

NuSummit

FLYER

Sentilyzer: Decoding Emotions, Empowering Decisions

Empower your business with streamlined
customer sentiment analysis on Snowflake

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Introduction

In the realm of customer engagement, understanding customer sentiments expressed in text is the key to enhancing customer satisfaction and making informed business decisions. Enter Sentlyzer, a cutting-edge sentiment analysis application by NuSummit. Leveraging natural language processing and machine learning, Sentlyzer interprets

emotions within text, allowing businesses to manage online reputation, comprehend customer sentiments, and strategize for improved engagement. Sentlyzer takes sentiment analysis directly to your Snowflake account, revolutionizing the way you interpret and act upon customer feedback.

The Challenges

01

Understanding Product Sentiments: Businesses often struggle to comprehend customer sentiments about their products, missing out on valuable insights that could drive improvements and enhance customer satisfaction.

02

Analyzing Product Sentiment Over Time: Without a robust sentiment analysis tool, tracking the evolution of product sentiments over time becomes a challenge, hindering the ability to adapt strategies accordingly.

03

Real-time Feedback Adjustment: The absence of a tool for real-time sentiment analysis hampers businesses' capacity to adjust strategies promptly based on customer feedback, potentially affecting customer satisfaction and loyalty.

04

Identifying Popular Features or Areas for Improvement: Lacking a customer feedback analysis tool makes it difficult for businesses to identify popular product features or areas that require improvement, limiting their ability to tailor products to customer preferences.



The Solution

Sentilyzer offers the following benefits:



Precise Analysis:

Sentilyzer offers precise sentiment analysis of user feedback and reviews, providing businesses with accurate insights into customer sentiments from historical data.



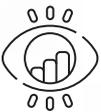
Proprietary Algorithm:

With NuSummit's proprietary machine learning algorithm, Sentilyzer enables clients to start performing sentiment analysis swiftly, without the need for extensive development.



Zero Development:

Clients can seamlessly integrate Sentilyzer into their Snowflake account without any development activities, streamlining the process of sentiment analysis.



Inbuilt Visualization:

The application contains visualizations like sentiment over time and word cloud in the Streamlit interface, making it user-friendly and visually insightful.



Security:

Sentilyzer ensures the security and privacy of consumer data by keeping it within their Snowflake account, aligning with data protection standards.





The Benefits



Batch Mode Sentiment Detection:

Analyze sentiments from client-specific historical data.



Security: Consumer data is kept private and secure, ensuring compliance with data protection standards.



Accelerated Predictions: Start performing sentiment analysis swiftly with NuSummit's proprietary machine learning algorithm.



Gain Valuable Insights: Understand customer opinions, preferences, and sentiments for informed decision-making.



Inbuilt Visualization: User-friendly visualizations like sentiment over time and word cloud.



Online Reputation Management: Monitor and manage the online reputation of your brand effectively.



Zero Development: The client doesn't have to handle any development activities; it's entirely managed by the NuSummit team.



Tailored Marketing Strategies: Tailor marketing strategies based on real-time customer sentiments.

About NuSummit

NuSummit is a global technology leader in AI-led digital transformation, specializing in applications, data, analytics, cloud, and cybersecurity. With over 300 clients worldwide, including 22 Fortune 500 companies, NuSummit supports organizations across industries. Our core expertise lies in banking, insurance, and capital markets, where we offer specialized solutions for these sectors.

With over two decades of experience and 3,000+ professionals, we deliver AI-driven, end-to-end solutions that integrate advanced cloud infrastructure and cybersecurity. Certified to top industry standards and backed by a robust partner ecosystem of hyperscalers and niche innovators, NuSummit is a trusted partner for secure, impactful digital innovation.

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