_content-sentiment-neg-table

	Average content_DetectSentiment.sentimentScore.negative
content.keyword: Descending	
I hate this movie	0.974
This view is horrible.	0.965
I hate global warming	0.961
I do not like this car.	0.938
I am not looking forward to the concert.	0.78
I feel tired this morning.	0.685
hi i'm calling to say how totally blase i am about your product it is a middle of the road effort if ever i have seen one thanks i guess do you have an issue no not at all just wanted to say that	0.494

Amazon Comprehend



Fully Managed NLP, No ML Experience Required



Analyze Text with Amazon Comprehend



Amazon.com, Inc. is located in Seattle, WA and was founded July 5th, 1994 by Jeff Bezos. Our customers love buying everything from books to blenders at great prices.

Analyze Text with Amazon Comprehend



Amazon.com, Inc. is located in **Seattle, WA** and was founded **July 5th, 1994** by **Jeff Bezos**.
Our customers love buying everything from books to blenders at great prices.

Named Entities

- Amazon.com: Organization
- Seattle, WA: Location
- July 5th, 1994: Date
- Jeff Bezos: Person

Analyze Text with Amazon Comprehend



Amazon.com, Inc. is located in Seattle, WA and was founded July 5th, 1994 by Jeff Bezos. **Our customers** love buying everything from **books** to **blenders** at **great prices**.

Named Entities

- Amazon.com: Organization
- Seattle, WA: Location
- July 5th, 1994: Date
- Jeff Bezos: Person

Key Phrases

- Our customers
- Books
- Blenders
- Great prices

Analyze Text with Amazon Comprehend



Amazon.com, Inc. is located in Seattle, WA and was founded July 5th, 1994 by Jeff Bezos. Our customers **love buying everything** from books to blenders at great prices.

Named Entities

- Amazon.com: Organization
- Seattle, WA: Location
- July 5th, 1994: Date
- Jeff Bezos: Person

Key Phrases

- Our customers
- Books
- Blenders
- Great prices

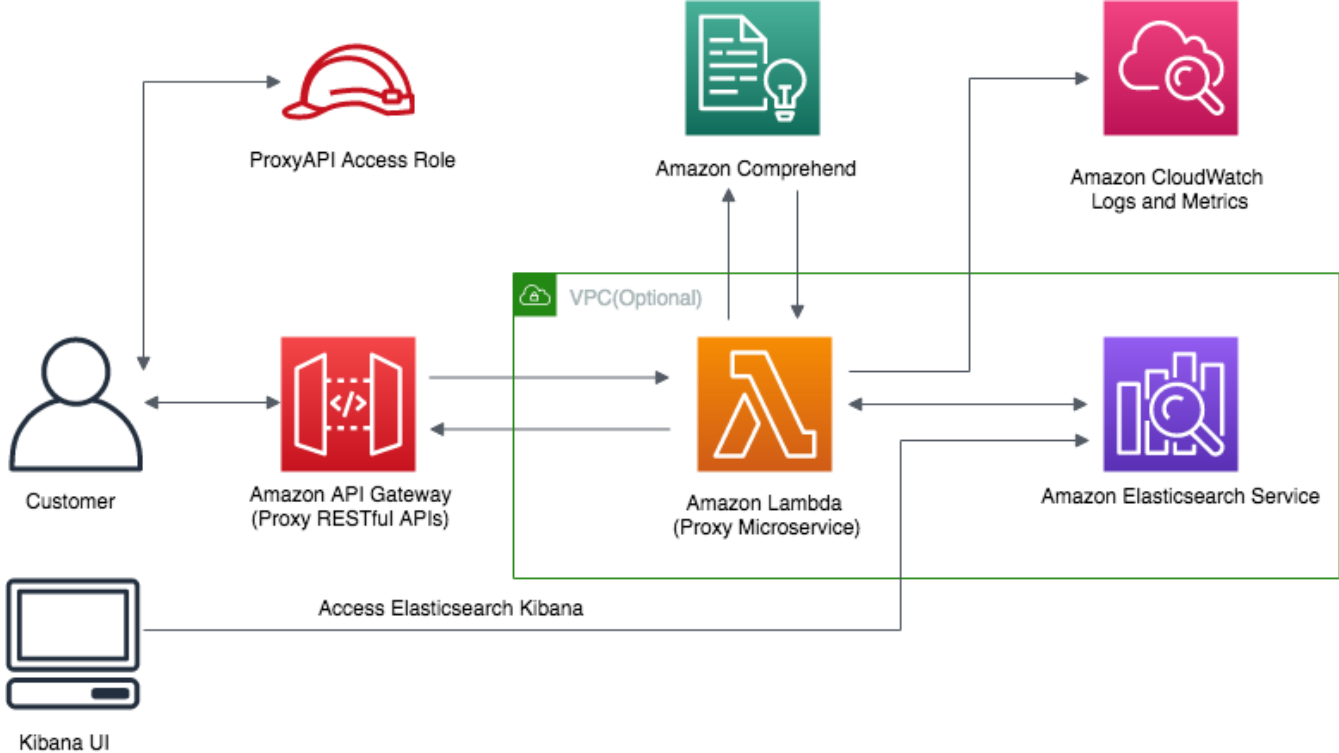
Sentiment

- Positive

Language

- English

End-to-end, cost-effective solution with Amazon ES



Demo



Common Customer Use Cases

Live Feedback Tracking: Customers can use this solution to track sentiment in survey results in real time. They can also track social media over a time series to see how their post-launch marketing activities are leading to conversations about their latest launch.

Geolocating Entities: Customers can extract locations from news articles and plot it on a coordinate or region map in Kabana to visualize geolocation of articles, social media and more.

Semantic Search: Index entities, keyphrases, and sentiment, boosting and ranking search results.

Try This Solution Now!

- [AWS solution overview](#)



- [Solution implementation guide](#)



- [AWS CloudFormation template](#)



- [Source Code](#)



Thank you!

Q&A