

# Nuvi Language Engine

## Industry-leading sentiment prediction

Nuvi knows that the more data you collect the more you need to trust the aggregate predictions so you can make the best decisions to drive your brand forward and manage your customer experience. That's exactly why we've created Nuvi NLP, the all new, proprietary natural language processing engine with industry-leading prediction accuracy. Leveraging human-annotated data and machine learning algorithms we've put together a system that is powerful and can keep up with the ever-changing nuances of modern language. Beginning with sentiment analysis for English mentions, we're rolling out an entire array of compelling data points to aid the analysis of your social media conversations.

**NUVI**



# Sentiment Analysis Update

## **What do I need to do to get the update?**

Absolutely nothing. Starting on Monday, January 20 all monitors will begin using our new sentiment technology for English mentions. Some monitors may not see much difference, but others will see a stark change in sentiment predictions at the time of the switch. Overall you'll definitely see an improvement in accuracy.

## **How accurate is the new sentiment analysis?**

Let's be real for a minute. Sentiment is one of the hardest facets of language to predict because it's subjective and can change based on context. But we're not shy. We're confident that our initial 80% accuracy puts us at the top of the pack because we've benchmarked it against the most prominent solutions out there. Plus, we're actively working to improve for the rest of forever.

## **What is sentiment analysis?**

Sentiment analysis is one machine-learned facet of Nuvi's Language Engine that predicts whether the author of a mention was being positive, negative or neutral with his/her message.

# Nuvi Language Engine

While we're working on new language and facet support all the time, here's a snapshot of our current feature availability. If you have a special request let us know your use case.

