BUSINESS ANALYTICS & TEXT MINING MODELING USING PYTHON

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TYPE OF COURSE : Rerun | Elective | UG
COURSE DURATION : 8 weeks (26 Jul'21 - 17 Sep'21)
EXAM DATE : 26 Sep 2021

INTENDED AUDIENCE : UG & PG engineering students: All branches, MBA students, Professionals working in or aspiring for Business Analyst, Data Analyst, Data Scientist, and Data Engineer roles.

PREREQUISITES: Relevant sessions from the courses Business Analytics & Data Mining Modelling Using R Parts I and II

INDUSTRIES APPLICABLE TO : Big Data companies, Analytics & Consultancy companies, Companies with Analytics Division.

COURSE OUTLINE :
Objective of this course is to impart knowledge on use of text mining techniques for deriving business intelligence to achieve organizational goals. Use of Python based software platform to build, assess, and compare models based on real datasets and cases with an easy-to-follow learning curve.

ABOUT INSTRUCTOR :
Dr. Gaurav Dixit is an Assistant Professor in the Department of Management Studies at the Indian Institute of Technology Roorkee. He earned his doctoral degree from the Indian Institute of Management Indore and an engineering degree from Indian Institute of Technology (BHU) Varanasi. Previously, he worked in Hewlett-Packard (HP) as software engineer, and Sharda Group of Institutions as project manager on deputation. Gaurav's research focuses on information technology (IT) strategy, electronic commerce, electronic waste, data mining, text mining, and big data analytics and provides insights on business and social value of IT. His research has appeared in quality journals & conferences, including Resources, Conservation and Recycling, Journal of Global Information Technology Management, Sustainable Production and Consumption, Journal of Information Technology Management, ICIS conference, DIGITS conference, India Finance Conference.Indian Academy of Management conference, and Academy of Management conference.

COURSE PLAN :

Week 1**:** Introductory overview of Text Mining

Week 2**:** Python Basics

Week 3**:** Built in Capabilities of Python

Week 4**:** Built in Capabilities of Python

Week 5**:** Numerical Python

Week 6**:** Python pandas

Week 7**:** Working with Data in Python

Week 8**:** Text mining modeling using NLTK