NATURAL LANGUAGE UNDERSTANDING WITH SAGA

INTRODUCTION

WHAT IS SAGA?

An Accenture asset for *maintainable* & *scalable* Natural Language Understanding

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		Accenture Applied Intelligence © D101 Accenter digital (3AGA U, Arages resolved SaGA U) Development

Pre-Built, Pre-Tested Language Algorithms Business-Friendly Uls for Language Modeling Easy Integration into Business Applications

SAGA – PRIMARY BUSINESS BENEFITS



Data Scientists

Business Users

COST

New Language Models can be created by the business

- Import your own data
- Choose, configure, test & evaluate language models
- Especially good for complex, business or industry specific domains _



Reduce cost

- Create and test new models much more quickly
- User interfaces help manage, coordinate & automate the process
- 90% of the work does not require programming



Maintain & Improve

- Designed for on-going maintenance
- Maintenance can be managed by the business

WHY AND HOW IS SAGA...

... scalable?

Megabytes / second of text processed

- Embedded library for NLP execution
 - No client/server call for every transaction
- Can be run on-premises

No license limitations per application

- Any amount of hardware
- Any amount of content

Can handle large and complex language models

- Builds the pipelines for you
- Designed to handle multiple models from multiple teams applied to the same content
- Dictionaries & advanced patterns scaled to millions of entries

... maintainable?

Business-Friendly User Interfaces

- Dictionary & Pattern Maintenance
- Easy-to-use search & markup interface
- Interfaces for manual training [FUTURE]

Built-In Testing and Evaluation

- ML Training & Evaluation
- Imports and Manages test & training datasets
- Automated retraining and retesting when language dependencies change [FUTURE]

Pre-Built Language Models

Weakly Supervised Training

It manages the algorithms & resource data for you

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WHAT IT DOES AND DOES NOT DO

Saga does well

Text Extraction

Semantic Tagging

- Large pattern extraction (phrases, clauses)

Text Classification (sentences, paragraphs sections) Ambiguity Resolution

- Multiple, ambiguous models can be applied to the same text
- A built-in confidence model allows for choosing the most likely interpretation

Tagging to Business Objects & Business ID's

Saga provides a standard import format to ingest taxonomy & entity lists

Extraction of Knowledge Graph Relationships

When there is a lack of Training Data

When data is too small for Machine Learning

Saga does *not* do

Unsupervised Clustering [possible future extension]

- Recommend: Do this with post-processing / external analysis

Ingestion, Document Processing

- Recommend: Use Aspire or other ingestion / data prep s/w

Post-Processing Business Rules

Recommend: Implement post-processing in the application using Saga standard outputs

Data Science, inventing or testing brand-new algorithms

– Saga has 'export for data science' for this purpose

End-To-End NLP Application

Chatbot Dialog Flow

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NATURAL LANGUAGE UNDERSTANDING WITH SAGA

APPLICATIONS

It seems so easy...

How much PTO do I have?

It seems so easy...

142 hours

It seems so easy...

Thank you!

It seems so easy...

Please help free me from my evil overlords

It seems so easy...

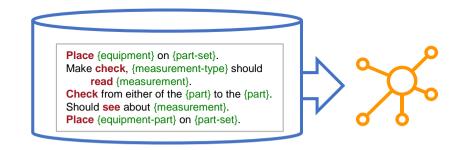
Uh...

SAGA APPLICATIONS

Question / Answer



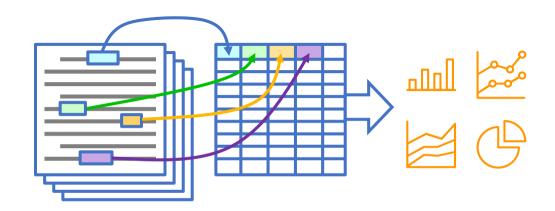
Building Knowledge Graphs



Semantic Search



Analytics on Unstructured Content



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LARGE EUROPEAN BANK

Natural Language Data Analytics

- Business users unable to accurately locate and extract critical business
 data from Data Lake for self-service analytics.
- Custom self-service analytics never get done because people don't know how to get the data and don't have time to learn it. The "cognitive load" is too high.
- Ambiguity in requests (e.g. 'Barcelona' is both a city and a province) require multiple lookups and knowledge of data peculiarities.

Self-service data requests In Natural Language Ingest and identification of of business entities

Resolution of entities to business IDs Output mapped to knowledge graph of business data

ACCENTURE SOLUTION

Saga for NLP / NLU coupled with a knowledge graph of business data.

Saga identifies the user intent and identifies business categories and entities and resolves them to actionable business IDs.

Saga also identifies areas of ambiguity and available alternatives.

Post-processing chatbot asks for user help to resolve ambiguity.

Solution then leverages knowledge graph to create appropriate SQL, verifies SQL with user and then delivers the data for self-service analytics.

OIL AND GAS SUPPLIER Daily Drilling Reports

Daily Drilling Reports (DDRs) contain a summary of information about what happens every day when drilling a well.

 Mud Loss (and how much), stuck pipe, equipment used, soil composition tests, angle of drill, depth, mud pressure, equipment dropped in the hole

This information is unstructured text and therefore not-usable for standard predictive analytics. Facts, metrics and entities must be extracted from this content (using NLP) and normalized before it can be used.

Extract Drilling Metrics and Entities from DDRs Analytics to guide drilling operations Automatically Extract Best Practices & correlate to outcomes

=

Identify potential problems before they occur

ACCENTURE SOLUTION

Saga, a light-weight NLP/NLU Library coupled with machine learning is used to identify critical drilling problems.

Extraction of equipment and metadata will allow for best practices to be identified and correlated to outcomes.

Drilling procedures and behavior can be compared across rigs and drilling teams. Automated suggestions for improvements from well-to-well comparisons can be provided.

RECRUITING

Automatically Match Jobs to Candidates

- Large recruiting companies need to quickly fill candidates for new jobs.
- Candidates must be filled within 4 hours.
- Recruiters are typically entry-level college graduates with little realworld experience.
- Recruiters are not search or candidate sourcing experts.
- Even the largest recruiting companies only fill a small percentage (5%) of the jobs they get so there is no lack of opportunity.

