

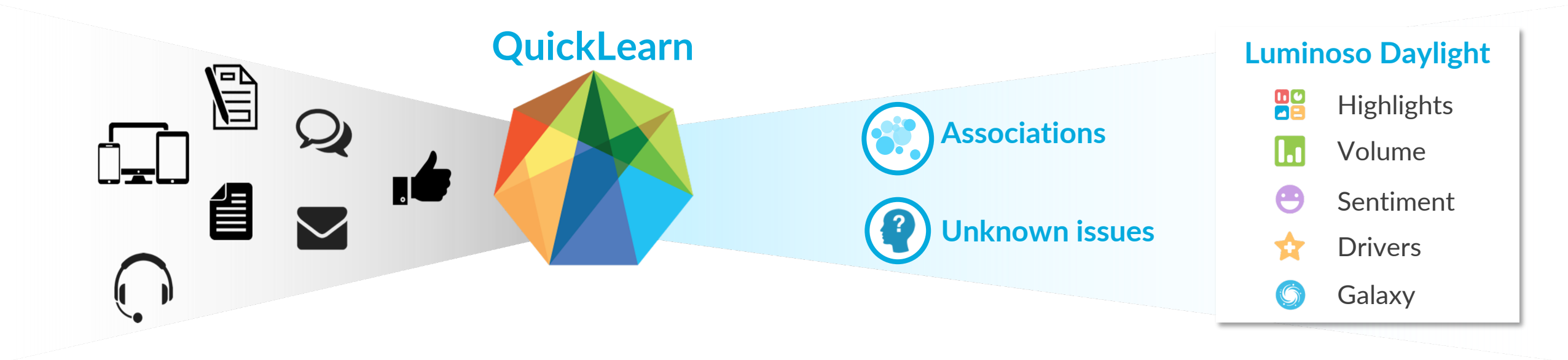
Concept-Level Sentiment: Transform how you analyze emotion



LUMINOSO

What is natural language processing?

The Luminoso process flow



What is sentiment analysis?

Traditional sentiment analysis



Disadvantages of document-level sentiment analysis

Disadvantages of document-level sentiment

Inaccurate

Biased

**Not
contextual**

**Time-
consuming**

Sample documents

The food was fantastic,
but my server was rude!!



They have ripped jeans
at an affordable price.



I used to love this app but now they
have "improved" it it won't let me
deposit checks. It won't let me take
images of the front and back. It just
freezes my phone. I have uninstalled
and reinstalled the app and it still
doesn't work.



What is concept-level sentiment?

Concept-level sentiment ...

Identifies and scores sentiment at the **concept level**

Uses AI for an **unbiased** approach

Is **contextual** to each dataset

Automates sentiment analysis through deep learning

Concept-Level Sentiment in action in Luminoso Daylight

Traditional sentiment analysis vs. Luminoso Daylight

	Traditional approaches	Luminoso Daylight
Accuracy >	At the overall document level	At the concept level
Bias >	Introduces human bias	Unbiased, powered by AI
Context >	Non-contextual	Contextual to dataset
Ease of use >	Requires coding, data training, and setup	No code, data training, or setup time

Why concept-level sentiment matters for your organization?

Why It Matters

True Voice - Understand your audience better

Almost instant analysis - Reduce time and cost needed to analyze

Low barrier to entry - Extend your company's capability

Q&A

Learn more at
www.luminoso.com