Automatically process job descriptions & résumés / CVs Semantic analysis on jobs and skills, freshess, experience

Increase fill rate by 6% Reduce time to fill by 25%

ACCENTURE SOLUTION

Ingest and process jobs and résumés (CVs) with NLP / NLU

processing to determine skills, job titles, companies, overall capabilities, legal requirements, education, skill freshness, skill experience, etc.

Create matching algorithms to automatically recommend jobs for candidates, candidates for jobs as well as finding similar candidates and jobs.

Use past hiring information to perform machine learning and to test and score and continuously improve the algorithms to optimize accuracy.

Use NLP to extract and handle complex "reports to" and "managed by" relationships.

Use NLP to extract and handle legally-binding requirements.

CONSUMER ELECTRONICS

Automatically Answer Customer Support IMs

- Large consumer electronics firm receives support questions over a very large number of intents (1000+)
- This can include data such as device type, software app, etc.
- The input is large and extremely dirty
- The customer does not have training data
- · Chatbots are not scaled to the volume and variety of this input

Explore current logs for language modeling Normalize language so it can be processed Machine learning to determine intents

NLP extraction to extract key metadata

ACCENTURE SOLUTION

Use assisted training to identify patterns which indicate the desired intents.

Identify key terms and phrases which indicate each intent.

Refine process with both automatic and manual steps to scale to a large number of intents.

Use multi-model ambiguity resolution to combine all models together.

Extraction of key entities (products, features, applications, services, etc.) to aid in classification and answer handling.

FUTURE: Use immediate robot feedback to help control interaction.

BUSINESS INSURANCE

Learn More About Customers for Accurate Pricing

Commercial insurance rates for business customers is based on the customer's industry.

 High-risk industries will have higher insurance rates than low-risk industries.

Most of the businesses are small businesses that may only be represented by a web site or Facebook page.

The process for determining the industry for a customer requires manual research and is prone to error.

Use Aspire to fetch Customer data from the internet Normalize language so it can be processed

Extract key indicators from unstructured content Machine learning to determine SIC code

ACCENTURE SOLUTION

Use Aspire to download the company's web site and Facebook pages from the internet.

Use Saga to cleanse the text and extract key industry indicators (e.g. retail vs distributor vs manufacturer).

High-quality text processing is required to achieve 90+ accuracy rates.

Use machine learning to classify businesses to any of 3000 industry codes. Use both specific (context and syntax sensitive) classification rules along with machine learning (general understanding) rules.

ACCENTURE SOLUTION CRUISE LINE EXCURSION TAGGING

Classify excursions to customer-friendly categories

Content processing to read excursion text and classify excursions to categories appropriate for cruise line passengers

 Tagged to 50 categories: Activities, physical activity level, duration, city / nature, family friendly, etc.

Small amount of data: 15,000 excursions

- Too small for typical machine learning techniques

<u>No Training Data</u>: Started with just the excursion descriptions and nothing more

NLP analysis to find strong or weak indicators Postprocessing rules for final tags

Tagged excursions for recommendations & search Results maintained by the business Started only with excursion descriptions, no training data.

Use NLP techniques to identify strong and weak indicators

appropriate to the content (e.g. building descriptions, activity descriptions, location description, number of steps, key words, water activities, animal encounters, etc.).

Post-processing rules to combine signals into final tags (activity level, family friendly, excursion type).

Results are maintainable by the business.

End accuracy was >95% to test set. Very satisfied customer.

MORE USE CASES

Just the ones we've encountered so far

eCommerce – Increase sales

• Intelligent, targeted response for queries

Pharmacovigilance – Reduce / eliminate manual effort

Extract entities from ADRs

Customer Support – Decrease cost, opportunity for upsell

Automatically process many requests

News Analysis – Identify bus. opportunities quickly, Increase revenue

Vendor Contract Analysis – Increase revenue

Identify vendors who are in breech of contract

Lien / Loan Contract Fact Extraction – Replace manual process

Extract Loan information for marketing and analytics



New business Insights

Leverage unstructured content for analysis

Extract machine-readable knowledge from unstructured content

Improve human-computer interface for mobile employees

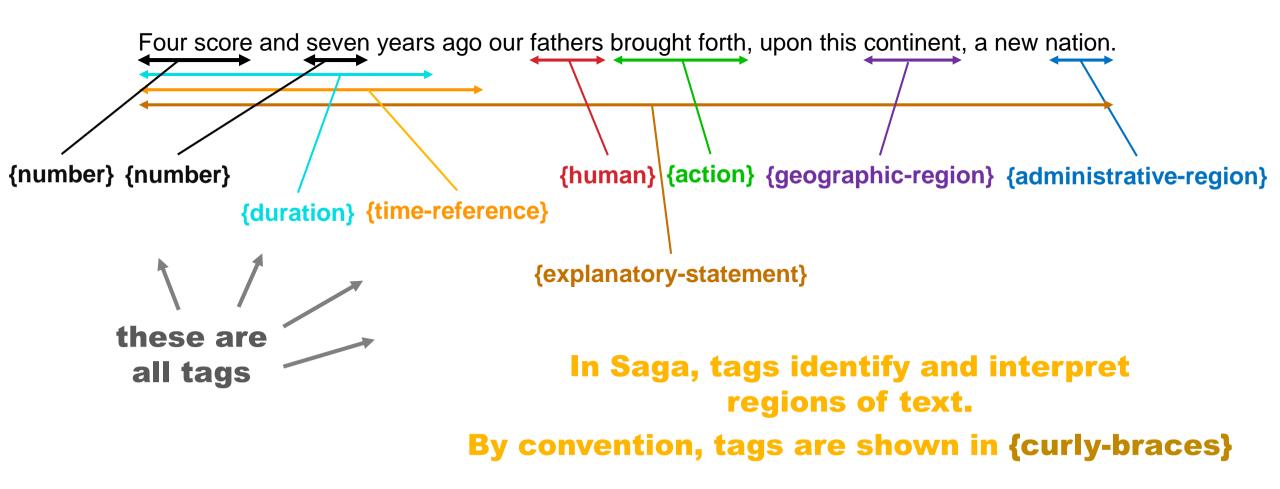
Learn more about your customers

NATURAL LANGUAGE UNDERSTANDING WITH SAGA

CONCEPTS & TERMINOLOGY

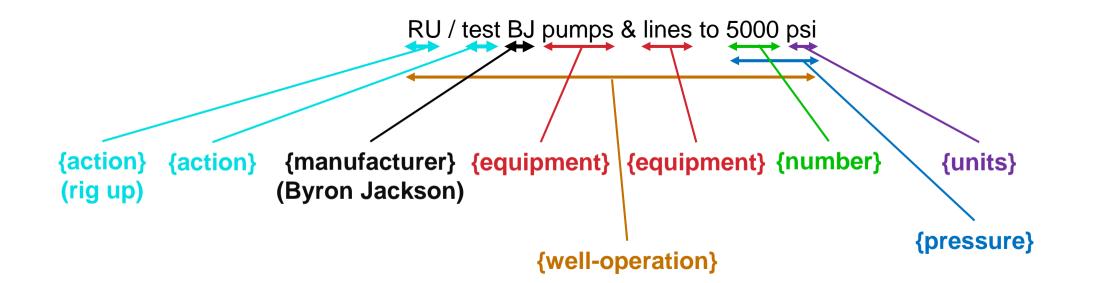
IT'S ALL ABOUT THE TAGS...

Semantic tags are the Organizing Structure for all of Saga



TAGS ARE OFTEN APPLICATION SPECIFIC

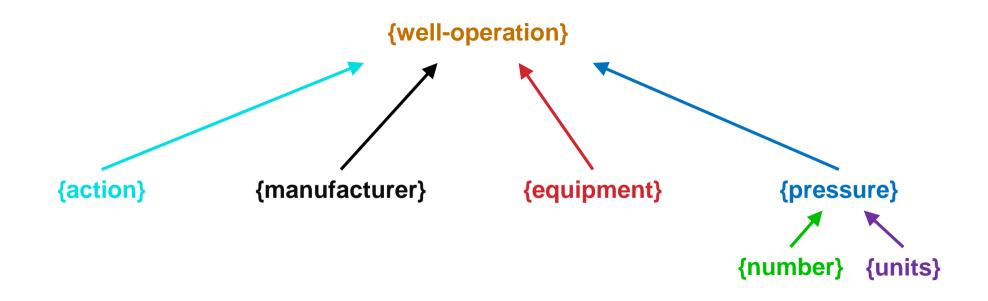
Example from a daily drilling report



Different domains have different language and different meanings Saga is designed to create new tags for domain-specific text

SAGA TRACKS DEPENDENCIES

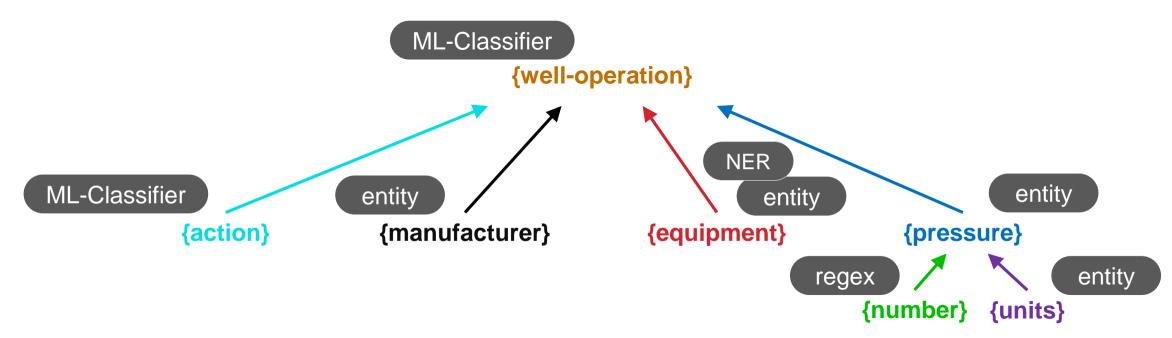
Understanding is built up from the bottom



Dependencies are configured as part of language modeling.

TAGS ARE TIED TO "RECOGNIZERS"

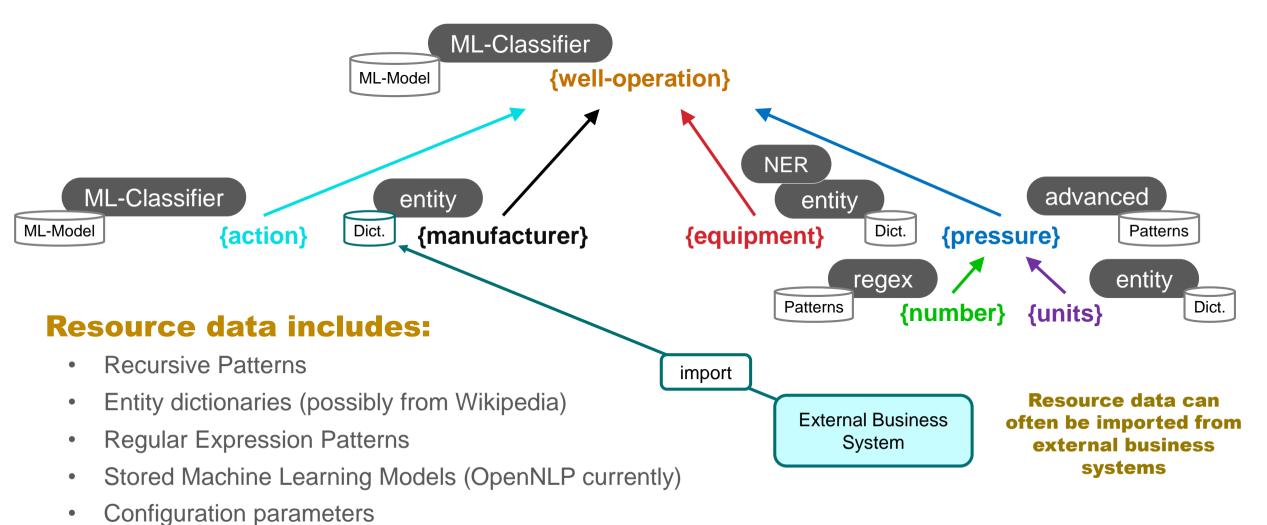
"Recognizer" = Algorithm needed to implement the tag



- Recognizer algorithms are pre-packaged.
 - New ones can be plugged in as needed
- Business users choose the best recognizer(s) for each tag.
- Tags can have multiple recognizers.

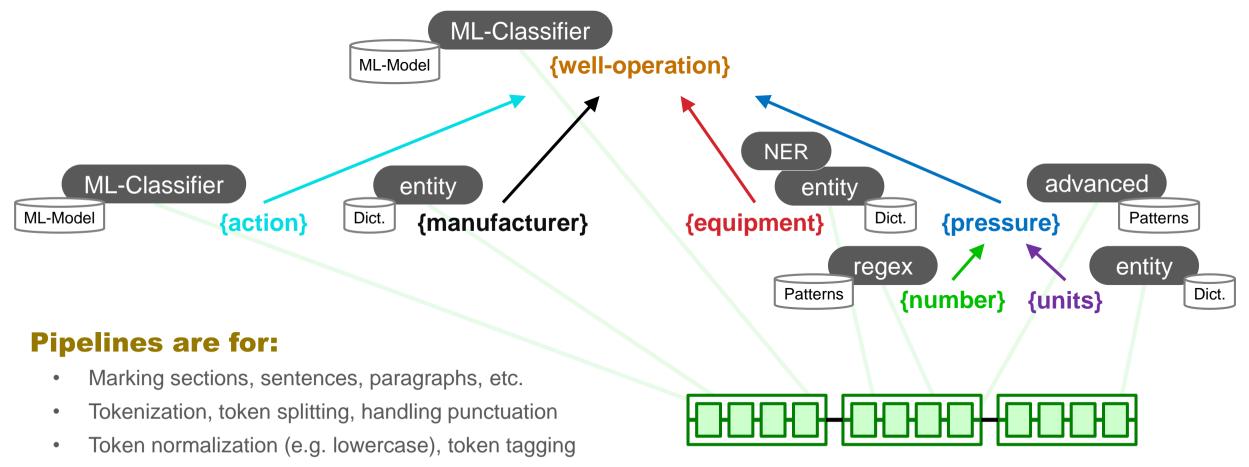
RECOGNIZERS HAVE RESOURCE DATA

All resource data is managed entirely by Saga



RECOGNIZERS SHARE TEXT PIPELINES

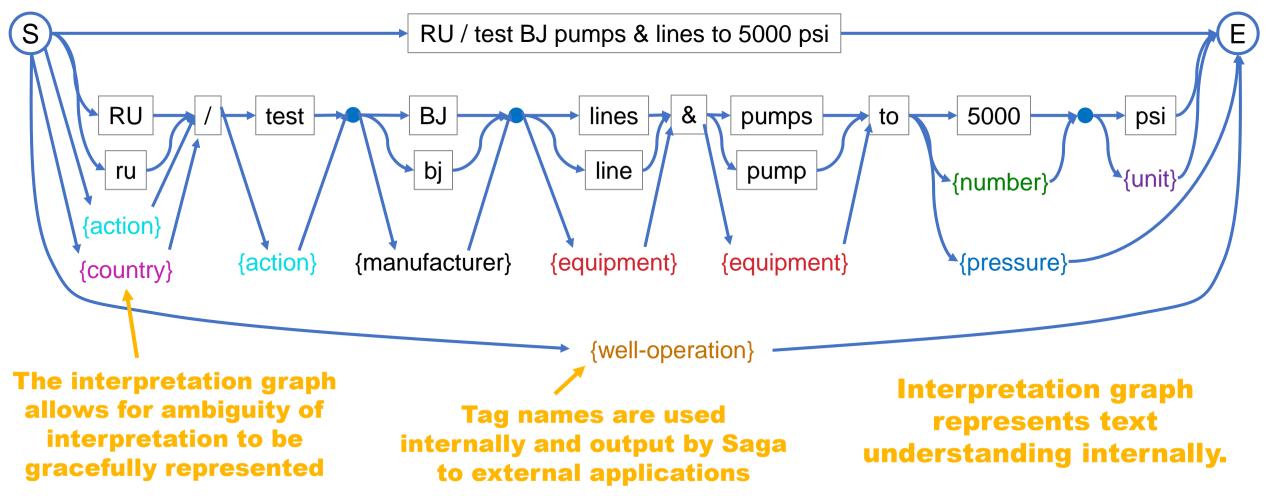
All pipelines are managed and automatically created by Saga



Lemmatization (reducing variants)

SAGA CREATES INTERPRETATION GRAPHS

Interpretation graphs allow for the expression of ambiguity



NATURAL LANGUAGE UNDERSTANDING WITH SAGA

USER INTERFACE DETAILS



SAGA: A SYSTEM FOR MANAGING NLU

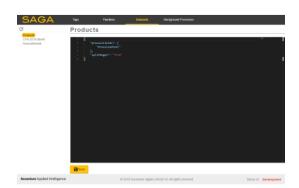
Provides Components to handle End-to-End NLU

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Importing & Editing Entity Databases

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aga_entities					
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aga_pipelines					

Machine Learning Training & Evaluation



Register Training Data



Creating & Testing Text Processing Pipelines

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Preview	dji- Test Run → Export for Data Science
Name recognizer Entity	
Number	
Regex	
Datetime	
Advanced	
Simple regex	
Classification recognizer	
Fragmented	
Name recognizer	
Entity	
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Installing, Configuring & Testing Recognizers

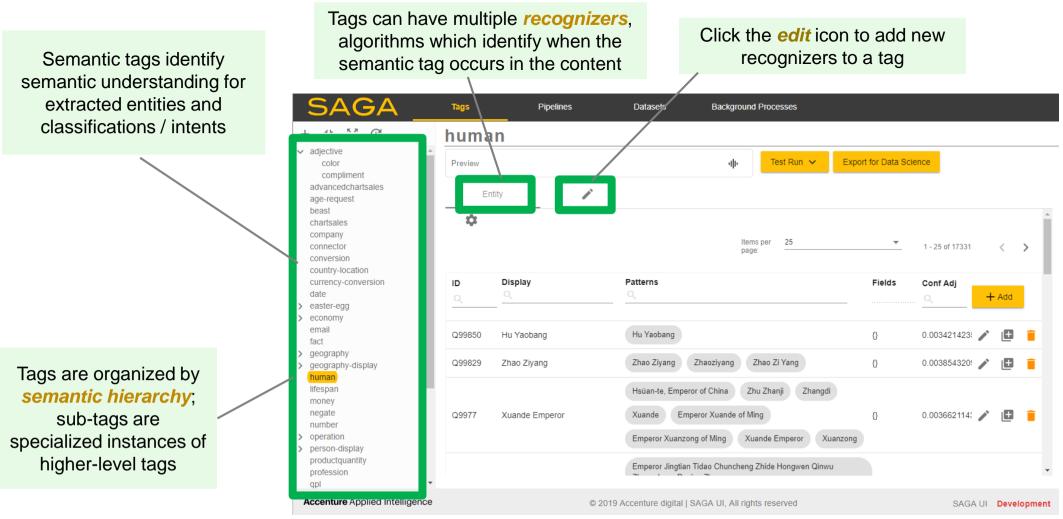
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Supervised Evaluation, Regression Testing & Training

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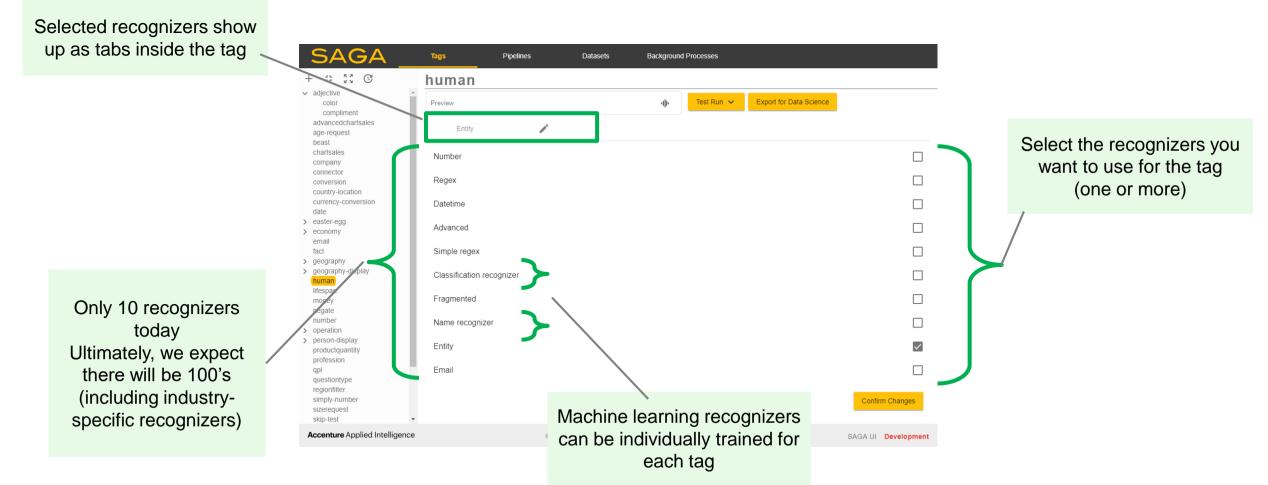
SEMANTIC TAGS IN SAGA

All Functionality is Organized by Semantic Tags



CHOOSE RECOGNIZERS

Saga ships with Out-Of-The-Box Recognizers (but you can also plug-in your own)



RECOGNIZERS

Pattern-Based

Pre-Packaged:

- Number: 1, 1.4, 1.4e100, first, second, 2nd, iii
- Datetime: December 12, 1/4/2019, June 1998, 2019-01-01, 8:30, 20140910, June 2nd
- **E-Mail**: paul.e.nelson@accenture.com

Regular Expressions:

- Cross-Token Regex: Slower, more comprehensive, all variations across multiple tokens
- Simple Regex: Faster, must match within a single token

Dictionary Based Entity Recognizer: Scaled to very large dictionaries (millions of items)

Advanced Patterns: Recursive nested patterns of tokens and other tags

Fragment Patterns: Matches sets of items (tokens and other tags) within specified proximity

Machine-Learning Based

Named Entity Recognizer

- Machine-Learning Entity Recognizer
 - OpenNLP: Perceptron & MaxEnt algorithms
- Uses pattern data as training input
- Pre-trained English & Spanish person recognizers

Text Classifier

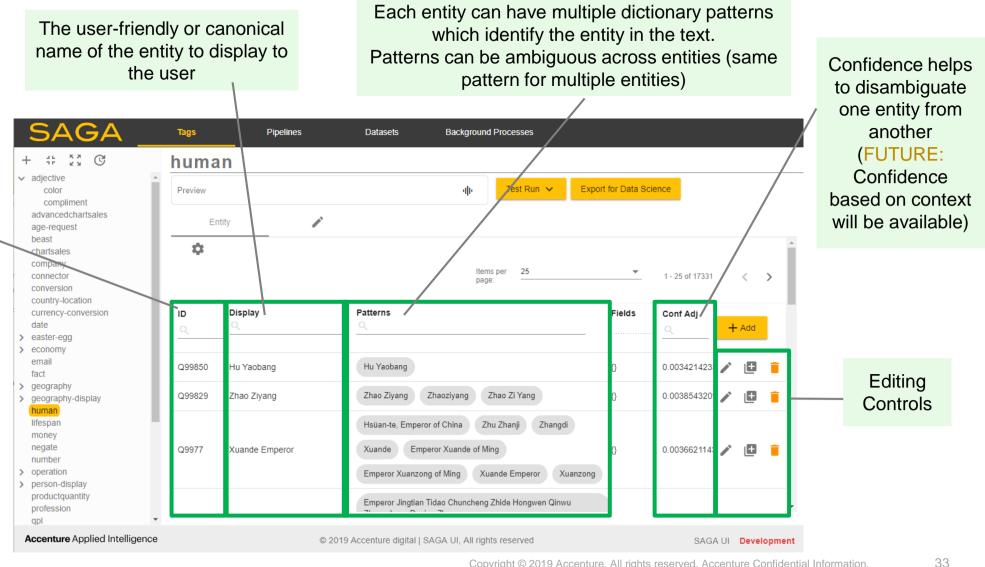
- Machine-Learning Based classifier
 - OpenNLP: MaxEnt, Naïve Bayes, Perceptron
 - Bag Of Words with configurable n-gram word sequences
- Configurable to sentence, text-block or other textbreaker boundary

MORE TO COME

DICTIONARY ENTITY EDITOR

Entities have business identifiers (kevs into business systems) to link the Natural Language Output to business objects

Entities are business objects of interest for the application

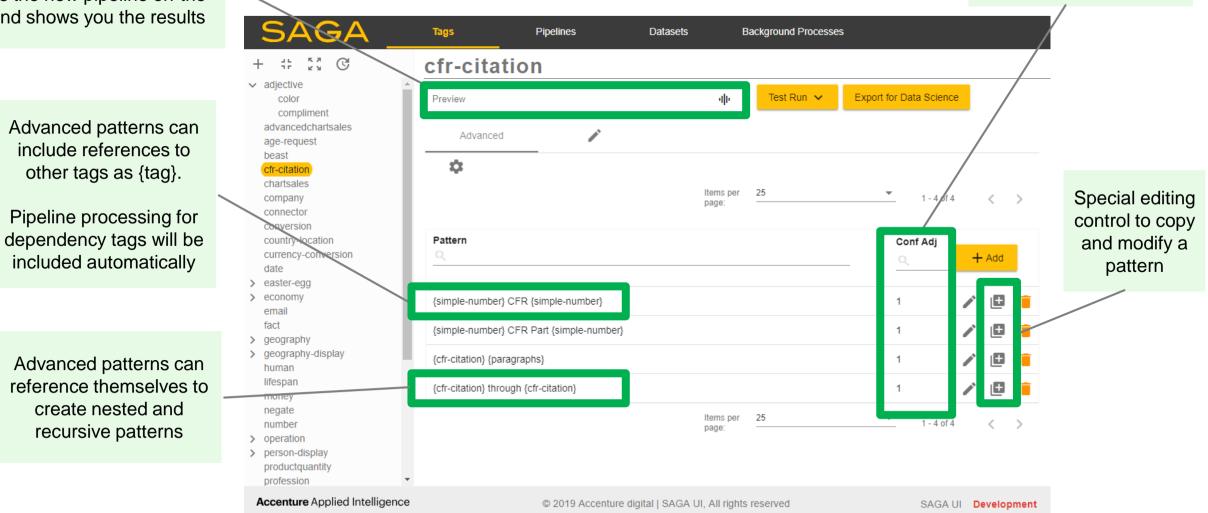


ADVANCED PATTERNS

Enter text at any time for an immediate preview. Saga builds the new pipeline on-thefly and shows you the results

Recursive and Nested Pattern Parser

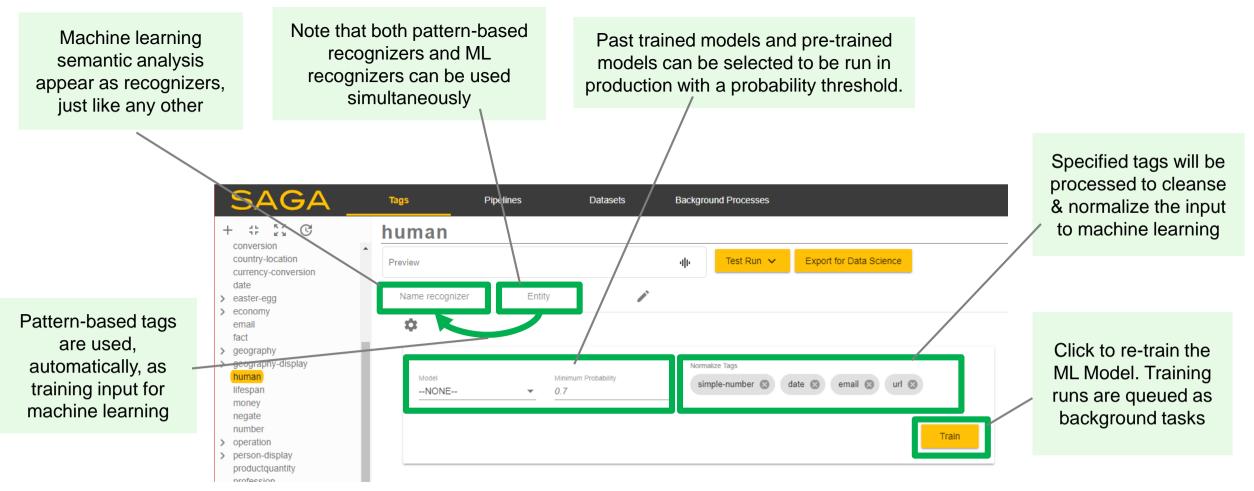
Use Confidence Adjustment to boost or reduce the resulting pattern.



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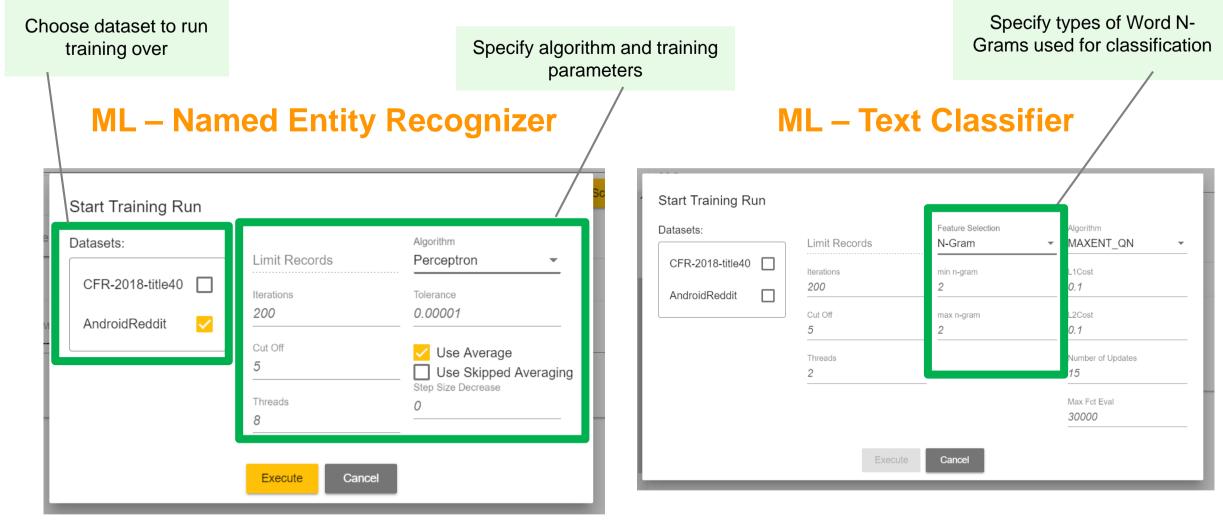
MACHINE LEARNING RECOGNIZERS

Weakly Superviced Training: Use Pattern Output as Training Data



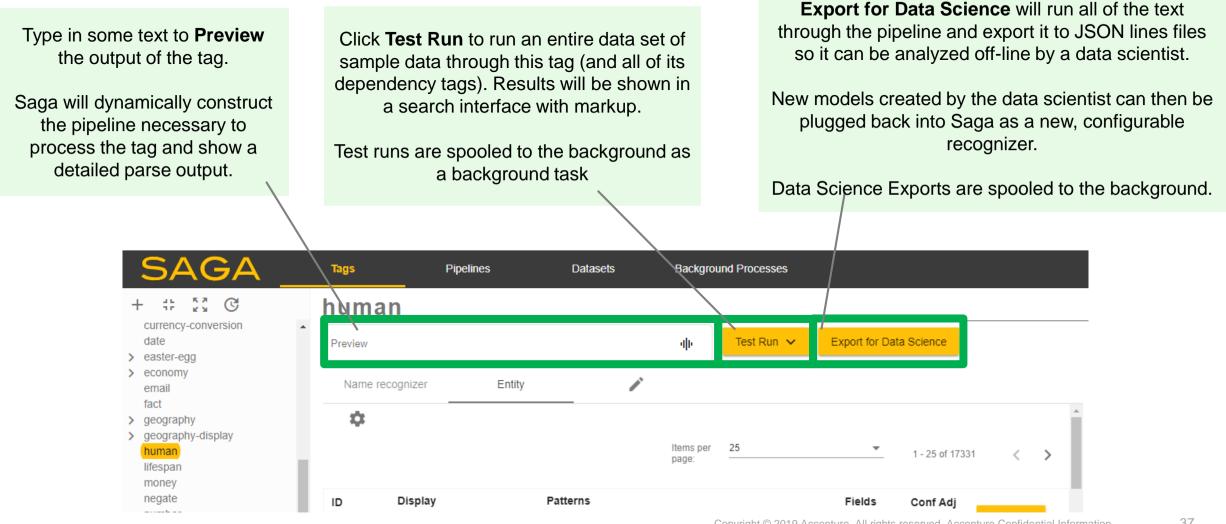
MACHINE LEARNING: TRAINING RUNS

Algorithms from OpenNLP



COMMON CONTROLS FOR ALL TAGS

Integrated Testing and Data Science Exports



SHOW PREVIEW

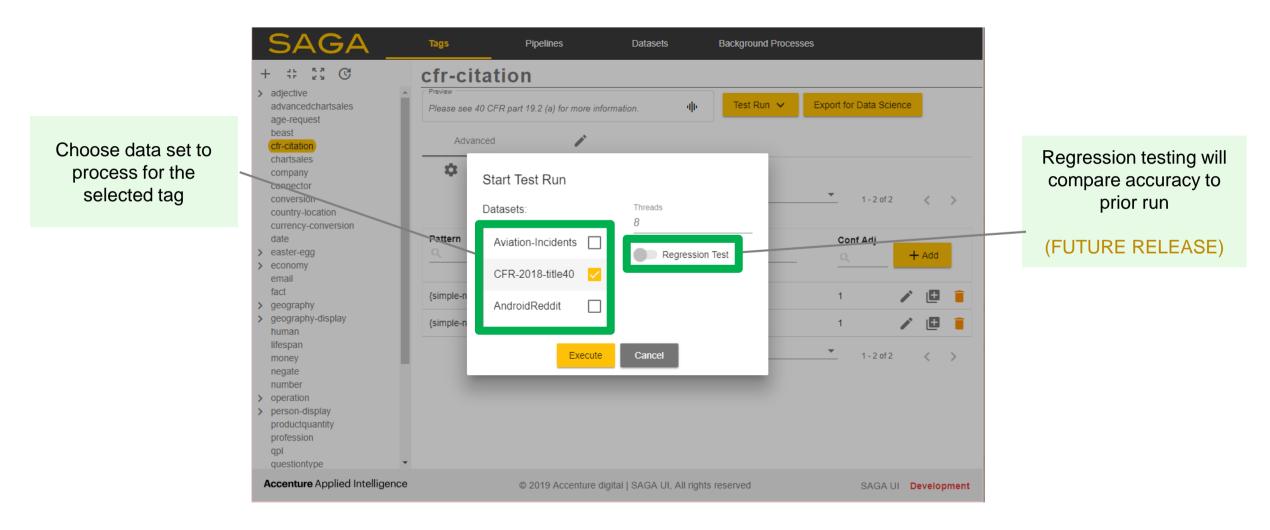
Enter any text and immediately see how Saga interprets it

AGA Background Processes Tags Pipelines Datasets The interpretation graph C cfr-citation shows how the text is > adjective interpreted by Saga Export for Data Science Test Run 🗸 advancedchartsales db Please see 40 CER part 19.2 (a) for more information age-request every step of the way Hover over any lexical item beast Advanced cfr-vitation shows matching text. chartsales character positions, the company connector Preview matching pattern (where appropriate) flags and country-loca [Please see 40 CFR part 19,2 (a) for more information.]-----V ^------[Please see 40 CFR part 19.2 (a) for more information]------V-[]-^ semantic tags late ^-[Please]-V-[see]-V------[40]------V-[CFR]-V-[part]-V------[19,2]------V-[(a)]-V-[for]-V-[more]-V-[information]-^ The "highest confidence aster-edd ^-[please]-^ ^-[{simple-number}]-^-[cfr]-^ ^-[{simple-number}]-^ route" shows the path from ^-----[{cfr-citation}]conomy mail the start to the end of the Matching: 19.2 Highest Confidence Route act Ð text which has the highest geography Characters: 23:27 [Please] [see] [{cfr-citation eography-o Confidence: 0.55 average confidence. uman Stage: NumberRecognizer fespan - > nonev SEMANTIC TAG NUMBER PROCESSED This is often used to choose egate umber Tagsbetween multiple ambiguous peration simple-number interpretations of the same erson-display productguantity content profession lat uestiontype Accenture Applied Intelligence © 2019 Accenture digital | SAGA UI, All rights reserved SAGA UI Development

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STARTING A TEST RUN

Test your tag against a large amount of sample data.



BACKGROUND TASKS

Multiple Long-Running Tasks

Test Runs

 Run large-scale content through language model

Export Runs

 Export language-modeled content for external data science

Training Runs

- Run machine learning on dataset

Resource Loading

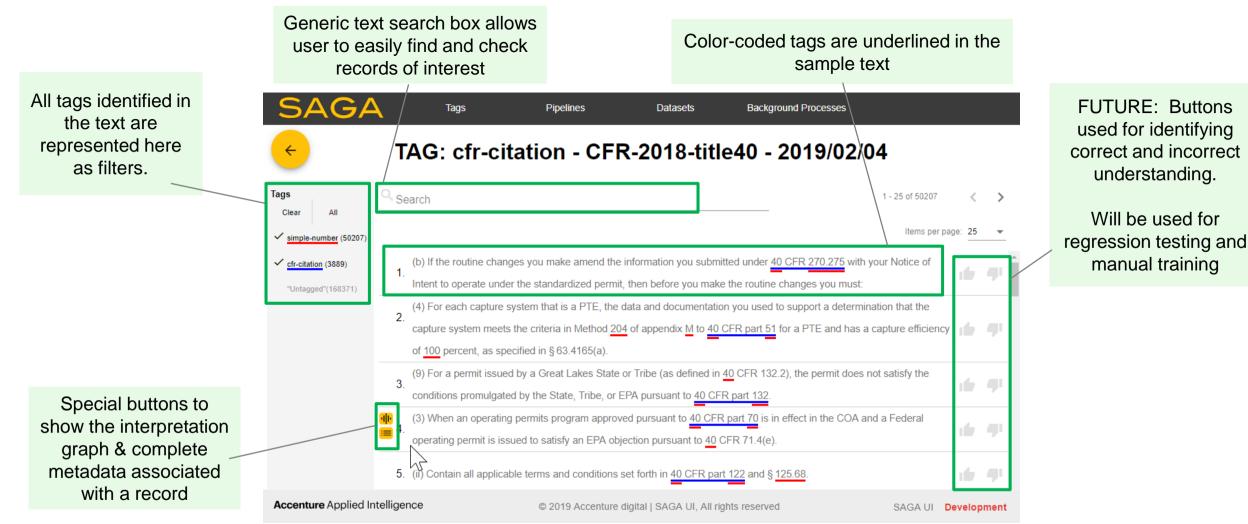
Load large resources (large dictionaries), typically on startup

SAGA Tags ଙ	Pipelines	a	lest run results available for revi through a searc interface	iew		
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TEST RUN EVALUATION USER INTERFACE

Available after doing a test run on a tag

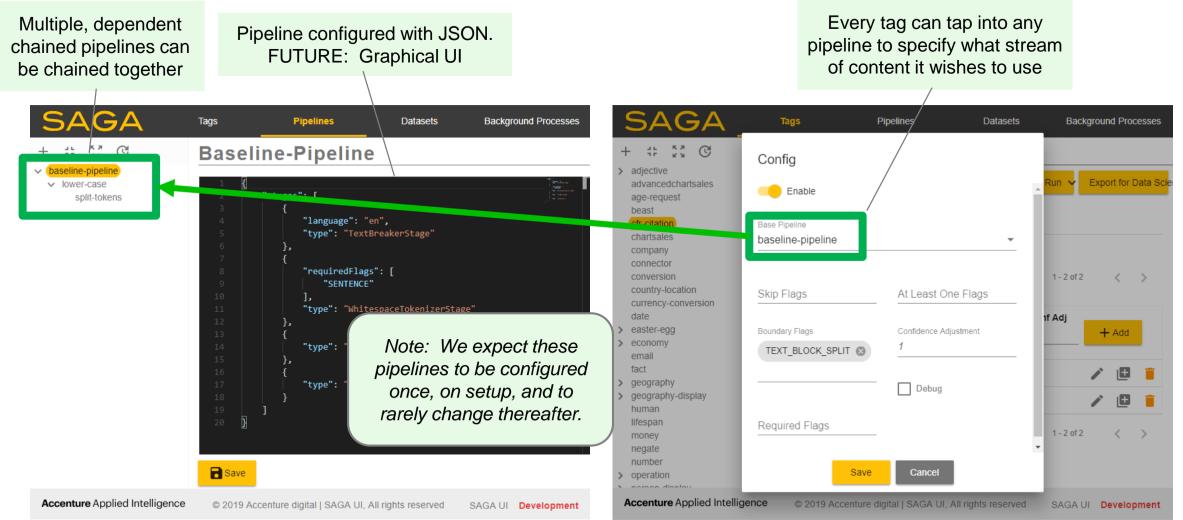


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LOW-LEVEL TEXT PROCESSING

Multiple Pipelines can be Configured

Each tag can tap into any pipeline



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LOW LEVEL TEXT PROCESSING

Currently Available

- **Text Breaker** \rightarrow Divide up text into sentences & paragraphs
- **Sentence Breaker** \rightarrow *ML method to identify sentence breaks* [Open NLP]
- White-space tokenization → Split text on white space
- **Case analysis / lower case** \rightarrow *Analyze case* & *create lower case alternative*
- Character Change Splitter → Split tokens on punctuation or character changes (numbers, upper/lower case, etc.)
- Advanced Splitter → Split off punctuation at the beginnings and endings of words, sentences, etc. (e.g. parenthesis, quotes, periods, etc.)
- Stop Words Tagger → Tag small function words (articles, prepositions, small functional verbs, small adverbs, interrogatives, etc.) so they can be optionally skipped by other processors
- **Lemmatizers** \rightarrow Reduce words to root words, backed by Wiktionary database
 - Languages currently available: English, Spanish

MANY MORE TO COME



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DATASETS – FOR TRAINING & TESTING

Datasets are loaded automatically

